



VOYAGR
PURE SOUND

INVESTORS PACK

OPPORTUNITY



- + **High demand for Premium Audio Tech companies.**
- + The demand for audio, driven by **exercise, travel, urban mobility**, music, audio, podcasts, and streaming is **very high in the market.**
- + Wireless headphones are **dominating the market.**
- + Internet's plethora of choice, and higher standards of education **empowering consumers worldwide**
- + **Rapid change in mentalities and in consumer trends.**

GLOBAL CONTEXT

+ **UNO's SDG [Agenda 2030](#)**: Sustainable Development Goals of the UNO driving the industry towards cleaner, more responsible, more conscious standards.



CHANGING TIMES



+ **The recent COVID-19** was a **worldwide catalyser for the acquisition of a global state of consciousness and eco-consciousness**. Fear from a premature extinction through continuing with the old economic standards and only focusing on productivity and instant benefit practices is shifting the paradigm.

+ **Evident signs of global warming and of deteriorating of our unique habitat worldwide**. From endangered species to rising water levels, temperatures are rising everywhere and entire countries are in danger to be wiped off the surface of the Earth.

+ **No Planet B to host our Human species** (despite the actual efforts of Space X to colonize Mars). Bi

OUR SOLUTIONS



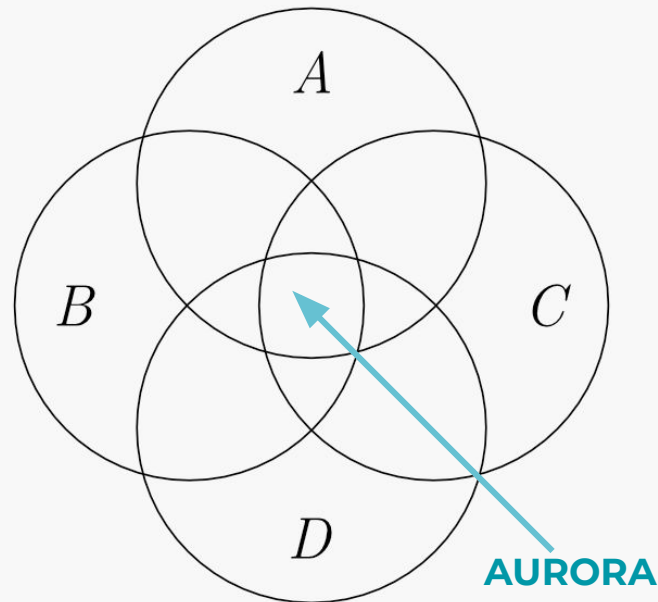
- + **Building a carbon-negative Company** (even the website is hosted on a green server).
- + **World's First Sustainably Sourced Headphones.**
- + **Headphones with Good Karma inside!** Less cruelty, less petrochemical plastics, less waste of primary materials such as materials. A better manufacturing is possible with the actual technological knowledge. It is only a question of will!
- + **AURORA is the living proof that a Premium Product can be FULLY SUSTAINABLE.**
- + **We want to influence other companies to join our movement for a more responsible manufacturing!**
- + **We take leads and act for the Planet!**

OUR UVP



+ Combining **advanced audio engineered**, thoughtfully sourced **vegan cruelty-free bio leather**, and **exceptional product design** to create the **wireless headphones of tomorrow**

+ **Sustainable (A), Stylish (B), Techy (C) and Nomad (D): our winning formula: a Conscious Product for a Demanding Millennial Generation!**



OUR VISION



Learn more about our
company's philosophy, and
get inspired !

[PLAY VIDEO NOW](#)



AURORA was designed to be a fair and conscious product, for a conscious public. AURORA's good karma is a game-changer.

- *Nabil Ktari*
Founder

OUR
PRODUCT 



 **VOYAGR**
PURE SOUND

Meet 
AURORA



PURE SOUND

Aurora are noise
cancelling
lightweight and
water-resistant
headphones with a
modern,
eco-friendly and
stylish twist.

