Project SDR

SOFTWARE DISTRIBUTION RE-IMAGINED

Crowdfunding Ethereum ICO Whitepaper
DRAFT 1.3

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Executive Summary

Given the tens of thousands of digital products produced by Open-source groups, small publishing groups, and independent software developers, eTardis is poised to become the leading marketer and distributor of digital products worldwide. eTardis acquires distribution rights for digital products and inserts them to the retail channels all while actively price testing and marketing the product.

With eTarids, the product developer can continue to do what they like best, develop great software. Developer of great produces will enjoy up-front as well as continuous funding and can even qualify for eTardis Profit Sharing. Our marketing & sales activity eliminates some of the pricing pitfalls such as setting the price based upon "cost of development" rather than market demand or market value. The author or publisher still maintains ownership of the product to do what they love the most which is develop software, but product distribution rights will owned and the responsibility of eTardis.

The eTardis system will drive product prices based upon demand. The eTardis system will maximize the total revenue for products while at the same time maximizing the value to the end customer. Customers will be able to achieve higher value through software product lease/rental to fulfill their short-term need.

Problem Overview

There are thousands of independent software authors, open-source & companies with great products. These small companies or Independent Software Professionals (ISP) often do not have the resources and capital (and sometimes desire) required to properly market their products. They attempt to distribute the product as Shareware by listing it on a download site. They put an arbitrary price on their product in hopes that customers will see it and purchase the product to pay for the authors' development expenses. In general, there are many similar programs and without proper marketing and sales, great products can go unnoticed and the developer does not maximize the value of what they have created.

eTardis plans to obtain distribution rights (optionally exclusive) of some of these products that prove to be unique and/or of high demand. These products might have mass appeal with a low sale price or a more specialized application with a higher sales price with lower volume. The eTardis system plans to maximize the sale price, which may be adjusted over time due to seasonal or other changes in market conditions.

The eTardis business will be unique as if focuses upon solving the developers marketing and sales issue as well as the end customer by matching the products price to the customers perceived value. In some cases, this may fill a customer's temporary need through a short term product rental.

For the retail customer, short-term leasing/rental of software will allow usage of unique high-valued software at a reasonable cost for a short period of time. They customer will not need to commit to a long term investment in a product for which they only have a short-term need. Developers offering free trial periods tend to lose this revenue since the customer usually completes their need during the trial and now does not need to purchase the software.

Mission Statement

eTardis will be a leading worldwide marketer and distributor of digital products.

Vision Statement

- Digital Product/Software Distribution re-imagined (obtain distribution, business development)
- Software at your price (Sales)

Major eTardis Advantages

eTardis is the first marketing and sales organization to embrace the hard work of the developer. We will be offering profit sharing to developers rather than just profits from the sales of their products. We also enable leasing and rental of developers products unlike other competing companies. This will capture lost revenue due to trial periods when a customer only has a short-term need.

eTardis Business Feature	Beneficiary	Comments
eTardis Sales & Marketing Services	Developer	Developer can stay focused on product development, their partner eTardis will market and sell the product to maximize revenues
Value Optimizations	Developer & Buyer	eTardis searches for the optimal price to maximize sales and revenue for Developers. With this process the Buyers value expectations are achieved.
Simple Software Rental/Lease DRM System	Developer & Buyer	The Digital Rights Management system will allow for short term rental (trial) as well as longer term lease capabilities. Authors will not lose revenue during "free trials" and buyers will not be forced to buy software that might not solve their problem. The short term rental will make certain applications more valuable to customers during their need period of time without an outright purchase commitment. eTardis will follow-up with the buyer to see if the product meets their need and convert to more sales.
PROFIT SHARING	Developer	Although developers are independent of eTardis, we want qualifying developers to feel we are working with them. Revenues from the company's website monetization and other sources income sources will be shared above and beyond the developer's sales earnings.
Distribute Open-source software	Developer Open-source	Millions of Open-source applications are downloaded daily. Downloaders will have the options of adding a donation which up to 85% will be passed onto the product developers. This will also collect possible leads for Developers.
Free DRM for promotional product giveaways	Developer Promotor	Sites like sharewareonsale.com offer discounted and free copies of applications for promotional purposes, sometimes the author cannot provide DRM to match a promotion. eTardis will distribute their Free product to help them advertise. This will also collect possible leads for Developers.

