



“It was reaching *inside* the piano, to pluck and strum the strings, that inspired me to change the shape of the piano”

Dr Sarah Nicolls, Founder of First Light Pianos



The piano is the most popular instrument in the world

13% of the UK population play piano.

A piano lesson in China, where 40m children learn.



Jacob Collier. 'The Piano' TV show with Lang Lang and Claudia Winkleman. Stats from YouGov, ABRSM



But the strings which make pianos sound beautiful also make pianos:

Heavy

250-750kg: 20 tonnes of string tension is held by cast-iron, patented 1825



Costly and difficult to move

£350-1300 per move: Vans, cranes, manpower, emissions-intensive



Grand pianos have the best sound but take up a lot of space. Even wealthy customers buy uprights, 80% of sales



Uprights save space, but the sound faces your knees inside a box and they're just as heavy . . .



. . . so **most people buy a keyboard**: logistically much easier, but 90% poorer sound & touch



Global annual markets

Acoustic pianos

720,000 sold p.a.

Value £3.6b

Keyboards

6,000,000 sold p.a.

Value £2b

The opportunity to create a new kind of piano is huge



Our solution - the First Light Piano 'Standing Grand'

Our revolutionary shape creates a unique-sounding visually stunning piano

The sound of a grand in the footprint of an upright

We replace cast iron with carbon fibre: a patent-pending, 70% lighter piano

Modular and portable: two adults can lift it upstairs



Watch trailer at www.firstlightpianos.com

We're saving our customers...

Floorspace ↓ 75% less	Moving costs ↓ 70% less	Emissions ↓ 48% less	Load-in time ↓ 40% less	Experience ↑ 90% more
Saving 3m2 over a grand piano with the same sound helps in homes, music studios, education institutions, small venues	The huge weight reduction over all pianos, plus modular design, removes the need for expensive specialist movers*	Being lighter and modular reduces the need for lorries and removes the need for cranes for upper floors**	Time getting pianos on stage would be significantly reduced at festivals, in venues and education institutions	A completely different experience to digital, increasing expression, resonance, sensitivity and physical feedback

*Our piano would save a venue or education institution £10,000 p.a. in piano moves, delivering a 4-year payback period.

**Licensing our technology would significantly reduce emissions for global piano manufacturers: our innovative string frame could make every piano in the world lighter.

We're the only piano making acoustic easier

First
Light
Pianos



	First Light Piano	Digital Grand piano	Standard upright	Standard grand piano
Floorspace Same as upright	✓ 1m ²	✗ 2m ²	✓ 1m ²	✗ 3-5m ²
Weight Lifted manually	✓ Modular	✓ 80kg	✗ 180-250kg	✗ 300-700kg
Sound Is it acoustic?	✓ Aimed at ears	✗	✓ But aimed at knees inside a box	✓
Price	£15-40,000	£17,000	£4-60,000	£24-210,000

Traction

**£200k grant
funding**



atelier one
STRUCTURAL ENGINEERS

Winners of 'World Building of the Year'

£160k

Letters of intent
to purchase:
professional
pianists,
Keen amateurs,
Music colleges

1,000

Mailing list inc
celebrity
backers

20,000

Views per
post

Recent features:



Forecast



Year	2	3	4	5	6	7	8
Units sold	10	80	310	1,075	10,000	12,000	15,000
Revenue	£400k	£1.95m	£6.15m	£18m	£156m	£191m	£236m

Raise: £370,000 equity

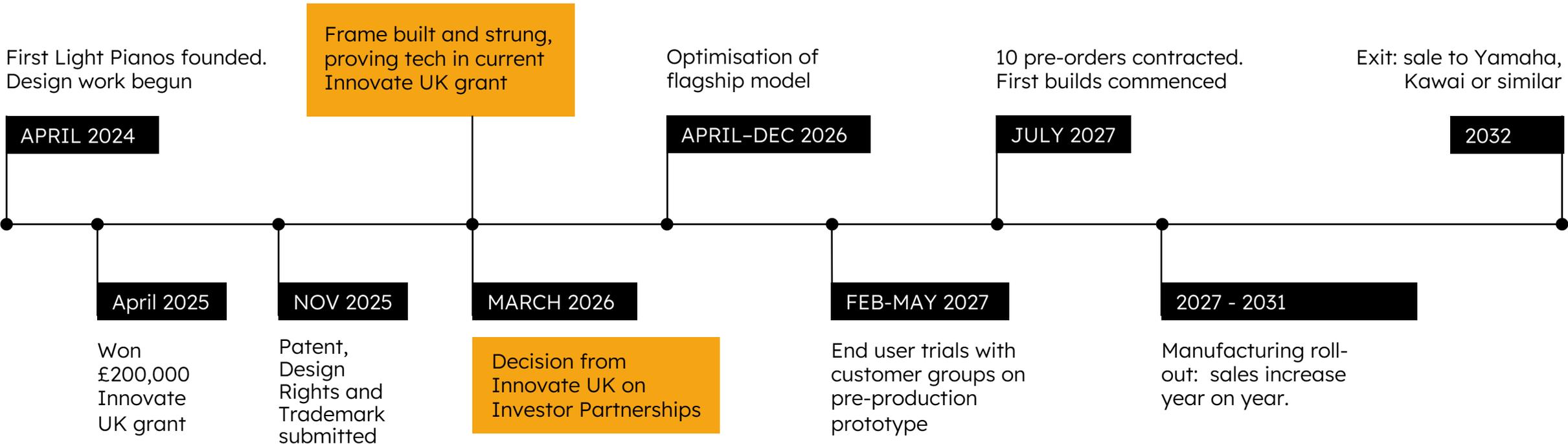
Total round of £601k includes match-funding from Innovate UK of £231,000, this funds:

- 18-month runway
- Complete testing, start production
- Convert first sales, establish commercialisation
- Build out team

S/EIS Advanced Assurance certified



Timeline



The last woman to design a piano made pianos for Beethoven. Join me to reshape the future of music

Dr Sarah Nicolls

AWARD-WINNING ENTREPRENEUR

- 'Women in Innovation' winner
- Raised £375k non-dilutive for concept dev

CONCERT PIANIST

- Media profile (interviewed, reviewed and broadcast by BBC TV & Radio, Times, Guardian, Telegraph)

RESPECTED ACADEMIC

- Visiting Senior Research Fellow, King's
- Multiple UKRI and arts funding awards

PIONEER

- This piano will be the first of its kind in the world

Sarah performing at
Queen Elizabeth Hall, Southbank Centre



Sarah with an early prototype
Photo feature in *The Times*





£370,000 ask

Round open March 23rd

SEIS £185k
available for first investors



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