

The most important computer in your home doesn't exist yet.

Bronze Age is building a computer that earns a permanent place in the home. The first product is The Radio*.

DESIGN RENDER

The home has smart devices. It still doesn't have a computer of its own.

Today there are two ways to bring serious intelligence into the home: use a cloud assistant controlled by somebody else, or assemble the stack yourself.

CONVENIENT, BUT NOT YOURS		YOURS, BUT NOT A CONSUMER PRODUCT
Vendor assistant + account	Bronze Age THE MISSING MIDDLE	Local AI models + spare computer
Cloud-first intelligence		NAS + home server
Vendor-controlled memory		Speakers + voice stack
Limited household context		Configuration + maintenance
Behaviour defined by the platform		

Convenience without ownership — or ownership without a consumer product.

Local AI has crossed the threshold from hobby to product.

5.3x

improvement in intelligence per watt for local AI, 2023–2025

STANFORD UNIVERSITY + TOGETHER AI

MORE CAPABLE

Models that recently required large cloud systems increasingly fit consumer hardware.

MORE RESPONSIVE

For workloads that run locally, avoiding a cloud round-trip can reduce latency.

MORE ECONOMIC

Everyday intelligence need not incur cloud inference cost on every interaction.

Sensitive context can remain at home. Frontier cloud models remain available when useful. Detail in [A5](#).

The Radio*

A beautiful, always-available computer designed to live in the home.



SOUND

- Spatial audio
- Personalised radio

OWNERSHIP

- Private storage
- Physical privacy controls

INTELLIGENCE

- Local or cloud AI
- Personal + shared context

LONGEVITY

- Upgradeable compute
- Upgradeable storage

Your day, without another screen.

The Radio* creates a continuous audio stream around your life—combining what you want to hear with what you need to know.



IT LEARNS THE RHYTHM

Music, calendar, interests, preferred sources, markets and routines—and can interject when something matters.

YOU STAY IN CONTROL

Interrupt it, ask a question or choose a mode. Harder questions can use frontier cloud models.

Audio earns the place. The computer makes that place more useful.

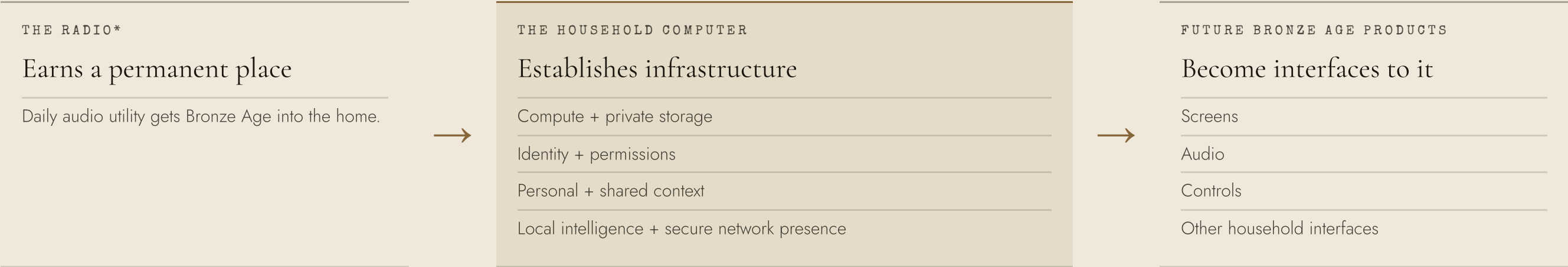
PRESENCE	INTERFACE	SPEED	OWNERSHIP + PRIVACY	ECONOMICS
Permanently powered, networked and available. No app to open.	Speakers, microphones and physical controls make the experience ambient and screenless.	Local workloads can avoid network round-trips and therefore respond with lower latency.	Context can remain on customer-owned storage; the owner decides when cloud intelligence is used.	Local compute can reduce the marginal cost of continuous intelligence.

