Quick Guide (the text users will see)

Allow UDP in your firewall (Windows often blocks Max): allow Max.exe for private networks (UDP).

Quick Start (≈1–2 minutes)

1. **Power on** the unit. The OLEDs show a border and a setup screen with the temporary Wi-Fi name (e.g., **TDS8+Setup**) and password (**tds8setup**).
2. On your phone/laptop, **join** that Wi-Fi.
3. A setup page should pop up. If not, open a browser to **http://192.168.4.1** (captive-portal) or **http://tds8.local**.
4. Click **Scan Networks**, pick your Wi-Fi, enter the password, then click **Connect & Save**.
5. **Wait 30–60 seconds.** The page may freeze or disconnect—this is normal while the device switches to your network.
6. After it joins, the screens briefly show **"TDS-8 ONLINE"** and the **IP address**.
7. Reconnect your phone/laptop back to your **regular Wi-Fi** and visit **http://tds8.local** (or the shown IP) to confirm.

After Connecting

- The **Status** card shows the current IP.
- **Reannounce (broadcast IP)** tells listening apps the device's IP. It can take **10–20s** for them to update.
- In Ableton, open the **TDS-8 M4L device**, set its IP to the one shown (or click **Reannounce** and wait). The small dot on **Track 8** will light when connected.

Switch Wi-Fi Later

- Go to **Join a Different Wi-Fi** → **Scan Networks** → select SSID → **Connect & Save** → **wait 30–60s** again.

Troubleshooting

- Don't see the setup page? Browse to **http://192.168.4.1** while on the TDS8+Setup network.
- **No networks found** when scanning? Try again, move closer to the router, or type the SSID and password manually.
- **http://tds8.local** not loading? Use the **IP shown** on screen / Status card. (Some networks block mDNS.)
  "Factory Reset" resets only the **static IP settings** to defaults. It **does not erase** your Wi-Fi password.

TDS-8 (Track Display Strip) — Quick Start & Guide

Smart 8-channel “scribble strip” for your mini mixer. Pulls track names from Ableton Live over OSC, with a friendly web dashboard for Wi-Fi, names, and firmware updates.

What you need

- **Power:** USB-C (data-capable cable recommended).
- **Network:** Any 2.4 GHz Wi-Fi (DHCP).
- **Ableton Live:** With the TDS-8 Max for Live device (sends track names & pings).

Firewall note (Windows): allow **Max.exe** (UDP) for *private networks*.

First-time setup (≈1–2 min)

1. **Power on** the TDS-8. Each OLED shows a border + setup tips.
2. On your phone/laptop, **join the temporary Wi-Fi** shown (usually `TDS8` / password `tds8setup`).
    - If no page pops up, open: `http://192.168.4.1` (captive portal) or `http://tds8.local`.
3. In the dashboard:
    - Click **Scan Networks**, choose your Wi-Fi, enter password.
    - Click **Connect & Save**.
4. Wait **30–60s** while it switches networks (the page may freeze briefly — that’s normal).
5. After joining, screen 8 shows **“TDS-8 ONLINE”** + the **IP address**.

6. Rejoin your normal Wi-Fi and open `http://tds8.local` (or use that IP).
   The **Status** card will show the IP, gateway, etc.

Using the web dashboard

Status & actions

- **Status**: IP, gateway, subnet, DNS.
- **Reannounce**: broadcasts your IP on UDP **9000** so listeners can update.
- **Forget Wi-Fi**: erases saved SSID/Password and reboots into setup mode.

Join a different Wi-Fi

1. Go to **Join a Different Wi-Fi** → **Scan Networks** → pick SSID → enter password.
2. Click **Connect & Save** → wait 30–60s while it switches.

Tracks editor

- **Tracks** → edit names → **Save Names** to push live (also saves to device).
- **Reload From Device**: pulls whatever the device currently stores.
- **Reset Names**: restores “Track 1” … “Track 8”.

Ableton will overwrite names via OSC when the M4L device is active.

Firmware

- **Check for Update**: the device fetches your **manifest.json** and offers to install if a newer version is available.

You provide a JSON file, for example:

```
{
  "version": "1.25",
  "url":
"https://github.com/<your-user>/<your-repo>/releases/download/v1.25/your_firmware.bin"
}
```

-
- Keep the **`.bin` filename** stable if you like; only bump the `version` and update the `url` for each release.
- Host the manifest and the `.bin` on a **public** GitHub Release asset or any HTTPS host with CORS allowed.

