PRESS KIT

TABULA

SONO

A FREE TABLE-TOP GAMING TOOL

We're bringing back the power of creativity to our tabletop roleplaying games by providing free, accessible, and compatible tools to the gaming community.

It's no secret that tabletop roleplaying games like Dungeons & Dragons have been making a comeback the last few years. Being together around the table with friends playing a cooperative, unrestricted game was a welcome change from the screens and disembodied voices gamers had become used to. In early 2020, however, events forced everything online overnight. Luckily for the industry, the digital momentum was already there and we forged ahead building online tools to keep the games going. But somewhere along the way the tools got so focused on the technical and mechanical aspects of the games, we lost the magic of the social and collaborative aspects of tabletop. We were back to screens and headsets and lost the freedom we used to enjoy when not being weighed down by our digital tools.

We use our experience as digital product designers, developers, and marketers and combine it with our innate creative nerdiness to provide online tools to the tabletop community that are out-of-the-way, easy to use, allow game sessions to focus on collaborative storytelling and are compatible with any gaming system (not just Dungeons & Dragons or Pathfinder).

The Product: Tabula Sono

Tabula Sono is a free platform that allows tabletop RPG groups to come together online and play their games with ultimate creative freedom. Tabula Sono is currently in Early Access and will launch publicly in Spring 2022.

If you don't already have an understanding of tabletop games like D&D, give our favorite [Tabletop Gaming vs. Video Gaming](#) article a quick read.

Sono Highlights
- Free to play
- Nothing to download or install
- Runs on any computer or laptop with a modern browser (Chrome, Edge, Safari, etc) and an internet connection
- Allows up to 10 players per session
- Quickly draw your whiteboard-based environment
- Change your world settings to match the mood of the moment
- Use 3D miniatures from our extensive free library or import your own 3D minis
- Give players control of their miniatures to move them around the world
- Compatible with any tabletop RPG system

Have a look at our Media Assets section at the end of this Press Kit for shareable product shots.

Who we are

Tabula Sono is a group of experienced product designers, developers, and marketers coming from most agency and client service backgrounds. That experience means we've been responsible for bringing hundreds of products, websites, apps, and experiences to the digital world over the years. We cut our teeth in just about every major business industry and have some name-drop-worthy clients under our belts like Disney, Facebook, NASA, Cisco, LinkedIn, Microsoft, NCAA, Siemens, Sony, Fred Segal, Unilever/Dove, Bank of America, Clemson University, Kevin Hart, Oculus, Neutrogena, Nike, Westgate Resorts, Universal/NBC, Darden, Cartoon Network, MTV, etc (whew).

Jim Powell *"Esco"*

The Elder | Council of Engineering

Boring Title: CEO, Product Lead

Go-To Character: Snarky Human Druid

14 years of digital product development and leadership experience.

Raychel Lepkowski *"Scup"*

Creative Master | Purveyor of Pixels

Boring Title: Creative Director

Go-To Character: Reckless Animal-loving Wood Elf

An artist at heart with 15 years spent communicating through design.

Jenny Powell *"Tig"*

Chief Bureaucrat | Pencil Pusher

Boring Title: Admin, HR

Go-To Character: Sarcastic Half-elf Door Lurker

Facilitator, logistical genius, and expert in business management and client services.

Paul Hilt *"Ozymandeus"*

Tech Master | Coffee Meister

Boring Title: CTO, Engineering Lead

Go-To Character: Gnome Tinkerer / Wise-guy

Decades of experience in too many programming languages and tools to count.

Phil Christenot *"Giblet"* *(as in Turkey giblets)*

Chief Marketer | Council of Werebunnies

Boring Title: Marketing Manager

Go-To Character: Clumsy Half-orc Brawler

Professional hype man with years of experience in the entertainment industry.

What drives us

Like so many creators, for a long time we were all dabbling in our own side-projects while working for bosses and clients and fending off burn-out. So when we finally found two products that spoke to all of us, we had to jump on the opportunity. We quit our high-paying jobs and pooled the money we'd saved up to start our own company. Now, not only do we continue to do what we do best, we apply that energy to what we're truly passionate about.

We're doing this on our own so we don't have to answer to disconnected money-holders. We don't make decisions based on what the boss or the investors *want* — we make decisions based on what product and community truly *needs*.

Funding

We've funded the development of Tabula Sono with money from our own pockets and war chests (money we've been putting away for an opportunity like this). At this point, we're not interested in going after "big money" or investors. We've all seen what that does to a company and while that can be a successful way to go, it's not right for this niche product.

To fund our product launch, we're going to be relying on crowdfunding, specifically Kickstarter. That will get us enough capital in the bank for the marketing, infrastructure, and licensing that we'll need to keep the product free, as well as fund the company until we can spin up our revenue streams (premium content and features beyond the core free product).

Tabula Sono Kickstarter:

https://www.kickstarter.com/projects/icosastudios/tabula-sono

What's next

H1 2022 - Launch: Once we meet our funding goal in early 2022, we'll launch Tabula Sono about 90 days later. It will be free to the entire community with nothing to download or install.

H2 2022 - Revenue Features: After launch, we'll finish out and launch our revenue-generating features like premium content, premium immersive effects, larger game sizes, and streaming tools.

2023 and Beyond: We believe firmly that our product should live and grow with the needs of our community and the product itself. We've got lots of cool ideas like controls for tablets, full-color miniature imports, and even a real-time soundtrack generator! But, we're going to hold off on solidifying those plans until we're in-market and know what's really needed.

Contact

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Website: https://tabulasono.com

Facebook: https://www.facebook.com/Tabula-sono-109681708174542

Twitter: https://twitter.com/TabulaSono

Instagram: https://www.instagram.com/tabula_sono/

Address for Muffin Baskets:
Icosa Studios, LLC
24853 Chris Dr.
Evergreen, CO 80439

Media assets

We're constantly updating our list of press releases, product shots, logo packages, and marketing packs, so we've posted them online:

tabulasono.com/media

If there's anything you're not seeing that you'd like, please don't hesitate to contact us!

So let's play.

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