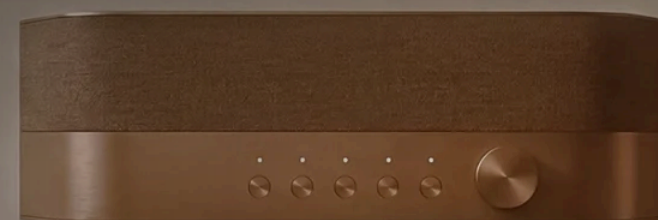


Personal technology should belong to you.

Bronze Age is building a new kind of consumer electronics company for the AI era. Beautiful, intelligent products that work together, adapt to your life and put you in control. Powered by local-first AI, private by design, open by principle and built to last.



Today’s technology is built around the platforms that control it, not the people who use it.

- 01 Closed ecosystems limit choice
- 02 Cloud-based assistants raise privacy concerns
- 03 Fragmented services prevent a truly personal experience

Owning your own intelligence still largely means building it yourself.

73%

of Americans feel they have little or no control over the data companies collect about them.

PEW RESEARCH CENTER, 2023

The pieces already exist. The experience doesn't.

People already buy premium speakers, AI assistants and smart home technology. But getting everything to work together, privately and on your terms, still means compromise.

BEYOND SONOS

Sound that knows you.

Your own morning show with your music, news, interests and calendar.

BEYOND APPLE

Integration without lock-in.

Choose your own AI, voice, services and how everything works together.

BEYOND ALEXA

Intelligence that stays private.

Ask personal questions without sending every conversation to the cloud.

BEYOND DIY

Ownership made simple.

Keep your data at home, upgrade your hardware and stay in control without technical expertise.

The opportunity is premium personal technology that works your way and is truly yours.

The Radio*

The beginning of a new family of personal technology.

Our first product combines beautiful sound, personal intelligence and private storage in one premium, upgradeable object.

SOUND

Premium spatial audio

Personalised radio

OWNERSHIP

Local-first AI and private storage

Physical privacy controls

INTELLIGENCE

Natural conversations

Your choice of AI and voice

LONGEVITY

Designed for repair and upgrades

No mandatory AI subscription



A familiar habit. A new interface for personal AI.

The Radio* starts with something people already do every day: listen. Music makes it immediately useful. Personalised programming and intelligent assistance make it more valuable over time.



Easy to adopt

A premium radio with immediate value, without needing to learn a new technology.

Built for daily use

Music, personalised content and useful everyday assistance create reasons to return.

A platform for more

Private memory, local AI and connected services lay the foundation for a wider family of products.

Entertainment is the entry point. Personal intelligence is the opportunity.

Personal intelligence is becoming practical at home.

Smaller, more capable AI models are making it possible to build products that understand and respond to their owners without relying on the cloud for every interaction.

5.3×

improvement in intelligence
per watt for local AI, 2023–
2025

STANFORD UNIVERSITY + TOGETHER AI

MORE CAPABLE

Useful AI workloads can increasingly run on consumer hardware.

MORE PERSONAL

Preferences and context can remain with the owner, allowing a product to become more useful over time.

MORE INDEPENDENT

Local intelligence can reduce cloud costs, improve responsiveness and keep essential features working without a subscription.

Detail and sources in [A4](#).

Revenue starts with a product worth owning.

Bronze Age starts with premium hardware customers own outright. Essential features are included, with no mandatory AI subscription. Future upgrades, optional services and new products create opportunities to grow.

THE RADIO*

~US\$2,100

Unvalidated pricing hypothesis · USD, before tax

One premium, local-first product with core intelligence and features included.

Hardware upgrades

Replaceable computing hardware can extend product life and create opportunities for future upgrade sales.

Optional services

Pay-as-you-go cloud intelligence for additional capabilities. No subscription required for essential features.

Future products

A growing family of premium consumer electronics built around the same private, personal ecosystem.

A premium product with improving economics at scale.

Our target launch price is ~US\$2,100. Initial production costs are provisional, with lower unit costs modelled at higher manufacturing volumes.