Core Objectives

With product distribution rights, eTardis intends to market products and maximize the income per sale. This will be done by finding the optimal sale price for the product that maximizes the products revenue.

Standardize Product Distribution

Given the variety of products that will be distributed, licensing will be standardized. eTardis will provide copyright owner either tools to integrate into their product or a simple wrapper for Digital Rights Management. This will allow automating the central licensing server to activate all products distributed. This will also simplify product support for activation issues. Product licensing will be tested prior to go live to assure a smooth release.

Marking Core Competency

The branding of eTardis as well as proper marketing in vertical channels will be a company core competency. Marketing a specific product family can be a relatively easy task, but eTardis is expecting to market many products across many product families. These products will all have different marketing paths making the task more difficult that focusing upon a single product.

Business Development

Volume and product diversity will increase eTardis' reach as a worldwide marketer and distributor of digital products. Business development will be a focus for the company to keep fresh products entering the distribution channel. Newer products will keep customer returning to the sales portals looking for more useful and cost effective solutions. eTardis token holders will also be encouraged and rewarded to find products for the distribution channel through sponsorship. The company's business development department in close connection with sales/marketing will also look for products to add into the distribution channel.

Software Assets

Digital Products entering the eTardis distribution channel will need to be legal and morally acceptable to society. These assets will consist mainly of the digital products distribution rights. The company will have complete control over pricing and licensing of the product. This allows pricing to reflect the products value and eliminates the emotional attachment the developer may have to its price. Ownership and support of the product will remain with the copyright holder in the majority of cases. This will be reviewed on a case by case basis.

Revenue Maximization

Maximizing revenue is the ultimate goal for eTardis as this will fuel future company growth. As such, pricing of software assets may vary over time to optimize maximum revenue as measured by **UNITS_SOLD*UNIT_PRICE**. As part of the marketing campaigns, new assets without an established optimized **UNIT_PRICE** will be run through a process to help locate its optimal **UNIT_PRICE**. This price may vary due to changes in demand (surge or reduction) as well as seasonal changes. See section "_REVENUE MAXIMIZATION_" for more details.

Crowdfunding Event

Who May Participate
This Crowdfunding event must be legal in your country and within your local laws. Do research if such events are legal in your country before participating.

CHINA: As of the time of publishing this whitepaper China has deemed ICOs Illegal. So if you currently reside in China or are a citizen of China you are not allowed to participate in this Crowdfunding Event.

How do I participate
See separate document on eTardis.com website near event start.

What is the Token event
eTardis will distribute eDIS tokens/coins during this Ethereum ICO event as follows. The eDIS is a standard ERC20 token so it can be traded. A total of 100 Million eDIS will be minted and 70 Million eDIS will be up for sale during the ICO. eTardis will release a small portion of their hold-back to raise money during the PRE-ICO and to reward Social Marketing efforts for people getting the word out.

Sale Period	Distribution Rate	MAX Distributed
Pre-ICO	1 ETH = 200 eDIS	2,000,000 eDIS
ICO First 30 Mil eDIS	1 ETH = 150 eDIS	30,000,000 eDIS
ICO Remaining 40 Mil eDIS	1 ETH = 100 eDIS	40,000,000 eDIS
Held by eTardis	27,000,000 eDIS	27,000,000 eDIS
Held by eTardis for Social Marketing	500,000 eDIS	500,000 eDIS
Held by eTardis for Developer Introduction Bonus	2,500,000 eDIS	2,500,000 eDIS
TOTAL DISTRIBUTION MAX		100,000,000 eDIS

Pre-ICO dollars will be spent as follows:

- Setting up the legal business structure in New Hampshire, USA
- Initial expenses for launching business (Domain Names, Design Work, Press Releases, etc)
- Excess dollars will be applied towards the eTardis Budget
  - In the event the Business Viable level is not reached and improvements to ICO cannot be made, remaining ETH will be proportionally returned to eDIS purchasers

ICO funds will be spent as specified in the eTardis BUDGET upon a successful Business Viable fund raising level has been reached within the allotted time. Funds will be returned if this level is not reached. See the section on BUDGET for details.

