

I N T R O D U C I N G



Michael
Hughes



AN ALL-NEW TWO-TIER MULTI-PLAY HYBRID GAME SYSTEM!

- ▶ Five fast-play games under one universal theme, one that captures in game format an activity players love.
One Original Master Game | 4 Unique Variants
One cool new Brand | One new Game Company
- ▶ Games launch in sequence in primary game formats:
Traditional Board Games to digital eGames
to PC Computer Games to Video Game versions
5 Games | 4 formats | 20 Profit Centers
- ▶ A unique high impact title/name and logo
One of the most valuable USPs (Unique Selling Propositions) of this series of games is its original, unique, and authentic game title. A word with special impact in visual logo form, and that has special meaning to players. A one-of-a-kind word that can't be copycatted. Market Test players call it "*waay cool!*"

AFTER REPEATED PIRACY ATTACKS THIS GAME HAS BEEN MOVED TO STEALTH MODE

Stealth mode means that certain game play features and elements are not revealed in print. Also, "The GAME 2.0" is only a temp placeholder name for the Game's legal name in IP Protection. "2.0" is the version of the Prototype.

Everyone wants this GAME!

“People just can’t get
enough Games!”

– GameGeek.com Game Report, 2023

The only problem  Too many games

NOT ENOUGH



TOO MANY GAMES TOO SIMPLE • TOO COMPLEX • TOO BORING
• TOO SILLY • TOO SLOW • TOO OBSCURE • TOO WEIRD
• TOO STRANGE • OVER TOO FAST • TAKE TOO LONG!

KIDS 12-15



THIS GAME IS TOTALLY AWESOME!

Could a real cool all-new concept, two-tier,
dual play, next gen digital hybrid
eGame become ...

**...the next Big No.1 in the
Game World?**

*Players want it!
Gamers want it!
Everyone wants this GAME!*

The GAME 2.0

realcoolgame.com



TEENS 16-19



**OMG! THIS GAME
IS SOOO COOOOL!**

Could kids and teens and parents and their families and their circle of friends go more crazy for this game than any other board game/e-game out there?

**A game truly for all ages,
all skill levels,
all demographic groups!**

*Players want it!
Gamers want it!
Everyone wants this GAME!*

The GAME 2.0

realcoolgame.com



YOUNG ADULTS 20+



WE'RE THE CHAMPS AT OUR HOUSE!

A game that is really two games in one.
First the all-action Tier 1 First Round.
Then the winner of Tier 1 goes on to the even
more action-packed Tier 2 Second Round with
an advantage in points.
A dual-Play Two-Tier GAME System.

**Any player can have a turn of luck
or skill and steal the game.
It's not over until it's over!**

*Players want it!
Gamers want it!
Everyone wants this GAME!*

The GAME 2.0

realcoolgame.com

PARENTS & FAMILIES



**OUR NEW GO-TO
FAMILY GAME!**

The good times of video games
– but that everyone can play
together at the same time!
The strategies and pace of
fast-play speed chess
– but at warp speed!

**Based on a universally popular
theme that everyone knows
and enjoys!**

*Players want it!
Gamers want it!
Everyone wants this GAME!*

The GAME 2.0

realcoolgame.com



PLAYERS' CHOICE



**YESSS! I JUST
LUV THESE GAMES!**

**One Original Game,
four unique variants!**

GAME #1 leads to GAME #2 that leads
to GAME #3, then #4 and then #5.
The challenge is to master each Game!

**Different boards, different graphics,
different rules, different game play,
different play pieces**

Same popular theme.

Same strategies: luck, skill, and fun.

*Players want it!
Gamers want it!
Everyone wants this GAME!*

The GAME 2.0

realcoolgame.com

4 PLAY LEVELS



GAME NIGHT ON!

Four skill levels, four price points

Easy Play Mode: intro price for new players 10 to 13
Younger and first-time players can learn to enjoy The GAME in *Easy Mode*. Some advanced features have been simplified for younger players.