	FIRST 100	1,000 UNITS	10,000 UNITS
Target selling price	US\$2,100	US\$2,100	US\$2,100
Estimated landed cost	US\$1,696	US\$1,467	US\$1,162
Indicative gross margin	19%	30%	45%

Draft estimates from [A2](#). Volume columns are sensitivity scenarios, not forecasts. Gross margins exclude acquisition, warranty, returns, support and software costs; compute and Airsound terms remain under review.

People who want a better experience, not more technology to manage.

The first customers are design-conscious buyers who value sound, materials, simplicity and products made to last. Some will be technically curious. Others will simply want an exceptional object that improves everyday life.

They care about design

Materials, sound and appearance matter as much as specifications.

They buy things to keep

Quality, longevity and ownership matter more than an endless cycle of upgrades and subscriptions.

They value simplicity

The best technology works without constant attention or configuration.

They want something different

A personal listening experience offers more than another speaker or voice assistant.



Starting with premium audio. Building for a much bigger market.

Bronze Age enters through premium home audio, then expands into the wider market for personal consumer electronics.

01
UK LAUNCH AUDIENCE

~580,000 households

Estimated UK households owning a Sonos smart speaker, a useful proxy for the premium-audio audience.

At ~US\$2,100 per Radio*, reaching just 1% would represent 5,800 customers and US\$12.2M in hardware sales.

02
GLOBAL AUDIO OPPORTUNITY

~US\$122B annually

Global consumer audio market, spanning speakers, headphones and personal listening products.

An established market for products where sound, design and everyday experience matter.

03
GLOBAL CONSUMER ELECTRONICS

US\$892B annually

Global consumer electronics retail sales in 2025.

The long-term opportunity is a new generation of premium, intelligent, personal products beyond audio.

One product to start. A consumer electronics brand to build.

Real hardware. Working software. The next step is customers.

Working physical prototype and custom PCB V1

Industrial design developed; supplier quotations received

Personalised radio and voice interaction working end to end

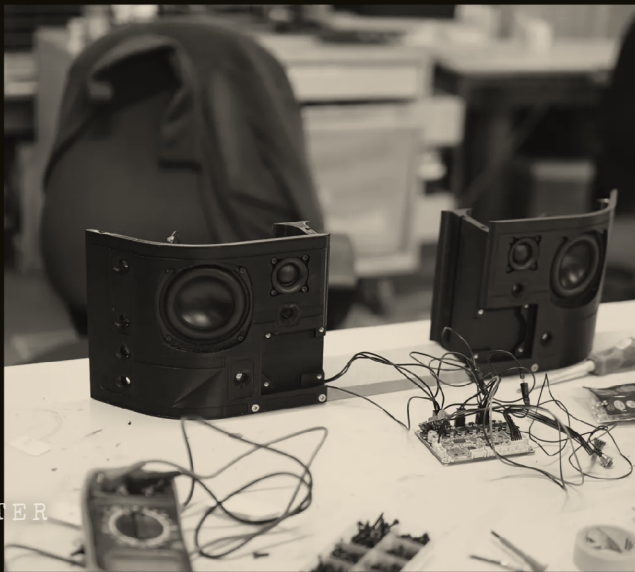
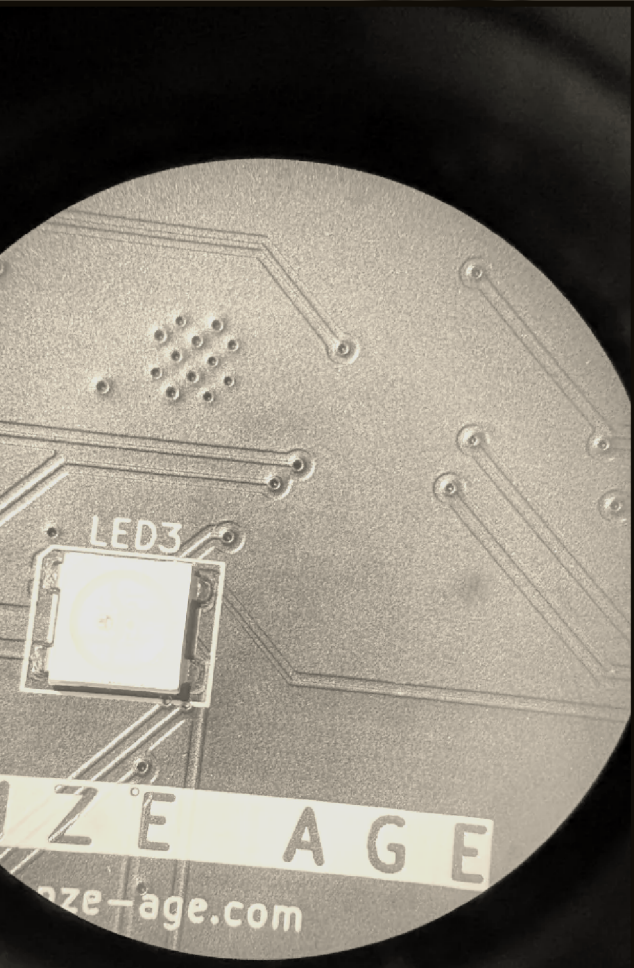
Local server and storage architecture working

