



Graham, a new entrepreneur struggling to find meaning and success, discovered his true Ikigai at the intersection of his true passions for music, sports, and his growing family - harnessing sound to enhance people. He wants to create a better sonic world for the next generation.

### Resulting in Sonic Performance Enhancement

- a new market with \$1B+ potential
- verified by elite racecar driver customers, expert cofounders, investors, and partners resulting in \$100k resources in 1 month
- now raising \$2M at an \$8M valuation.

### Purpose-Driven Business Model

- **community-driven:** empowering a diverse set of perspectives to guide organizational decisions
- **give back:** redistributes profit back to supporters
- **pay it forward:** reinvests profit back into developing sonic triggers for good (Alzheimer's and learning)



# SONIC ALCHEMY SUCCESS CASE



Ready to discover your personal Ikigai?