\$19.95 to 29.95

Popular Mode: all players all ages
Fun for all players. The popular game designed with all the full gameplay features.

\$49.95

Power Mode: the perfect Gift Game
Top quality woods and velvets, metal inlays, custom board, custom play pieces.

\$79.95

Gaming Mode: the ultimate adult Collector's Game
The Game can be modified to custom gaming style rules, premium materials, larger board, larger play pieces, customized play chips, poker-style bets and side bets. **\$149.95+**

Players want it!

Gamers want it!

Everyone wants this GAME!

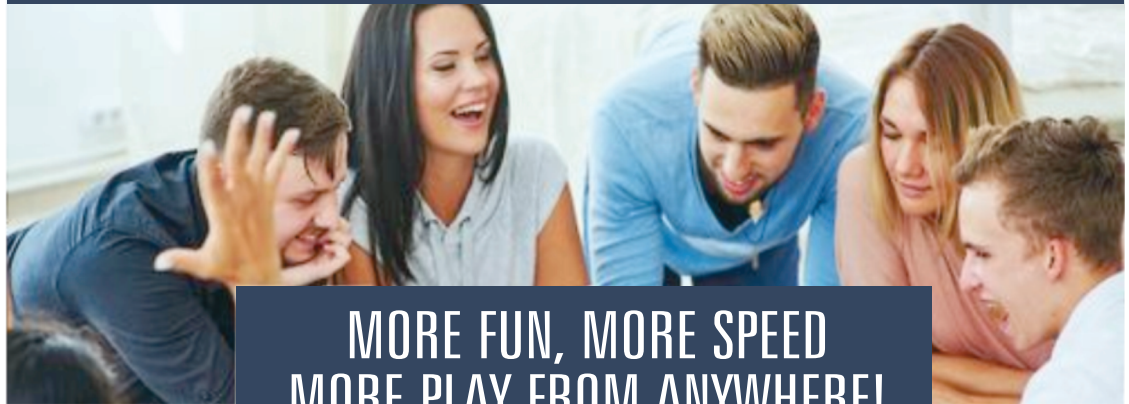
The GAME 2.0

realcoolgame.com

THE GAME WORLD GOES DIGITAL

The GAME will be more popular than ever in emerging digital/eGame, PC Computer game, & video game formats!

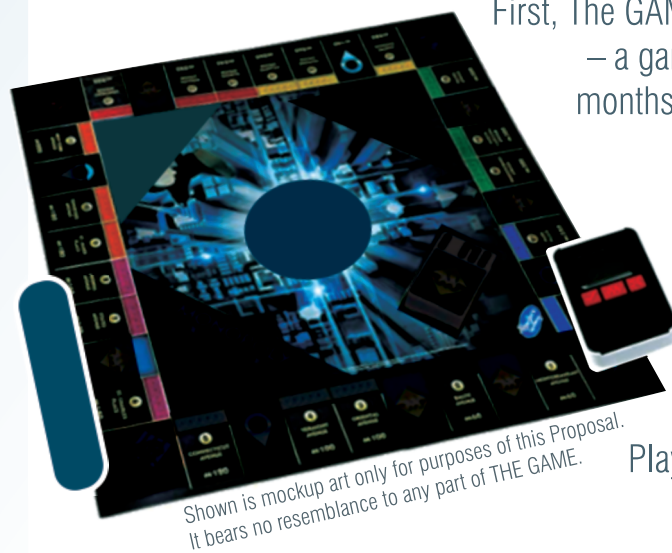
Digital and video games merge the fun of traditional board games with the speed, versatility, and play-anywhere features of digital and video controls!



**MORE FUN, MORE SPEED
MORE PLAY FROM ANYWHERE!**

“Digital is Forging Massive New Opportunities!”

– VIP+Variety Intelligence Platform, Special Report on Digital Media



Shown is mockup art only for purposes of this Proposal.
It bears no resemblance to any part of THE GAME.

