

Terms of Service: Executive Briefing Funnel

Effective Date: May 30, 2026 **Website URL:** vrdstudio.org / vrdstudio.com

These Terms of Service ("Terms") govern your access to and use of the "Executive Briefing" on-demand webinar (the "Service") provided by VRDStudio ("Company," "we," "us," or "our"). By accessing or viewing the on-demand Executive Briefing, you ("Client," "User," or "Prospect") agree to be bound by these Terms.

1. Nature of Services

VRDStudio provides the "Executive Briefing" as an on-demand webinar intended to explain and demonstrate our proprietary "Pre-Qualified Discovery Pipeline" methodology and related process concepts for B2B demand generation and pre-qualification. The Service is intended primarily for mid-market B2B ERP/CRM firms operating in South Africa and is made available for informational and educational purposes only.

2. No Official Affiliation with Software Vendors

VRDStudio is an independent digital marketing agency. We are not an official representative, employee, agent, or authorized partner of SAP, Sage, Syspro, Acumatica (or any of their affiliates), Microsoft, or any other third-party software vendor mentioned in our Executive Briefing or materials. Our services are provided to independent implementation partners and firms that support these software ecosystems. Any references to third-party vendors, products, or trademarks are for identification and informational/educational/contextual purposes only. All trademarks and logos remain the property of their respective owners.

3. No Guarantee of Specific Results or ROI

While the Executive Briefing describes a "Pre-Qualified Discovery Pipeline" intended to improve the pre-qualification process and filter for higher-intent prospects, the User acknowledges and agrees to the following:

- **Process, Not Promises:** The concepts described focus on process, qualification criteria, and lead-quality signals. They are not a promise of financial performance.
- **No Guarantees:** We do not guarantee any specific ROI, revenue, profit, pipeline value, number of appointments, lead volume, lead quality, close rate, sales cycle length, or other business outcome.
- **Performance Variables:** Marketing and sales results depend on numerous factors outside of VRDStudio's control, including but not limited to the Client's offer, pricing, reputation, sales execution, follow-up speed, CRM hygiene, implementation capacity, competitive landscape, and the Client's software/industry expertise.
- **Lead Quality vs. Volume:** The methodology emphasizes pre-qualifying prospects based on intent and budget signals. We do not guarantee that any prospect will purchase, be qualified under the Client's internal criteria, or convert into a closed implementation.

- **The "Math" Disclaimer:** Any conversion models or "math" presented in the Executive Briefing are for illustrative purposes only and based on historical/industry assumptions. They do not constitute a financial, revenue, or ROI guarantee of future results.

4. Client Responsibilities

To effectively utilize the "Pre-Qualified Discovery Pipeline," the Client must:

- Maintain their own software implementation expertise and delivery capacity.
- Manage the actual sales process once a prospect is placed on their calendar.
- Provide accurate information regarding their target market and service offerings.

5. Intellectual Property

The "Executive Briefing," including the video content, funnel structure, proprietary "Pre-Qualified Discovery Pipeline" logic, and marketing sequences, is the exclusive intellectual property of VRDStudio. Users are granted a limited, non-transferable right to view the briefing solely for the purpose of evaluating VRDStudio's services. Access to the Executive Briefing is intended for B2B professionals. You agree to provide accurate, current, and complete information when requested (including on any access forms). If we reasonably believe you have provided false, misleading, or incomplete information, we may restrict, suspend, or terminate your access to the Executive Briefing and related materials. No part of the system may be recorded, duplicated, or reverse-engineered.

6. Disclaimer of Warranties

The Service is provided on an "as-is" and "as-available" basis. VRDStudio makes no warranties, expressed or implied, regarding the accuracy of the automated briefing content or the suitability of the system for every B2B niche. We disclaim all warranties of merchantability or fitness for a particular purpose.

7. Limitation of Liability

In no event shall VRDStudio, its directors, or its employees be liable for any indirect, incidental, or consequential damages (including loss of profits, data, or business opportunities) arising from the use of the Executive Briefing, even if advised of the possibility of such damages.

8. Data and Privacy

By accessing the briefing, you agree to our Privacy Policy and consent to being contacted via email or CRM-integrated channels regarding our services. VRDStudio uses automated systems to track engagement to better qualify prospects.

9. Governing Law

These Terms shall be governed by and construed in accordance with the laws of the Republic of South Africa. Any disputes arising from these Terms shall be subject to the exclusive jurisdiction of the courts located in South Africa.

10. Contact Information

For questions regarding these Terms, please contact: **VRDStudio** Email: info@vrdstudio.com Website: <https://www.vrdstudio.com/>