



January 1st, 2015

Hello everyone, I hope you are doing well. In this letter I will describe the events that have occurred over the past year, and new exciting things on the horizon.

As with any business venture, there are risks. Sometimes these risks yield great rewards, sometimes they do not. So far, the risks I have taken have not paid off...yet.

Three songs (two "albums") have been published under the moniker [Eszosoft](#). The first was [Twin Dragons](#), and the second was [I Need to Think](#). So far, neither have garnered much attention or revenue. The third song in production, *Nitelife*, features a much more unique melody. This song is far more difficult to get right, and will likely take a great deal of time to complete.

Multi2D was rebranded as [Playdit](#). Significant progress was made behind the scenes, resulting in [the alpha version](#) of the final product. All key players were ready to develop, and all statement of works were completed. The estimates, budget, and business plan was accomplished. Everything but the actual funding was secured. The [KickStarter campaign](#) did not get funded, nor did any angel investors decide to join the team. I learned from my potential customers that Playdit games did not offer anything truly unique that would result in successfully marketing the idea. The uniqueness is something that I have already compensated for, but without funds to see it realized, I do not have any "proof of concept." As a result, Playdit was put on hold until a suitable funding source could be found.

[Kargon](#), the novel, has been steadily progressing. Kargon has remained consistent, albeit drawn out. [Chapter 4](#) has been published, with Chapter 5 about half-way complete. The entire storyline has been thought out; it looks like a giant spider web. Writer's block is something that I have to continually battle. It has resulted in too much of a delay for the story itself; currently averaging one chapter every six months. To gain my momentum back, I have committed to write on a smaller scale, such as poems or short stories.

So far, the biggest investment of both time and money has been Playdit. Not surprising, I learned a great deal from the entire ordeal. With Playdit on ice, I can now focus my efforts on Kargon, Eszosoft, and innovating other unique ideas. Theorybee, Inc. may seem like it is floundering, but it is not. I do not have any plans for discontinuing the idea of making life better for those around me. One day, I'll find a way to create a great product that the world will enjoy. I'm in this for the long haul.

In the words of Thomas Edison, "Our greatest weakness lies in giving up. The most certain way to succeed is always try just one more time."

Thank you for reading.

Very Respectfully,



Shane A. Boulware
Chief Executive Officer
Theorybee, Inc.