Reward Levels

The follow levels will stay with the purchaser based upon their eDIS percentage at the close of the ICO.

To qualify for Executive or Presidential sponsor level, you must have reached Gold Level of holding.

Total Purchase Level After ICO	Funding Level	Benefit
And in Top 1% eDIS	Presidential Sponsor	- Free Custom Pitch for all Sponsored Products - All listings will be Package C (Package A cost) - Optional listing on eTardis Sponsor's page
And in Top 5% eDIS	Executive Sponsor	- All listings will be Package C (Package A cost) - Optional listing on eTardis Sponsor's page
And in Top 25% eDIS	VIP Sponsor	- Free upgrade to next Package level (A->B, B->C)

The following rewards/bonus benefits are based upon eDIS owned at time of eTardis Sponsored or Listed distribution purchase.

Minimum eDIS owned	Holding Level	Free Benefit upon purchase

10,000 eDIS	Gold Level	- Buy Sponsored, Get your single choice of one:
		  ➢ Custom Offer Pitch
		  ➢ 1 Sponsored as same Package
		  ➢ 4 Listed as same Package
		  ➢ 40 Additional Listed SKUs
		- Buy Listed, Get your single choice of one:
		  ➢ 1 Listed as same Package
		  ➢ 20 Additional Listed SKUs
		  ➢ 4 Joint Distributions

5,000 eDIS	Silver Level	- Buy Sponsored, choice of one:
		  ➢ 1 Listed as same Package
		  ➢ 10 Additional Listed SKUs
		- Buy Listed, choice of one:
		  ➢ 5 Additional Listed SKUs
		  ➢ 2 Joint Distributions

2,500 eDIS	Copper Level	- Buy Sponsored, choice of one:
		  ➢ 2 Joint Distributions
		  ➢ 10 Additional Listed SKUs
		- Buy Listed, choice of one:
		  ➢ 2 Additional Listed SKUs
		  ➢ 1 Joint Distributions

Can I earn eDIS by getting the word out

A total of 500,000 eDIS are being made available to help get the word out. Once this CAP is reached, no additional eDIS can be awarded for spreading the word. Awards will be distributed based upon claim time stamp. Be sure to put your claim in ASAP to make sure you get your earned eDIS before the CAP is reached.

Ways of Spreading the word	Max Collect	Pre-ICO Period	ICO Period
Writing about eTardis ICO in your Blockchain themed Blog	2 Time	50 eDIS	10 eDIS
Writing about eTardis ICO in your Blockchain themed Newsletter	2 Time	50 eDIS	10 eDIS
Publish an eTardis ICO News Release	3 Times	200 eDIS	200 eDIS
A 30 second minimum eTardis ICO YouTube video	2 Times	100 eDIS	50 eDIS
A 90 second minimum eTardis ICO YouTube video	2 Times	150 eDIS	100 eDIS
Distribution CAP		500,000 eDIS	

Developer Introduction Bonus

A total of 2,500,000 eDIS are being made available to help get the word out. Once this CAP is reached, no additional eDIS can be awarded for spreading the word. Be sure to put your claim in ASAP to make sure you get your earned eDIS before the CAP is reached.

All setup costs will be waved for this initial program. This is a great way for developers to jump on-board without out of pocket expenses. We are looking for strong PC/MAC products to launch the business after the ICO. Products that will get high consideration for acceptances are unique products or products of great demand (Both applications and games will be considered). Generally, copy-cat products will not qualify without some unique aspect that makes the product stand out. See SOFTWARE PRODUCTS & RESTRICTIONS for more details.

