


Groundbreaking Headphones Engineered for Heavy Metal. By Metalheads for Metalheads.



HEAVYS
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heavys.com New York NY

HardwareRetailB2CMusic

Highlights

- 1🔊 Patented technology to make music LOUDER without damaging hearing
- 2🎧 World's first headphone to mimic live sound environments with 8 total sound drivers
- 3👨🔧 Designed & built by the worlds best audio engineers, led by audio legend Axel Grell
- 4💰 Over \$1 million in sales in just 30 days on Kickstarter
- 5👊 Metal represent 17% of the US music market with an estimated 200 million listeners worldwide
- 6📈 The global headphone market is expected to double to \$175 billion in the next 6 years

Our Team



Axel Grell CTO

Considered the godfather of modern headphone technology, Axel honed his craft for over 30 years as Sennheiser's chief engineer where he was responsible for the design and development of the HD and Audiophile headphone series.

Our community driven approach allows us to build products with purpose. Our goal is to bridge the gap between technology and design for real world applications and we have only scratched the surface by starting with Heavy Metal.



Jonathan Habshush CEO

A seasoned entrepreneur with over 10 years of experience building businesses, Jonathan graduated from St. Gallen University and continued studying at Harvard. He approaches new ventures, like Heavys, with global scale in mind.



Guy Feingold COO


Guy got his start as a data analyst in the technology unit of the Israeli Defense Forces. Afterwards, he completed degrees in both engineering and Design. Since university, Guy has helped various startups with operational strategy and data analysis.



Yoav Markiewicz Strategy

Yoav is a serial entrepreneur with 25 years of experience building high-growth companies. Yoav served in product and marketing executive positions at Google and Zoom Info before once again

LEAD INVESTOR



Boris Danilovich Engineer and investor

I have been following Heavys since when it was merely a nameless prototype. I had heard their early plans, and despite the major roadblock put forth by the pandemic (in a field where touring is a basic life force), they are going on executing them. In my mind, it is an indication of the strength of their planning, and the viability of their product. The Heavys team is composed of a mixture of professionals who come from the music and from the business worlds. The former bring in the technology, the passion for the music and its community and a very wide network of connections into the world of metal. The latter bring in the business acumen and experience of building companies and products at scale. In my eyes, they also provide further validation that this isn't a mere exercise in fandom. Put together, this remarkable team is taking Heavys forward with a meticulous plan and a clear path forward towards operating profitability. As the cherry on top, I have heard the Heavys prototype, and it ROCKS!

Invested \$25,000 this round

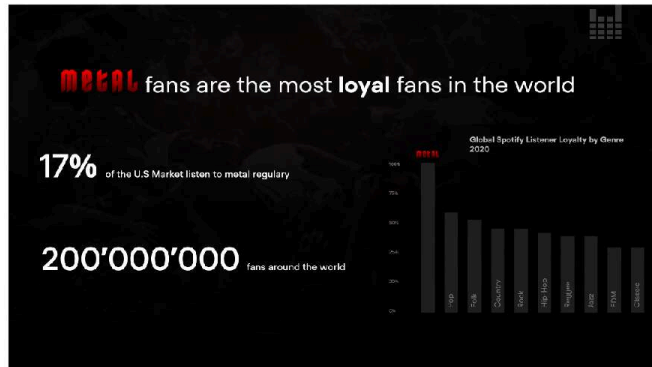


returning to startups build businesses from the ground up.

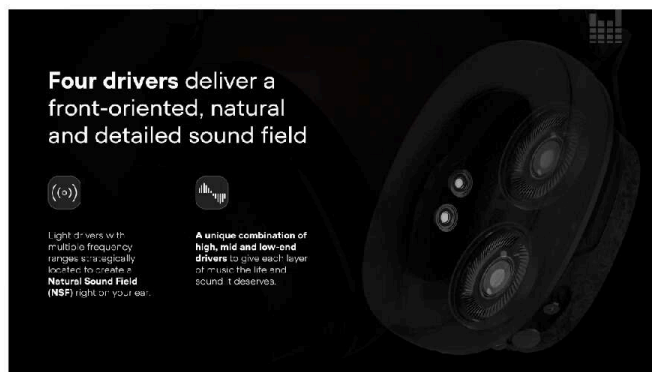
We're building the world's LOUDEST headphones to help fans recreate the live music experience from anywhere

Heavys was created by a group of metalheads who were fed up with the lackluster of most modern headphones. With headquarters in NYC, engineering in Germany and design from Switzerland - Heavys is a global effort to revolutionize the future of music by giving fans one of the most unique listening experiences on the planet.

And we are not alone...