SUMMARY

- AURORA by VOYAGR is a new active noise cancelling lightweight headphones with a **modern, eco-friendly** and **stylish** twist. The Aurora headphones are made of hemp plastic, hemp leather and recycled aluminum; its packaging is made out of hemp paper. Hemp is a renewable, sustainable, and versatile plant - one ton of harvested hemp fiber could sequester **up to 1.62 tons of CO2**.
- AURORA's great sound features with its innovative biodegradable materials, taps into the growing need for **environment-conscious** consumer electronic alternatives.
These are truly modern headphones that are perfect for music and tech enthusiasts and positions the brand in a favorable light for investment and marketing opportunities.
- VOYAGR's mission focuses on creating products with the motto '**PURE SOUND**' and seeks to produce special headphones that are custom-tailored for the discerning, premium customer; inspired by music and tech lovers, curious minds, and jet-setters across the globe.

KEY FEATURES



Innovative Eco-Friendly
Materials



Foldable, Light-Weight
Design



Ergonomic Fit



Reliable Bluetooth 5
Technology



Elegant Waterproof Box



Exciting Packaging
Experience



IPX 5 Water Resistant



Easy Pairing



Full Touch Controls



Active Noise Cancellation



Rich Sound & Deep Bass



Interactive LED Feedback



Hands-Free Calling

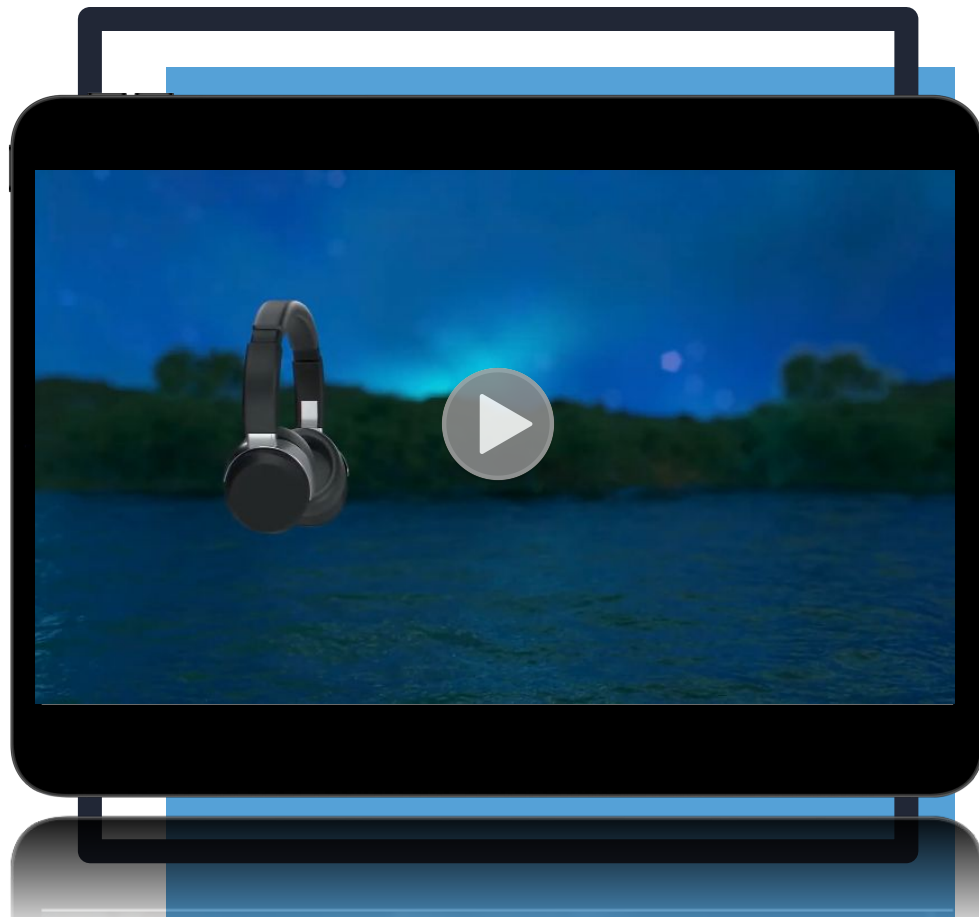


Great Autonomy (20+ hours)