A dedicated AI box has to justify being an AI box every day.

A great audio product already has independent value and deserves a permanent place in the home.

The hardware isn't packaging for the AI. It is the presence, interface, privacy boundary and economic model. Audio gets the computer into the home.

The first product installs the household computing layer.



The Radio* carries the cost and complexity of establishing the layer. Future products can increasingly become interfaces to it.

Share a computer, not an account.

A household can share infrastructure while keeping individual identity, permissions and private context separate.

The Radio* is the wedge. The household computer is the platform.

The first customer wants the object before they understand the platform.

Design-conscious, technically curious and able to buy premium technology—but unwilling to build and maintain a home server.

They buy premium technology

Industrial design materially affects what they choose.

They care what lives in their home

Sound, materials and appearance matter alongside specifications.

They want more ownership

They are increasingly uncomfortable putting every piece of personal context into someone else's cloud.

They want capability without the hobby

Local AI and private storage appeal. Building the stack does not.

PRICING HYPOTHESIS

The Radio* — ~US\$2,100 before tax

The first 100 homes use the full local-compute configuration so we can test the complete product thesis.

Willingness to pay is being tested through reservations and paid orders.

Design earns attention. Daily usefulness earns permanence. Detail in [A1](#).



Start with 100 homes. Learn how to scale from there.

One configuration. One cohort. One clear experiment.

01

PROVE DEMAND

TARGET

20 paid orders for The Radio*

~US\$2,100 before tax

Founder-led demonstrations

Design + technology communities

Reviewers + early advocates

02

PROVE BEHAVIOUR

TARGET

10–20 pilot homes

Daily + repeat use

Reliability + support

Willingness to pay

03

PROVE ACQUISITION

TARGET

100 paying UK homes

Conversion + CAC

Referrals

Repeatable channels

WHAT THE COHORT MUST ANSWER USE · PRICE · RELIABILITY · SUPPORT · REFERRALS · CONVERSION · CAC

A focused UK founding-customer cohort, not a scale launch. The first 100 homes exist to show what customers actually use and whether daily behaviour repeats.

This already works.

HARDWARE

- Working physical prototype + custom PCB V1
- Industrial design developed; supplier quotations received

SOFTWARE

- Personalised-radio + voice interaction working
- Local server + storage architecture working

