

19 January 2024



**Press Release
Immediate Release**

**Noizend Joins Australian Government's Industry Growth Program
Propelling Innovation in Noise Control Technology
Sydney, Australia**

Noizend Pty Ltd, an emerging leader in low-frequency noise control, proudly announces its acceptance into the Industry Growth Program Advisory Service, an initiative of the Australian Federal Government. This milestone marks a significant step forward in Noizend's mission to transform urban soundscapes.

Under the guiding vision of Industry Minister Ed Husic, the Industry Growth Program – a robust \$392.4 million matched funding grant system – empowers innovative SMEs like Noizend to scale new heights in commercialisation and growth. The program aligns with the \$15 billion National Reconstruction Fund, focusing on priority areas crucial to national progress. Noizend's application was submitted in the Enabling Technologies priority area.

The Advisory Service will arm Noizend with resources and expert advice, crafting a tailored commercialisation roadmap. This encompasses:

- Strategic commercialisation and growth models, including business model validation.
- Exploration of funding channels, potential investor engagement, and capital raising insights.
- Networking and partnership opportunities to foster collaboration.
- Intellectual property commercialisation tactics.
- Market testing methodologies.
- Crafting compelling value propositions.

Leveraging this service, Noizend aspires to secure a grant ranging from \$50,000 to \$250,000 through the Industry Growth Program. This funding will catalyse the early-stage commercialisation of our groundbreaking Noizend Shield, a solution poised to redefine noise management in the built environment.

Quotes Attributable to Paul Monsted, Noizend CEO and Founder:

"Acceptance into this prestigious new Growth Program is further external verification of the value of Noizend and our mission to reduce chronic low-frequency noise in the urban environment."

Quotes Attributed to George Tulloch, Noizend Director and Founder:

"The National Reconstruction Fund heralds a new era of industrial revolution in Australia. Gone are the days of low-wage manufacturing. The 4th industrial revolution means scientists and engineers working together on automated manufacturing lines. Noise mitigation is integral to this journey, enhancing productivity and harmonising business operations with community well-being. We're inspired by Australia's rich legacy in audio innovation and grateful to Minister Husic and our dedicated public servants for championing this transformative initiative."

About Noizend Pty Ltd

Noizend Pty Ltd is a new Australian company established to reduce chronic low-frequency noise that adversely affects everyone. This will be done using active noise control in noise-cancelling headphones but in more expansive environments. Noizend is collaborating with the University of Technology Sydney (UTS) at its specialised Centre for Audio, Acoustics and Vibration facility in Sydney, Australia. For more information, visit <https://www.noizend.com/>.

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Related Article:

For further details on the Industry Growth Program, please visit <https://business.gov.au/grants-and-programs/industry-growth-program>.

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