Fast Charge - USB Type C

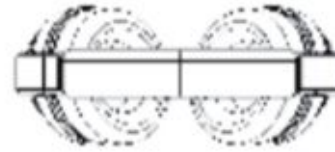
HOW IT WORKS



Watch our Aurora
headphones in action !

[PLAY VIDEO NOW](#)

TRULY UNIQUE Design



DESIGNED for MOVEMENT ■

AURORA is **innovative** from start to finish.

Features like **water-resistance**, **touch controls** and **active noise cancelation** have been custom-tailored for **millennials on the move**.

Our headphones are a **game changer**.



AN INNOVATING PACKAGING EXPERIENCE



AN INNOVATING PACKAGING EXPERIENCE ■



A UNIQUE TASTE FOR
LUXURY ■



VOYAGR
PURE SOUND



VOYAGR
PURE SOUND

OUR ELEGANT WATERPROOF TRANSPORT BOX



VOYAGR
PURE SOUND

**FOLDABLE DESIGN,
EASY TRANSPORT**



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UNIQUE !

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IPX RATINGS



VOYAGR
PURE SOUND

IPX RATINGS

IP stands for International Protection or, in some cases, Ingress Protection. IP (or IPX) rating is the marking that describes the level of protection (provided by the enclosure of the device) against dust, water, and ingress of other particles or fluids.



IPX1 – A device with a level 1 water resistance rating can survive drops of water falling vertically on it for 10 minutes. The amount of water corresponds to 1 mm per min rainfall.

IPX2 – A device with a level 2 water resistance rating can survive drops of water falling on it while being tilted at a 15° angle. The device is tested 4 times (in four positions) and the amount of water corresponds to 3 mm per min rainfall.

IPX3 – A device with a level 3 water resistance rating can survive sprays of water (sprayed by a nozzle with a counterbalanced shield approved by the IEC). The water is sprayed at different angles up to 60° measured from the vertical axis. The pressure of the water is 50-150k Pa and the amount of the sprayed water during 5min testing is 50 liters.



IPX4 – A device with a level 4 water resistance rating can survive splashes of water from any direction. The same nozzle from the previous example can be used for this testing but the shield has to be removed. Some of the most popular speakers with the IPX4 rating are Bose Soundlink Revolve and VTIN.

IPX RATINGS

(CONT'ED)



IPX5 – A device with a level 5 water resistance rating can survive small water jets projected by a 6.3mm nozzle at any angle. The testing lasts for 15 min and the volume of water is 12.5 l/min.

IPX6 – A device with a level 6 water resistance rating can survive strong water jets projected by a 12.5mm nozzle at any angle. The testing lasts for 3 min and the volume of water is 100 l/min. Devices with the IPX5 and IPX6 ratings are considered water resistant.



