Silicon Valley, 2018

Thomas Jefferson Model United Nations Conference

TechMUN XXVI

High School Crisis
Director: Yash Shekar
Co-Chair: Ratan Kaliani
Co-Chair: Kathryn Yang

TechMUN || Thomas Jefferson High School for Science and Technology || April 20-21, 2018

Letter From Your Crisis Director: Yash Shekar

Delegates,

Geeks, visionaries, and talented entrepreneurs, welcome to TechMUN 2018! My name is Yash Shekar, and it is my pleasure to be your crisis director for Silicon Valley, 2018. Now a junior at TJ, I've enjoyed doing MUN for the past 5 years. Besides practicing my skills as a diplomat and problem-solver in MUN, I pride myself on being involved in a diverse set of activities - presiding over Mock Trial Club, managing club funds as Treasurer of Future Business Leaders of America, tinkering with robots, reciting poetry, playing the piano, hacking into government agencies (not really!), and even starting my own businesses. For fun, I love to play ping pong, watch comedic television (peep the hilarious Silicon Valley show on HBO), and stare at my gaming consoles.

Silicon Valley represents the future of not just America but the entire world. Let's make this committee as exhilarating as it can possibly be! I look forward to your eccentric ideas, thought-provoking solutions, novel discussions, wacky responses, and truly intense debate. Just remember, creativity is key! As you director, I specifically look for crisis arcs that push the limits of what is considered reasonable but continue to pertain to the crises at hand. With that being said, any actions being taken through private directive should clearly impact the flow of debate in committee, resulting in a crisis update or public directives being written.

If you have any questions or concerns, feel free to email us at siliconvalleytechmun2018 @gmail.com! I'm eager to see how the committee evolves and deals with the twists and turns of crisis in April. See you then!

Cordially,

Yash Shekar

Letter From Your Co-Chair: Kathryn Yang

Delegates,

      Hello techies and aspiring Mark Zuckerbergs, my name is Kathryn Yang and I will be your co-chair for the Silicon Valley committee at TechMUN 2018. I am currently a junior at TJ, which means both quite a lot of tears and boxes of chocolate. Fortunately, my three years in TJMUN have always been one of the highlights of my high school career. Aside from MUN, you can find me in the Environmental Impact Club, the orchestra room, or playing a heated game of volleyball.

      A little about how the idea for this committee was conceived; I was watching ABC's Shark Tank one day and it hit me how tumultuous the world of entrepreneurship and technology could be. Silicon Valley is a place like no other, and simulating it, diving deeper to understand its complexity, would be incredibly fun. Ratan, Yash, and I are incredibly honored to serve as your chairs and crisis director for this committee, and we cannot wait to see you at TechMUN 2018. Expect stock market crashes, scandals, sneaky competitors, and most importantly, a crazy fun time.

      A few notes about committee. First and foremost, the background guide only serves as the preposition to a story that can later be changed. Perhaps the company doesn't want to focus on gaming anymore, and would like to utilize virtual reality in other ways. Or even more radically, the startup may choose to completely ditch the concept of VR and pivot towards something else (read on to understand what I'm saying!) The point is, this committee is fluid, and we want to give you enough room to express your creativity.

      As a chair, I expect every delegate to participate in debate and discussion. After all, this is Silicon Valley and each member of the business is integral to the company's overall success.

Position papers are also required in committee (one page per topic single spaced, official guidelines in the MUN 101 section of the TechMUN website), and be sure to portray the viewpoints of *your* character, not a regurgitation of what's already written in this guide. Although we're looking for solid research and unique ideas, don't be afraid to take some creative liberties with the role that you're given as well!

 If you have any questions or concerns, feel free to email us at siliconvalleytechmun2018@ gmail.com. I cannot wait to see everyone in April!

Sincerely,

Kathryn Yang

Letter From Your Co-Chair: Ratan Kaliani

Delegates,

        Salutations disciples of Elon Musk! My name is Ratan Kaliani and I'm going to be one of your chairs for Silicon Valley 2018. I'm currently a junior here at TJ, and yes, before you ask, I'm from the Midwest. In my free time, when I'm not doing the piles of homework that I haven't touched, you can find me running Innovations in Concepts of Engineering, volunteering for Project BEST, playing basketball, or watching late night reruns of Rick and Morty.