Ableton Live setup (OSC)

- The M4L device sends:
  - `/trackname <index:int 0–7> <name:string>`
  - `/activetrack <index:int>`
  - `/ping [replyPort:int]` (device responds with `/pong 1`)
  - `/reannounce` (device will broadcast its IP)
- **Ports:**
  - TDS-8 listens for OSC on **UDP 8000**
  - Discovery/announce uses **UDP 9000 (broadcast)**

- If `tds8.local` doesn't resolve on your network, paste the **IP** from the screen 8 splash or Status card into the M4L device.

Recovery & "public Wi-Fi" situations

Public/guest networks often **isolate clients** (no device-to-device). If the TDS-8 joins one, your computer might not reach it. You're *not* stuck — use any of the options below:

Option A — Serial rescue (no soldering, no Arduino project upload)

1. Plug the TDS-8 into your computer via **USB-C**.
2. Open **Arduino Serial Monitor** (115200).
3. **Reset** the device (tap reset) and, within **5 seconds**, type a single `R` and press **Enter**.
4. The device starts the **Rescue AP** (SSID like `TDS8`, password `tds8setup`).
5. Join that AP and open `http://192.168.4.1` or `http://tds8.local` to reconfigure Wi-Fi. That "5-second 'R' window" runs right at boot — this is built into recent firmware.

Option B — Forget via HTTP (if you can still reach it)

- `POST http://tds8.local/forget` (or use the **Forget Wi-Fi** button on the dashboard). The unit reboots into setup mode.

Option C — Captive setup again

- If it can't join any saved network at boot, it raises the **setup AP** automatically (same SSID/password as first-time setup).
  Note: The physical reset button just restarts power; it does **not** erase Wi-Fi on its own.

Troubleshooting

- **“No setup page popped up.”** Browse to `http://192.168.4.1` while connected to the TDS8 AP.

  `tds8.local` not loading. Use the IP shown on the splash/Status card (some networks block mDNS).
- **Scan finds no networks.** Try again, move closer, or type SSID/password manually.

  Ableton not connecting.
  - Confirm your PC and TDS-8 are on the **same subnet**.
  - Windows: allow **Max.exe** for **UDP** on **private** networks.
  - Check that TDS-8 is listening on **UDP 8000** and your M4L target is set to the right IP.
- **Public Wi-Fi “works” but can’t reach device.** Use **Serial rescue (Option A)** above to move off that network.

Power-user notes

- **/reannounce**: can be sent from M4L to force a broadcast on UDP 9000.

  Manual OSC ping: send `/ping [port]` to device (UDP 8000). It replies `/pong 1` to the sender IP/port (or the provided `port`).
- **Local persistence**: Track names saved from the dashboard persist across reboots until Ableton overwrites them via OSC.

What’s in the box

- TDS-8 unit
- USB-C cable
- Quick start card (URL to this guide)

Support & updates

- Dashboard: `http://tds8.local` (or your device’s IP)

  Firmware: “**Check for Update**” in the dashboard (served by your `manifest.json`)

Example `manifest.json` (hosted in your public Release)

```
{
  "version": "1.25",
  "url":
"https://github.com/m1llipede/tds8/releases/download/v1.25/OLED_Diagnostic.ino.bin"
}
```

> Keep the Release **public**, and use the **direct asset URL** (right-click the file in the Release and copy link). If you host on GitHub, the direct asset endpoint already serves with proper headers for device downloads. If you host elsewhere, ensure HTTPS and CORS as needed by your implementation.

Awesome — let's ship a version you can flash **right now** on the **ESP32-C3** that adds a **USB mode** toggle in the web UI. In USB mode, Wi-Fi is turned off and the device speaks a tiny, line-based "OSC-ish" protocol over **USB Serial** (your USB-C cable). If USB mode is enabled and no one talks to the device within ~20s after boot, it brings up a **temporary Rescue AP** (`TDS8-Rescue`, pw: `tds8setup`) for 5 minutes so you're never locked out.

Serial commands (USB mode)

- `/trackname <idx> <name…>`
- `/activetrack <idx>`
- `/ping` → device prints `/pong 1`
- `/reannounce` (no-op in USB mode)
- `WIFI` → switch back to Wi-Fi mode (saves + reboots)

How to use USB mode (ESP32-C3)

1. Flash this sketch.
2. Open the web UI `http://tds8.local` → **Communication** → check **Use USB-C…** → **Save & Reboot**.
3. Reconnect the USB-C cable; open a Serial terminal at **115200**.

