

SUNN MUSICAL EQUIPMENT CORP

Relaunching an iconic musical instrument brand

sunnamps.com Petaluma, CA



Highlights

- 1 From Woodstock and Hendrix to Queen and Nirvana, Sunn has powered the greatest acts in rock history.
- 2 Since the 1960's Sunn has been one of the most influential and respected brands in music.
- 3 News on launch day generated 24 stories, 1.65B impressions, and \$15.28M ad value.

4

We presold \$50k+ in the first two weeks of announcing our first product available for sale.

5

The new founders are from Fender, Bose, HP, and Intel, and have founded other successful companies.

6

This team has a track record of success in growing business from zero to tens of millions in sales.

Featured Investors



Jeff Holmes

Invested \$110,000 ⓘ

Follow

"On a road trip with Mike Eldred our conversation took an unexpected turn when he hinted at something intriguing in the works. I probed further and uncovered his secret new project: reviving Sunn Amps.

For the past 30 years I have been involved with musicians at every level and I know firsthand the cult-like following Sunn holds. So before Mike could finish telling me about the project I was already looking for a way to be a part of it.

As these new products prepare to enter the market, I'm confident they will spark even more interest. Being in the conversations of what the team is building and having the chance to contribute is truly exciting to me."



Dave Freuhling - Strymon

Follow

"When the Sunn team presented their vision and detailed plan to me, I was immediately captivated. The clarity of their strategy and the potential for growth resonated with me, reinforcing my decision to be a part of this journey. I am genuinely excited about the future of this business and am eager to contribute to the innovative directions we're heading in."



Meng Ru Kuok - BandLab

Follow



"Being part of Sunn Amps was always going to be an exciting opportunity, especially given my long standing relationship with and trust in the team. I believe in their thoughtful and innovative approach to the revitalization of the Sunn brand and am happy to be able to support them on their latest venture. I'm looking forward to being a part of Sunn's new chapter, one that promises to build on its storied legacy with a clear vision for the future."

Our Team



James Lebihan CEO

James has three decades of experience at the forefront of technology in aerospace, high-performance computing, and internet security. James is also the founder of music company Mission Engineering Inc. and technology company Soundspeed.io.



Mike Eldred CMO

Mike took the Fender Custom Shop from a small, made-to-order business to a \$28M+ collectible instruments business with a long backorder list and a record for selling one hundred \$20k guitars in two days.



Steve Skillings COO

Steve was a part of the market making Bose L1 portable line array products. He also created the JamHub and BandLab businesses after leaving Bose. BandLab has 60M users and a \$425M valuation.



Darius Mostowfi CTO



Skilled in crafting everything from DSP pedals to tube amplifiers , his collaborations include work with renowned brands such as Roger Linn Design, Peavey, Mission Engineering, and more.



Sviatoslav (Fess) Semenikhin CRO

Former CTO of Bandlab and founder of Blackbricks, Fess's expertise is in software development, artificial intelligence and digital signal processing. Fess leads a team of experienced designers and software developers that are key to Sunn's future.



Mark Duffy Financial Advisor

Since beginning his career as a CPA, Mark has become a serial entrepreneur with several successful companies to his name. Mark is a co-founder and board member of Music and Youth Initiative, a non-profit that funds music clubhouses for disadvantaged kids.



Maclyn Eldred Communications Director

With a passion for social media management, Maclyn honed her skills at Michelle Marie PR, named as one of America's best PR agencies by Forbes. Raised around the music industry her entire life, Maclyn has an unparalleled perspective of the business.



Dima Kaschenko Art director



Janusz Labeledz Designer

An award-winning designer and engineer, Janusz has twenty years' experience developing some of silicon valley's most influential products including lifesaving medical devices, consumer electronics, and professional audio equipment.

Be A Part Of History



Sunn is an iconic music equipment brand that led innovation in the 60's and 70's.



sunn
was used by

jimi hendrix
led zeppelin
the rolling stones
grateful dead
queen
nirvana



in 2023 a group of music and electronics industry executives licensed the rights to build sunn branded products and recreated

sunn musical equipment corp. manufacture musical instrument amplifiers, speakers, accessories and merchandise using the sunn brand.