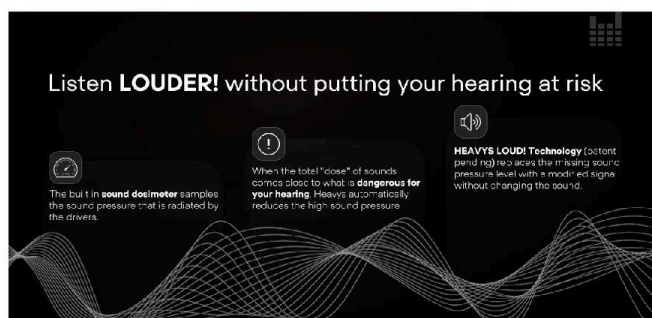


HEAVYS has multiple audio drivers to capture the complexity of modern music



Heavys emulate live music like no other personal audio equipment has done before, making you feel front and center by creating a Natural Sound Field (NSF). Through a patented redesign of the headphone, Heavys creates this forward-facing sound field that is exactly what you experience when hearing a band live on stage.

In addition to our 8 sound drivers, we've added a patented sound pressure gauge (SPL dosimeter) for each ear to protect your hearing using Heavys

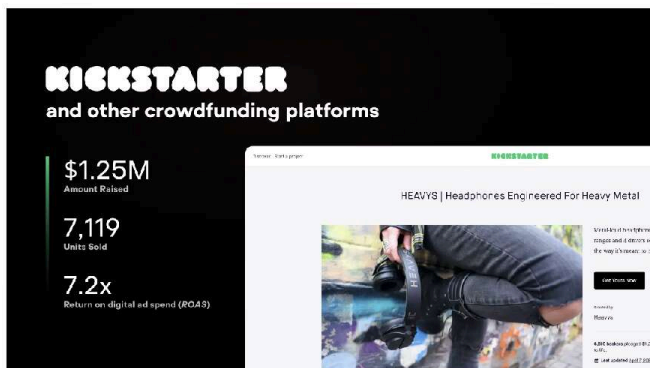


Your music still sounds **LOUD!** but your ears are safer. The **LOUD! Technology** can be activated manually as well, so you can listen to music louder for longer - without ear fatigue. This is a massive breakthrough in how we listen to music while protecting our hearing.

The Tech Behind HEAVYS explained by Axel Grell



Heavys completed one of the most successful campaigns in Kickstarter history



The demand for Heavys was off the charts on Kickstarter. And that's why we're starting a Wefunder- to take advantage of this incredible opportunity to build the next great audio tech company.

We will sell millions of headphones over the next few years



Forward looking projections cannot be guaranteed.

Metal is one of the most popular music genres on the planet, making up 17% of the listening audience in the US. In the last 3 months we sold over 7,000 units, relying solely on crowdfunding campaigns like Kickstarter.

As we beef up our sales efforts by launching our direct sales marketplace and increasing online advertising spend, we are extremely confident we can multiply this sales number next year.

Heavys will beat every major headphone brand at our price point (not guaranteed)

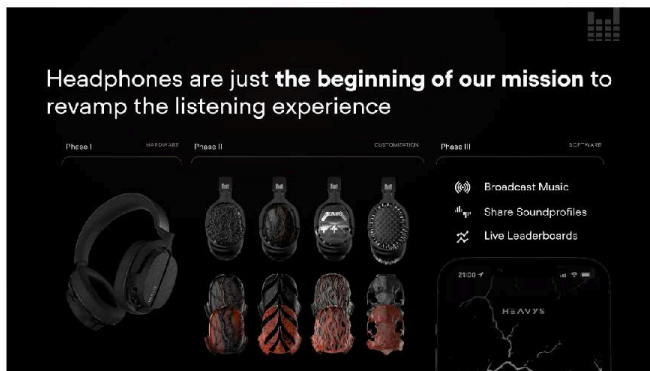


A comparison table between AirPods and HEAVYS headphones. The table lists various specifications such as Drivers, Tweeters Location, Frequency Response, Hearing Loss Protection, Maximum Volume, Battery Life, Active Noise Cancellation, and Price. To the right of the table is a large image of the HEAVYS headphones, showing the ear cups and headband.

Apple AirPods vs HEAVYS		
	Heavys	AirPods Max
Drivers	8	2
Tweeters Location	Front	Side
Frequency Response	Multi	Single
Hearing Loss Protection	Yes	No
Maximum Volume	11	10
Battery Life (hrs)	50+	20+
Active Noise Cancellation	Yes	Yes
Price	\$219	\$549

With our team of experts led by Axel, we built and designed Heavys to maximize functionality and affordability. Heavys headphones never compromise on modern features like bluetooth, noise-canceling and battery longevity.

