

Application - City of Whitewater RLF Loan Program

Part I - General Information

Business Name	Mobile Mesh Games, LLC		
Business Address	1221 Innovation Drive, Whitewater, WI 53190		
Contact Name	Drew Jones		
Contact Address	11022 Saddlebred Ln, Indianapolis, In 46239		
Contact Phone	317.374.2419	Contact Fax	
Contact E-Mail	drew@mobilemeshgames.com	Company Web Site	www.mobilemeshgames.com (not launched)

Part II - Business History

<p>Provide a brief history of the existing or proposed business, including the following items:</p> <ul style="list-style-type: none"> • year started • significant markets • primary products • legal structure • significant events in the company's history • key clients • any additional information that may help to describe the business and the products or services it provides. 	<p>Company to be formed November, 2014</p> <p>Drew has been working on dozens of game concepts and designs over many years. With the mobile explosion and the opportunity to incorporate location with sensors, we determined in 2014 that it was time to launch the Mobile Mesh platform which enables multi-player, multi-device connected games and experiences. These can be corporate networking activities and consumers games. These games and activities may optionally include other sensor or location-based services to enhance the game. The platform manages all devices, activates, users, session, etc. and will include and SDK that other developers can use to develop games.</p> <p>We are forming a WI LLC.</p> <p>Four target markets:</p> <ol style="list-style-type: none"> 1. Corporate Mesh – Networking and other Social Events 2. Consumer Mesh – Social Games, Family, Friends, Parties, Youth 3. Tactile Mesh Games – Consumer games and activities; Enable traditional board games 4. Developers SDK
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Part III - Project Description

Provide a summary of the proposed project including information about:

- start and completion dates
- real estate acquisition
- construction activity, including estimated value of improvements
- machinery and equipment purchases
- product or market information
- total project cost
- job creation

Game Design and Development has started.

Funding is anticipated in November. Upon funding, it will be a six month development to release the platform MVP.

Both corporate, location-based and social games will be released with the platform and subsequently.

Small kickstarter campaigns will be run for each game once designed. An unsuccessful kickstarter does not preclude development of the app.

Mobile gaming will be a \$35.4B market in 2017.

Our MVP platform and games release is estimated to cost \$300,000.

We will create 5 jobs in the first year and 5 additional jobs each year thereafter.



GIVES

- Support from CDA (Funding, Space, etc)
- Support from Community (Investment, Resources, etc)

GETS

- Creation of Jobs (18 FTE/3 years)
- Unique Tech Company In Game Category
- Partnerships with Meeper/Solomo



- Collaboration w/ Departments (Media Arts& Games, Computer Science, Art)
- Access to Student Talent at all levels

- Research and Development focus for students
- Real world experience in process of making games/working on teams/methodologies
- Mentoring of students from MMG leaders/architects
- Intern programs in gaming



- Funding and Support
- Unique Collaborative partnerships from all aspects (business, Technology, Education Industry)
- Ability to achieve our Vision!
- Partnerships with Slipstream, Meeper, SOLOMO

Part IV - Sources and Uses of Funds

Provide information about how the project will be funded. What are the proposed sources of funding for major project components such as real estate, construction, machinery, etc.?

Proposed Use of Funds	Source and Amount of Funds					Total
	Owner Equity	ED Grant & Loan	CrowdFunding	Equity (Note)	In-Kind Services	
Phase I Product Development & Company Startup	10,000	200,000	40,000	\$25,000	50,000	325,000
Total	10,000	200,000	40,000	\$25,000	\$50,000	325,000

Part V - Job Creation

Provide information about the new jobs that will be created as a result of this project. Only include information about full-time, permanent (year-round) jobs.

Job Title	Average Hourly Wage	Benefits Provided?	Number of New Full-Time Jobs Created			
			1 st Year	2 nd Year	3 rd Year	Total
Social Marketing	15	Yes	1			1
Graphics	20	Yes	2	1	1	4
Developer	30	Yes	3	4	4	11
System Admin/Support						
QA/Manufacturing/Packing/Shipping						
Management	40	Yes		1	1	2
		Select One				
Total Jobs Created			6	6	6	18
Current Number of Jobs in the City of Whitewater						0
Provide information on the types of benefits provided to employees. For health, life, and dental insurance, provide information on the percentage of costs paid by the employer and employee.	At 5 FTE's, we can offer standard benefits through QTI. Initial staffing will be the two management team members, our technical advisor/engineer and then a team of interns at Whitewater for Marketing, Graphics and Development.					
Provide information on new part-time or seasonal jobs that will result from the proposed project.	Part-time employees may be needed for QA, kickstarters and other activities. We will have a standard intern program at WW for gaming.					

Part VI - Collateral

Provide information about collateral available to secure the CDA's loan to the business. This may include real estate, machinery and equipment, inventory, etc.

Available Collateral	Current Value	Appraisal Available?	Equity Available	CDA in subordinate position?
None at this time.	Company to be formed in Nov.	No	We are crowdsourcing initial funding. Equity rounds may be required at subsequent stages.	No
				Select One
				Select One
				Select One
				Select One
				Select One
				Select One
				Select One
Total				

<p>Provide a brief description of the collateral available to secure the CDA's loan. Include relevant information on its current value, equity available, and other lenders secured by the same collateral.</p>	<p>No other lenders at this time. See above.</p>
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Part VII - Attachments

The following information must be attached to the application in order for it to be considered complete.

- x Resumes of each principal associated with the business, including experience, educational background, role in the business, and other relevant information.
- n/a A financial history of the business including balance sheets, profit/loss statements, cash flow statements, and accountant notes for the past three years.
- x Projections including balance sheets, profit/loss statements, and cash flow statements for three years from the date of application.
- n/a Letter(s) of commitment from other lenders on the project (if any) describing the type of financing being offered, amount, interest rates, security, availability, and repayment schedule.
- x A copy of the company's business plan, or those segments of the business plan relating to the proposed project.
- x Any other documentation that reinforces the viability of the proposed project, or that helps to describe the company and its products.

Part VIII - Trade Secrets / Confidentiality

- x Please review the application and indicate whether any of the information provided is considered a trade secret or considered confidential by the business. Wisconsin State Statutes require that certain information received by the CDA and used to consider the loan application be considered public information.

Generally, certain financial, product, and market information may be considered a trade secret and may not be subject to release by the CDA.

Part IX - Certification

I hereby certify that the information provided above and in the attached supporting documentation is to the best of my knowledge true and accurate. I also authorize the Whitewater Community Development Authority to perform both business and personal checks as a part of this application process.

Name

Name

Date

Date