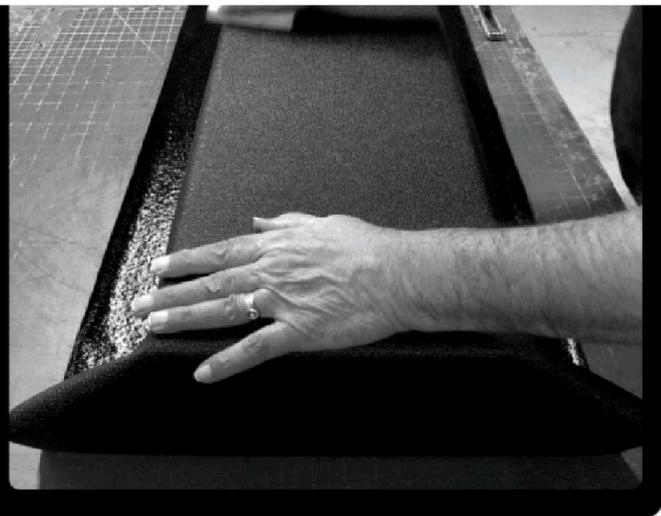
plan

Sunn will initially manufacture musical instrument amplifiers, speakers, accessories and merchandise using the Sunn brand.



Products are manufactured in Mission Engineering's existing factories minimizing initial startup costs, sold online and through existing dealer network.





Products split
into Historic and Modern

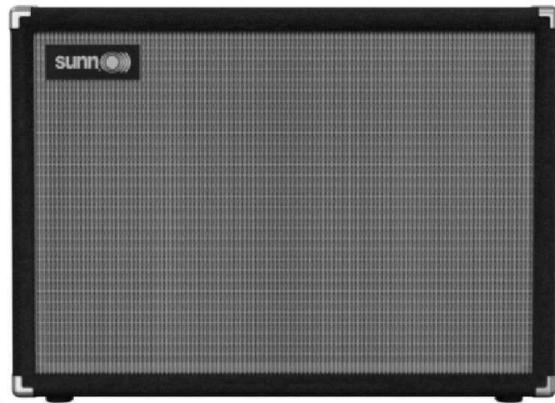
historic

recreations of classics
for enthusiasts and collectors
at higher price points.



modern

new designs at competitive
price points.



launch

Sunn revival was announced **August 1st 2023**
in a joint press release with FMIC.

New website and brand style
launched at sunnamps.com



In week one, news tied to the announcement generated 24 stories, 1.65B impressions, and \$15.28M ad value. 10K signups on mailing list.

Premier Guitar included the news in their business-to-business newsletter circulated to 2,100-plus MI industry manufacturers, distributors, builders and marketers.

post launch



Interviews completed with press and online channels such as guitar.com and guitar geek.



Contacted by dealers worldwide requesting to stock Sunn products including Sweetwater in the US and Thomann in Europe.