First, The GAME launches as a traditional Board Game – a game that players have been crazy about in months of play on the Prototype with the market test groups: boys, girls, teens, and their parents, friends and families. Then it is developed into digital Egame Computer format, PC Computer, and video format. A game that players will be even more excited about. Same great games in digital formats. Play from home. Play across town. Same luck, skill, strategy, and chances to win!

AI and the coming of AR - Augmented Reality

“AI, in combination with augmented reality (AR), will soon be creating interactive digital game boards and play elements that respond to player actions, offering an immersive gaming experience that blends the best of traditional board games, computer games, and video games.”

– Statista, July, 2023



**DIGITAL? NOW
THAT'S MY SPEED!**

PIZZA, NUTELLA, AND THE BIRTH OF A NEW GAME!

It began with my daughter, Jessica.

Even though she was making her way through university, our house was still Kid Central in our neighborhood for local friends of Jess's, school friends of Jess's, various nieces, nephews, cousins, siblings – young people from 12 to twenties. And we had a closet full of board games. One day I asked Jess: “How come you guys never dig out the board games in the closet?”

She said, “Aw, dad, they were okay a few times, but they got boring.”

I was going to let it go at that and get on my way when she stopped me and said, “So, Dad, you're a design guy with all these ads in the newspaper and on TV and everything. Why don't you design a board game that would actually be fun to play more than once or twice.”

That was the part-question part-challenge that started it.



A game that players can't get enough of

Many rough drafts later I was using pizza and Nutella to entice Jess and her little crew of cousins and friends to give the early draft prototypes a try. Just colored marker roughs on white board with some cardboard cutout pieces, but reception was tepid. They would play half-heartedly to please me until the pizza and Nutella ran out and then wander off. If it were a real game, it would be another uninspiring me-too game destined for the closet.

The next BIG ONE on the game market?

I was more puzzled than discouraged. What was I missing? Finally, it dawned on me – *primarily, they're kids, teens, and young adults*. And what is it that kids, teens, and young adults have the most of? *Energy!* And what do they like to do most of all with that energy? *Cool things with their friends!* I then had what Jess and her little circle would call a ‘Homer Simpson’ moment’: “*Doh!*” That was it!

They don't want to sit on their hands all day waiting it out while some kid studies the game like a chess master, then finally buys some dusty old house, finally slays a dragon, or fusses with some plot of farm land as an ancient “settler.” Games that moved at turtle speed. What they really wanted was a game so jam-packed with action and strategies and side plays that they wouldn't *be able* to sit still.

That's what I began to work on.

Several prototypes later I had most of the moves worked out and I produced the first full-color, fully-laminated game on thick construction board with customized play pieces, cool components, and cool play action. Not only was the player who had the dice in play, but side action was going on all around the board. Hooting and hollering and jumping up and down that never let up. They didn't want to stop playing.

When the neighborhood kids then took to calling at our house in small groups asking if they could come in and play THE GAME – *even when they knew Jess wasn't home!* – I knew that I had something special. Something that players everywhere would go crazy for.

Everyone wants this GAME!

“Piracy and theft have become a turbo-charged activity in the digital world.”

– Variety Magazine’s Special Intelligence Report

When I first showed this GAME to my family lawyer he said:

**“Michael, this could be a monster.
You better be careful who you show it to.”**

After repeated theft attempts in the early days of showing and demonstrating, I no longer show the Prototype in person or in print, or, as noted earlier, even use its real name or game play features. I now show dummy mockup art and use dummy mock-up names to describe components for costing estimates.

Of the seven who first viewed the Prototype – printers and production shops for costing estimates, and early investors, people I was working with in good faith – five different pirated versions of The Game that I had shown made it onto store shelves. More attacks were to come. I had, in effect, sold this game five times in twelve showings. Fortunately, after the warning from my lawyer, I would do what I call the “30-second peek,” then right back into the case. When I wouldn’t show it again, hard feelings set in, meetings would end on bitter terms, and money would be wasted on the futile faux copies that would pop up. I had signed NDAs, but that hardly mattered because none could recall enough of what they’d seen to actually grasp any key parts of The GAME’s essential play.