Try:

```
/trackname 1 Bass
/activetrack 1
/ping
```

4. You'll see `/pong 1` back, and the OLEDs update.

   Stuck on a public Wi-Fi again? In USB mode, if nothing talks over serial for ~20s after boot, the device brings up **TDS8-Rescue** (pw `tds8setup`) for 5 minutes so you can flip the checkbox back (HTTP POST `/comm {"mode":"wifi"}` is what the UI sends).

If you hit anything weird on the C3 (some boards map the **program** button to the USB-JTAG reset), tell me which exact board definition you're using in Arduino IDE (e.g., **ESP32C3 Dev Module**) and I'll tweak Serial init accordingly.

- # Slide 1: Title Slide

- **Title:** TDS8: The Smart Scribble Strip for Your Mini Mixer

- **Subtitle:** Stop Labeling, Start Creating

- **Visual:** A high-quality image of the TDS8 on a mixing board.

- # Slide 2: The Problem

- **Title:** The Messy Mixer Problem

- **Content:**

    - Show a picture of a mixing board cluttered with tape and stickers.
    - Highlight the pain points: messy, time-consuming, and inefficient.
    - Explain how this interrupts the creative workflow.

- # Slide 3: The Solution

- **Title:** Introducing the TDS8 Digital Scribble Strip

- **Content:**

    - Introduce the TDS8 as the elegant and modern solution.
    - Showcase a clean and organized mixing board with the TDS8.
    - Emphasize the benefits: effortless, dynamic, and professional.

- # Slide 4: How It Works

- **Title:** Seamless Integration with Your Workflow

- **Content:**

    - **Wi-Fi Enabled:** Connects wirelessly to your network.
    - **Automatic Track Sync:** Reads track names directly from your DAW (Ableton Live).
    - **Web Dashboard:** Easily configure settings and manually enter track names.
    - **Firmware Updates:** Keep your device up-to-date with the latest features.

- # Slide 5: Key Features

- **Title:** Packed with Powerful Features

- **Content:**

    - **Expandable:** String multiple units together for larger mixers.
    - **Customizable:** Adjust track positions and spacing (Version 2 feature).
    - **Durable Design:** 3D-printed case with a future sheet metal option.

    - **Open Source Potential:** Mention the Max for Live device and the possibility of community contributions.

- Slide 6: Target Audience

- **Title:** For the Modern Music Creator

- **Content:**

    - **Synthesizer Hobbyists:** Passionate about music technology.
    - **Home Studio Producers:** Seeking to streamline their workflow.
    - **Live Performers:** Needing a reliable and dynamic stage setup.

- Slide 7: Why Kickstarter?

- **Title:** Join Us on Our Journey

- **Content:**

    - Explain that Kickstarter is the platform to launch the TDS8.
    - **Fund Manufacturing:** Raise capital for the first production run.
    - **Build a Community:** Create a group of early adopters and fans.
    - **Validate the Market:** Prove that there is a demand for the product.

- Slide 8: Reward Tiers

- **Title:** Become a Backer and Get Exclusive Rewards

- **Content:**

    - **Early Bird:** Special discount for the first backers.
    - **Standard:** The TDS8 at a Kickstarter-exclusive price.
    - **Prototype Edition:** A unique opportunity to own one of the original 10 prototypes.
    - **Sheet Metal Edition:** A premium version for the ultimate setup.

- Slide 9: The Vision for the Future

- **Title:** More Than Just a Scribble Strip

- **Content:**

    - **TDS8 Version 2:** Discuss the planned upgrades, including the bar-type LCD and flexible track markers.
    - **PlayOptix.com:** The future home for the TDS8 and other innovative music products.
    - **Expanded DAW Support:** Plans to support Logic Pro X, FL Studio, and more.

- Slide 10: Meet the Creator

- **Title:** From a Personal Need to a Passion Project

- **Content:**

    - Introduce yourself and your background in music and technology.
    - Share the story of why you created the TDS8.
    - Convey your passion and commitment to the project.

- Slide 11: Call to Action

- **Title:** Let's Make Music Better, Together

- **Content:**

    - A clear and direct call to action: "Back our project on Kickstarter!"
    - Include a link to your Kickstarter page.
    - Encourage the audience to share the project with their friends.

- Slide 12: Q&A

- **Title:** Questions?

- **Content:**

    - Open the floor for questions from the audience.
    - Provide your contact information for follow-up inquiries.

This document provides a template and content suggestions for your Kickstarter campaign page. Remember to replace the bracketed information with your own details and to use a friendly and engaging tone throughout.

Kickstarter Campaign: TDS8 Digital Scribble Strip

1. Project Title & Subtitle

- **Title:** TDS8: The Smart Scribble Strip for Your Mini Mixer
- **Subtitle:** Finally, a dynamic and automated way to label your tracks. Stop cluttering your mixing board with tape and stickers!