Airsound spatial audio integration agreed in principle; commercial terms under discussion

The hardware and core software have been demonstrated. The next challenges are a refined daily experience, production engineering and evidence of customer demand.



Bronze Age



Software, electronics and design—with experienced consumer-audio production alongside us.

The founders have spent 5+ years building products together.



Oli Jay
CEO · SOFTWARE + COMMERCIAL

Software engineer / IoT. Built and launched software products. Techstars and commercial-founder experience.



Neal Menhinick
INDUSTRIAL DESIGN + BRAND

Industrial design, CAD, materials and premium product presentation.



Luke Bonnici
ELECTRONICS + SYSTEMS

Electrical + software engineer. Smart-home experience. Designed Bronze Age’s electronics and PCB architecture.

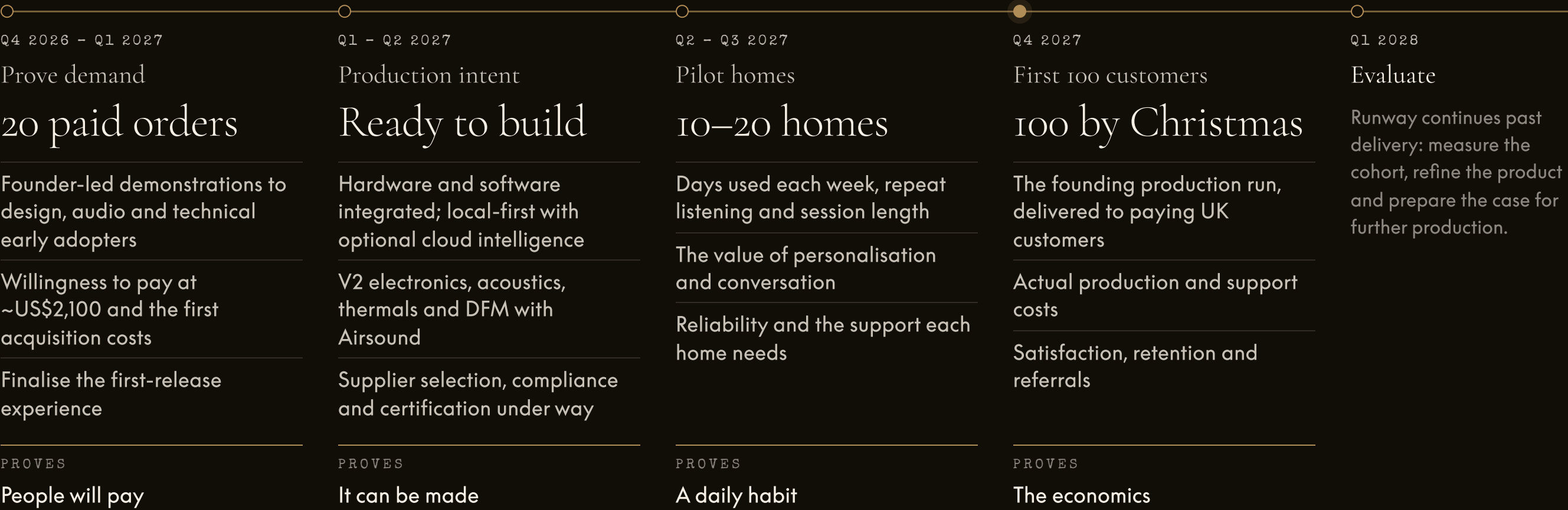


Daniel Fletcher
AUDIO & MANUFACTURING ADVISER

Founder/CEO of Airsound; ~30 years in consumer audio. Advising on acoustics, DFM, suppliers and production ramp.