They just new that they wanted this GAME at any cost.

The cost to me, however, was time! Most of several years waiting out scam versions to die and be forgotten. But when the dust had settled, I realized:
piracy attacks hadn’t hurt The GAME ... they had actually helped it.

They had re-affirmed that this Game was something of high value and, in a way, their piracies were a godsend. The best endorsement a game could get.

That what they had seen they wanted so desperately

... that they would steal to try to get it!

It is also an endorsement I can now offer prospective investors:
to be part of a game so desperately sought-after while not even out of final design stage! Also that each theft not only lent credibility to
The GAME... *but had increased its value!*

**While this GAME has moved to stealth mode
I will still be doing showings of the full
Prototype to select Investors.**

Positioning The GAME against the competition! An effective age-old advertising strategy.

Why play boring old games?

WHAT 'The GAME' IS ALL ABOUT...



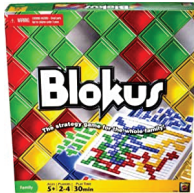
Cool multi-level strategy, skill, luck, non-stop action and *fun!*

WHAT 'The GAME' IS NOT ABOUT...



Not that weird, silly, slow-moving, boring & corny old stuff, like ...

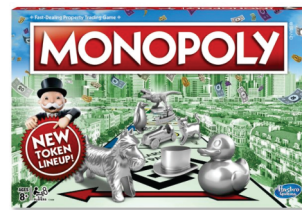
...silly squares



...silly questions



...dingy old houses



...diseases



...obscure railroads



...obscure islands



...silly mysteries



...being Bamboozled?



FAST & FUN WINS IN THE GAME WORLD

...recent warfare



...historic warfare



...silly apologies



...definitely not cruelty to animals!



When you could be playing...

The GAME 2.0



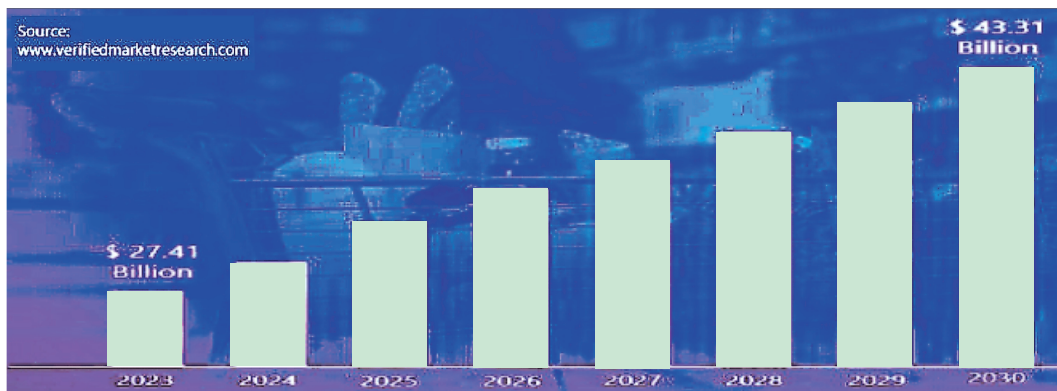
Everyone wants this GAME!

NON-STOP ACTION • NON-STOP FUN! NO OTHER GAME LIKE IT!

An ad in a gamer magazine one day?

The Global Games Market sees dramatic growth rates

The Global Games Market was valued at USD 27.41 Billion in 2023. It is projected to reach USD 43.31 Billion by 2030, +62% growth.



