

# SoundTech Incubator Program Book

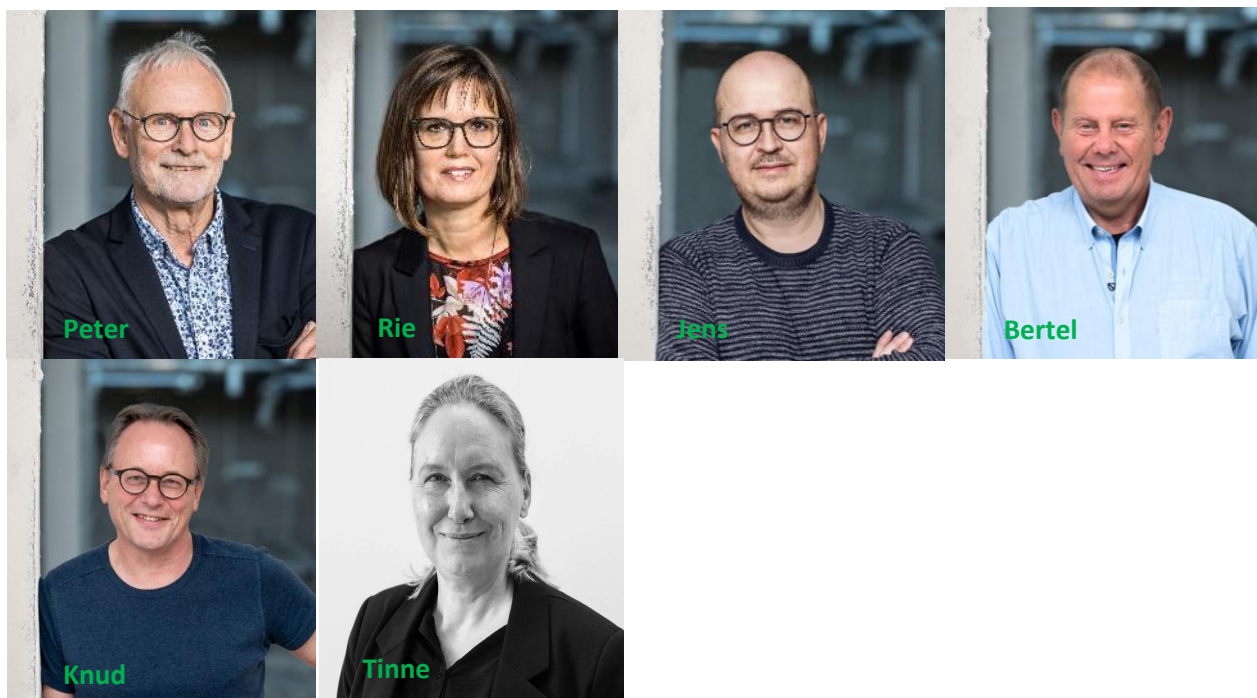
## Welcome

You have been selected because we believe your startup has the potential to become a growth entrepreneur. By participating in the SoundTech Incubator program you have accepted our help to realize your potential.

Our objective is to help you identify and handle your biggest challenges to improve your product concept and business potential.

If you dedicate yourself to the program, we will do what we can to bring you closer to success. We recommend that at least two founders participate in the program to maximize your benefit.

## The SoundTech Team



## The structure of the program

The SoundTech Incubator is more than a network program. We know that startups have different challenges. We help you identify yours and put together individual activities, where our team supports and helps you.

The SoundTech team has long experience from the sound industry, and we use our collective experience and brainpower to find the best solutions. In Sound Hub we have a co-working space with active companies in the sound domain, this means access to in-house specialists ex acoustics, electronics, mechanics, quality and project management. Further we have a unique sound makerspace with workshops, world class test facilities and a local complementary craft cluster.

The program has a duration of 5 month. It has two tracks, a generic track and a sound specific track. The generic is available on the on-line platform ([app.beyondbeta.dk](http://app.beyondbeta.dk)) and the sound specific track is mixed physical and on-line meetings and workshops.

The on-line generic track has 6 incubator courses with methods and tools towards achieving Product Market Fit plus 3 inspirational Founder Talks. The on-line courses are for self studies, and some of your learnings from these courses will be used in the sound specific track.

The sound specific track focuses on the implementation of your idea/solution. It is based on a phased product development model with a variety of different modules, from where relevant themes for your solution will be chosen and activated.

In the first period of the program we get to know each other and find the best way to collaborate. Our team works with you to understand your situation and your challenges. Based on this, individual plans with prioritized specific actions are set up and executed in the last period.

There are 3 camps in Sound Hub with mix of general and sound specific workshops and a final gathering. Between camps there will be bi-weekly sparring or lab-meetings with our team. On top of that you can book deep dives with our team and/or facilities in the makerspace, to build and test your models and prototypes.

You are offered the opportunity to relocate to Sound Hub during part of or the whole program to work alongside our specialists and with access to the unique makerspace.

The content of camps and activities depends on the needs and challenges of the participants, so there is not fixed agendas for camps.

Overview of the program

## Dedicated SoundTech Team

Sparring with sound expertise

Kick-off Camp

3 days

Midway Camp

3 days

Final Camp

3 days

Bi-weekly meetings and deep dives

## Makerspace

Workshops – test facilities – craft cluster

## Access to expert mentors & network

Best in class mentors from the industry

## The elements of the program

### SoundTech Team

Throughout the program you can book sparring sessions with the team or individual members. If we cannot help you overcome your challenge, we will do our best to find people, who can.

