

# Keybird Instruments ApS

**Bringing diversity and accessibility  
to the world of acoustic pianos**

CEO: Lander Pinson 🎵 +45 60 5331 51  
[www.keybird-instruments.com](http://www.keybird-instruments.com)



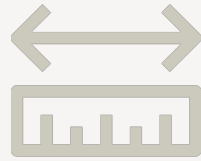


Most people prefer acoustic, but buy digital, because acoustic =



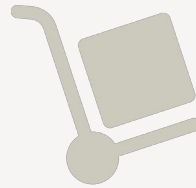
### **Expensive**

Entry-level price:  
30-50k DKK



### **Large**

Difficult to fit  
apartments and  
cars



### **Heavy**

Piano mover  
prices: ±3k DKK



### **Expensive to tune**

Piano tuner  
prices: ±1k DKK /y



### **Loud**

Thin walls,  
neighbors

# Our solution: Keybird X1

(PATENT PENDING)

**100% acoustic**



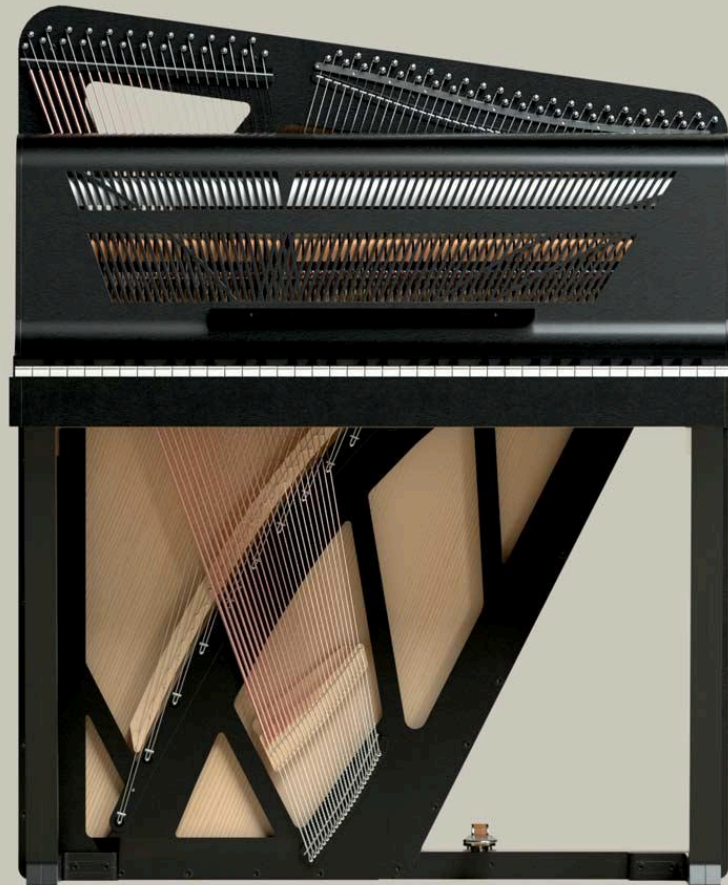
**Only 55 kg**

(300 - 400 % lighter)



**Easy to transport**

(fits normal cars)



**Optional Headphones**

(Silent / Midi)



**Tune it Yourself**

(customized app)



**Competitive price**

(27k DKK incl VAT)



# Market size and focus

worldwide:

**19,2 billion DKK** yearly revenue

**Focus: North America & Europe:**

- Low entry barriers
- High income regions
- $\frac{2}{3}$  of global market



\*statista 2021, marketwatch 2020

# Early Adapters

Based on interviews and surveys











## **(Aspiring) Gigging Musicians**

*±260.000 in Europe and North America*

- ✓ Make music, from amateur to professional.
- ✓ Aged 25-45.
- ✓ Live in cities
- ✓ Play at different locations
- ✓ Bond with their instrument (tuning)
- ✓ Appreciate modern design
- ✓ Practice/produce at home (Midi).

Next: Retailers, Music schools, Teachers, Venues...