Full parts list & production quote, Ningbo, Zhejiang, China

Project Name: Board game
Delivery: FOB Ningbo

Quantity/Unit Price
Production time: 35 days after the design draft is confirmed and payment



Item No.	Component	PCS/Unit	Size (mm)	Material	Printing	Finishing	Price	
1	Game Box	1	356*280*38	157gsm C2S paper+2mm grey board	4c/0c	Matte PP lamination	\$0.95	
2	Tray	1	fit in box	500gsm CCNB	4c/4c	gloss laminated	\$0.29	
3	Plastic tray	1	356*140*25	Plastic	Black	matte varnish	\$0.37	
4	Game Board	1	559*356	157gsm C2S paper+2mm grey board+black paper	4c/black	Glossy PP lamination Fold to 279*356mm	\$1.01	
5	Rulebook	1	216*178	128gsm C2S paper, 4pp	4c/4c	saddle stitch+ Aqueous Varnish	\$0.09	
6	Sheet	1	280*216	80gsm	4c/0c	12sheets	\$0.21	
7	Sheet	1	356*216	80gsm	4c/0c	12sheets	\$0.26	
8	Player cards	1	280*216	350gsm whitecore paper	4c/0c	Playing Card Varnish	\$0.09	
9	Tickets	200	127*64	115gsm C2S paper	4c/4c		\$0.50	
10	Cards	24	57*38	350gsm whitecore paper	4c/4c	Playing Card Varnish	\$0.27	
11	Sheet	1	76*32	80gsm	1c/0c	24sheets	\$0.11	
12	Game pieces	8	19*19*51	Plastic	Red+White+Blue+Green		\$0.78	
13	Stock Pieces	1	25*25*10	Wood	Red		\$0.06	
14	Custom Piece	1	152mm long	Wood	White	152mm long	\$0.17	
15	Custom Pieces	32	13*13	Plastic	Red+White+Blue+Green	8pcs/color	\$0.35	
16	Dice	2	16*16*16	Acrylic	White	Standard D6 Dice, square corner	\$0.09	
17	Custom Piece	1	38mm H	Plastic	Gold	Height: 38mm	\$0.12	
18	Assembly&Shipping	6 games/carton; carton size: 360*300*230mm						\$0.60
PRODUCTION ESTIMATES FROM CHINA ARE QUOTED IN US DOLLARS							Basic Total Amount	\$6.32 USD

GAME#1 - Local Market 2K Test Launch

Sample cost estimates, 2,000 units at \$29.95 introductory price. Costs all in, all figures rounded

- refine design of GAME#1, board, components etc. from working prototype: \$50,000
 - original cutting-edge digital art/photography for stand-out box design: \$20,000
- 3D design of eight custom play pieces, original but similar pieces @ \$5K/ea.: \$40,000
 - Legals: copyrights, registrations, trademarks, logos, etc., all 5 Games: \$50,000
- Chinese import-export agent to handle all inland China contact, paperwork, etc.: \$ 5,000
 - website created and up and running with all SEOs etc. to drive traffic: \$25,000
- PR firm to create buzz, co-ordinated with ad agency, set up launch party, launch party: \$30,000
 - 2000 units @ CAD\$8.40 per unit - produced, shipped from China: \$17,000
 - assemble, shrinkwrap, package and pack, 2K@\$3CAD/unit: \$ 6,000
 - ship partial container, China to Vancouver, train to Toronto: \$ 6,000
 - ship to warehouse/distributor, sells through to retailers, 2K @\$8.40/unit: \$17,000

Estimated Pre-Launch costs, all in, Market Test Launch = **\$266,000**

Note: No royalties payable on small volume press runs

Global Game Conventions make prime launch venues!

MAJOR GAME CONVENTIONS

Las Vegas Open Board Game Convention 2024
Jan 18-21st, The Rio, Las Vegas, NV.

World Boardgaming Championships 2024,
July 20-28, Seven Springs Mtn Resort, PA

World Series of Board Gaming 2024
Horseshoe Hotel & Casino
Sept 22-26, 2024, Las Vegas, NV

Essen Spiel The World's Largest Boardgame Convention 2024
Oct 3-6th, Essen, Germany



Blue Mountain Resorts a short drive north of Toronto ON also is an ideal venue for a Game Launch

A well-executed launch is a “launching pad” to success!