Our next hire will be sales and marketing.

US\$1M. Four steps. 100 paying homes by Christmas 2027.



Christmas 2027 is a target, subject to financing, certification and manufacturing readiness; steps overlap. Daniel Fletcher supports acoustics, DFM, suppliers and production ramp throughout. Detail in [A3](#).

From a working prototype to 100 paying UK homes: the first evidence of a repeatable premium hardware business.

Raising US\$1M to bring The Radio* into 100 homes by Christmas 2027.

The funding will support production engineering, manufacturing readiness and the first 100 customer deliveries, followed by the evaluation of customer retention and the economics of further production.

US\$1M

PRE-SEED

US\$5M

POST-MONEY

18

MONTHS

US\$25K committed · seeking a lead.

ROUND GOALS

100 paying homes Measured COGS Initial CAC Repeat use

INDICATIVE ALLOCATION



Appendix

Detail and sources behind the deck.

A1 Competitive landscape + market

A2 Detailed unit economics

A3 Detailed roadmap

A4 Sources + assumptions

Where Bronze Age sits against existing alternatives.

COMPETITIVE COMPARISON

Vendor assistants

Convenient voice interaction, usually tied to a platform, subscription model and cloud dependency.

Premium audio brands

Strong sound and desirable hardware, but limited personal intelligence and little meaningful ownership of data or upgrade path.

DIY home servers and local AI

Greater control and flexibility for technical owners, but significant setup, maintenance and integration burden.

THE GAP BRONZE AGE ADDRESSES

Premium audio, personal intelligence, everyday ease of use and meaningful ownership in one product. The Radio* is designed to be immediately useful as a radio, then more valuable as personal context builds, without requiring customers to manage infrastructure or accept a mandatory AI subscription.

LAUNCH MARKET CONTEXT (NOT TAM)

The UK has 28.6 million households. That figure is launch geography only, not an addressable market. The near-term focus is a smaller, premium UK audience that values design, sound, simplicity and products built to last.

EXPANSION (FUTURE OPPORTUNITY)

Additional customer groups, international markets and product categories depend on proving demand, retention and production economics with the first cohort. We are not presenting penetration rates, market sizes or revenue forecasts for those expansions.

Provisional BOM and landed cost by volume.

BILL OF MATERIALS, PER UNIT (USD)	100	1,000	10,000
Custom PCB (DSP, mics, amplifier)	92	88	85
Power supply	50	40	30
Acoustics (drivers, enclosure, fabric)	180	130	95
Body (3D print to 1k; moulding at 10k)	150	150	20
Aluminium panel, knob and buttons	57	43	39
Boot storage (256 GB NVMe)	30	25	20
Airsound licence (provisional)	67	56	48
Assembly and test (England)	120	80	60
Packaging and logistics	70	55	45
Compute (Jetson Orin NX 16GB, provisional)	880	800	720
Estimated landed cost	1,696	1,467	1,162
Indicative hardware gross margin	19%	30%	45%

Draft estimates only; dashed figures are provisional. Target retail US\$2,100. Margins exclude acquisition, warranty, returns, support and software. Jetson and Airsound terms under review. Storage is for OS, product and personal memory, not NAS.

Engineering, certification and manufacturing dependencies through the first 100 paying UK deliveries.