Due to the volume of contacts, the introduction submission date will be used to determine the ICO Period. eTardis may decline any products at our own discretion. Only "eTardis Distribution" in which a letter of intent is received from the developer in a timely manner that is declined by the company will be awarded a declined bonus. Other distribution models will not qualify for bonus if declined for the introduction bonus program. If desired, those developers can still participate after launch based upon the posted costs for the distribution model selected.

Program	Max Collect	Pre-ICO Period	ICO Period
eTardis Distribution (Exclusive)	Unlimited	1,000 eDIS	500 eDIS
eTardis Distribution (Exclusive) **[eTardis Declines Product]**	10 Times	100 eDIS	50 eDIS
eTardis Distribution (Non-Exclusive)	Unlimited	500 eDIS	250 eDIS
eTardis Distribution (Non-Exclusive) **[eTardis Declines Product]**	10 Times	50 eDIS	25 eDIS
Listed Distribution	5 Times	100 eDIS	50 eDIS
Joint Distribution	5 Times	50 eDIS	NA
Donation Ware Distribution	NA	Not available for ICO	
Distribution CAP		**2,500,000 eDIS**	

Advantage to eDIS Token Owners

- General Advantages
  - Amount of eDIS Tokens affects distribution priorities
    - First priority will be given to the larger eDIS Token Owner
  - Sponsorship/Listed Distribution consulting with eTardis
  - Random selection of eDIS Token owners for free product license during product launches
  - Coupons may be distributed to loyal eDIS token holders as a time award
  - Access to Token Owner Forum/Blog
  - eDIS Tokens can be sold between private parties
  - Assist testing of new listings when needed
    - DRM testing, free licenses for different SKUs & License Models
    - First priority will be given to the larger eDIS Token Owner
  - Purchase Software Listed at special rates
    - Product must reach its Optimized Value Area
    - Purchase price will be Non-eTardis funds (as low as 25% of price)
    - Developer may set an eDIS price
- Sponsor Digital Products into eTardis (**eTardis Distribution**)
  - Sponsor does not need to be copyright holder, but introduce developer
- Insert/List Digital Products into eTardis distribution channels (**Listed Distribution**)
  - Purchase listings with eDIS tokens
  - Based upon product performance, eTardis may invited to become Sponsored

REVENUE MAXIMIZATION

The company will work to maximize revenue of all digital assets. A proprietary and mutually beneficial algorithm will be used to maximize revenue for both the developer and eTardis.

It can be understood that a product with a price much higher than its average perceived value may have very little if any purchases as the cost outweighs the products value to the purchaser. This produces very low revenue. On the other side of the curve, if the price is much lower than the average perceived value there will be very high sales due to the significant discount in price verses the perceived value. This too will generate low revenues as the product is almost being given away. This leaves money on the table as many people consider the product having more value and would pay significantly more to purchase.

DIGITAL DISTRIBUTION MODELS

The following is a list business models for eTardis software distribution. The eTardis Digital Rights Management system will allow for any of the following licensing models. As part of the setup, the developer will get help and/or guidance to prepare their products for distribution. In some cases, eTardis can process the game/application before building the installation packages:

- Single purchase price
- Periodic Lease Payment (Monthly, Yearly)
- Short Term Rental (3, 5, 15 Days)

eTardis Distribution Rights (Sponsored)

This is the main model of focus for the company. The Sponsor for the product line can be:

- Software Developer with eDIS
- 3rd party sponsoring a Software Developer with their eDIS
- eTardis

Costs	Sponsored (eTardis) Distribution Package (see Distribution Model Package Features Table for package details)		
	A	B	C
Per Product Family (eTardis Offer)	500 eDIS	750 eDIS	1,000 eDIS
Product Action Pool Overages (Developer/eTardis)	50%/50%	60%/40%	75%/25%
Custom Offer Pitch (Non-refundable)	250 eDIS		
Exclusivity (Optional)	Renews annually - Profit Sharing Eligible		
	1.0 Shares	1.5 Shares	2.0 Shares

Owning the distribution rights will allow eTardis to set types of licensing models as well as have complete control to optimize pricing for the developer. Keep the **Total Developer Benefit** percent in mind with this model. At first glance it looks like it is the lease profitable for the developer. But in actuality eTardis is focusing upon spending **POOL money** as well as **eTardis general funds** investing in sales and marketing to maximize the product profit for both eTardis and the Developer. There is also a **payment to purchase the distribution rights** for your product line. You can also qualify for **eTardis profit sharing**. Choose this model to have eTardis become your market and sales division of your product so you can focus upon development.