timeline

**august
2023**



began sales of
sunn branded
merchandise



**october
2023**



begin sales of
speaker cabinets
& accessories



**december
2023**



begin sales of
beta series solid state
amplifiers



**february
2024**

begin shipping beta

begin sales of
100s and 200s
tube amplifiers

team

Sunn Musical Equipment Corp
is a C Corporation registered in California



James Lebihan
CEO



Steve Skillings
COO



Mike Eldred
CMO



Darius Mostowfi
CTO

Fess Semenikhin
CRO

advisory



Dr Bob Heil

Founder of Heil Sound, PA designer,
former Sunn dealer



Rex Baker

Acoustics specialist, designer of
Sunn speaker cabs



Rod Goldhammer

Designer of Sunn Alpha and Beta



Terry White

Former head of Sunn Marketing



John Dalrymple

Designer of Sunn Model T



Bill Stahlin

Former test engineer, Sunn audio expert



Steve Sundholm

Audio engineer, son of Sunn's founder

investment

We initially require

\$400K

for startup costs and
inventory with an additional
\$400K in 6 months to reach

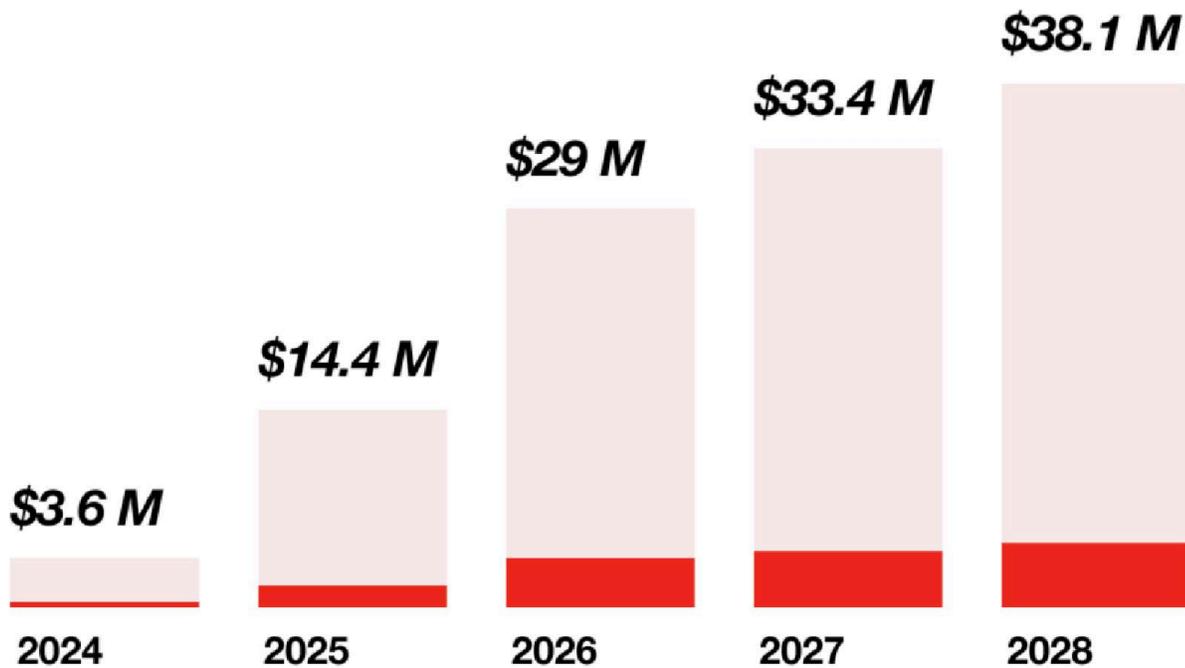
Additional investment will be
required to reach yearly
growth milestones ending in
a total of \$5M in investment

**\$400K in 6 months to reach
revenue of \$3.6M in 2024.**

**to reach \$42M in revenue by
2029.**

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financial targets



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perks



\$100

Sunn Founders Kit

Founders Only T-shirt + Sunn CableCup + Pint glass



\$250

Sunn Fan

Founders kit + \$250 off a purchase of \$1,000 or more (good for 1 year)

Founders kit + \$200 off a purchase of \$1,000 or more (good for 1 year)



\$500

Sunn Super Fan

Founders kit + \$500 off purchase of \$2,000 or more (good for 2 years)



\$1,000

Sunn Backstage Pass

Founders kit + \$1,000 off purchases up to \$4,000+ (good for 2 years)



\$2,500

Sunn Crew

Founders kit + \$2,500 off purchases up to \$5,000 (good for 2 years)



\$5,000

Sunn Insider

Founders Kit + 25% off purchases up to \$5k; Limited Edition and Artists Pre-Order Early Access (14 days early access for lowest serial numbers)



\$10,000

Sunn Collaborator

Founders Kit, \$25% off purchases up to \$10,000, Early Pre-Order Access, Product Beta Tester for 1 New Product.



\$25,000

Sunn Band Member

Sunn Collaborator perk plus 2 Product Beta Tester Selections



\$50,000

Sunn Product Team Member

Sunn Band Member + Help Us Design 1 Sunn Moderns Product (Alpha Tester)

Press

Guitar.com: “We lost Sunn for 20 years. We’re not going to repeat that mistake” – Sunn CEO James Lebihan on giving the brand a “path forward”

MusicRadar: Sunn Amplifiers is officially back, with new amps from the legendary brand expected by the end of year

Guitar Player: “The World Needs It Back”: Sunn Amps Make Historic Return

