



# Libreware

Bringing libre software to businesses

# ***LIBREWARE & HYPERBOLA PROJECT***

*Providing:*

- Dedicated technical support.*
- Consultancy.*
- Training in coordination with Hyperbola Project.*

*Hyperbola Project official representative:*

- Software management.*
- Business activities.*

# ***PROBLEM***

*Non real all-in-one solution based on:*

- Freedom.*
- Security.*
- Privacy.*
- Performance.*
- Simplicity.*
- Good quality code.*

# ***SOLUTION***

## *HyperbolaBSD:*

- BSD descendant system.*
- Copyleft based code.*
- Modularized design.*
- Without bloated frameworks.*
- Beauty of simplicity.*
- Freedom.*
- High Security.*
- Privacy.*
- Good quality of code.*

# ***MARKET***

*Customers from variety of business sectors (B2B):*

- Voluntary.*
- Public.*
- Private.*

*Planned to be a leader system worldwide:*

- 10 years.*

# COMPETITORS

*Canonical - <https://canonical.com/>*

*Red Hat - <https://www.redhat.com/>*

*SUSE - <https://www.suse.com/>*

*Microsoft - <https://www.microsoft.com/>*

*Apple - <https://www.apple.com/>*

# ***BUSINESS MODEL***

*Business model similar to Canonical's.*

*Planned relative incomes:*

- 281 thousand dollars (first 5 years)*
- 2 millions dollars (following 10 years)*

*Plans to acquire customers:*

- Alternative media environments:*
  - \* Conferences.*
  - \* Events.*
  - \* Social Network Platforms.*

# ***COMPARATIVE BUSINESS MODEL***

*Current Canonical business model:*

*- Canonical Ltd.:*

*\* Company for business activities.*

*- Ubuntu Project:*

*\* System Distribution.*

*Planned Libreware business model:*

*- Libreware ÖU:*

*\* Company for business activities.*

*- Hyperbola Project:*

*\* System Distribution.*



# ***METRICS***

*Most important in MPV/Seed stage:*

- DAU.*
- MAU.*
- Number of Logins.*
- Activation Rate.*

*Results:*

- Plans to develop HyperbolaBSD as solution.*

# STRATEGY

- Q1 of 2022:

\* *GNU/Linux Milky Way v0.4 release.*

- Q1 of 2022:

\* *Crowdfunding for Hyperbola Project.*

- Q2 of 2022:

\* *Structuration in Estonia.*

- Q2 of 2022:

\* *Development of HyperbolaBSD.*

# STRATEGY

- Q2 of 2022:

\* *Partnership with organisations:*

- *South America.*

- *Europe.*

- Q3 of 2022:

\* *Libreware services in Europe.*

- Q3 of 2022:

\* *Crowdfunding for HyperbolaBSD.*

- Q4 of 2023:

\* *HyperbolaBSD Canis Major v0.9 Beta release.*

# STRATEGY

- Q4 of 2024:

  - \* *HyperbolaBSD Canis Major v1.0 release.*

- Q1 of 2025:

  - \* *Commercial HyperbolaBSD support.*



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