2. Project Video

The video is the most important part of your Kickstarter campaign. It should be high-energy, engaging, and clearly demonstrate the value of your product. Here's a suggested structure:

- **0-15 seconds:** Hook the viewer with a problem they can relate to (e.g., a messy mixing board with tape labels). Show the TDS8 in action, seamlessly updating track names.
- **15-45 seconds:** Introduce yourself and your passion for music production. Explain why you created the TDS8 and the problem it solves.
- **45-90 seconds:** Showcase the key features of the TDS8. Use close-up shots and dynamic visuals to highlight its functionality.
- **90-120 seconds:** Demonstrate how easy it is to set up and use the TDS8. Show the Wi-Fi dashboard and the firmware update process.
- **120-150 seconds:** Talk about your manufacturing plans and your commitment to delivering a high-quality product.
- **150-180 seconds:** Call to action! Ask viewers to back your project and share it with their friends.

3. Project Description

This is where you tell the story of your product. Be passionate, authentic, and persuasive.

The Problem

Are you tired of using messy tape and stickers to label the tracks on your mini mixing board? Do you find it frustrating to keep track of your channels when you're in the creative zone? We've been there, and that's why we created the TDS8.

The Solution

The TDS8 is a revolutionary digital scribble strip that automatically displays the track names from your DAW. It's a simple, elegant, and powerful solution that will streamline your workflow and help you focus on what matters most: making music.

Our Story

As a music producer myself, I was constantly struggling with the limitations of my mini mixing board. I wanted a way to see my track names at a glance, without having to resort to clunky and outdated methods. After countless hours of designing, coding, and prototyping, the TDS8 was born. It started as a personal project, but it quickly became clear that this was a tool that could benefit the entire music production community.

4. Features

- **Automatic Track Naming:** The TDS8 syncs with your DAW (initially Ableton Live) to automatically display your track names.
- **Wi-Fi Enabled:** Connect the TDS8 to your Wi-Fi network for seamless wireless operation.
- **Web-Based Dashboard:** Easily configure your TDS8, switch Wi-Fi networks, and manually enter track names through our intuitive web interface.
- **Firmware Updates:** Keep your TDS8 up-to-date with the latest features and improvements through our automatic firmware update system.
- **Expandable:** String multiple TDS8 units together to accommodate mixers with more than eight channels.
- **Sleek Design:** The 3D-printed case is both stylish and durable, and we're already working on a premium sheet metal version.

5. What's in the Box?

- 1 x TDS8 Digital Scribble Strip
- 1 x USB Cable
- 1 x Quick Start Guide

6. Stretch Goals

- **$10,000 - New Color Options:** We'll offer the TDS8 in a variety of new colors.
- **$20,000 - Expanded DAW Support:** We'll add support for other popular DAWs like Logic Pro X and FL Studio.
- **$30,000 - Sheet Metal Upgrade:** All backers will have the option to upgrade to the premium sheet metal version of the TDS8 at a discounted price.

7. About the Creator

[Your Name] is a passionate music producer and maker with a background in [Your Background]. He created the TDS8 to solve a problem he faced in his own studio, and he's excited to share it with the world.

8. Risks and Challenges

We have 10 working prototypes and a solid manufacturing plan. However, as with any hardware project, there are always potential risks and challenges. These include:

- **Manufacturing Delays:** We're working with experienced manufacturing partners in China, but unforeseen delays can still occur.

- **Supply Chain Issues:** The global supply chain can be unpredictable, and this could affect our ability to source components.

We are committed to being transparent with our backers and will provide regular updates on our progress. We are confident that we can overcome any challenges that may arise and deliver a high-quality product that you'll love.

==========
Gemini version:

Here is a comprehensive guide to help you create a marketing plan, build a powerful Kickstarter campaign, and establish your online presence for PlayOptix.com.

Phase 1: Pre-Launch Strategy - Building Your Foundation

Before you even think about hitting the "launch" button on Kickstarter, you need to build a community and generate buzz. For a niche product like the TDS8, a dedicated following is crucial.