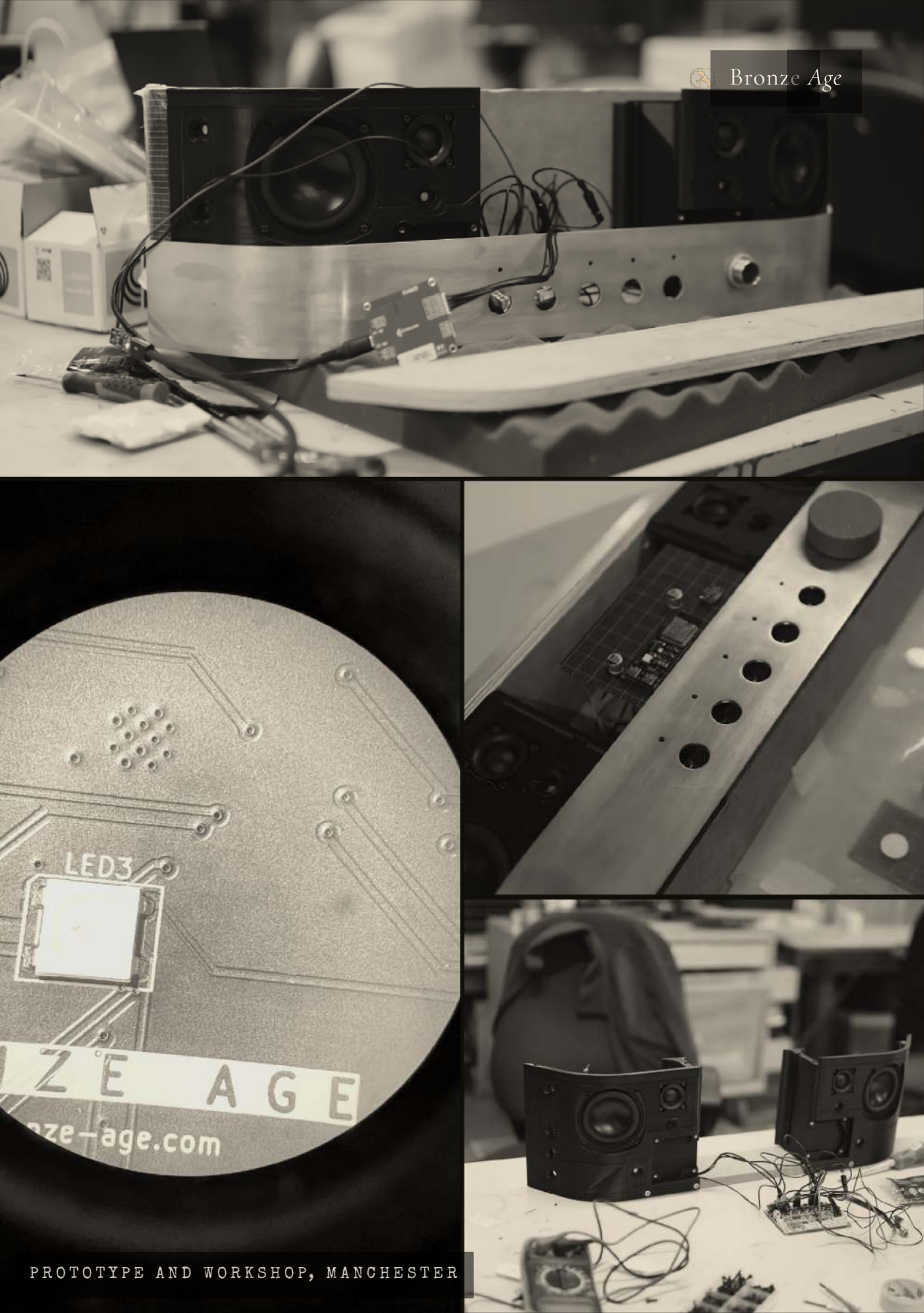
AUDIO + PRODUCTION SUPPORT

- Daniel Fletcher working with Bronze Age
- Airsound integration agreed in principle; commercial terms under discussion

NEXT

- V2 electronics, thermals, tuning, DFM, suppliers, compliance + paid demand test

Technical feasibility is increasingly proven. Commercial validation and production engineering are the next risks.



Bronze Age

Software, electronics and design —with experienced consumer- audio production alongside us.

The founders have spent 5+ years building products together.



Oli Jay

GEO · SOFTWARE + COMMERCIAL

Software engineer / IoT. Built and launched software products. Techstars and commercial-founder experience.



Neal Menhinick

INDUSTRIAL DESIGN + BRAND

Industrial design, CAD, materials and premium product presentation.



Luke Bonnici

ELECTRONICS + SYSTEMS

Electrical + software engineer. Smart-home experience. Designed Bronze Age’s electronics and PCB architecture.



DANIEL FLETCHER

Audio & manufacturing adviser

Founder/CEO of Airsound; inventor and electroacoustic engineer. ~30 years across professional and consumer audio. Former Head of Innovation & Development across Roberts Radio and Morphy Richards.

PRODUCTION EXPERIENCE

10+ years direct China electronics manufacturing by 2019; DFM, manufacturer selection, supplier engagement and QA. Airsound technology shipped in 150,000+ products.

Advising Bronze Age on acoustics, product engineering, DFM, suppliers, sourcing, QA and production ramp.

Premium hardware first. Lifetime value grows with the product.

1

Hardware

The Radio*

Full local-compute product · ~US\$2,100 before tax

The first units deliberately price expensive compute close to cost.

2

Upgrades

Compute

Storage

Future modules

Keep the object. Upgrade the computer.