        With the turn of the millenium, the focus of our nation's economy, industry and future has shifted over to the technology sector with the hotbed of it all being centered in Silicon Valley. However, it hasn't been large and established corporations that have been driving this change, rather it has been the innovation of small companies and startups who have been developing the industry and pushing it to the forefront of creativity and international focus.

Considering that this is a crisis committee set in the modern day, I'm looking forward to seeing imaginative and sophisticated ideas in both your public and private directives, as well as thorough and diplomatic discussion over both of the topics. If you have any questions about this committee, crisis or research in general, feel free to email us at siliconvalleytechmun2018@gmail.com! I can't wait to see what this committee will bring!

Sincerely,

Ratan Kaliani

Guide to Crisis Committees

　　Crisis is a form of Model United Nations in which delegates represent members of small councils, boards, and committees rather than large Assemblies. Typical parliamentary procedure is given flexibility to accommodate for the unique fast-paced debate in which crisis delegates partake. Crisis committees receive "crisis updates" presenting issues to be discussed, and delegates follow by quickly drafting and voting on punctual and effective "public directives" meant to deal with the update. For example, a United Nations Security Council committee may receive an update about an oil spill in the South China Sea, and public directives drafted by delegates might contain measures to reroute trade in the region. Simultaneously, delegates use the unique personal powers of their position to take private action in "private directives," which are submitted to the crisis staff who then include private actions in their updates. The oil spill may have been caused, for example, by the US in a secret effort to disrupt Chinese trade routes, hashed out in a detailed private directive approved by crisis staff. Be sure to check out the MUN 101 section on the TechMUN website for more information on the structure of crisis committees.

　　TechMUN will use the double notepad system for private directives, in which delegates are given two large legal notepads at the beginning of committee. Rather than tearing off private directives, delegates will submit notepads with their directives attached, always keeping one notepad with them to write while their other is being processed by staff. Delegates will be able to review their own submission history through their intact notepads. In addition to the two large legal pads, small notepads will be distributed for in-committee use, including writing public directives. Crisis Chairs and Directors look forward to seeing delegates' private schemes and public solutions at TechMUN 2018!

Background

New year, new me. The date is January 10th, 2017, and you, an aspiring tech geek, have decided to take Silicon Valley head on. Although your fellow colleagues come from vastly different backgrounds, you and your team share the outlandish but common dream of becoming the next Google or Facebook. Sure the idea is far-fetched, but there's a sliver of hope that eggs on the entrepreneur inside of you.

Fast forward to May 10th, 2017. To reach your dreams of creating a successful start-up, the 10 of you have decided to reside in New Line Growth and Development Center, a tech startup incubator owned by the savvy Gary Rollo-Koster. Unfortunately, things got off to a rough start. First and foremost, the team consists of a diverse array of characters, ranging from the middle-aged, rule-following Terrence Ablahkman to the high school dropout genius Gopal Dixit. It was hard to get everyone on the same page, but eventually people started to realize that no one was rich or lucky enough to start off on their own. Plus with an investor like Harry Sycamore, the future in terms of the company's finances seemed highly uncertain-- at the time, it seemed like a good idea to pool in everybody's resources and utilize the brimming talent in the incubator to the fullest. Among the initial five, Jacobi Hedaston was chosen as the CEO due to his humble and diplomatic attitude. However, Hedaston is often challenged by his fellow teammates and does not have any plans on creating a military dictatorship out of the company, especially in the early stages of development.

September 5th, 2017. It was between drones and virtual reality, but with intense encouragement and persuasion from Adeline Sunrider-- who had experience in game design during his time at Stanford-- the company finally chose VR as their main focus. Through the

brilliance of Dorota Jaroszewska's literary mind, the startup was fittingly christened "E-Mersed,"

a name that was unanimously agreed on without hesitation.

