

JANUARY 2019



MUGS

Here's What's Brewing

An Open Letter From Our Executive Director...

It was January 2018 when my then-12-year-old son, Christopher, says, "Ya know, Mom... If we **really** wanted to raise money for MUGS, what we need is a **phone game!**" Those of you who've been following our journey closely know that in order for MUGS to open in as debt-free and sustainable a way as possible, we have to raise the money as we go, so YES we **really** want to raise money. We **NEED** to! That's why no rock is left unturned!

I believe it was Albert Einstein who said, "The more I learn, the more I realize how much I don't know." That was the prevailing sentiment after spending days researching the possibility of creating a phone game ourselves. So the next thought was, "Let's hire someone!", but the designers we spoke with over the next several weeks found it laughable. And here's why... If MUGS had the kind of money it costs to hire a game tech designer outright, we'd have construction back in full-swing! So our conversations with these designers sounded something like this: "We can't pay you up front, but we'll create a profit sharing agreement for a game that may or may not make money depending on how well you make it, and how well we market it!" Not overly appealing, I grant you.

Until one such designer caught sight not only of our vision but of our need, and pointed us in the direction of an international job posting board for game tech designers where we posted that very unappealing job offer. And within days we had a handful of interested parties! After rounds of interviews, MUGS hired young Gabriel Mihaila and his tech design business, Jocker's Studio of Bucharest, Romania. University student by day, entrepreneur by night, the progress has been slow-going, but Gabriel has graciously worked alongside us, walking Christopher through the process of developing his initial game idea into a truly attractive product!

And here we are within days of a demo. We'll beta test the game and be ready to market shortly after. But it's been a year! Why invest a year?! Simply because this is MUGS' first foray into a funding stream that is neither regionally nor relationally bound. People won't have to know me, or MUGS, or Loudonville, OH to take interest. The game will stand on its own, a viable product for folks 'round the world!

While we have been developing a marketing team and strategy in recent months, once the game is ready for distribution we will also be leaning on you, our supporters, for your help in that effort as well. So expect to hear more about this game, and thank you once again for your patient, ongoing belief in all that MUGS will be!

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