



A PIANO REVOLUTION

First Light Pianos

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Dr Sarah Nicolls, CEO



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



Customer ROI

| Floorspace | Moving costs | Emissions | Load-in time | Experience |
|--|--|--|---|---|
| ↓ 75% | ↓ 70% | ↓ 48% | ↓ 40% | ↑ 90% |
| Saves 3m2 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 Brand Build | Stage 2 Organic Growth | Stage 3 B2B Expansion | Stage 4 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

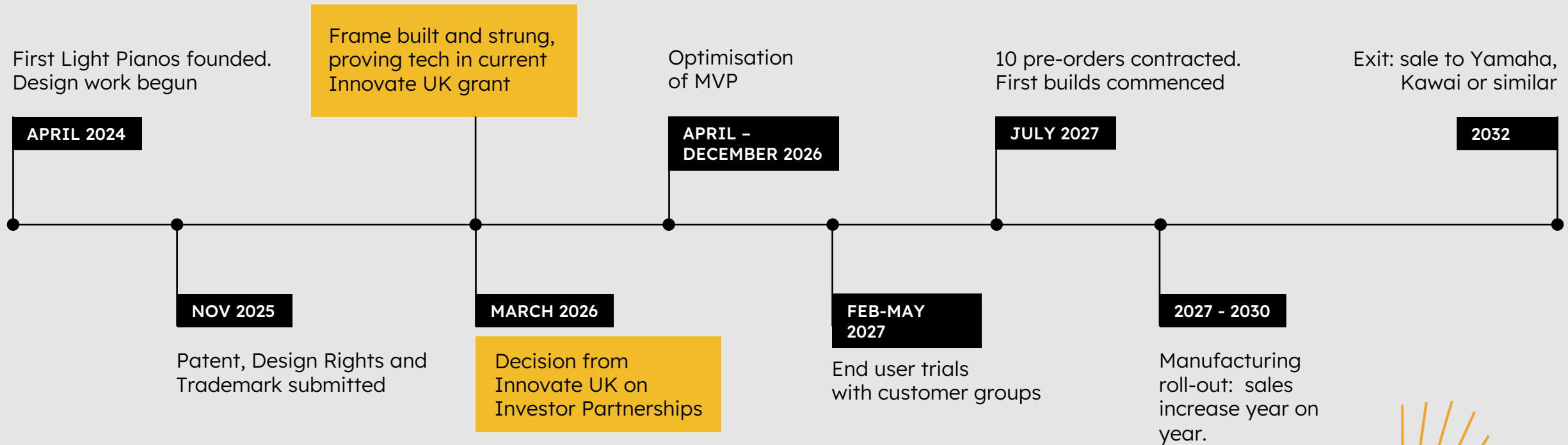


20,000

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



Roger Elliott
Atlas Composites



Engineers:
Acoustics & Materials



Market & Distribution
Advisors

Atelier One won 'World Building of the Year' for Gardens by the Bay, Singapore





Connect



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