Marketing Your TDS8 to the Right People

Your target market, "Synthesizer hobbyist," is a passionate and engaged community. Here's how to reach them:

- Engage in Online Communities: Become an active, helpful member of synthesizer and music production forums like Gearspace, Reddit's r/synthesizers, and various Facebook groups dedicated to Ableton Live, synthesizers, and home studio setups. Share your knowledge, answer questions, and subtly introduce the TDS8 as a solution you've developed for a common problem.
- Content Creation is Key:
    - YouTube: Create high-quality videos showcasing the TDS8 in action. Demonstrate its seamless integration with Ableton Live, the Wi-Fi setup, and the dashboard. A video showing the "before and after" of a cluttered mixing board versus the clean, informative TDS8 display will be very effective.
    - Social Media: Start an Instagram and/or TikTok account for PlayOptix. Post short, engaging videos of the TDS8 in different studio setups. Show close-ups of the crisp display and the sleek 3D-printed enclosure. Use relevant hashtags like #synth, #homestudio, #musicproduction, #ableton, and #MIDIcontroller.
-
- Build an Email List: This is one of the most critical pre-launch steps. Create a simple landing page on your future PlayOptix.com domain that teases the TDS8 and has a clear call-to-action to sign up for email updates and be notified of the Kickstarter launch. You can offer an incentive for signing up, like a discount on the Kickstarter price or entry into a giveaway for one of the prototypes.

Phase 2: Crafting Your Kickstarter Campaign

Your Kickstarter page is your storefront, your story, and your sales pitch all in one. It needs to be compelling, clear, and trustworthy.

What to Write on Your Kickstarter Page

- The "Hook": Start with a compelling headline and a short, engaging video. Your video is the most important part of your campaign. It should tell your story, show the TDS8 in action, and feature testimonials if possible (even from fellow hobbyists who have seen your prototypes). A great example of a successful MIDI controller campaign on Kickstarter is the Midique KNTRL9, which emphasized its durable materials and simplistic design for live performance.[1]
- The Story: Explain why you created the TDS8. Talk about your own struggles with labeling your mixing board and how that led to this solution. People connect with authentic stories.
- The Product: Clearly explain what the TDS8 is and how it works. Use a mix of high-quality photos, GIFs, and short video clips to showcase its features:
    - Automatic track name syncing with Ableton Live.
    - The ability to string multiple units together.
    - The web interface for Wi-Fi setup and manual track naming.
    - The firmware update process.
-
- The "Why Kickstarter": Be transparent about why you need the funding. Explain that you have working prototypes but need capital for a larger manufacturing run, specifically mentioning the move to sheet metal enclosures.
- The Team: Introduce yourself. Backers want to know who they're supporting. A simple bio and a picture can go a long way in building trust.
- The Timeline: Create a realistic timeline that outlines each stage of the process, from the end of the Kickstarter campaign to manufacturing and shipping. Be sure to buffer for potential delays.
- The Budget: A simple, transparent breakdown of how you'll use the funds will increase backer confidence. This should include:
    - Manufacturing (including tooling for the sheet metal case)
    - Component Costs
    - Kickstarter & Payment Processing Fees (roughly 8-10% of your total funds raised)[2][3][4][5][6]
    - Marketing and Advertising (a common recommendation is to budget 10-20% of your funding goal for advertising)[7][8]
    - Shipping and Fulfillment
    - A buffer for unexpected costs.
-

Kickstarter Rewards & Selling Your Prototypes

This is where you can get creative and incentivize early support.

- Early Bird Special: Offer a limited number of TDS8 units at a significant discount for the first backers. This creates urgency and helps you get fully funded quickly.
- Selling Your Prototypes: You can absolutely sell your 10 working prototypes as a special, high-tier reward. Frame them as a "collector's edition" or "beta tester" package. Be transparent that these are the original, 3D-printed prototypes. You could offer them at a price slightly below the final retail price, but with the benefit of immediate (or very quick) shipping after the campaign ends. Many backers love the idea of getting their hands on the earliest version of a product.
- Tiered Rewards:
    - Standard TDS8: The main offering.
    - TDS8 Twin Pack: A discounted bundle of two units for those with larger mixers.
    - TDS8 "Super-Long Strip" Pack: A bundle of four or more units at an even better discount.

    - The "PlayOptix Pioneer" Pack: This could be one of your prototypes, plus a special thank you in the product's documentation or on your website.
-
- Stretch Goals: Plan for what you'll do if you exceed your funding goal. These could be things like:
    - A choice of enclosure colors (e.g., black or silver).
    - Including a high-quality braided USB-C cable.
    - Developing a software feature that was on your "nice to have" list.
-

Phase 3: Manufacturing & Fulfillment

- Manufacturing in China: Moving to a sheet metal enclosure is a great step for a professional look and feel. For small batch manufacturing in China, you'll need to get quotes from various manufacturers. Be prepared with your 3D models (Blender is fine, but they may need them in a different format like STEP). The cost will depend on the complexity, material, and quantity.
- Fulfillment: Plan how you will ship the final products to your backers. There are fulfillment services that can handle this for you, which can be a good option if you have a large number of backers.