### Bi-weekly meeting

Every second week, there will be 1:1 lab-meetings with members of the SoundTech Team to follow up and prepare deep dives.

### Deep dives

For specific challenges we can arrange deep dives such as workshops, test and measurements or intensive training with the SoundTech Team or in the makerspace.

### The in house Maker Space for building, testing and evaluation

## Workshops

- Wood
- Metal
- Electronics
- 3D printing

Incl.

- Material library
- ISO standard library

## Test facilities





- Speaker measuring lab
- Audio specification lab
- Listening rooms
- HATS / box in Quiet Room
- Reverberation Chamber
- Climate stress test lab
- Mechanical stress lab
- Accredited EMC test
- Climate, mech, safety test
- HALT (highly accelerated life test)



### The local Craft Cluster

## Craft cluster

- Industrial design
- Mech, electrical and sw design
- Tooling
- Plastic moulding
- Metal processing
- Aluminium
- Electronic manufacturing
- Assembly
- Decoration
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The generic track

 <p><b>HOW TO ACHIEVE PRODUCT-MARKET FIT</b> with David Ventzel</p>	 <p><b>HOW TO ENHANCE THE VALUE AND NOVELTY OF YOUR OFFERING</b> with Michael R. Bøwadt</p>
<p><b>Problem</b></p> <p>Startups are founded to solve problems or fulfill needs that are underserved. The first step at getting to product-market fit is understanding the problem or need that your startup has set out to solve in detail. This detailed understanding is your super power. It will guide you to a solution and ultimately to product-market fit. Learn how.</p>	<p><b>Solution</b></p> <p>Problem and solution are closely tight in a startup. Your solution is the answer to the problem you want to solve or the need you are trying to fulfill. New problems stem from old solutions. Understanding how exactly your solution will be built and provide value to your customers will take you to product-market fit. Learn how.</p>
 <p><b>HOW TO BUILD A STRONG FOUNDER TEAM</b> with Sebastian von Wildenrath Løvgreen</p>	 <p><i>GUESTS FROM DDC!</i> <b>HOW TO TEST YOUR ASSUMPTIONS</b> with Line Kvarthorg Vestergaard and Theresa Ebling Lauritsen</p>
<p><b>Team</b></p> <p>Your team is the engine of your startup. It must have the needed components to run smoothly. Missing pieces and parts will slow you down. Understanding the skills needed to get to product-market fit and understanding how to obtain the needed resources is key. Learn how.</p>	<p><b>Learning</b></p> <p>The biggest competitive advantage a startup has over larger organizations with more resources is the speed of learning. As a startup you outlearn your competitors. Understanding how you speed up learning and how you focus your learning effort in the beginning will make sure that you can get to product-market before running out of cash. Learn how.</p>

 <p><b>LEARN HOW INVESTORS THINK</b> with David Ventzel</p>	 <p><b>MASTER THE TWO PREREQUISITES FOR SCALABILITY</b> with Mads Løntoft</p>
<p><b>Timing</b></p> <p>There is a time and a place for everything. Timing is key to a startup. The timing can be right now, it can be a couple of years down the road, or it might have been a couple of years ago. Timing can speed things up or slow things down. Understanding timing is essential to drive your startup. Learn how.</p>	<p><b>Scalability</b></p> <p>The ability to scale will be the difference between a startup that can be huge and make a big impact and a startup that will escape that velocity and stay minor. Scaling is about increasing value of your offer for every new customer, making the flywheel spin faster and faster. Learn how.</p>

**The sound specific track**

Sound specific track		
Idea Validation	Product Realisation	Product Maturation
<ul style="list-style-type: none"> <li>Identifying and qualifying value proposition</li> <li>Evaluating sustainability and life cycle assessment</li> <li>Demonstrating and validating value proposition</li> <li><u>Pretotyping</u></li> </ul>	<ul style="list-style-type: none"> <li>Identifying and qualifying specifications</li> <li>Architecture and development planning</li> <li>Sound quality – sound tuning</li> <li>Intellect property</li> <li>Project and product cost</li> <li>Time and plan management</li> <li><u>Risc</u> management</li> <li>Product realization review</li> </ul>	<ul style="list-style-type: none"> <li>Implementing quality and reliability measures</li> <li>Establishing manufacturing platform</li> <li>Establishing supply chain</li> <li>Purchasing agreement management</li> <li>Product maturation review</li> </ul>
Supported Implementation		

**Camps**

There are 3 3-day camps with workshops from the generic track and the sound specific track. They are not pre-defined, as we will adjust the content to the group and your challenges.

**Camp Calendar**

Camps	Batch #1 Summer, Start May 2022	Batch #2 Autumn, Start Sep. 2022	Batch #3 Winter, Start Jan. 2023
Kick of Camp:	16/5 to 18/5 (3 days)	Sep. tba. (3 days)	Jan. tba. (3 days)
Midway Camp:	27/6 to 29/6 (3 days)	Oct. tba. (3 days)	March tba. (3 days)
Final Camp:	30/8 to 1/9 (3 days)	Nov. tba. (3 days)	April tba. (3 days)
Final gathering:	12/10 (1 day)	Jan. (2023) tba. (1 day)	May tba. (1 day)

Time Spend	Founder
Generic activities on-line tool	20
Kickoff camp incl. homework	30
Midway camp incl. homework	30
Final camp incl. homework	30
Final Gathering	10
Lab meetings	30
Deep dives	42
<b>Total</b>	<b>192</b>