Q4 2026 TO Q1 2027

Validate

- Finalise the first-release experience and upgrade architecture
- Customer interviews; reservations and paid-order campaign (orders, not deliveries)
- Evaluate economical local AI compute options against product workloads
- Production-intent electronics, acoustics and thermal design
- Finalise legal, privacy and insurance foundations

Q4 2027

First 100 customers

- Certification complete; declarations and labelling
- Manufacture the founding production run
- Deliver 100 Radios to paying UK customers by Christmas 2027
- Establish customer support processes
- Measure satisfaction, retention and referrals

Q1 TO Q2 2027

Production intent

- Integrated hardware and software; core personalised-radio experience complete
- Local-first operation; optional cloud intelligence without customer API keys
- Airsound integration; DFM, supplier selection and manufacturing design
- Daniel supports acoustics, DFM, suppliers and production planning
- Compliance, privacy and security testing begins

Q1 2028

Evaluate and prepare

- Analyse customer usage and retention
- Establish actual hardware and support economics
- Refine the product from the first cohort’s feedback
- Prepare the plan for further production

Q2 TO Q3 2027

Pilot homes

- Place 10 to 20 pilot Radios in real homes, separate from the founding production run
- Measure repeat use and listening behaviour, not just features
- Refine personalisation, reliability and support burden
- Validate production processes and costs
- Complete CE conformity assessment, Great Britain gap review and production-readiness work

DEPENDENCIES AND RISKS

100 Radios delivered to paying UK customers by Christmas 2027 depends on financing, compliance sign-off, supplier readiness, acoustic and thermal validation, and successful manufacturing trials. Paid orders, pilot installations and delivered units are distinct milestones.

Funding covers the founding cohort after initial deliveries to measure retention, support burden and the case for further production.

Every phase retires a specific risk. Daniel’s experience informs DFM, supplier selection, sourcing, QA and production ramp; it does not imply that manufacturing is solved or that final assembly moves from England.

Independent sources and company-supplied figures.

SLIDE 06 · INTELLIGENCE PER WATT

Saad-Falcon et al., “Intelligence per Watt: Measuring Intelligence Efficiency of Local AI”, Stanford University and Together AI, arXiv:2511.07885, November 2025. The cited 5.3× compares the best local model and accelerator of 2023 with 2025.

APPENDIX BENCHMARK DETAIL

Model evidence reviewed includes Hugging Face Open LLM Leaderboard v2; Qwen3 Technical Report, arXiv:2505.09388; OpenAI gpt-oss model card, arXiv:2508.10925; Google Gemma and Gemini model cards; and OpenAI simple-evals. Benchmark methods differ, so these support direction rather than a like-for-like product forecast.

A1 · LAUNCH GEOGRAPHY

Office for National Statistics, *Families and households in the UK: 2024*: 28.6 million households. Used as launch-geography context only, not TAM.

A2 · UNIT ECONOMICS

Draft bill of materials, supplier quotations and volume assumptions are provided by Bronze Age. Figures are provisional and exclude customer acquisition, warranty, returns, support and software maintenance unless stated.

SLIDE 12 · AIRSOUND ROLE

Airsound, “Our Story” / company site: Daniel Fletcher is Founder/CEO, founder and inventor of Airsound Spatial, specialising in audio product development, DSP and loudspeaker design.

SLIDE 12 · PRODUCT LEADERSHIP

Daniel Fletcher’s product-development portfolio and Glen Dimplex role note: Head of Innovation & Development across Roberts Radio and Morphy Richards; concept-to-production and international manufacturing-partner experience.

SLIDE 12 · MANUFACTURING EXPERIENCE

Daniel Fletcher, “Top 5 tips for developing and manufacturing electronics in China”, 2019: ten years’ direct electronics/audio manufacturing experience, including DFM and supplier engagement.

SLIDES 11-12 · PRODUCTION + INSTALLED BASE

Daniel Fletcher, “Making the UK’s #1 soundbar: The Orbitsound T12v3”, 2019: manufacturing-partner replacement, design resilience, production QC and 150,000+ products using Airsound technology in homes.

COMPANY FIGURES

Product status, functionality, pricing hypotheses, targets, unit economics, draft BOM, use of funds, valuation and team involvement are provided by Bronze Age. Customer demand, CAC and mature production economics remain unvalidated.

SLIDE 10 · MARKET SIZING

Sonos household estimate, global audio and consumer electronics figures are company-supplied proxies and industry estimates for context, not validated TAM or forecasts.

IMAGES

Lifestyle and product images are design renders. Slide 11 uses photographs of the working prototype, PCB and workshop.