3

Software + applications

Personalised experiences

Household applications

Optional services

Potential lifetime value—not yet proven.

PROVISIONAL ENGINEERING ESTIMATES · THE RADIO* (~US\$2,100)

19% → ~30% → ~45%

EARLY PRODUCTION → 1,000 UNITS → 10,000 UNITS

The first 100 units optimise for learning, adoption and proving the full product—not mature margin. Volume engineering improves hardware economics. The architecture also gives Bronze Age the option to introduce other configurations later, once the flagship experience and demand are proven. Detail in [A2](#).

Build the relationship through hardware. Increase usefulness over the lifetime of the product.

US\$1M to answer the questions that determine whether we scale.

PRODUCT	MANUFACTURING	DEMAND TARGETS	BEHAVIOUR
Production-intent hardware	Compliance	20 paid orders	Repeat use
Local + cloud AI	Suppliers + QC	100 paying UK homes	Personalised-radio usage
Spatial audio	Production COGS	Willingness to pay	Support burden
Thermals + reliability	First commercial batch	Initial CAC	Referral / advocacy

DFM, supplier and QA process supported by experienced consumer-audio manufacturing expertise.

All 100 homes run the full local-compute product—testing whether local compute materially improves the experience. At the end of this round we should know whether Bronze Age deserves to scale. Detail in [A4](#).

Prototype → evidence → production → 100 homes.



Daniel Fletcher supports acoustics, DFM, supplier selection and manufacturing planning through production intent and ramp.

Raising US\$1M to
put Bronze Age into
the first 100 homes.

US\$1M

PRE-SEED

US\$5M

POST-MONEY

18

MONTHS

US\$25K committed · seeking a lead.

ROUND GOALS

100 paying homes

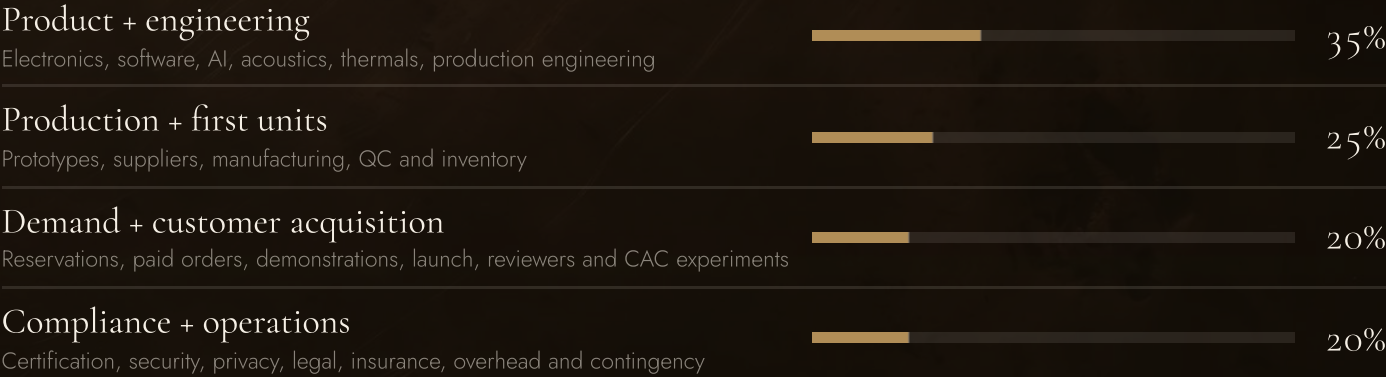
Measured COGS

Initial CAC

Repeat use

CONTACT OLI

INDICATIVE ALLOCATION



This round earns the right to scale.

Appendix

Detail and sources behind the deck.

A1 Customers, market and competition

A2 Bill of materials

A3 Illustrative path to breakeven

A4 Roadmap in detail

A5 Sources

Who starts, how the opportunity expands, and what exists today.