Phase 4: Beyond Kickstarter - Other Platforms & Your Website

Selling on Reverb, Tindie, and Etsy

You can list your product on these platforms, but it's generally advised to wait until after your Kickstarter campaign has finished. Kickstarter's main purpose is to fund the creation of something new. Using it as a pre-order platform while you're also selling on other sites can be confusing for backers and may dilute your marketing efforts. Post-Kickstarter, these platforms will be excellent sales channels. Reverb, now owned by Etsy[9][10], is particularly well-suited for your target audience.

Building Your Website: PlayOptix.com

You'll need a home for the TDS8 after the Kickstarter. Here's a plan for your website:

- Choosing a Platform: For a single-product tech gadget, Shopify or Squarespace are excellent choices.
    - Shopify: Highly scalable with a vast app store. It's built for e-commerce from the ground up. There are great themes for single-product stores like "Launch," "Eurus," and "Mixture."[11][12]
    - Squarespace: Known for its beautiful, modern templates and ease of use. It's a great option for visually showcasing your product. Look for templates like "Waverly" or "Vandam" that are geared towards musicians and have strong visual appeal.[13][14]
-
- Website Content:
    - Homepage: A "hero" section with a stunning photo or video of the TDS8, a clear headline, and a "Buy Now" button (which will link to your Kickstarter page during the campaign).
    - Product Page: Detailed information about the TDS8, its features, and technical specifications. Include your Kickstarter video here as well.
    - About Page: Tell your story, just like on the Kickstarter page.

    - Support/FAQ Page: Answer common questions about the product, setup, and compatibility.
    - Contact Page: A simple way for potential customers and reviewers to get in touch.
-

Here is a summary of the marketing plan and recommendations for your TDS8 project. The attached documents provide more detailed information on each aspect of the plan.

Summary of Recommendations

Marketing and Positioning

Your product, the TDS8, is well-positioned to appeal to a niche market of synthesizer hobbyists and home studio producers. The key is to emphasize the workflow improvement and the clean, modern aesthetic of your solution compared to the current methods of using tape or stickers. The name "TDS8" is functional, but "Digital Scribble Strip" is more descriptive and should be used in your marketing materials. The brand name "PlayOptix" is a strong choice for your company.

Kickstarter Campaign

A Kickstarter campaign is an excellent way to launch your product, validate the market, and raise the necessary funds for manufacturing. Your campaign should be built around a compelling video that showcases the problem and your solution. The reward tiers should be structured to create a sense of urgency and exclusivity, with special pricing for early backers and a premium tier for your existing prototypes.

Pricing

Based on your estimated costs, a retail price of **$99** is recommended. This allows for a healthy profit margin and is a competitive price point for a specialized piece of audio hardware. Your Kickstarter pricing should be set at a discount to this retail price to incentivize backers.

Website

The website, PlayOptix.com, will be the central hub for your product. It should be a professional and modern website that serves as both a marketing tool and an e-commerce platform. I recommend building the site with a modern technology stack like React to create a great user experience. The initial version of the site should be ready for the Kickstarter launch, with e-commerce functionality added after the campaign.

Next Steps

1. **Create a high-quality video** for your Kickstarter campaign. This is the most critical element for a successful campaign.
2. **Refine the content** for your Kickstarter page using the provided template.
3. **Begin development of the PlayOptix.com website.**
4. **Prepare for manufacturing** by getting quotes from manufacturers in China for both the 3D printed and sheet metal versions of the enclosure.

By following this plan, you will be in a strong position to launch your product successfully. Good luck!

Website Plan: PlayOptix.com

Overview

PlayOptix.com will serve as the primary online destination for the TDS8 Digital Scribble Strip. The website should be professional, user-friendly, and focused on converting visitors into customers. It will function as both an informational resource and an e-commerce platform.

Target Audience

The website will primarily target synthesizer hobbyists, home studio producers, and live performers who are interested in streamlining their music production workflow.

Website Structure

1. Homepage

The homepage should immediately communicate the value proposition of the TDS8 and guide visitors toward making a purchase or learning more about the product.

Key Elements:

- Hero section with compelling headline and product video
- Brief overview of key benefits
- Social proof (testimonials, reviews, or press mentions)
- Clear call-to-action buttons leading to product page or purchase
- Navigation menu with easy access to all sections

2. Product Page

This page provides comprehensive information about the TDS8, including specifications, features, and pricing.