# Competitor Matrix

TYPE	Acoustic	Digital		Acoustic					
BRAND	 Keybird	 Clavia nord	 YAMAHA	 YAMAHA	<b>KAWAI</b>	 HAILUN	 YOUNG CHANG	 SCHIMMEL PIANOS	 STEINWAY & SONS
Affordable	x	x	x	(x)	(x)	(x)	(x)		
Unique design	x	x							
Tune-it-yourself	x								
Requires less than 0,5 m <sup>2</sup> of space	x	x	x						
Headphone option	x	x	x	x	x				x
Authentic key feel	x			x	x	x	x	x	x
Transportable / lightweight	x	x	x						
User/community driven	x	x							

# Business case for 1 unit (produced in DK)

CURRENCY: <b>DKK</b>	WITHOUT SILENT MODULE	WITH SILENT MODULE
Sales price (excl. VAT)	22,500	26,500
Materials	8,100	9,600
Direct Labor	5,700	5,700
Other COGS	250	250
<b>Gross profit per piano</b>	<b>8,450</b>	<b>10,950</b>
Gross profit %	37.5%	41.3%

- Additional Revenues:
1. Flight Case
  2. Custom Cover Design
  3. Custom Colors



# Business case for 1 unit (produced in CN)

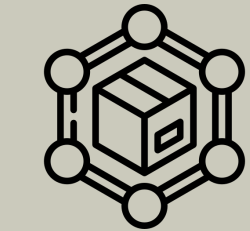
CURRENCY: <b>DKK</b>	WITHOUT SILENT MODULE	WITH SILENT MODULE
Sales price (excl. VAT)	22,500	26,500
Production Cost	6330	7000
Shipping	230	230
Other COGS	250	250
<b>Gross profit per piano</b>	<b>15,690</b>	<b>19,040</b>
Gross profit %	70%	72%

- Additional Revenues:
1. Flight Case
  2. Custom Cover Design
  3. Custom Colors



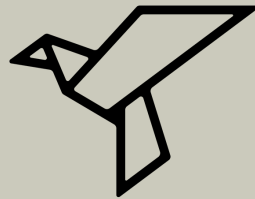
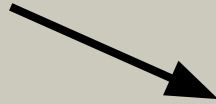


# Business Model



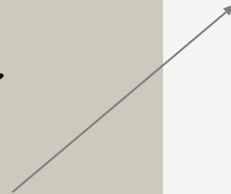
## Suppliers

OEM parts & sheet materials



## Keybird

R&D, Sales & Marketing  
Small in-house production



## Rental

Monthly recurring revenue



## B2C Sales

One-time payment, sales internationally



## Outsourced Production

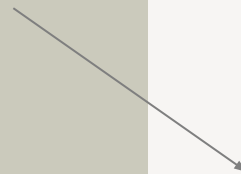
(Probably soon)



## B2B Sales

Retailers

(Support & outreach benefits )



# Traction

## Sales & Pipeline



**10 sold** around the world (paid)



**100+** on the **waiting list**



350+ newsletter subscribers,  
growing steadily



Around **500+ sales leads** & potential  
partnerships (retailers/influencers)