With this model, eTardis will make a monetary offer based upon product sales data supplied with sponsorship package to purchase the distribution rights for the product family. If eTardis' offer is declined by developer, there will be no eDIS charged and will be returned to sponsor. At this point, eTardis' recommends the developer using the Listed Distribution option listed below to produce verifiable sales data. If the sponsor/developer feels the eTardis offer is unacceptable but wished the full sponsored services, they can negotiate through a Custom Offer Pitch to the eTardis management team.

If the developer agrees to exclusivity they will be eligible for a profit sharing bonus. In this case, the developer feels eTardis will fully handle all marketing and sales for their product line. Although the developer will not be part of eTardis, they will benefit from the overall success of eTardis in this way. Any profit sharing bonus will distributed 95% to developer and 5% to a 3rd party sponsor. If no 3rd party sponsor, 100% will be paid to the developer. Although subject to change, 10% of the eTardis annual net revenue from software sales and site monetization income.

Basic contract for the eTardis model:

- Product Line Distribution Rights purchased with agreement
- eTardis will create marketing & sales plans with Sponsor's assistance
- eTardis will execute marketing & sales plans after sponsorship
- Sponsor responsible for obtaining paperwork and approval from copyright owner
- Sponsor responsible for obtaining any marketing material/assets from copyright owner

Listed Distribution

This model allows Token owners a product listing guarantee. This model will allow the copyright owner to set types of licensing models as well as pricing upon our sales platforms, but give the author freedom to market & sell through other channels. This also can collects data for eTardis sponsorship offers. Each unique download and license model would be a different SKU.

Costs	Listed Distribution Packages (see Distribution Model Package Features Table for package details)		
	A	B	C
Per Product Family (2 SKUs)	200 eDIS	300 eDIS	400 eDIS
Additional SKUs	50 eDIS		

Basic contract for Listed Distribution:

- Based upon product performance over time, eTardis may offer a Sponsored Contract

Joint Distribution

Some software authors may wish to simply list their products to take advantage of eTardis generated traffic. The other advantage is to allow for rentals or leases which independent developers and shareware authors may not have the proper infrastructure. Each license model would be a different SKU. None eDIS token holders can take advantage of this distribution model as either USD or eDIS will be accepted.

Costs	Joint Distribution STD Package (see Distribution Model Package Features Table for package details)
Per Product Family (2 SKUs)	100 eDIS or $100 Setup
Additional SKUs	50 eDIS or $50

Donation-ware Distribution

There are a number of high quality Open-Source and Freeware applications. The Donation-ware model will allow these Open-Source projects to provide compiled versions of their products to users with a voluntary license fee. This will generally be a Single Purchase Price license to support the open-source effort. The Open-Source group can optionally include addition content as a bonus to those paying a voluntary license fee.

Costs	Donation-ware STD Package (see Distribution Model Package Features Table for package details)
Product Family	No Fees
Additional Content Packages	No Fees (SKU Listing limits at eTardis Discretion)

Basic details for Donation-ware Distribution:

- Free setup for qualified/approved Open-Source applications
- Potential Bounty for qualifying Open-Source Donation-ware of up to 200 eDIS
- Buyer may offer any price from $2 up to a fixed maximum (TBD per product)
- eTardis, Minimum of $1/product
- PC/MAC should use eTardis DRM system
- Linux/Android/IOS no DRM provided, but eTardis can provide sales/donation assistance
- Can also list donation required "Additional Content" such as templates, Help, Books, Video, etc.
- eTardis worldwide advertising will help draw visibility to Open-Source projects
- Freeware must not have "up-sell" internally; this would make it commercial in nature and subject to a different distribution plan.