February 5th, 2018. It's only been five months, but E-Mersed has come up with a

product that will not only

revolutionize the virtual reality

market, but quite possibly the

entire framework of society. After

countless sleepless nights, the

trifecta of Sunrider, Dixit, and Dr.

Horace Chen spearheaded the

development of "AltOpia," a

virtual reality MMORPG (massively multiplayer online role-playing game). When players put on

a specially designed helmet, all five of their senses are utilized to control the in-game character

with their mind, allowing people to fully immerse themselves into an alternative universe. E-

Mersed is joyous at their success, and cannot wait to introduce the game to the public.

Furthermore, the company has hired ten new recruits to help with the managerial, legal, and tech

aspects of the business after AltOpia was patented.

February 12th, 2018. Research costs money. Lots of it. Although Sunrider, Dixit, and

Chen are incredible scientists, they might have spent a *little* bit too much and E-Mersed is now in

danger of bankruptcy. Thus, here we are, March 2nd, 2018. E-Mersed must face its first major

obstacle as a startup-- finding investment.

*Topic 1: Finding Investment: Money Doesn't Grow on Trees*

Fortunately, hope isn't entirely lost. As owner of the incubator, Gary Rollo-Koster has a 10% stake in the business and he is willing to do all that he can to save it from selling out. And, let's not forget about Harry Sycamore, a man of immoral actions but with a extensive network of connections that could be potentially capitalized on.

Luckily, there are many other ways to raise the money needed to keep E-Mersed alive. One avenue is to obtain a bank loan or a government grant; for riskier ventures such as AltOpia, the team could look into SBA (Small Business Association) - guaranteed loans as well. However, the downside to utilizing loans for a brand new tech startup is the need for a good credit history and existing asset that the company is willing to give up for collateral (aka something pledged as security for payment of a loan). And, don't forget about those interest rates.

Another possible option for funding is to obtain venture capital (VC) from an investor. Wealthy individual venture capitalists (often called "angel investors") and public/private VC firms tend to take more risks when investing into what they believe are ventures with a high growth potential, which might be more fitting for E-Mersed. But, if the team does choose this route, wooing an investor will be another problem unto itself. In the case that E-Mersed is successful in finding an optimistic VC, the company has to be ready to relinquish some control and ownership of the business, and may be required to pivot away from the current model in favor of something that the VC finds more suitable.

Furthermore, E-Mersed can take matters into their own hands by self-funding. Nowadays with the development of GoFundMe.com and kickstarter.com, crowdfunding is certainly a low-risk and viable method to obtain the capital needed. Networking and reaching out to friends and

IMAGE	RANK	COMPANY	Q1	Q2	Q3	Q4	TOTAL	CHANGE
Tencent	1	Tencent	3888	4090	4723	0	12701	44 % ▲
SONY	2	Sony*	2358	1920	2365	0	6642	30 % ▲
ACTIVISION BLIZZARD	3	Activision Blizzard	1726	1631	1618	0	4975	8 % ▲
Microsoft	4	Microsoft	1704	1531	1619	0	4854	11 % ▲
Apple	5	Apple*	1429	1574	1762	0	4764	13 % ▲
NetEase	6	NetEase	1546	1358	1168	0	4072	41 % ▲
EA	7	EA	1527	1449	959	0	3935	13 % ▲

family helps too; the team would just need to put considerable effort into increasing its marketing campaigns to garner support and attention.

Along the same veins as self-funding, E-Mersed could reach out to other businesses and find itself a major customer willing to pay royalty on AltOpia's patent. Virtual reality is a hot topic, and gaming companies such as Nintendo, Ubisoft, and Electronic Arts are all looking for innovative ideas that will blow the market away. However, the same warning applies to working with well-established companies as it does to VC firms-- these businesses would want equity in exchange for investments and at minimum, a seat on the board of directors. E-Mersed would also lose some of its creative freedom as it is now working for a much larger entity with incomparably immense financial and legal power. On a final note, one interesting player in the gaming market is Tencent Holdings, an enormous Chinese internet company whose currently first in game revenue as of September 2017. One of their subsidiaries includes Epic Games, a well established gaming and virtual reality company in the States; there is no saying whether or not Tencent may be interested in E-Mersed and AltOpia as well…