## Marketing & Website Analytics



**0 DKK spent** on marketing  
(will start once production is up)



**1st rank on Google** for "lightweight  
piano", "light acoustic piano"  
"transportable acoustic piano"

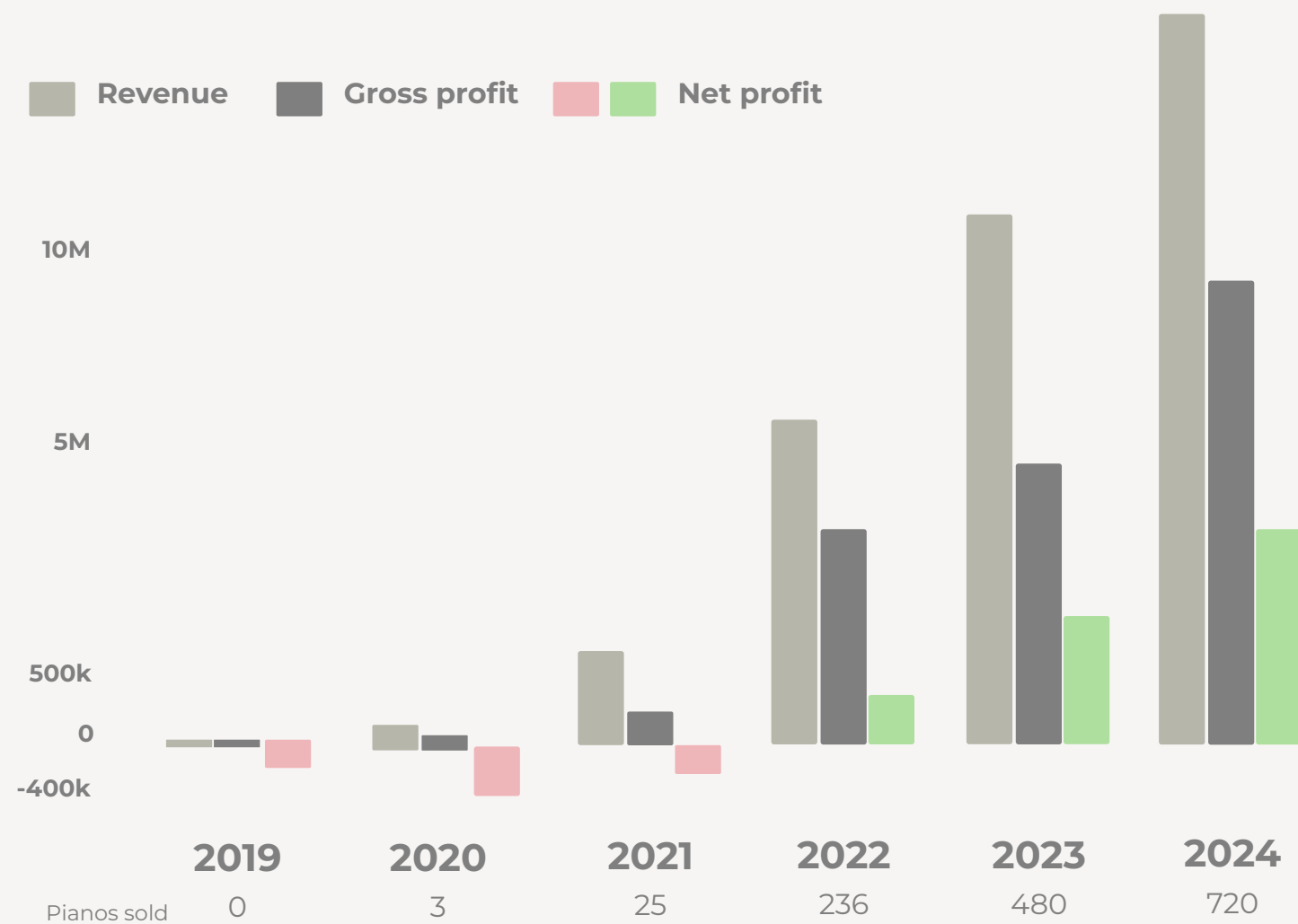


80 percent finds us by googling  
"lightweight piano"

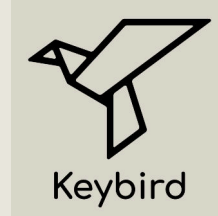


Appearance on "Go'Morgen Danmark"

# Financial Projections



**2022** First time profitable  
**2023** Break-even  
**2024** 1,460+ pianos sold  
**COCA** 2,166 DKK / piano



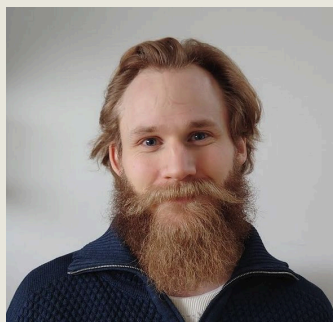
# Team

Disrupting the traditional piano market with a lightweight acoustic piano.



**Lander Pinson**

CEO and Lead  
Developer



**Marc Greve**

Production Manager



**Giordano Makhholm**

COO



**Andreas Vaering**

Electronics Engineer

Board Member: Morten Juhl-Sørensen

# Our next steps:



Keybird

## **Investment**

Close pre-seed round and invest in in-house production, legal, IP, R&D and Marketing

## **Team**

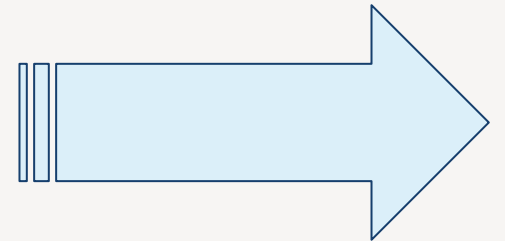
Find the right people to complete the team, increase the pace and reach the potential

## **Partnerships**

Outsource the large scale production to an experienced piano manufacturer

## **Reaching Out**

Show the world that we exist, through influencers and other smart marketing



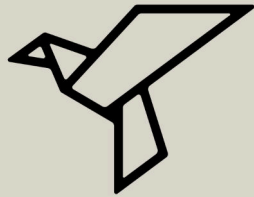
# What we look for:



## **Board of Directors** (through investment or “sweat equity”)

### Skills needed (1-3 board members):

- Expert experience with (Wood/Furniture) Production
- Broad experience with Scaling and Fundraising
- International B-C Sales, Marketing, Logistics skills



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