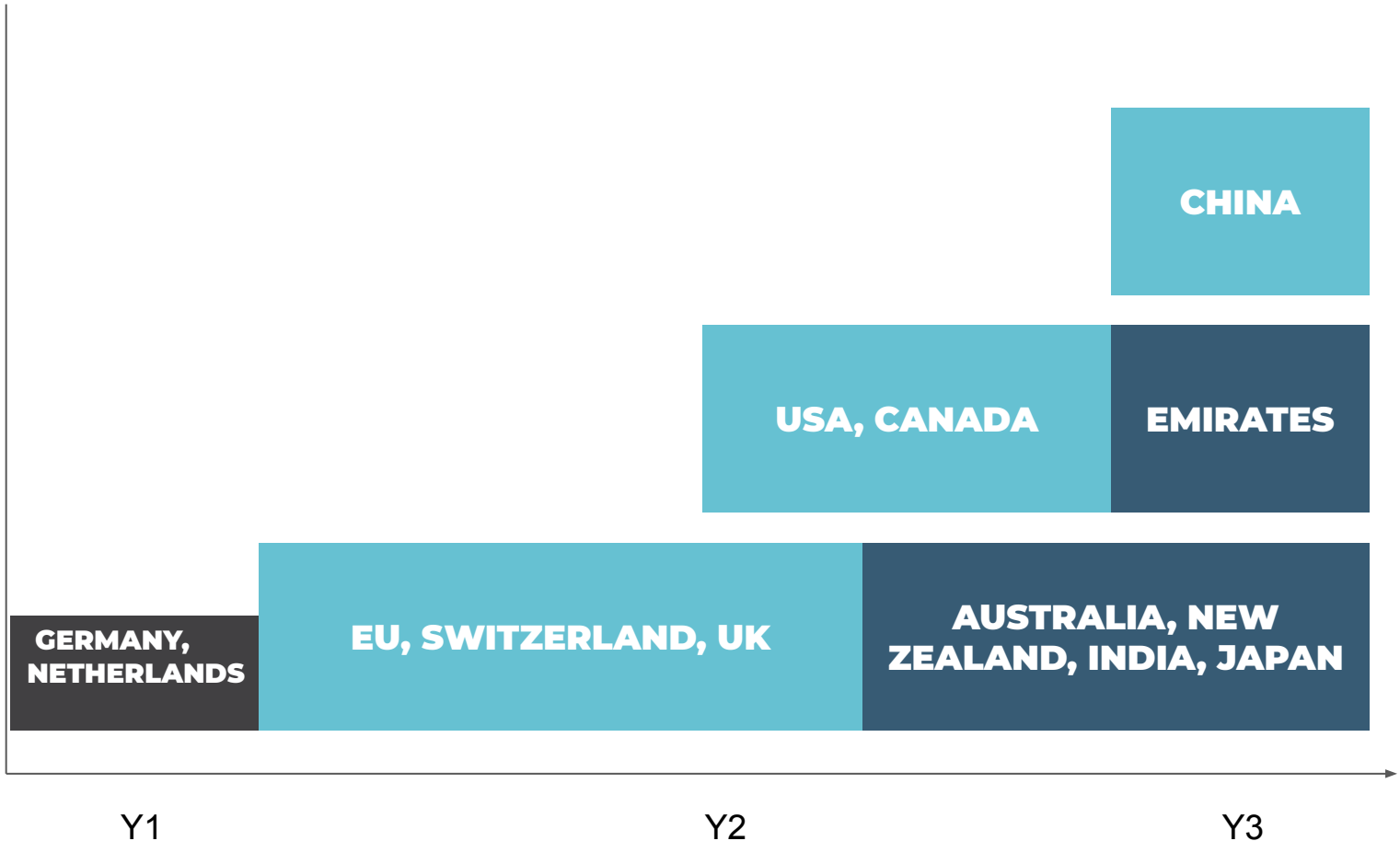
IPX7 – A device with a level 7 water resistance rating can survive (without any damage) immersion in water of up to 1m (approx. 3ft) for 30min. All the devices with the IPX7 rating are considered fully waterproof. There's a bunch of speakers/headphones with the IPX7 rating and the most popular are JBL Flip 4, JBL Charge 3, UE BOOM, etc.

IPX8 – A device with a level 8 water resistance rating can survive immersion in water deeper than 1m (usually up to 3m). The duration of testing is determined in cooperation with the manufacturer (there's no predefined time but it's usually longer than the testing time for the IPX7 rating).