INITIAL CUSTOMER

Design-conscious, technically curious and affluent enough for premium consumer technology —but unwilling to build and maintain a home server themselves.

They buy premium technology

Apple and other products where industrial design materially matters.

They care what lives in their home

Sound, materials and appearance matter as much as specifications.

They want more ownership

Increasingly uncomfortable putting personal context into someone else’s cloud.

They want capability without the hobby

Local AI and private storage appeal; configuring the stack does not.

Pricing hypothesis: The Radio*, ~US\$2,100 before tax. The first 100 homes all use the full local-compute configuration. Willingness to pay remains unproven.

LAUNCH GEOGRAPHY, NOT TAM

The UK’s 28.6 million households provide launch context only. The near-term market is the much smaller reachable group that understands the product and can afford it. We are not presenting total UK households as an addressable market.

EXISTING LANDSCAPE

Vendor assistants

Convenient, but intelligence, memory and account remain vendor-controlled.

NAS + home servers

Owned and capable, but built for technical users who accept configuration and maintenance.

Premium audio

Desirable physical utility and permanent presence, but not a household computing layer.

Bronze Age

Seeks the missing combination: desirable consumer product, owned context, local-or-cloud intelligence and upgradeable hardware.

QUALITATIVE EXPANSION PATH

Premium early adopters → broader household computing → additional Bronze Age interfaces and products → selected international markets.

The first 100 homes must show repeat use, willingness to pay, reliability, support burden and a credible acquisition path before broader expansion.

UK household count is launch-geography context only, not TAM. Source: ONS, 2024 ([A5](#)).

Landed cost per unit, by production volume.

