
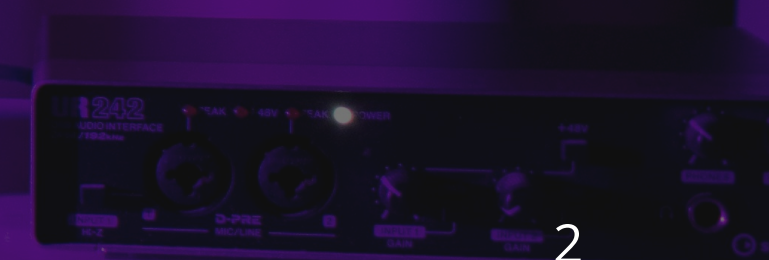


crystal 
frequencies

The Problem



The Market

OVER

20,000

Motion Picture
Producers

15,000

TV Broadcasters

WORLDWIDE

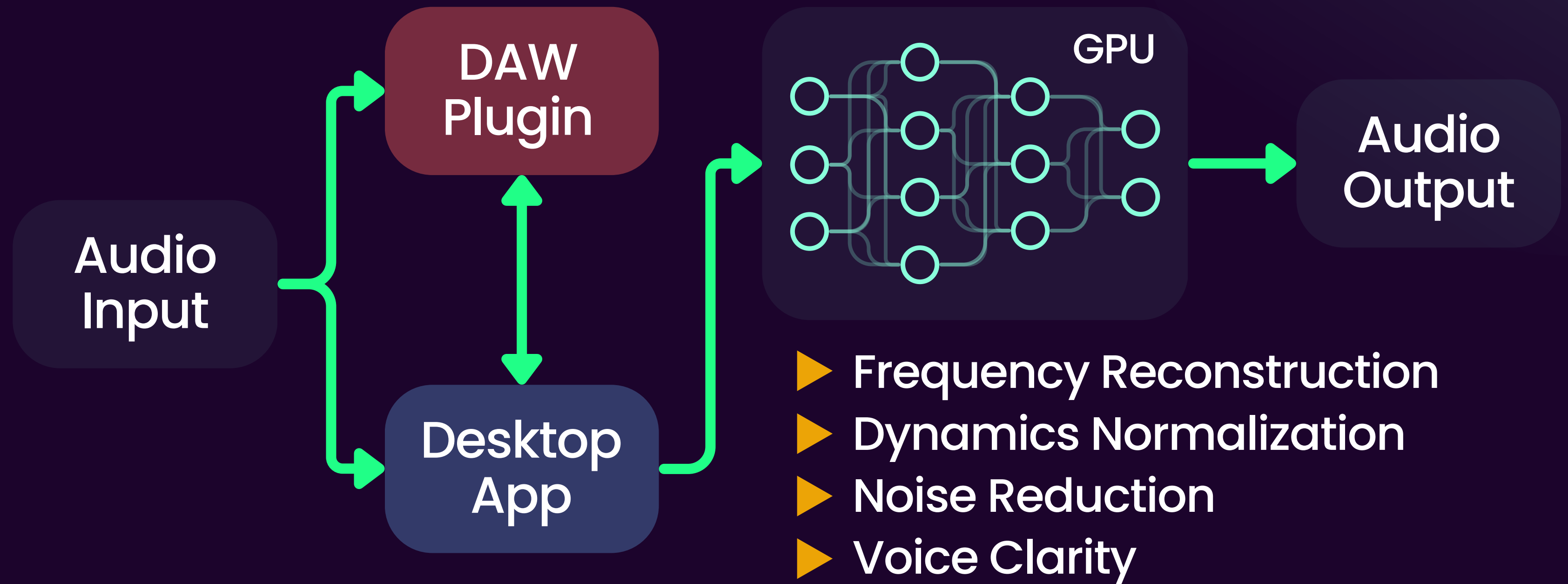
DAW Active
Users

10M+

Broadcasters in
PT

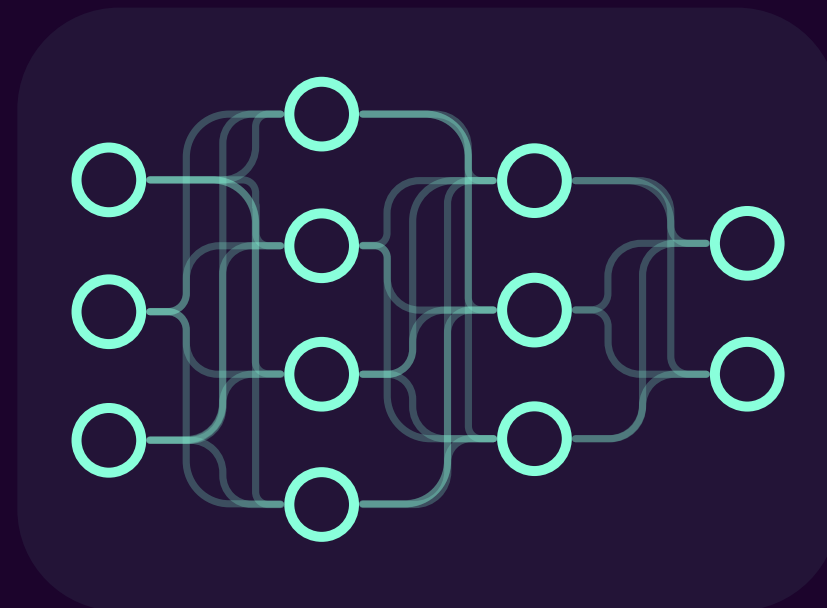
60+

Our Solution



The Business Model

Value



DAW Plugin

Desktop App

Revenue

Standard License 50€/month

Enterprise License 500€/month

Premium Enterprise 1000€/month

API 100€/month

Costs

Fixed

- ▶ Datasets
- ▶ Model Development
- ▶ Software

Variable

- ▶ Cloud Service
- ▶ Support
- ▶ Client Onboarding

The Competition

iZotope RX11

- ▶ Local (cpu)
- ▶ Requires significant manual tweaking
- ▶ Integrated into plugin chains
- ▶ Inferior performance

Adobe

- ▶ Local or Cloud (gpu)
- ▶ Cloud performance is satisfactory but local is lacking

The Insights

Amount of recorded audio is on the rise!



Audio that needs post production

25%

Hours Spent per Month (per sound engineer)