Key Elements:

- Detailed product description and specifications
- High-quality product images and videos
- Feature breakdown with visual demonstrations
- Compatibility information (DAW support, system requirements)
- Pricing and purchase options
- Customer reviews and ratings

3. How It Works

A dedicated page explaining the setup process and functionality of the TDS8.

Key Elements:

- Step-by-step setup guide with visuals
- Video demonstrations of key features
- FAQ section addressing common questions
- Troubleshooting tips

4. Support

A comprehensive support section to help customers get the most out of their TDS8.

Key Elements:

- Downloadable user manual
- Firmware update instructions and downloads
- Video tutorials
- Contact form for technical support
- Community forum or knowledge base

5. About

Information about the creator and the story behind the TDS8.

Key Elements:

- Founder story and background
- Company mission and values
- Development journey of the TDS8
- Contact information

6. Shop/Store

E-commerce functionality for purchasing the TDS8 and related accessories.

Key Elements:

- Product catalog with clear pricing
- Shopping cart functionality
- Secure checkout process
- Multiple payment options (credit cards, PayPal, etc.)
- Shipping information and policies
- Order tracking capabilities

Technical Requirements

Frontend Technology

The website should be built using modern web technologies to ensure fast loading times, mobile responsiveness, and a professional appearance. React would be an excellent choice for this project, as it allows for:

- Component-based architecture for easy maintenance

- Interactive features like product configurators
- Smooth animations and transitions
- Excellent SEO capabilities when properly implemented

E-commerce Integration

For the e-commerce functionality, consider integrating with established platforms such as:

- **Shopify** - Comprehensive e-commerce solution with excellent payment processing
- **Stripe** - For custom payment processing integration
- **WooCommerce** - If using WordPress as the backend
- **Square** - For both online and potential in-person sales

Essential Features

Responsive Design: The website must work flawlessly on desktop, tablet, and mobile devices, as many music producers work on various devices.

Fast Loading Times: Optimize images and code to ensure quick page loads, which is crucial for user experience and SEO.

SEO Optimization: Implement proper meta tags, structured data, and content optimization to help potential customers find the product through search engines.

Analytics Integration: Include Google Analytics or similar tools to track visitor behavior and conversion rates.

Email Marketing Integration: Connect with email marketing platforms like Mailchimp or ConvertKit to build a customer list.

Content Strategy

Product Videos

Create high-quality videos showing the TDS8 in action. These should include:

- Unboxing and setup process
- Integration with popular DAWs
- Real-world usage scenarios
- Comparison with traditional labeling methods

Written Content

Develop compelling copy that speaks to the target audience's pain points and demonstrates how the TDS8 solves them. Use technical language appropriately while remaining accessible to hobbyists.

Visual Assets

Invest in professional product photography showing the TDS8 from multiple angles, in various lighting conditions, and integrated with popular mixing boards.

Launch Strategy

Phase 1: Basic Website

Launch with essential pages (homepage, product page, about, contact) to establish an online presence during the Kickstarter campaign.

Phase 2: E-commerce Integration

Add full shopping functionality after Kickstarter fulfillment is complete and you're ready to sell directly to consumers.

Phase 3: Community Features

Consider adding user forums, customer galleries, or user-generated content sections to build a community around the product.

Maintenance and Updates

Plan for regular content updates, including:

- Firmware release announcements
- New feature demonstrations
- Customer success stories
- Technical blog posts about music production workflows

The website should be designed with scalability in mind, allowing for easy addition of new products as the PlayOptix brand grows beyond the TDS8.

This document outlines a recommended pricing strategy and reward tiers for your Kickstarter campaign. The prices are suggestions and can be adjusted based on your final manufacturing costs and market research.

Pricing Strategy & Reward Tiers

1. Pricing Rationale

Your current bill of materials (BOM) is approximately $50, with an hour of your time for assembly. To ensure a sustainable business, a healthy profit margin is essential. A common pricing strategy for hardware products is to use a 3x to 5x markup on the cost of goods sold (COGS). Assuming a manufactured cost of around $30-$35 per unit, a retail price of **$99** for the TDS8 seems appropriate. This price point is competitive for a specialized piece of music hardware and provides a good margin for marketing, future development, and profit.

For the Kickstarter campaign, you can offer discounts on the future retail price to incentivize early backers.

2. Kickstarter Reward Tiers

Here is a suggested structure for your Kickstarter reward tiers. The goal is to create a sense of urgency and offer value at different price points.