I have been part of more than a few exciting launches, but the most memorable were the launch of Bad Boy Store #1, and the launch with ECW Press of the book I wrote about Spider Jones. Both set attendance records of different kinds and in their own rights.

Schooled in guerilla marketing by the original Bad Boy

I consider myself fortunate to have been schooled in guerilla marketing by the original Bad Boy, Mel Lastman, owner and driving force behind *Bad Boy Furniture* and former Mayor of Toronto. I became exclusive ad man to Mel three months before the Grand Opening of Bad Boy Store #1 as we began working on layouts and promotional concepts for the launch campaign. Mel had assembled a small group of investors with an initially modest invest-ment and Bad Boy stayed in perpetual Grand Opening mode for the entire time that he owned Bad Boy .

From one location, he built a chain of eight superstores and drove gross annual sales in those stores to *over one hundred million dollars* with advertising budgets of \$8 million-plus. During that time my team and I designed and pro-duced every Bad Boy print ad, flyer, mailer, and TV campaign. When the Great Recession hit in 2009, Mel retired and foreign interests took over Bad Boy. Mel died in 2021, but his Bad Boy slogan “*NOOOBODY*” still echoes around Ontario.

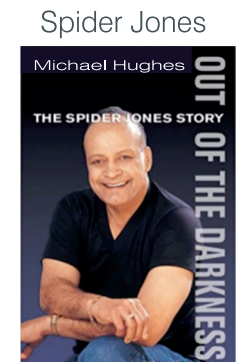


BAD BOY'S FAMOUS
SLOGAN ECHOED
ACROSS ONTARIO

The launch of Spider Jones' book outraws Lord Black's

I began to work with talk-show host Spider Jones to develop his foundation and in writing the story about his life. The book was called *OUT OF THE DARKNESS: THE SPIDER JONES STORY*, and Spider and I did much live radio promotion on his Talk Shows to promote the book and for a launch party at a monster nightclub that drew a packed crowd where more than 500 books were sold, one of the biggest launches for a Canadian biography to that time. Conrad Black, Baron Black of Crossharbour, had also had a biography launch party at an uptown bookstore that same night and drew an invited crowd of forty.

THE POWER OF EFFECTIVE PROMOTION!





Who is Michael Hughes?

Born in Toronto, ON, raised in Collingwood ON, call me a Boomer by age. As captain of the my Junior hockey team I was scouted to play minor pro hockey in the Senior Triple-A League, my first "job." While playing Senior A, I got my private pilot's license at *CFB Borden* and also was accepted at several universities but I was scouted again with a bursary hockey scholarship to *Laurentian University* in Sudbury, ON to play for their varsity team and take a BA in English Lit. Back in Collingwood at 21, I stepped in as Managing Editor of the new *Collingwood Times* newspaper group in startup mode. Over a period of five years I launched six regional newspapers in Blue Mountain/Georgian Bay resort country before moving to Toronto where I launched *Hughes Design Associates Inc.*

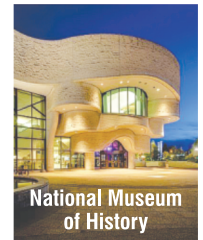
Startups, Launches, and major Marketing Campaigns in which I played a key role

- In my first year as Times editor, Blue Mountain ski hill had just had several rained-out ski seasons in a row. The situation was dire and Gord Canning took charge. He called on me for a display of community support and for weeks I ran a series of features on "the Mountain," but most impressive was a full-colour architect's rendering of a re-imagined Blue Mountain that ran the width of our front page. Gord bundled the papers, headed to Ottawa, to fight for funding for snow-making so desperately needed. Blue Mountain has gone on to become a luxury four season resort destination.



A young Gord Canning

- For twenty years the *Canadian Museum of History* in Ottawa, Canada, had been lobbying for funds for a new building. When I won the marketing contract I hired a set designer to build scale model sets from architect's drawings of interiors of the proposed main exhibit halls. Lit with fibre-optic lighting, the effect was so realistic some wondered if the buildings were real. The A/V presentation to Cabinet was a major success, the museum got \$986 million in funding that they had been seeking for years, and the Museum has been the most attended Museum in Canada ever since.