Market summary > Tencent Holdings Ltd
HKG: 0700 - Feb 22, 4:08 PM GMT+8

446.40 HKD ▼11.60 (2.53%)

1 day	5 day	1 month	3 month	1 year	5 year	max

500

400

300

200

May 2017   Jul 2017   Sep 2017   Nov 2017   Jan 2018

All in all, there are many ways for a company to gain the funding they need, but the each path will lead to drastically different futures. Entrepreneurs, you must ask yourself what you are willing to sacrifice, from the amount of equity to the vision of the company. The fate of E-Mersed is in your heads, and do not forget, you have the potential to change the world with AltOpia. Failure is NOT an option.

Questions to Consider

1. How much creative control is E-Mersed willing to give up in exchange for funding?

2. What method of funding will yield the least amount of risk with the greatest return?

3. What is E-Mersed's target goal, and what is the team intending to do with the money?

4. How does the E-Mersed team intend to appeal to VC firms and prospective angel investors?

5. What is the market value for products similar to AltOpia? Are there any competitors?

6. Are there any companies that E-Mersed is willing to collaborate with, and if so, why?

7.

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Topic 2: Growing the Business: From Start-Up to Empire

So now it's time to grow. But the question is how? The members of E-Mersed must work alongside one another to develop a strategic plan on how exactly you plan to advance in a technology community where over 90% of startups similar to E-Mersed fail within five years.

The first issue which needs to be addressed is consolidation. As with any emerging start-up it's necessary to find an appropriate niche and audience for your product, AltOpia. Typically, MMORPG games tend to be played by a majority male-audience, but with the turn of the last decade, many more female gamers are migrating over to action based VR games, as well as more traditionally male sectors of entertainment, showing how diversifying the company's content will also be vital in the future. Additionally, gamers, on average, spend over 10 hours a week on MMORPG games alone, showing the vast market that AltOpia will be able to tap into in the future. However, E-Mersed must decide as a company what age group to target through its content specifically, as with changing market trends and varying advertising preferences dependent upon each age group, it is vital that the company selects a demographic that will fit its mission for the future.

Since the beginning of the gaming industry, one of the largest ways that American companies, such as Nintendo, expanded their platform was through overseas sales, especially in
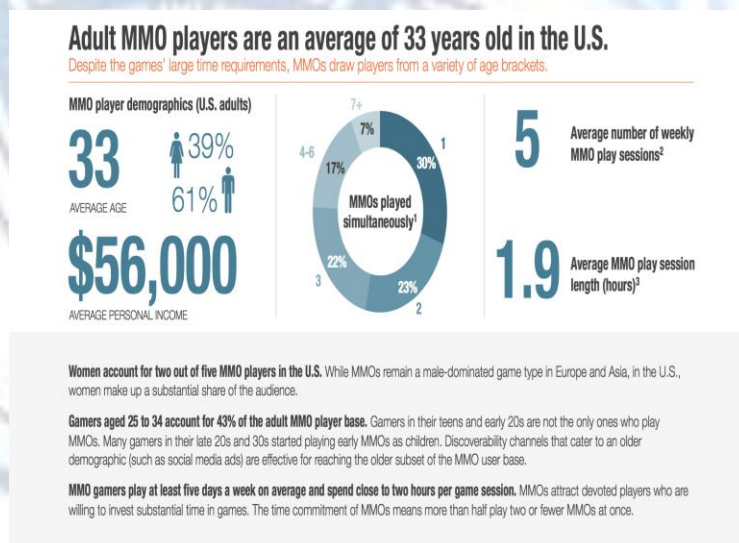
Asian markets which dominate the revenues from around the globe on MMOs, with over

$12.6B generated in 2016 alone by consumers. One another interesting statistic that the members of E-Mersed must take into account is the decision over the price of the game. In recent years, the development of the "freemium" sector of video games has resulted in a massive transition of revenue over from pay-


to-play games to free-to-play games, with free-to-play games now holding over 75% of world MMO revenue. Additionally, compatibility between multiple markets must also be taken into account, as with an ever expanding market within nations outside of the United States, linguistic and cultural barriers must be addressed if AltOpia is to be released worldwide.

