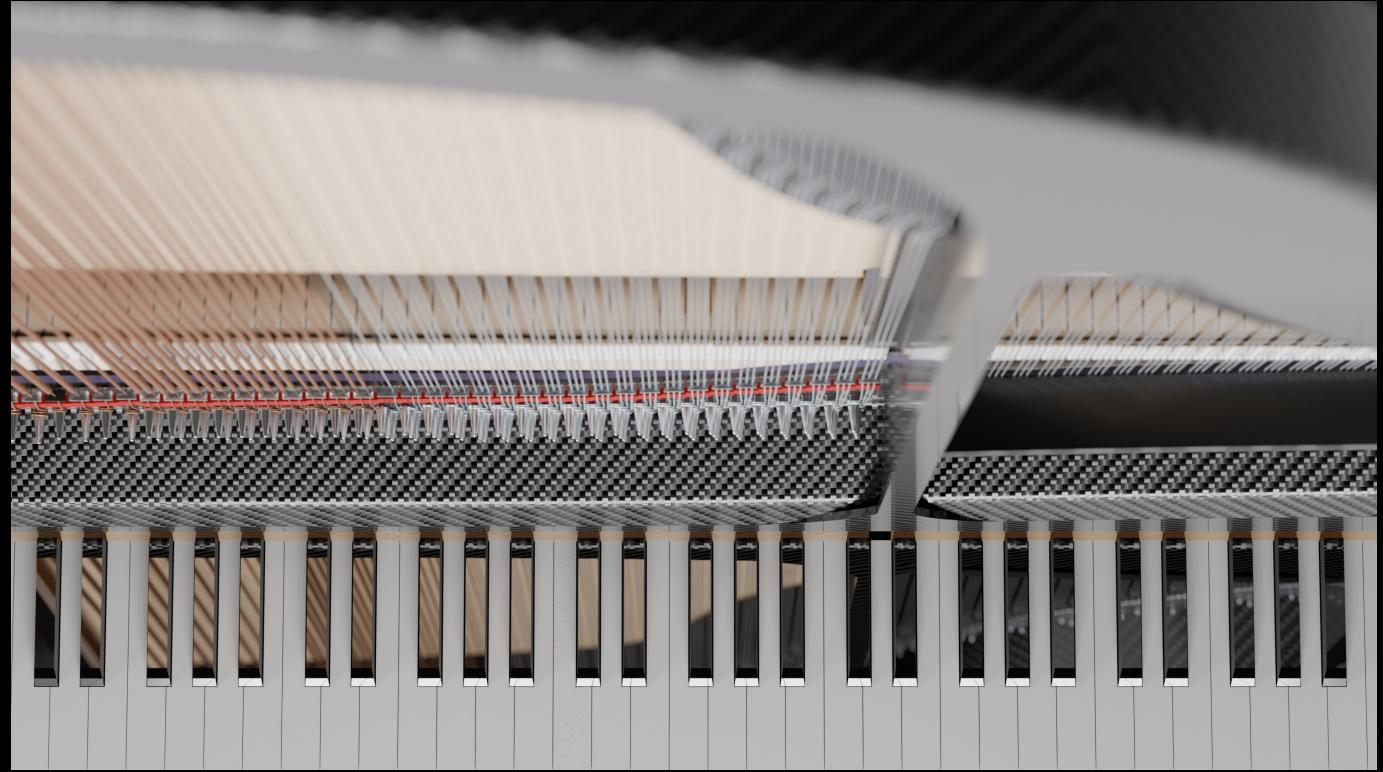




A PIANO REVOLUTION



First Light Pianos

2026

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Dr Sarah Nicolls, CEO



STEINWAY & SONS



The piano is the most popular instrument in the world

13% of UK population play piano.

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



Most people buy a digital keyboard, because pianos are:

Large

3-5m² Even wealthy customers buy uprights - 80% of sales



Heavy

250-750kg: the strings are held by cast-iron, patented 1825



Expensive to move

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



Uprights save space, but
the sound faces your knees,
and they're still very heavy



Keyboards are easy
but offer 90% poorer
sound & touch



First Light Pianos Standing Grand

The sound of a grand in
the footprint of an upright

70% lighter
Patent-pending carbon
fibre replaces cast iron

Strings resonate in front of
your ears

Modular: a 2-person lift



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Customer ROI

Floorspace ↓ 75%	Moving costs ↓ 70%	Emissions ↓ 48%	Load-in time ↓ 40%	Experience ↑ 90%
Saves 3m ² over a grand piano with same sound	Weight reduction from a traditional grand	Saves use of vans and cranes	Stage logistics time	Increased expressive sensitivity in sound+touch
Individuals Music studios Education institutions	Saves £500-1300 in moving costs, helping everyone moving pianos*	People living in flats Piano-movers Global manufacturers	Festivals Venues Education Institutions	Everyone now playing acoustic, with mechanical action, instead of digital

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

The only piano making acoustic easier



	Digital Grand piano	Standard upright	First Light Piano	Standard grand piano
Floorspace Same as upright	✗ 2m ²	✓ 0.9m ²	✓ 1m ²	✗ 3-5m ²
Weight Lifted without equipment	✓ 80kg	✗ 180kg	✓ 80kg Modular	✗ 300-700kg
Sound Is it acoustic?	✗	✓	✓ Aimed at ears	✓
Full range	✓	✓	✓	✓
Price	£17,000	£4-60,000	Flagship £40,000 Model 2 £15,000	£24-210,000

Positioning in global annual markets

700,000 acoustic
pianos sold p.a.