Tier Name	Price	Quantity Limit	Description
Pledge Your Support	$5+	Unlimited	For those who believe in the project and want to help it come to life. You'll receive regular updates and a special thank you.
Super Early Bird	$69	25	Get one of the very first TDS8 units at a significant discount! This is a special price for our earliest supporters.
Early Bird	$79	100	Missed the Super Early Bird? You can still get the TDS8 at a great price.
Kickstarter Special	$89	Unlimited	The standard Kickstarter price for one TDS8 unit. You'll still be getting a

Tier Name	Price	Quantity Limit	Description
			discount on the future retail price of $99.
Double Trouble	$169	Unlimited	Get two TDS8 units for your expanded setup. Perfect for mixers with more than eight channels.
Prototype Edition	$129	10	Own a piece of history! Get one of the original 10 hand-assembled prototypes. These are for the true fans who want to support our journey from the very beginning.
Sheet Metal Edition	$199	50	A premium version of the TDS8 with a sleek and durable sheet metal enclosure. For those who want the best of the best.

3. Selling Your Prototypes

You have 10 working prototypes, which are a valuable asset. Instead of selling them before the Kickstarter, you can leverage them to build momentum for your campaign. The **Prototype Edition** tier is a great way to do this. It creates a sense of exclusivity and allows you to sell your prototypes at a premium price. This will not only provide you with immediate capital but also create a story around your product and its development.

4. Other Platform Sales

You mentioned selling on Reverb, Tindie, and Etsy. It is generally recommended to wait until after your Kickstarter campaign has fulfilled its orders before selling on other platforms. This is to avoid any potential conflicts with your backers and to ensure you can meet the demand from your Kickstarter campaign first. Once you have fulfilled your Kickstarter orders, you can then launch on these other platforms, and on your own website, at the full retail price of $99.

Marketing Plan: TDS8 Digital Scribble Strip

This document outlines a comprehensive marketing plan for the TDS8 digital scribble strip, a product designed for the modern music producer and synthesizer hobbyist.

1. Executive Summary

The TDS8 is a Wi-Fi-enabled digital scribble strip that automatically displays track names from a digital audio workstation (DAW) like Ableton Live. It aims to solve the problem of labeling tracks on mini control mixing boards, which is currently done with tape or stickers. The TDS8 offers a clean, dynamic, and efficient solution for home studio producers and live performers.

This plan outlines a go-to-market strategy that includes a Kickstarter campaign, online sales channels, and a dedicated product website. The goal is to successfully launch the TDS8, build a strong brand presence, and generate sustainable sales.

2. Target Audience

The primary target audience for the TDS8 is:

- **Synthesizer Hobbyists:** Individuals who are passionate about synthesizers, electronic music production, and music technology.
- **Home Studio Producers:** Musicians and producers who have a home studio setup and use a DAW for their music production.
- **Live Performers:** Musicians who use electronic instruments and mixing boards in their live performances.

3. Value Proposition

The TDS8's unique value proposition is its ability to **streamline the music production workflow** by providing a dynamic and automated way to label and identify tracks on a mixing board. This saves time, reduces clutter, and allows for a more seamless creative process.

4. Key Messaging

- **Effortless Workflow:** "Stop Labeling, Start Creating."
- **Seamless Integration:** "Your Tracks, Instantly Displayed."
- **Designed for Your Studio:** "The Modern Solution for Your Mixing Needs."

5. Marketing & Sales Channels

- **Kickstarter:** To launch the product, generate initial funding, and build a community of early adopters.
- **Online Marketplaces:** Reverb, Tindie, and Etsy to reach a wider audience of music gear enthusiasts.
- **Direct-to-Consumer:** A dedicated e-commerce website (PlayOptix.com) to control the brand experience and customer relationships.

6. Kickstarter Campaign Strategy

- **Goal:** To raise capital for manufacturing and to validate market demand.
- **Reward Tiers:** Offer a range of reward tiers, including:
    - Early bird pricing for the first backers.
    - The standard TDS8 unit.
    - Bundles with multiple TDS8 units.
    - A premium, sheet metal version of the TDS8.
- **Marketing:** Promote the Kickstarter campaign through social media, music production forums, and email marketing.

7. Website Strategy (PlayOptix.com)

- **Purpose:** To serve as the primary online destination for the TDS8.
- **Features:**
    - Product information and specifications.
    - A compelling product video.
    - An e-commerce store to purchase the TDS8.
    - A support section with FAQs and firmware updates.

8. Next Steps

- Develop detailed content for the Kickstarter campaign page.
- Create a high-quality video demonstrating the TDS8 in action.
- Finalize the pricing and reward tiers for the Kickstarter campaign.
- Begin development of the PlayOptix.com website.