IPX9K – A device with a level 9K water resistance rating can survive powerful water jets. High-temperature water (80°C/176°F) is used for testing and the device is sprayed from a close distance (0.1-0.15m). The water pressure is supposed to be really high (8-10MPa) and the volume of sprayed water is 14-16 l/min.

OUR GLOBAL ROADMAP

LIST OF
COUNTRIES



OUR CSR FOCUS

We Care.

Voyagr strives to be a responsible company and community partner and to produce products that society want to exist.

When developing new eco-friendly products Voyagr always strives to minimize the environmental impact of our manufacturing operations.

Voyagr **actively cares** about the world we live in and our community, and **has pledge to devolve 2% of its netto profits to charities.**





*This Planet is the only habitat we have.
It is our unique legacy.*

*We need a concrete change of mentality on a
day-to-day level; because the generations to come
have the right to experience the beauty and
genius of Mother Earth as we all know it today.*

*Join me and my team in our adventure.
VOYAGR is you, me, us.
It is a small big revolution.*

- *Nabil Ktari*
Founder

MARKETING OPPORTUNITY & MARKET RESEARCH ■



VOYAGR
PURE SOUND

MARKET RESEARCH

Extensive market research was commissioned to **BBSA**, a global marketing agency with offices in the USA and the UK.

Insights from the detailed analysis of our industry were taken into account while designing the Voyager and our business model to **guarantee long-term growth for our company**. Key elements of our business environment and the direction in which these are changing, as well as insights from our competitors were also strongly taken into account while drafting our marketing and PR strategy and plan.



INDUSTRY TRENDS

The Audio and Video
Equipment industry
in a nutshell

Key Statistics Snapshot

Revenue

\$3.2bn

Profit

\$190.7m

Annual Growth 14–19

-0.1%

Exports

\$1.2bn

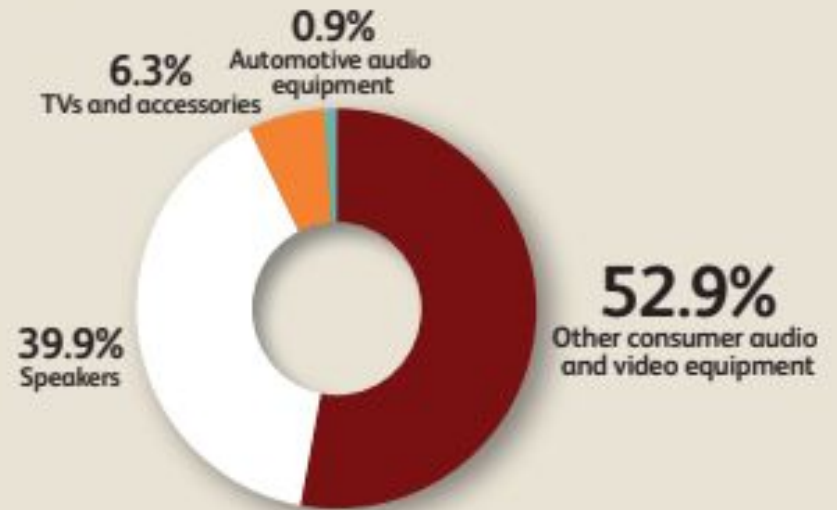
Annual Growth 19–24

0.1%

Businesses

499

Products and services segmentation (2019)



Total \$3.2bn

SOURCE: WWW.IBISWORLD.COM

TYPES OF HEADPHONES

Earphones (Wired)



Headbands (Wired): including over-ear and on-ear



Earphones (Wireless)