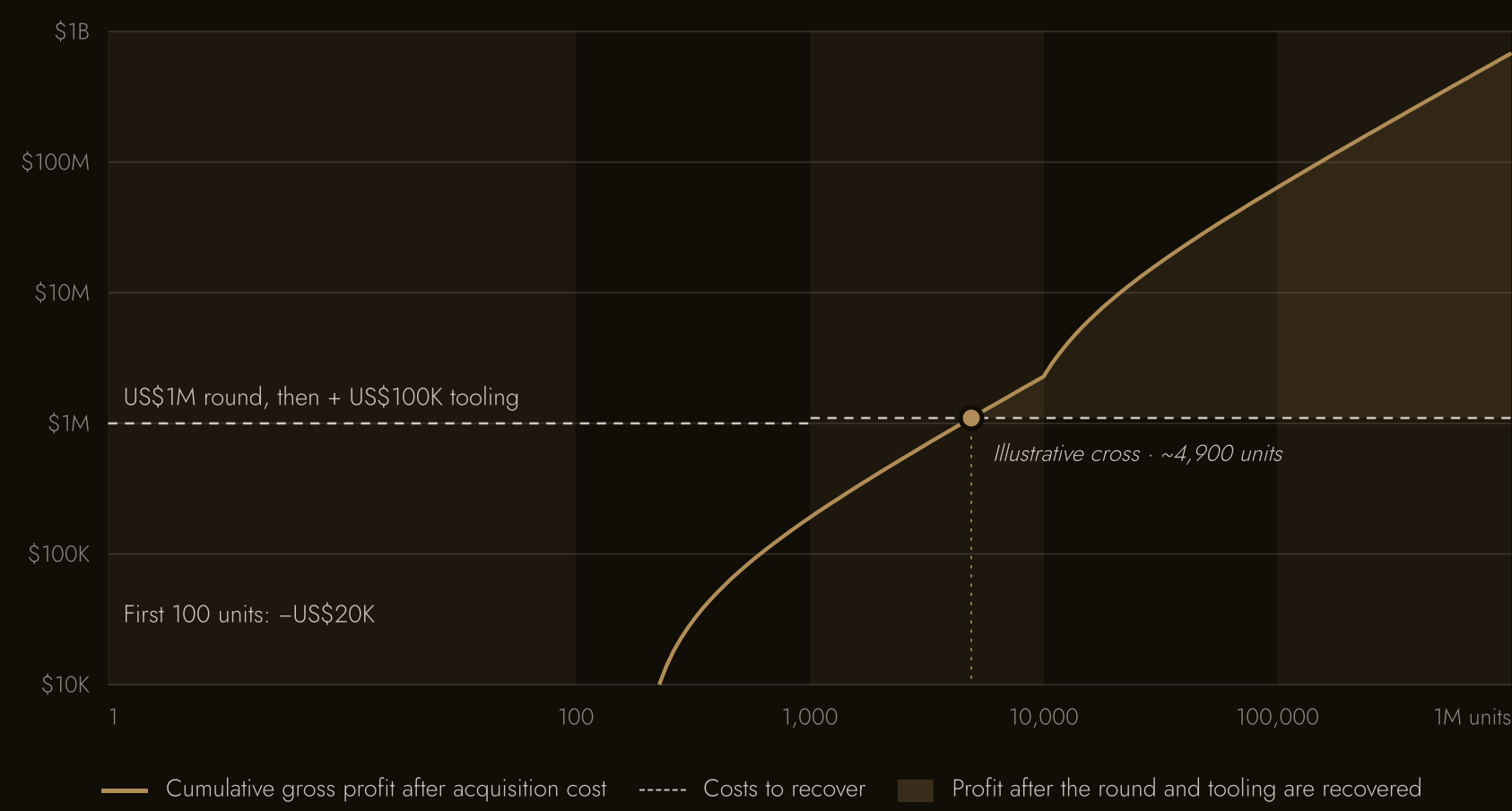
PER UNIT, USD	100 UNITS	1,000 UNITS	10,000 UNITS
Custom PCB with DSP, microphones and amplifier	92	88	85
Power supply	50	40	30
Acoustics: drivers, enclosure, fabric	180	130	95
Body (3D printed up to 1,000 units; injection moulded at 10,000)	150	150	20
Brushed aluminium panel, knob and buttons (bronze finish)	57	43	39
Boot storage (256 GB NVMe)	30	25	20
Spatial audio licence (placeholder; terms under discussion)	67	56	48
Assembly and test (England)	120	80	60
Packaging and logistics	70	55	45
Landed cost without compute module (potential future configuration)	816	667	442
+ Compute module (Jetson Orin NX 16GB)	880	800	720
Landed cost with compute module (The Radio* · first-100 product)	1,696	1,467	1,162
Gross margin, The Radio* at US\$2,100	19%	30%	45%
Gross margin, potential future configuration at an illustrative US\$1,200	32%	44%	63%

Potential future configuration — not part of the first 100-home cohort. The architecture could support a lower-cost unit without the compute module; Bronze Age may explore this later if customer research supports it. Not a committed SKU; no launch date.

All figures in US dollars; dashed figures are draft estimates. Metal parts: supplier quotation, ex VAT, at ~US\$1.32/£. PCB: board quotation plus US\$60 components. Body at 10,000 units: US\$100,000 tooling spread over the run plus US\$10 per unit. Compute at 100 units: ~US\$900, added at cost. Storage upgrades at cost, not modelled.

A sensitivity sketch, not a forecast.

If draft unit economics and assumed acquisition cost hold, cumulative contribution could cross costs to recover at roughly 4,900 units. Real breakeven depends on measured COGS and CAC.



ASSUMPTIONS IN THIS ILLUSTRATION

- DRAFT BOM** 100-unit costs for the first 100, 1,000-unit costs through 9,999, then 10,000-unit costs; not final quotes
- ASSUMED CAC** US\$600 for the first 100, US\$400 through 9,999 and US\$250 from 10,000; not measured
- PRODUCT** One configuration—The Radio* at ~US\$2,100; storage excluded
- COSTS TO RECOVER** US\$1M round + US\$100K tooling; categories may overlap

PER UNIT, BY PHASE

	1-100	101-9,999	10,000+
Gross profit	\$404	\$633	\$938
Acquisition cost	-\$600	-\$400	-\$250
Contribution	-\$196	\$233	\$688

Contribution is draft gross profit less assumed CAC. Beyond 10,000 units, the model holds costs flat.

