Meet Nemisindo, the startup replacing pre-recorded sounds with intuitive technology

As part of our quick founder questions series - or QFQs - we spoke to Joshua Reiss, CEO of Nemisindo about transforming sound design, working with Epic Games and their current funding round.

Temps de lecture : minute

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We have developed an alternative to traditional sound design, procedural audio, where sounds are generated in real-time, and can adapt (also in real-time) to changing inputs. We see tremendous potential in this, and have a burning desire to see this technology transform the sound design market. That was the catalyst for <u>Nemisindo</u>.

Tell us about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

Nemisindo (the Zulu word for 'sound effects') offers sound design services based around our innovative procedural audio technology. Our technology allows almost any sound effect to be generated in real-time, and adapt to changing inputs and controls. We aim to revolutionise sound design, to create virtual auditory worlds, and completely remove the need for sample libraries.

How has the business evolved since its launch?

We initially launched in 2020, but have only been actively trading for the last couple of years. Over much of that time we have been improving the technology and releasing product into the market. We have an online sound design service that anyone can try out for free at *https://nemisindo.com/sounds* . We have released plug-ins for the game engines Unreal and Unity, and have received two MegaGrants from Epic Games, as well as several contracts with smaller companies.

Tell us about the working culture at Nemisindo

Its very flexible. The team mostly work from home, though we meet up frequently. Quite a few people are part-time consultants, who work with us as needed for a contract. We try to be supportive and accommodate work preferences, and encourage staff to maintain a healthy work-life balance.

How are you funded?

We are pre-seed. We are bootstrapping, with variable income sources. Our funding so far comes from grants, contracts and selling plugins for game development engines. We are currently in a funding round, so this should change soon.

What has been your biggest challenge so far and how have you overcome this?

Quite a few. We are trying to enter a traditional market with a new

technology, so there is some resistance and caution. We also tried several approaches where market penetration was difficult. We've realised that investment is essential given what we are trying to achieve.

How does Nemisindo answer an unmet need?

The traditional way to do sound design across the Creative Industries is not fit for purpose. It has hardly changed in over 80 years, It either involves Foley, which is essentially recording new sound effects in professional studios, or using large sample libraries. Foley is highly resource intensive, and doesn't scale. The sample libraries require heavy editing, are often quite limited in the available sounds, and result in repetitive and uncreative sound design.

Our alternative addresses all these issues and is ideally suited for game and VR sound design. It allows almost any sound effect to be generated in real-time, and adapt to changing inputs, such as a dynamically changing game state.

What's in store for the future?

Given the current funding round, expect a lot to change. We are going to put a big effort into business development, and work hard to secure contracts where we deliver the sound design (or the technology enabling the sound design) in major commercial game releases.
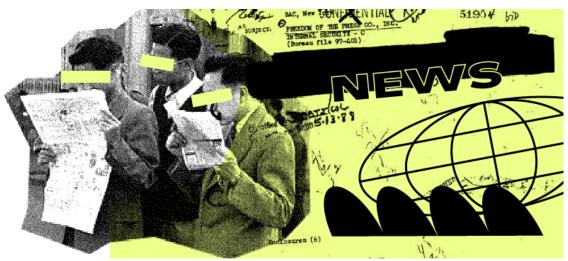
What one piece of advice would you give other founders or future founders?

It's a rollercoaster, so enjoy the journey! And don't worry if a venture does not succeed, or turns into something else. You can learn so much and build a career just from the attempt.

And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

I am a professor at Queen Mary University of London. I am Entrepreneur-in-Residence there since I have co-founded four successful start-ups from my group's research. However, most of my time goes into Nemisindo, the most recent of those start-ups. I manage the team and we are working to continually improve the technology, release product, and promote the company to potential investors and clients.

Joshua Reiss is the CEO of _Nemisindo_.

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