



The next classic stacking game

Prepared by Alexander Neumann and Margot Mandel

Misfits is the next classic game that builds on the legacy before it.

2-4 players • Approximately 30 minutes playtime • 40 blocks per set

Misfits is a new stacking game, primarily for adults. The game's objective is to be first to stack ten blocks, without the tower falling. Our messaging and branding is to an initial target audience of young professionals, 18 - 35 years old. Launching a limited run in November 2023, across all venues and exhibitions, Misfits has been a resounding and reliable hit. Easy to learn, simple to play — you'll be hooked, the moment you first open the box to the last round of the evening. No two stacks are the same. It's nail-biting. Surprising. Delightful.





THE TACTICAL
STACKING GAME



'Misfits takes simple geometry and translates it into an absorbing game that is both beautiful to look at and fun to play.'

— Anthony Burrill, renowned UK-based graphic artist, profiled by Apple (click left for video)



'See if Ben Rose can get the stack higher than I could. Whatever he achieves, tell him that I got it higher than that.'

*– Damien Corcoran UK and Canadian VP of Whole Foods Market,
referencing a North Atlantic VP*

**'Well, if that isn't the end of
our marriage'**

*– Nick Coury, Software Architect,
on a block play made by his wife*

'I am very competitive, so I loved that element of Misfits. The game is deceptively simple – highly addictive, thrilling, exciting, fun, and a nail-biting experience.'

– Shireena Bawa, Retail Manager

'It's the next staple classic game that everybody should have.'

– Hasnae Fourdaous, Photographer

'No matter how many other games we tried those days we were only talking about Misfits. Now, one year after playing the game, we are still talking a lot about it.'

– Noémie Weber, Essen Spiel 2019 attendee

'A physically satisfying game – there's something nice about Misfits looking so good, while being so sly and fun in its gameplay.'

*– Holly Gramazio, lead curator for Now Play This,
Somerset House, a national British museum*



MISFITS™

THE BRANDING SYSTEM FOR MISFITS WAS
DESIGNED BY CORY SCHMITZ, A NEW YORK-
BASED DESIGNER. HE DEVELOPED THE BRANDING FOR
OCULUS AS WELL AS VOX MEDIA. HE HAS ALSO COLLABORATED
WITH KENDRICK LAMAR AND PLAYSTATION.



A designer's love letter to a stacking game

Every detail matters. Misfits combines high precision engineering and a designer's love for meticulous craft. Each block design is precisely milled out of an American beech (*Fagus grandifolia*) timber plank, and individually sanded to an elegant, soft finish. Like a puzzle, all Misfits blocks fit together in our slip-and-drawer packaging into a flat, single layer. A line design matching this block arrangement is affixed underneath, enabling

a wayfinding map to return the blocks after each round of gameplay. No more lost game pieces. The dimensions of the box are deceptively square, but the horizontal length is slightly longer to ensure the inner tray returns in the correct orientation. A thumb notch is placed on the right side of the inner tray. Overall, Misfits is a beautiful design-object in its own right, and it is meant to be proudly featured on a coffee table or bookshelf.



THE TACTICAL
STACKING GAME

How to Play



Players take ten blocks from the box, at random (cube blocks are limited). Players take turns around in a circle to make their play. Each player places one block per turn. The first person to stack all ten blocks in the shared tower wins the game.



The first player places a starter block. After the starter block, subsequent blocks cannot touch the playing surface — the only exception is a shape placed inside a hollowed-out block. All players stack blocks on top of this starter block to create the tower.



If a player accidentally knocks any blocks during their turn, or if any blocks fall off the tower during their turn, the player must take those blocks and add them to their hand. After the player has collected the fallen blocks, their turn is over. Play continues.



MISFITS™

Our Mission

THE TACTICAL
STACKING GAME

To make the world's simplest and most compelling design-led games.

We set out to see how we could shape up the stacking game, a space that hasn't seen much change since the '80s. But it's not just a rethink of what a stacking game is. Misfits is about challenging the notions of what a board game should be — design-led, simple, welcoming. We have something to say. A game with intent. You don't need a manual for joy; we tossed out the rulebook and we won't include one. All you need are your hands. Limitless possibilities of play. And, unlike the big players, we aim to be kind to our planet. No plastics. Just simple, back-to-basics, sustainably sourced materials. It's a vision of what we believe play should be and a bold expression of what we stand for.

Our Core Principles

Simplicity

No more spending as much time learning the rules as you do playing the game. The first time you play Misfits is as good as the last. Misfits is immediate.

Accessibility

We thought hard about how we could get someone who isn't into gaming to love a board game. We believe our design and our back-to-basics approach is welcoming to players of all ages, languages and genders.



Inclusivity

We believe in a future where play is universal and diverse. All of us innately know how to play; we want to empower people from all walks of life to share the same experience of laughter, delight and joy.



THE TACTICAL
STACKING GAME

Sustainability

At Launch



Year 1-2



Year 2-4

50% post-consumer recycled packaging, soy-based ink. Sustainability sourced, conflict-free wood

Bio-based PE shrink film, Plastic-Free® certification, 75% - 90% post-consumer recycled packaging

Completely biodegradable and recyclable product, FSC® certification, carbon reduced or neutral supply chain

Launch, Logistics & IP

Launch, Phase 1

- Referral campaign, further demos planned
- Presently ~650 names on pre-launch mailing lists
- Launch late 2023, delivery of confirmed orders
- Press and social media — reengage with Buzzfeed, Kotaku, It's Nice That, the Guardian, Globe and Mail, London Evening Standard

Launch, Phase 2

- Reengage with Paperpurchase, National Gallery of Victoria, Uncommon Goods & Virgin Media
- Target Barnes & Noble, Waterstones/Indigo, Hamley's for 2024
- Challenger edition of Misfits
- E-commerce sales throughout

Intellectual Property

- Simplified licensing agreement for use of trademarks in Canada, US. Option for Australia and New Zealand
- Registered trademarks in the UK and the EU (018124032), UK (UK00003343832, UK00003345865)
- Successfully filed design right ('trade dress') applications, to protect the blocks' design, in US (29/798107, 29/798104), Canada (204486), UK (6104606, 6104607) and EU (0008476659)

Logistics

- Warehouses in Ann Arbor, MA & Telford, UK
- Turnaround (UK) and VR distribution (Australia)



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Promotional Events

Misfits was initially shortlisted at the UK-based D&AD New Blood Awards 2017. Before the COVID-19 pandemic, we previewed the game at two European trade shows, Essen Spiel 2019 in Germany (the biggest trade show for board games in the world, occupying eight venues), and at Top Drawer 2020 in London at the Olympia Grand. Here is a selection of other promotional opportunities that we have been invited to.



*Exhibited at Now Play This,
Somerset House, a national British museum*



Profiled for Wallpaper
Graduate Directory 2017*



*Shortlisted for Best Party Game
at UK Game Expo 2023*



THE TACTICAL
STACKING GAME

Current Retailers



Chain of board game cafes
across the northwest of
the UK

*Confirmed orders,
before launch*

not just
a shop

London-based gift shop

Paperchase

UK multinational stationary brand,
now owned by Tesco

NATIONAL GALLERY
OF VICTORIA NGV

Most visited museum in Australia

Interested to submit orders for Christmas 2024

-uncommon goods

Virgin
MEGASTORE

\$45 SRP*

\$18.50 Wholesale

*Subject to lumber prices and inflation.
Final price can be negotiated.





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