True Wireless Earphones



Other Wireless Earphones

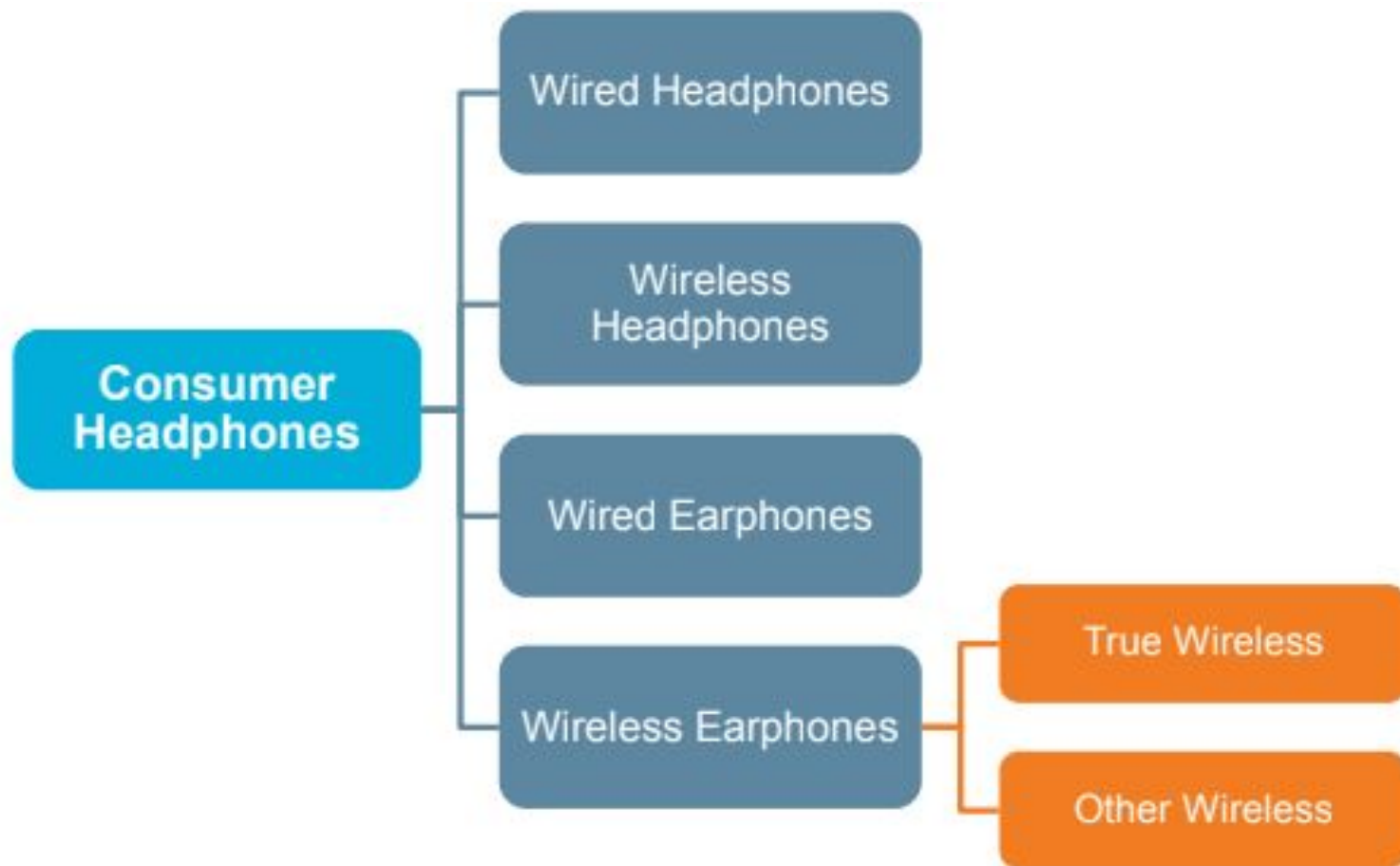


Headbands (Wireless): over-ear and on-ear



Source: Images from the various brands

TYPES OF HEADPHONES (CONT'D) ■



INDUSTRY TRENDS: SUMMARY



Demand for headphones will be strong

There is a large installed base of smartphones, tablets, portable players and PCs that will help drive demand for headphones.

