

Feature: Start-ups

Eve Audio

By now Eve Audio's genesis is familiar to most: former Adam Audio CEO Roland Stenz set up shop to bring to life his own vision and studio monitor product ideas. Kerstin Mischke, responsible for sales and marketing at the company, shares Eve's creation story...

PSNEurope: Describe your first year of business.

Kerstin Mischke: Prior to the official launch of Eve Audio everything happened behind closed doors and everyone involved kept quiet. That still astonishes me, as my experience is that word in our industry travels fast, and everything you want to keep secret or hide travels especially fast. Consequently the company's launch in our industry in March 2012 came for most as a big surprise.

We also launched a complete product range, and that drew a lot of attention to us.

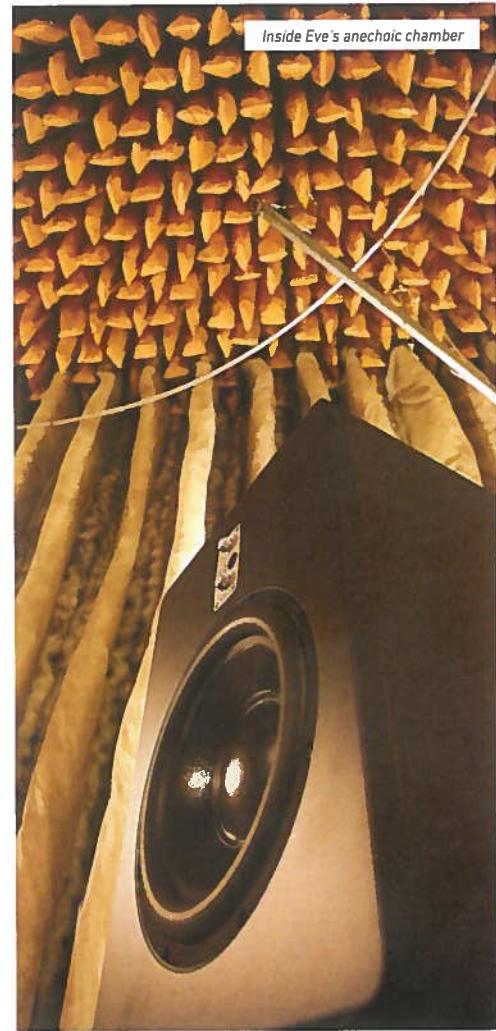
From the attention we created at our first Musikmesse in 2012 we received interest from 86 distribution companies from over 35 countries worldwide. Very quickly we brought our first products into the market, and the distributors we choose to work with did a massive job to introduce

Eve to their markets. This all happened more or less worldwide and at the same time. The company grew fast. We had to speed up production, increased production quantities, hire more people and expand warehouse and production capacities much sooner than we thought that would need to do so.

PSN: What three things made it possible for you to achieve your current level of success?

KM: The main reason for the results we've achieved is the people involved: Roland Stenz has worked in pro-audio R&D for 30+ years now. He started his career in the mid '80s in the former East Berlin. To do R&D work in pro audio behind the Iron Curtain was very different to how that's done today – today you can call people to build or deliver parts, but back in the '80s in East Berlin you had to make everything yourself – you couldn't go and buy what you needed. I have more than 20 years of experiences in sales, most of them in proaudio. When we launched Eve I knew what distributors I should talk to in order to establish a strong network of business partners.

The second thing in our opinion is that we launched a complete product range. To offer a



complete range makes a brand attractive for distributors and dealers. Their nature is to sell products and the more complete a range is the more attractive is your product for distributors and dealers to invest or offer that to your clients.

And the third reason is constant PR work in several channels and setting up a clever roadmap for marketing – which sounds easy, but it's not!

PSN: What advice would you offer to someone considering a new pro-audio business in 2016?

KM: There is no general advice to give which works for everyone and every product. Start-ups should be aware that markets get narrower. Many countries are in political or economical situations where it's difficult to forecast business, so you should have the power to adapt quickly and the resources to survive droughts. If you are ready for that, our advice is to go for it! It's fun to be in the pro-audio business.

If you are not ready for that, take your money, buy a sunny island and a case of whisky or Jägermeister and call it a day. ■

www.klang.com

www.rawloops.com

www.eve-audio.com