The next step of advancing to becoming an industry leader within video gaming is to address the efficiency and output of the game. However, with such a small team, as with many startups, large volume in the initial stages of the release and launch of the application tends to swamp the existing team in place. Because of this, many companies, especially at this stage of release of their product, tend to expand their team to include more lower-level programmers that will be able to handle server issues and customer service and overload, with the majority of successful startups founded by graduate students having a size of around 25-50 people. However, with this comes the concern over ballooning costs of employee salaries that will take a hit on the profit margin of E-Mersed, which is why it is necessary for the company to work
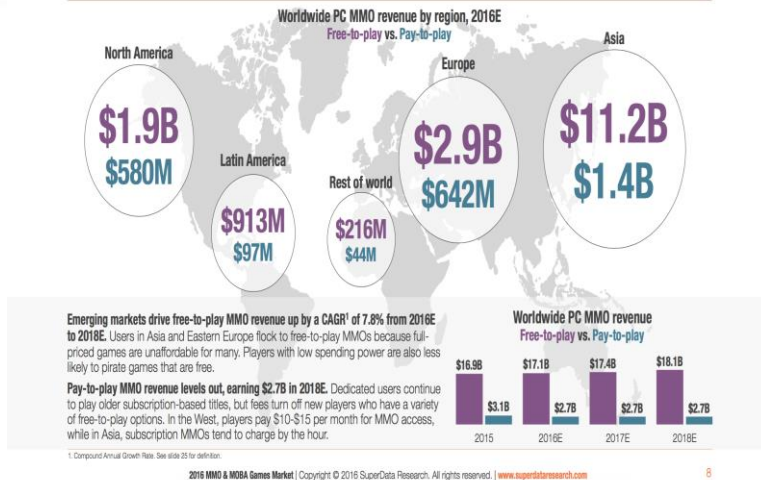
alongside its partners in investments as well as the board to work together to realize the potential of the company.

Another aspect of maintaining the popularity and large player base behind an MMO game is through continual and frequent updates of the game to include new, varied content that will directly appeal to the audience base, and will be receptive to the comments of the consumers as well. There are two specific ways in which video game companies handle the updates of their software: outsourcing, and in-house development, both of which are relatively self-explanatory. With outsourcing, there comes the issue of interaction with an entirely separate group of people from the company involving issues such as integration and design, but on the other hand, the company itself can focus on other ventures such as obtaining funding. In-house development instead keeps all of the company's assets within it's control but adds a layer of bureaucracy and design elements that need to be handled directly by the company, which all need to be overseen by the board of directors, thereby taking valuable time away from other, more critical ventures.

The pinnacle of all of this development will reside within advertising. Even though the sector itself is often looked down upon, it is the most vital part of the company as it directly conveys to the target audience why they should play this game and how it's better than the rest of the games. While doing so, E-Mersed must also take into account several factors that will directly affect the future of the company through its advertising: gamer loyalty, user playing time, advertising cost and outreach into different communities. By taking these factors into account, the company must create the optimal situation in which gamers are motivated to purchase the game and/or utilize in-game purchases to further their own progress within the video game, while maximizing user retention at the same time. For example, the company XedDesign created