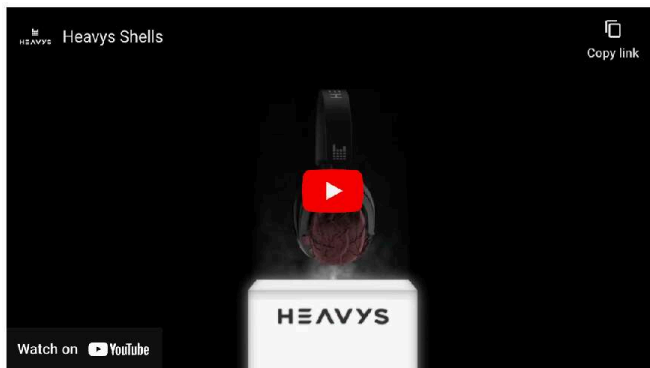
And we just got started...



The most popular headphones today come with few customization options, if any. In more ways than one, modern headphones offer a “one-style-fits-all” product. Not Heavys. Our unique approach to headphone sound is the start of our mission to add more personalization to the listening experience.

We believe enjoying music is an expression of passion and individuality. Your headphones should (and will) reflect that.

Heavys Shells will be the world's first replaceable headphone shell



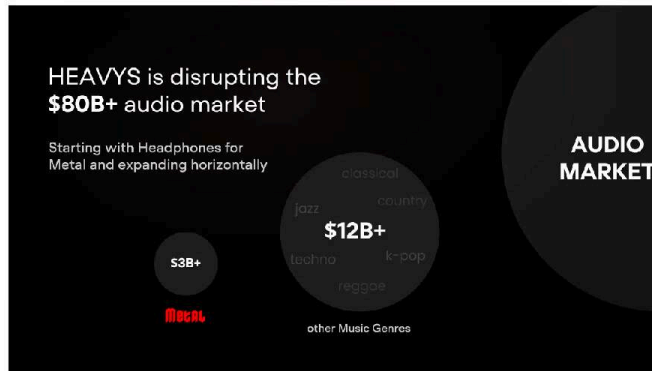
Heavys software will connect fans and musicians like never before

Streaming platforms offer incredible access to music catalogs but they do little to connect fans with each other, and more importantly, with the artists themselves.

The Heavys app is going to tear down the walls between artists and fellow fans, giving every user the ability to broadcast music to friends around the world.

create and share sound profiles and get live stats about your listening behaviour

Here's what you need to know about investing in Heavys



We're approaching 10,000 units sold since we introduced Heavys via Kickstarter just a few weeks ago, with many more excited customers on the way. Heavys has massive growth potential and is 100% focused on setting a worldwide benchmark for the future of audio engineering.

Our loudness enhancement technology paired with the Natural Sound Field of Heavys can be applied to a variety of verticals such as virtual reality, gaming and even in hearing aid solutions.

Our community driven approach allows us to build products with purpose. Our goal is to bridge the gap between technology and design for real world applications and we have only scratched the surface by starting with Heavy Metal.

We are looking to raise \$1M right now to launch direct sales, grow the Heavys community and release products



Join us and thousands of others Heavys supporters in building the future of sound

"Heavys will boast four drivers per ear to bring the most out of metal – and that means less distortion and a **clarity of sound...**"

LOUDER

"... With sound waves coming from different directions to simulate a natural front-oriented sound field – as if **you're watching your favorite band from the crowd.**"

techradar

"This cunning approach makes music sound **louder** without producing the higher sound pressure levels that can damage hearing and without sacrificing a **clean and natural sound.**"

Forbes

"**FINALLY:** Headphones designed for the metal fan"

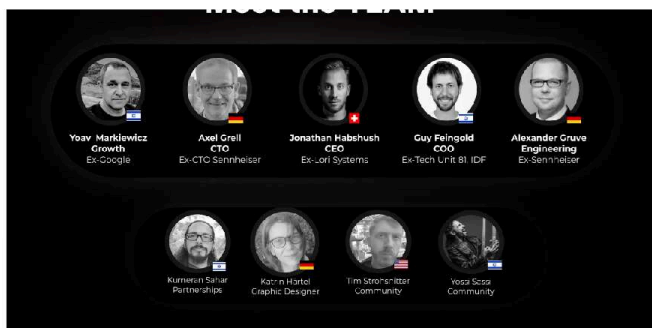
JOURNAL OF MUSICAL THINGS

"Heavys is a team of metalheads, engineers and sound freaks who have all come together to **create the world's first heavy metal headphones.**"

LOUDWIRE

We're going to build everything in plain sight

Meet the **TEAM**



By Metalheads, for Metalheads.



Why Wefunder?



Forward-looking projections are not guaranteed.

Wefunder vs Kickstarter?