Distribution Model Package Features

Distribution	Sponsored (eTardis)			Listed			Joint	Donation ware
Package	A	B	C	A	B	C	STD	STD
Revenue Share								
Developer (minimum)	25%	30%	35%	55%	60%	65%	50%	80%
Sponsor	5%	5%	5%					
eTardis	25%	20%	15%	35%	30%	25%	45%	15%
Affiliate/Referrer	5%	5%	5%	5%	5%	5%	5%	5%
Product Action Pool	40%	40%	40%					
Total Developer's Benefit (Minimum)	*65%*	*70%*	*75%*	*55%*	*60%*	*65%*	*50%*	*80%*
Features Included								
Distribution Rights Purchased by eTardis	✓	✓	✓	✖	✖	✖	✖	✖
Marketing assets created	✓	✓	✓	✖	✖	✖	✖	✖
Targeted Marketing	✓	✓	✓	✖	✖	✖	✖	✖
Group Marketing	✓	✓	✓	✓	✓	✓	✖	✓
Indirect Marketing	✓	✓	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓	✓	
On-site Marketing	✓	✓	✓	✓	✓	✓	✓	✓
Digital Rights Management	✓	✓	✓	✓	✓	✓	✓	Optional
Value Optimized Price	✓	✓	✓	✖	✖	✖	✖	✖
Customer Value Offer	Partial	Partial	Partial	✖	✖	✖	✖	✓
Fixed Sales Price	Partial	Partial	Partial	✓	✓	✓	✓	Partial
Free SKU update	✓	✓	✓	✓	✓	✓	✓	✓
Bounty Offered	✓	✓	✓	✓	✓	✓	✓	✓
Non-affiliate/referred sale revenue allocated	Action Pool	Action Pool	Action Pool	eTardis Pool	eTardis Pool	eTardis Pool	Developer	Developer
Non-Exclusive Distribution	Optional	Optional	Optional	✓	✓	✓	✓	✓
Exclusive Distribution / Qualify for Profit Sharing	Optional	Optional	Optional	✖	✖	✖	✖	✖
eTardis Initiated Upgrades	✓	✓	✓	✓	✓	✓	✖	✖

TECHNICAL SOLUTION

On-Line Shopping Cart

eTardis has chosen to partner with 3DCart as its Ecommerce App Marketplace.

- Cloning
- Affiliates
- Group DEAL
- Daily Deals
- Make an offer
- 3dROI Campaign Tracking

Digital Rights Management

Some Digital Product revenues are lost to piracy. Although it is difficult to eliminate all product piracy, it is easy to make it more difficult for the average potential user. Here again, piracy is likely linked to a product that is desired, but potentially higher price than the users is willing to play, so they resort to theft of the product. eTardis is aware of this issue and has developed both the fair value model to encourage users to purchase a legal copy as well as by including a time tested Digital Rights Management system.

The company has selected a provider for its DRM tools. The selected company has been in business for over 20 years and has well over 3,000 clients. They have an established infrastructure to support product activation with fail-over support for the best customer experience. Licenses will be automatically added to the license activation system upon purchase. This will also lead to a better customer experience.

This DRM suite of tools will allow eTardis to offer a variety of digital products with DRM fully integrated into the product. PDF, PowerPoint, Excel, Word, Flash video/audio files, e-books, images, as well as Windows and MAC OS applications assets can be easily protected. The DRM suite allows a wide variety of license options from trial version by day, number of uses, or minutes of use. The licensing offers different capabilities such as leased, rented, or outright sale of products.
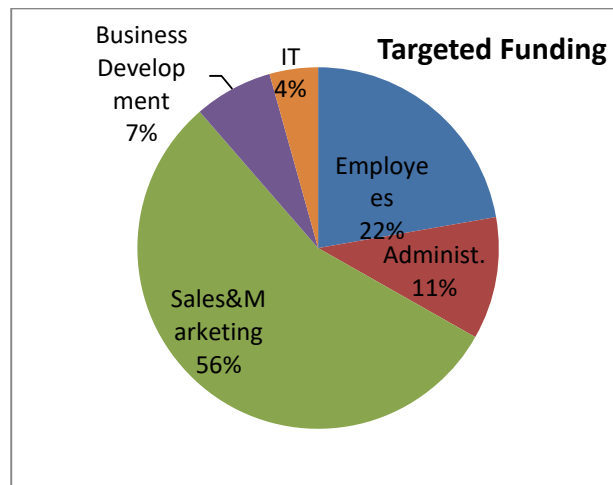
BUDGET

The follow budget is based upon an approximate $21 Mil(US) raised. The business will start upon raising a minimum of $2 Mil(US).   The ETH/$ will be calculated just before the initial token release to set limits.