40+

The Insights

Top Requested Features

Dynamics normalization
without noise amplification

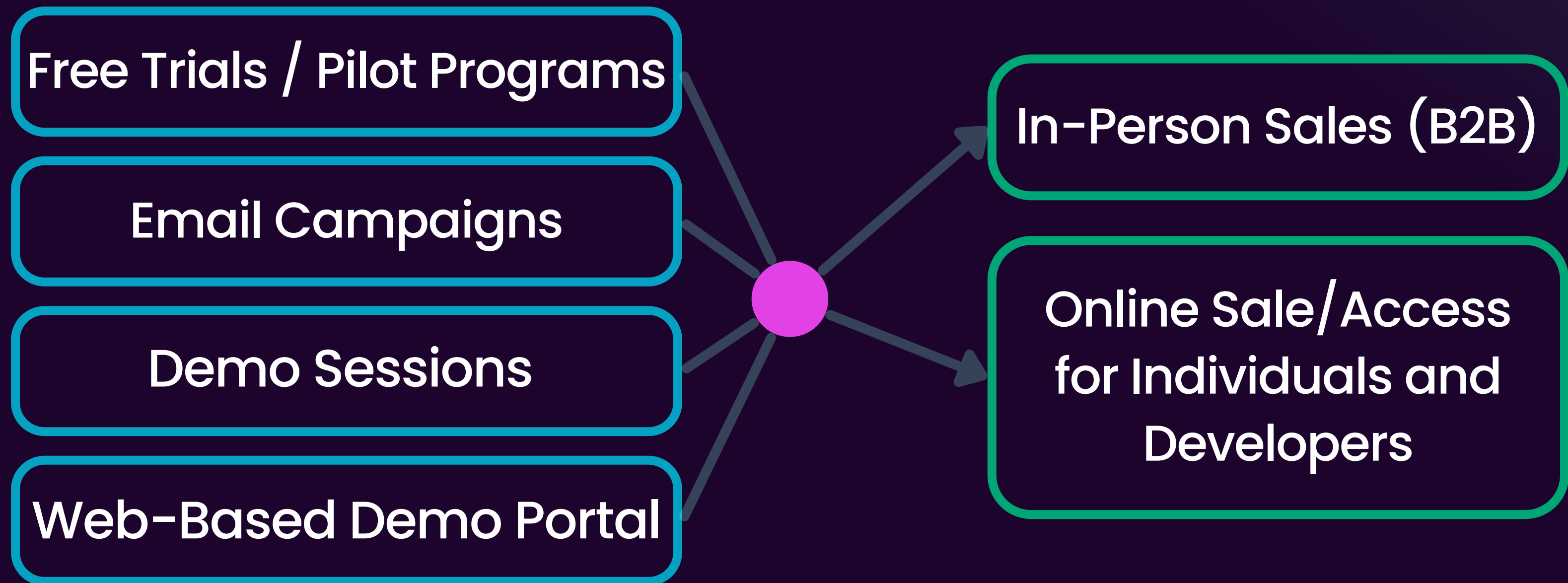
Surrounding Sounds
Removal

Noise Removal

Integration into DAW



Marketing and Sales



Catarina Caramalho



Afonso Lança



Matilde Ferreira



crystal
frequencias



Patrícia Torres



David Valente



Pedro Pereira



Financial Assumptions

Standard License 50€/month 70%

Enterprise License 500€/month 20%

Premium Enterprise 1000€/month 5%

API 100€/month 5%

ARPPU

190€
/per month

CAC

326€

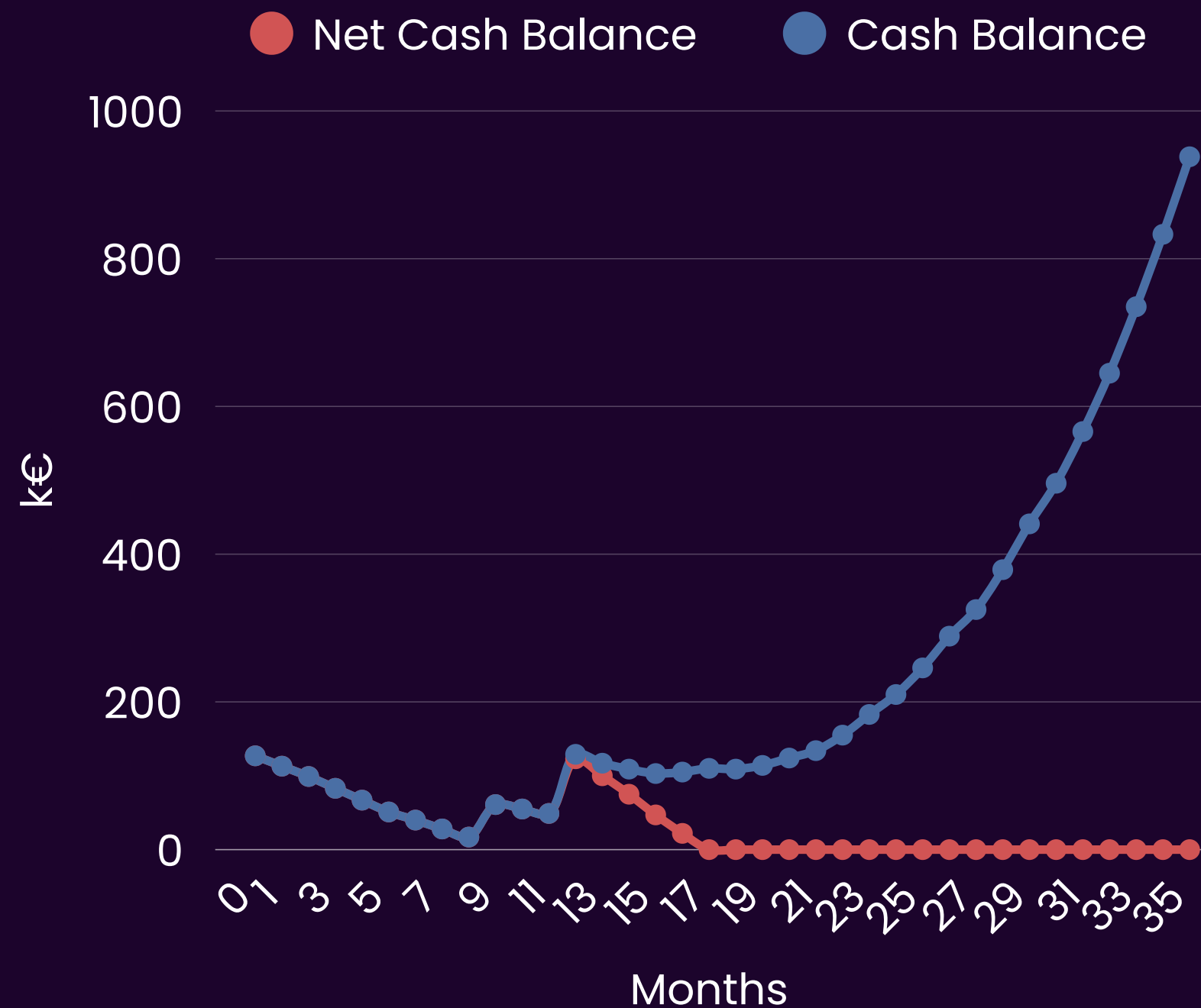
Direct Cost PPU

30€
/per month

Monthly CR

5%

Financial Projections



300k€ Initial Investments



900k€ Cash Balance



190k€ MRR



1000 Total Clients

M0 – Start / Seed Funding Secured

↳ 150k€ investment

M3 – Core AI Model PoC

M6 – MVP Ready (Internal / Alpha)

M9 – Private Beta Launch

↳ 50k€ investment

M12 – V1.0 Launch

↳ 100k€ investment

M15 – Enterprise Tier Launched

M18 – 5k€ Monthly Recurring Revenue

M21 – Hire VP Marketing/Sales

M24 – Premium Tier Pilot Program

M27 – First Premium Client Signed

M30 – API Platform Launched

M33 – 50k€ MRR

M36 – 3 Year Checkpoint

The Milestones

36 Month Period

Thank You

FOR YOUR TIME

