

Goal: Become profitable in Critical Communications and develop markets for AI speech enhancement in next-gen earbuds and hearing aids in new ecosystems

Strategic priorities	Measures	
	Key Milestones	Dashboard
1 Secure funding	<ul style="list-style-type: none"> • Seed round • EU ELISE • EU EIC application 	<ul style="list-style-type: none"> • EU ELISE grant obtained • EIC application: Initial application approved, full Application in progress with experienced consultants
2 Build data moats and collect data of market validation by launching SaaS solution in Critical Communication	<p>Simultaneously grow customer base directly (local in DK) and international (via partners):</p> <ul style="list-style-type: none"> • Local projects (DK) directly with customers for speed of execution, direct feedback, and reference <ul style="list-style-type: none"> • Obtain signed contracts with 3 more Danish customers • Partner sales with leading players in Critical Communication for volumes <ul style="list-style-type: none"> • Develop on funnel of leading players, identify best match. Sign contract with 2 partners in 2024 with common account plan. • Scale account plans and number of partners in 2025. 	<ul style="list-style-type: none"> • Greater Copenhagen Fire Department <ul style="list-style-type: none"> • Benefits validated, users requesting speech enhancement enabled per default. • Quarterly employee surveys set up. • Copenhagen Police pilot project ongoing. Serving as reference for National Danish Police. • Frequentis: Pilot I progress, commercial dialogue in progress • Motorola: Pilot planned
3 Generate revenue to finance next gen of our AI platform		<ul style="list-style-type: none"> • SaaS revenue from Greater Copenhagen Fire Department received • Negotiating terms with Copenhagen Police
4 Establish relations to key players in earbuds&hearing aids market	<ul style="list-style-type: none"> • Pilot with Harman • Pilot with Logitech • Signed contract with Nura • Signed contract with Jinghao • Product in market with Bragi 	<ul style="list-style-type: none"> • Harman: Maturing short-term and long-term projects with relevant stakeholders. Identified common long-term vision. • Logitech: Identified short-term mass-vol opportunities. • Nura + Jinghao: Establishing HW prototype implementations • Bragi: Integration of our solution into Bragi OS in progress.