National Museum of History

- *Georgia Mills Factory Outlets* had four bed and bath discount stores that weren't doing well. Owner, John O'Neill, called me in and we developed a monster media plan: full-page, full-colour ads, on full 1-Year contracts for the outside back page of Front Section of the Saturday Toronto Star, circulation 1.5 million. The biggest retail print buy in Canada. When sales hit the \$100 million mark, John had us do a closeout sale to the bare walls, he converted his entire inventory back into cash and retired to Las Vegas.



- When I met Heavyweight Boxing Champion George Chuvalo he was in his darkest period. His youngest son, Jesse, had died of suicide ten years before, and two years earlier, his wife, Lynne, and his second son, George Lee, both died within days of each other, also of opioid-related suicides. I stepped in as his voluntary manager and began booking him on speaking engagements, a whole new second career. We then started on his book. When it was done, I had a six-figure advance from *Doubleday Publishers* and a multi-million dollar film deal with Norman Jewison. When George backed out of it all it sent shock waves through the book world. For fifty years he had harbored a dark secret and he feared that a book and movie might uncover that secret. All offers were off and his secret came out many years later. He is long retired, has Parkinson's, and is in a rest home.



My photo of an exhausted George Chuvalo taken at Ohsweken Six Nations before yet another night of telling his story

MITIGATING RISK IN THE CLUTTERED STATE OF THE GAME WORLD TODAY!

The thing that concerns any investor is risk. *Risk mitigation!* A new startup today needs a risk mitigation strategy from its earliest days.

One of the less known stats of the Game world is that, unlike with most products, end users most often are the *not* the buyers. Stats show that 81% of the ones who *do the buying* of the majority of games are by far older adults – aunts, uncles, grandparents – buying for younger family members as gifts. And that older buying group are getting their buying cues directly *from young active players* always looking for the next new thing. Research also shows that older buyers buy primarily from store shelves, not the internet, where they can see, touch, and feel, the Game, also turn the box over to read all about it. Websites may fine for promotion, but not for selling.

As for mitigating risk, there's no bullet-proof plan, but box and board design and instant eye appeal are absolutely vital, which means...

The War of The Boxes!

A war waged not only against the mountains of me-too games flooding the market, even more so against the multi-million-dollar promotional budgets of the entrenched giants of the industry. A war where...

Best Box/Best Board/Best Game Wins!

A box that, as players are walking down the game store aisle and their eye catches a glimpse of The GAME, their heads snap sideways, they stop dead in their tracks, stare at The GAME box and say...

“Whoa! THAT’S the game I want!”

... and it ends up as the next seasonal gift from some young person's wish list.

But just *having* the Best Game on the shelf or website is not enough, it also has to...

look like the Best Box, Board, and Game.

One that makes an impact that can be the start of a grassroots fan base. Maybe the best risk mitigation an early-stage startup is likely to get.



An appealing character can boost brand identity. Cartoonish? Realistic? To be determined.

HOW BRANDING HELPS MITIGATE RISK!

Branding starts with a company's logo that establishes its identity, its face to the world. One that defines the company's place in a world of corporate clutter and that resonates with buyers. I have developed a wholly original “brand name” for The GAME, one that also becomes the logo, as well as part of the Game's logo line. A unique new word that can't be copied and that the test players find *way cool*. Effective branding helps to mitigate risk by positioning The GAME's brand as the next exciting new bestseller in the game world.

Hypothetical Scenario Marketing and The GAME 2.0's potential

The Game world is filled with players searching for the next exciting new Game, while investors are seeking low risk investments with healthy ROI.

This GAME could satisfy both: a player favorite with robust profit margins.

At some time in their careers many investors have had to turn to Hypothetical Scenario Marketing to assess the potential of earliest stage startups where little exists but a concept on paper or a Prototype in a garage.