Music and exercise drives demand

The popularity of streaming music services and growing interest in exercise will be the key drivers for headphones sales.

Headbands will remain a niche and command a premium

Audiophiles will still stick to headbands as the larger body allows better and larger drivers and larger capacity battery (for wireless headbands) to be installed leading to a better audio experience.

Consumers more receptive to new brands

There is an onslaught of new headphones brands offer audio performance comparable to established headphones brands. These brands are priced competitively leading consumers to try out these new brands.

Integration of smart functions drives up prices

Manufacturers are incorporating smart assistants such as Siri and Alexa and also fitness coaching onto headphones which opens up the headphones market to a wider audience.

Wireless earphones to dominate the market

The removal of the headphones jack from smartphones spurs strong wireless headphones sales over the forecast period. True wireless earphones also drive average prices of headphones upwards.

INDUSTRY TRENDS: SUMMARY (CONT'D)

Internet is the perfect retail channel for headphones

The ease of transportation of headphones means that internet retailing will be the most powerful retail channel for new entrants into the market.

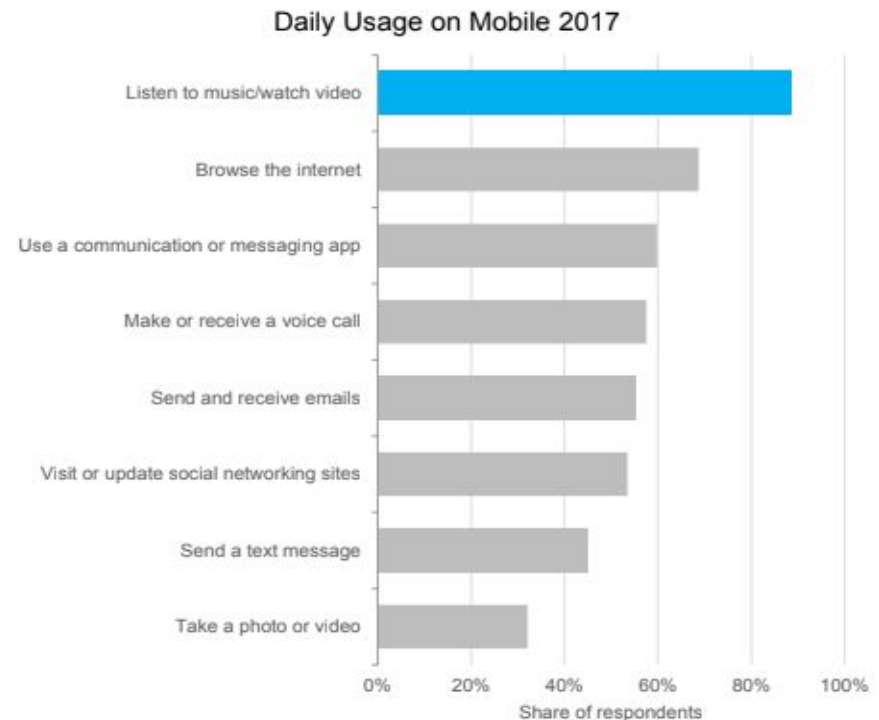
Mobile phones

The trend towards bezel-less phones means that the speakers on the smartphones are either mono-sound or down-firing speakers due to space constraints.

The downside is that audio quality is greatly compromised.

Passport (2018) estimates that 89% of mobile users said use phones to listen to music or watch videos on a daily basis

Most of the users tend to use earphones that are bundled with their smartphone and then upgrade to better quality earphones. According to Digital Media Association (DiMA), music streaming in the US grew 63% in 2017 to reach USD4 billion compared to the previous year.



BUYER PERSONAS

A buyer persona is a representation of our ideal customer based on market research and real data. We've created our buyer personas considering customer demographics, behavior patterns, motivations, and goals.