Level	Approximate $'s Based upon $200/ETH	ETH Raised
Business Viable - Starts	$2,000,000	10,000
Targeted Funding	$21,000,000	105,000
Max - Campaign Halted	$120,000,000	600,000

Based upon the funding target, the following graphs show the expected budget for operations.

Breakdown and description of different budget segments:

- **Employees** - Contains wages, benefits, human resource outsourced services, and talent acquisition costs
- **Administrative** - Office supplies, Legal services, CPA, early investment loans, expenses, public relations, Press Releases, Media Relations, Wire Fees, Press Kits and 5% holdback for general uses.
- **Sales & Marketing** - Advertising, Direct Marketing, Print Advertising, Events/Tradeshows/Sponsorships, Marketing Collateral, Contact Lists, general advertising costs & business travel.
- **Business Development** - Trade Shows, Purchase of Distribution Rights, Advertising, Maze Creator asset purchase & business travel.
- **IT** - Websites & Cloud services, Hosting, Website Design & Development, Content Distribution Network, Customer Resource Management, Digital Rights Management Software, basic sales automation tools

SOFTWARE PLATFORMS

The target platform eTardis will initially market will include:

- Stand-a-lone PC Application

- Stand-a-lone PC Games
- Stand-a-lone MAC Application
- Stand-a-lone MAC Games
- Software as a Service cloud based applications

With these platforms, the developer will be able to benefit from our Digital Rights Management solution and transparently connect into our sales platforms. With this DRM platform, eTardis will be able to offer single purchase price, software leasing, or short term software rental with no additional work for the developer.

SOFTWARE PRODUCTS & RESTRICTIONS

There are two key product types that eTardis will focus upon to maximize both the eTardis and developers income:

- High value (sale price) and lower volume (Value will maximize at higher price but lower volume):
  - Unique or specialized design tool
  - Complex Utilities
  - Graphics
  - Video
  - Programming tools
  - Business Systems/ERP
  - CRM
  - Etc.
- High Volume with lower sale price (Value will maximize at lower price but higher volume):
  - Games, IndieDev, IndieGame
  - "Gutta have" useful utilities
  - Image/Video players

Restrictions: eTardis will accept products that are of good taste, are not or do not promote illegal actives, do not spread or promote hate or any form of discrimination, and must not contain adult only content. Please request an evaluation if you feel your product moves close to these exceptions. eTardis will be the sole judge of products that promote the proper business values to not damage the eTardis brand.

TIMELINE

Anticipated Timeline for eTardis Startup:

Time after Close of Crowdfunding Event	Activities/Accomplishments expected
1 Month	Setup 3DCart for Ecommerse Setup DRM System supplier Setup legal contracts for employees, Maze Creator software distribution, entity, etc. Start hiring of key employees & start HR services Legal Business Entity completed
2 Months	Enable First products; debug Ecommerse to DRM connections: • MazeCreator HOME • MazeCreator STD • MazeCreator PRO Copy Ecommerse master to additional Customer Facing sites Start On-boarding new employees
3 Months	Start to accept Joint Listings Open new hires for unfilled critical employees to recruiters Finalize legal contracts for distribution options: eTardis (sponsored), Listed, Joint Finalize Profit Sharing participation agreement
4 Months	Accepts Joint Distributions Start Loading Open-Source (Donation-ware)
5 Months	Accept Listed Distributions
6 Months	Accept eTardis Distributions (Sponsored)
7 Months	Start efforts for eDIS Forum/Blog