Logarithmic scales. Not a prediction—breakeven moves with real COGS, CAC, mix and how much of the round is counted as recoverable. Storage excluded.

Four phases take Bronze Age from validation to its first 100 compliant UK units.

MONTHS 0 TO 3

Validate

- Finalise first-release scope and upgrade architecture
- Customer interviews; reservations and paid-order campaign
- V2 engineering; acoustic and thermal validation
- Finalise legal, privacy and insurance foundations

MONTHS 6 TO 12

Real homes

- 10 to 20 pilot households
- Measure daily and repeat use
- Reliability, support burden and willingness to pay
- Establish customer acquisition cost
- Finalise suppliers, quality control and production engineering
- CE conformity assessment and Great Britain gap review

MONTHS 3 TO 6

Production intent

- Integrated hardware/software alpha; personalised radio complete
- Local and cloud AI paths; Airsound integration
- DFM, supplier selection and manufacturing plan
- Daniel supports acoustics, DFM, suppliers and production planning
- Compliance, privacy and security testing begins

MONTHS 12 TO 18

First 100

- Certification complete; declarations and labelling
- First commercial production run
- 100 paying UK homes
- Establish COGS and CAC; measure repeat use and referrals
- Prepare for selected EU expansion

Every phase retires a specific risk. Daniel's experience informs DFM, supplier selection, sourcing, QA and production ramp; it does not imply that manufacturing is solved or that final assembly moves from England.

Sources.

SLIDE 3 · INTELLIGENCE PER WATT

Saad-Falcon et al., “Intelligence per Watt: Measuring Intelligence Efficiency of Local AI”, Stanford University and Together AI, arXiv:2511.07885, November 2025. The cited 5.3× compares the best local model and accelerator of 2023 with 2025.

APPENDIX BENCHMARK DETAIL

Model evidence reviewed includes Hugging Face Open LLM Leaderboard v2; Qwen3 Technical Report, arXiv:2505.09388; OpenAI gpt-oss model card, arXiv:2508.10925; Google Gemma and Gemini model cards; and OpenAI simple-evals. Benchmark methods differ, so these support direction rather than a like-for-like product forecast.

A1 · LAUNCH GEOGRAPHY

Office for National Statistics, *Families and households in the UK: 2024*: 28.6 million households. Used as launch-geography context only, not TAM.

SLIDE 11 · AIRSOUND ROLE

Airsound, “Our Story” / company site: Daniel Fletcher is Founder/CEO, founder and inventor of Airsound Spatial, specialising in audio product development, DSP and loudspeaker design.

SLIDE 11 · PRODUCT LEADERSHIP

Daniel Fletcher’s product-development portfolio and Glen Dimplex role note: Head of Innovation & Development across Roberts Radio and Morphy Richards; concept-to-production and international manufacturing-partner experience.

SLIDE 11 · MANUFACTURING EXPERIENCE

Daniel Fletcher, “Top 5 tips for developing and manufacturing electronics in China”, 2019: ten years’ direct electronics/audio manufacturing experience, including DFM and supplier engagement.

SLIDES 10-11 · PRODUCTION + INSTALLED BASE

Daniel Fletcher, “Making the UK’s #1 soundbar: The Orbitsound T12v3”, 2019: manufacturing-partner replacement, design resilience, production QC and 150,000+ products using Airsound technology in homes.

COMPANY FIGURES

Product status, functionality, pricing hypotheses, targets, unit economics, draft BOM, illustrative breakeven assumptions, use of funds, valuation and team involvement are provided by Bronze Age. No demand, CAC or mature production economics are claimed as proven.

IMAGES

Lifestyle and product images are design renders. Slide 10 uses photographs of the working prototype, PCB and workshop.