TAM
£3.6bn

SAM £1.1bn
Luxury pianos
£25,000+

SOM
£52m

SAM £2.5bn
Standard
uprights

SOM
£432m

6m keyboards
sold p.a.

TAM
£2bn

Top end
keyboards now
retail at
£17,000

Route to market

Stage 1	Stage 2	Stage 3	Stage 4
Brand Build	Organic Growth	B2B Expansion	Licensing
Founder-led sales Immediate revenue Gathering insights	Partnerships: e.g. Markson's Pianos Royal colleges Influencers	Distributor networks Venues, festivals Global education Industry standard	Leverage IP

Each stage builds on the last, creating compounding momentum while de-risking our growth trajectory. This approach delivers 0.15% market share by year 5; 2% by year 8.

Forecast

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

Traction



Non-dilutive funding: concept development through to MVP

£375k



- £200,000 - Innovate UK Creative Catalyst
- Create Growth, IP for Growth
- Innovate UK - Women in Innovation; Design Foundations
- Previous prototype crowdfunding
- Athena Swan, Brunel Research In Enterprise Fund



£160k

Letters of intent to purchase = 4 pre-orders



1,000

Mailing list of global backers including Oscar-winning composers and sound designers and other celebrities.

Featured by:



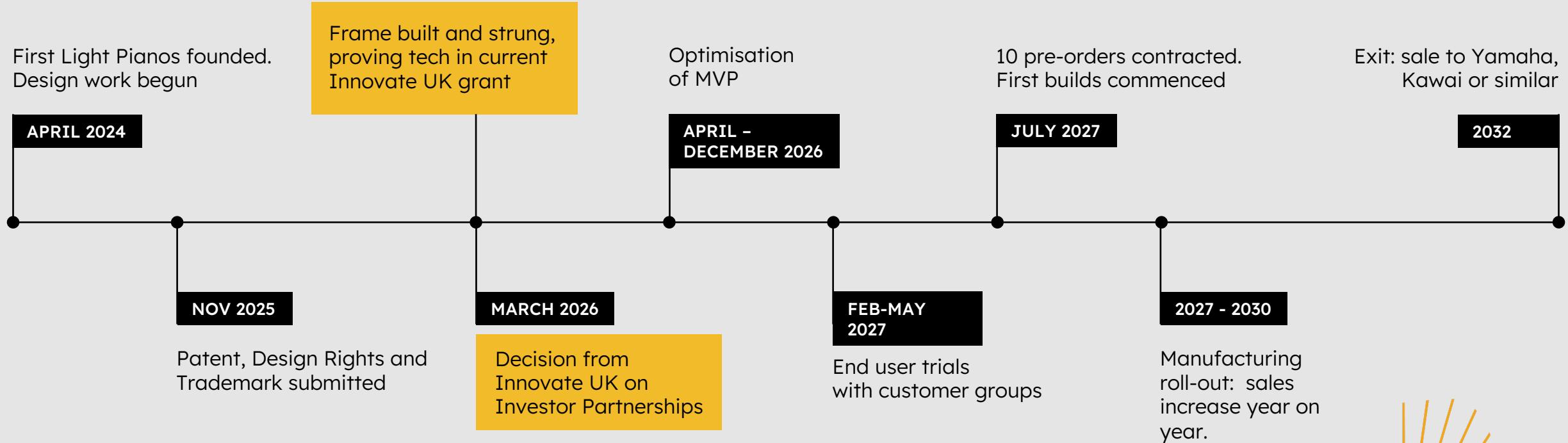
THE TIMES



20,000

Views on Instagram and YouTube for Sarah's online postings

Timeline



Raise: £370,000 equity

With match-funding from Innovate UK Investor Partnerships of £232,000, this funds:

- 18-month runway
- FLP into production and start of commercialisation
- Establishing channels to market
- Building out team
- **S/EIS Advanced Assurance certified**



200 years since the last piano designed by a woman

Sarah performing at Queen Elizabeth Hall, Southbank Centre



Sarah with an early prototype



Dr Sarah Nicolls
Founder & CEO

CONCERT PIANIST

- Media profile (interviews for BBC TV & Radio, Times, Guardian, Telegraph)
- 18k views - Instagram, YouTube

AWARD-WINNING ENTREPRENEUR

- 'Women in Innovation' winner
- Current £200,000 Innovate UK grant

RESPECTED ACADEMIC

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

PIONEER

- The only person doing this in the world

Industrial Partners



Dr Sarah Nicolls
Founder & CEO



Kate Butler
Sirius IP
Patent Attorney



Prof Neil Thomas MBE
Atelier One Lead Engineer

atelier one
STRUCTURAL ENGINEERS



Roger Elliott
Atlas Composites

ATLAS
COMPOSITE TECHNOLOGIES



ARUP

Engineers:
Acoustics & Materials

MARKSON  **PIANOS**
THE NAME  TO NOTE
ESTD 1910

Market & Distribution
Advisors



Connect



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