OUR BUYER PERSONAS:

Lee | The Student

Emily | The Fashionista

Natalie | The Influencer

Henry | The Wannabe

John | The Affluent

Tom | The Business Traveller

Anna | High Tech Enthusiast

Mitch | The Music Enthusiast

Matt | The Sporty



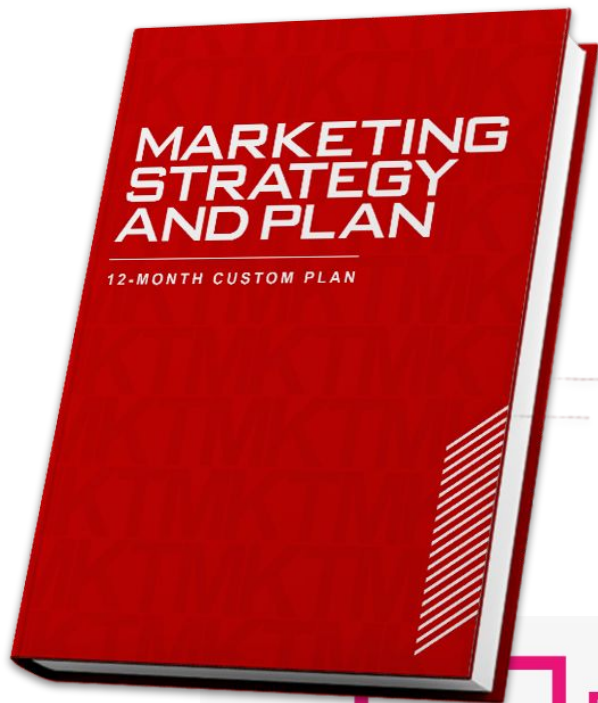
OUR COMPETITORS

Demand is driven by consumer income and the rate of product innovation. The profitability of individual companies depends on manufacturing efficiency and effective marketing and distribution. Large competitors to Voyager have advantages in economies of scale in manufacturing, marketing, and distribution. Small companies can compete effectively by offering specialty products or components in system solutions, such as speakers in a home theater system.

On the right handside the most well-known competitors.



MARKETING & PR STRATEGY



BAKE IT !
INDIEGOGO.

A marketing and public relations strategy was realised with the agency **Bootstrap**, a marketing and personal branding agency based in Florida, US.

The marketing and PR strategy and plan is VOYAGR's roadmap to marketing success and includes a number of marketing and PR campaigns that will be rolled out in Y1.

Our marketing activities also include a **Crowdfunding campaign** that will be launched on Indiegogo in Autumn 2020.

OUR CROWDFUNDING CAMPAIGN



Our crowdfunding campaign is planned for the launching around Autumn 2020. The aim behind it is to **raise the attention of the press and public**, while getting funds for the manufacturing at the same time. Our goal is to gather **30.000 Euros** as a strict minimum at the end of the campaign, **to be reinvested in our startup!**

 **INDIEGOGO®**



THE TEAM ■



VOYAGR
PURE SOUND

DR. NABIL KTARI

FOUNDER, CEO



Driven by Passion

Nabil Ktari was originally born in Tunis, Tunisia. He lives and works in northern Germany as a physician for a few years now.

Driven by his interest for preserving the planet for future generations, and caring about all living creatures, Nabil wanted to create an enterprise that would unite these causes with his passion for music and technology.

Utilizing his background as a scientific and researcher, Nabil collaborated with a team of multidisciplinary specialists from around the world to create a brand that represents the hopes and expectations of the Millennial generation.

THE VOYAGR TEAM



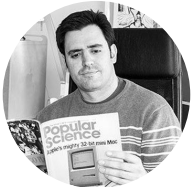
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Digital Marketing Strategist



Fiona FITZGIBBON

Digital Marketing Strategist



Diego MENDIGUREN

Website and Video Expert



Karan BATHIA

Writer and Blogger



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Thank 
you

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