The world of “what ifs” and “best guesses.”

How some of the most well-known companies in the world got started.

Scope, scale, and the process of “What ifs”

It’s not the role of the designer to attempt sophisticated financial projections, but what if The GAME were to unfold in the following sequence of “what ifs?”:

- ▶ What if the Prototype of GAME#1 continued to be a success with players?
- ▶ What if it was then fully re-designed to an elite level – box, board, and play pieces – had all IP legals in place and, in a 2K market test, sold very well in traditional board game format?
 - ▶ The mass market game world divides into three main price categories: budget, mid-range, and premium. What if, priced mid-way between budget and premium at \$45, and offering essentially the action of two games for the price of one, they again sold well in a 5K first real market placement test?
 - ▶ What if, while GAMES# 2, 3, 4, and 5 are in development, GAME#1 continued to do well market-by-market and demand built steadily?
 - ▶ What if the other four GAMES come onto market and do well as well?
 - ▶ What if all five GAMES then begin to roll out in Digital eGame versions, then as PC Computer Games, finally in video game versions, all priced at premium prices (to be determined), and again all four versions sold very well?
 - ▶ What if all four versions of all five games were all in play at the same time across all global markets and regions over 20 profit centers?
What might gross sales grow to on a year-over-year basis?

Note: While financial details on specific games and game companies are not easy to pin down in the game world, year-end financial statements show that the top game companies are seeing massive production and print volume discounts in the 25 to 30% gross profit range. Some, even more.

Everyone wants this GAME!



Michael
Hughes

An Inventor's Options

I had informal talks recently with a couple of Startup Buyout groups about pre-revenue valuations of a startup in earliest days with no sales or financial data. Also, no proprietary USPs revealed. Ballpark valuations were surprising, and a couple of these discussions might be worth pursuing, but my goal has always been to be part of a group to successfully launch and build this series, maybe to IPO. Valuations were based on:

- 1) five related games with different play mechanics under one popular theme in four formats - Board Games to eGames to PC/Computer Games to Video Games;
- 2) the Prototype and the exceptional response by test players of all ages and demographic groups to the working replica of GAME#1 detailed in every respect;
- 3) unrelenting piracy attempts, with more than half a dozen attacks in the first twelve showings alone, including five scam versions actually making it onto store shelves;
- 4) also the fact that I have, in effect, sold this game twice; once to a high net-worth individual high on the Forbes list, and once to a major media personality and active investor, only to have both deals go sideways through no fault of mine:

► *I meet man No.1's VP in a private corner of the Hilton lounge at Pearson Airport, Toronto. He is in Chicago and headed back to the west coast, but does a stopover expressly to see The GAME. His owner has diverse interests, one being the Entertainment/Game sector. The man loves what he sees, says it's a great fit and they will generate an offer. He is emphatic that I don't speak with other buyers while negotiations with their team are in play. We shake on it, and up he goes to his room. Outside, I'm at my trunk with the Game when another man comes running up. Says he's overheard the whole thing from the bar, owns a marketing company, and will make a better offer than Mr. Chicago's man. He is clearly inebriated and I am trying to pull away from him when my contact steps out for a last late-night smoke. Before I can explain he says, "Michael, my guy's too big. He can't risk conflicts. We're going have to take a pass." The Forbes man passed the \$9billion net worth mark this year.*

► *A good friend and well-known retired pro athlete sees The Game on my board-room table and says: "Wow! Mr. Big Shot has got to see this!," an even more well-known media personality. I show him The GAME, he also loves it, and says to get back to him with my "investor group." When I can't get back quickly enough, he recruits two other media contacts to take their own shot at a scam version of The GAME. They throw in \$20,000 each and rush a quick version into stores, even having some spots on TV. Fortunately, they remembered little of what they saw. Thier efforts were an embarrassment and disappeared even more quickly than the others.*

I won't name names in print regarding these incidents, but would do so in person.

SEEKING SENIOR INVESTOR/PARTNER

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