a layout which accurately depicts the main emotions of consumers while playing a video game, all of which determine the marketability and successfulness of the video game as well. Additionally, it may also become useful to look into video advertisements that are directed towards the target audience of E-Mersed in sources of mass media, such as streaming, video-sharing and typical gaming channels that have a great deal of players that are interested in pursuing the next big MMO game.
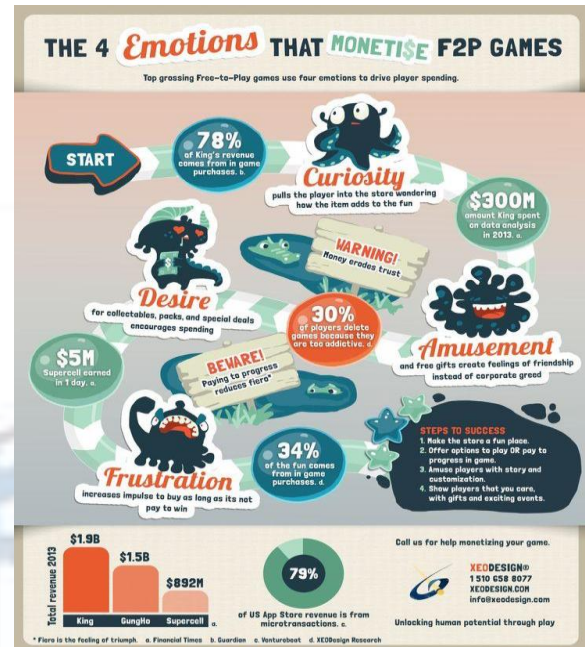
Through effective marketing, research, organization and marketability, E-Mersed can become a tycoon within the video game industry through smart business moves that promote AltOpia's popularity amongst gamers worldwide while staying true to the core mission of the company and its founders.

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Position Paper Requirements

Overview

The Position Paper that delegates will be writing is a culmination of the most important pre-conference research that they have done, acting as a summary of research and the representative view of their state on the issues presented to their respective organ. Position Papers are due, in hard-copy format, before the first committee session on Friday. Any delegate without a Position Paper will be deemed ineligible for awards, so remember to bring a copy for collection, and a copy for personal use! Remember to not plagiarize any aspect of the paper - our chairs and directors will be checking every paper for plagiarism and we expect a full MLA works cited for each. Failure to do so might result in delegate or school delegation disqualification!

Basic Structure

- Times New Roman, 12pt font, single spaced
- A cover page with delegate name, nation, council, school
    - Delegates can add additional details, including national flags, seals, or any symbolic edits to Model United Nations, to demonstrate thoughtful presentation and attention to details.
- One page per topic with titled sections: background, position policy and possible solutions
    - Background: This section should include an overview of the topic. What is the current situation, and what are the main parties affected? This should be the shortest section on the paper.

- ○ Position Policy: What past actions has your position taken to address the issue at hand? What does your person think about the topic? This section should take up a majority of your paper, as delegates should remain representative of their position's view throughout committee

- ○ Possible Solutions: This should be the most interesting part of a delegate's position paper. Solutions should incorporate both research and creativity, with a focus on improving past actions conducted by their respective council. Feel free to come up with unique solutions to the dilemmas at hand which you plan to bring up during committee. Also include any personal or private agendas you may have for committee.

- Complete MLA bibliography and in-text citations for all statistics and sources used

Helpful Hints

- Remember to avoid first person pronouns! Staying in character is always important at Model United Nations conferences!

- Always use the active voice!

- Avoid fancy language which can distract your chairs from the true meaning of your paper!

- Remember to remain formal when writing your position paper and try to show all the research that you have done for committee, as this is the first impression that your chairs will have of you!

Appendix A. Ownership Breakdown

Name/Institution	Stake in Company (%)
Jacobi Hedaston	10
Gary Rollo-Koster	10
Harry Sycamore	15
Terrence Ablahkman	5
Dr. Horace Chen	5
Adeline Sunrider	5
Gopal Dixit	5
All other full-time employees	.5
Set Aside for Investment and Employee Compensation	Everything else

Appendix B. Position Dossier

Jacobi Hedaston: Co-Founder and Chief Executive Officer (CEO), in charge of overall vision of the company. Stanford Class of 2013 graduate and former President of Hispanic Student Association, double-majored in business and computer science in 3 years. Used to live in a trailer park with his cousin.

Terrence Ablahkman: Co-Founder and Chief Operations Officer (COO), in charge of day-to-day administrative work including project management and integration of the subteams. Middle-aged ex-lawyer and Yale alumni, divorced four times in the past 10 years.

Dr. Horace Chen: Co-Founder and Chief Technology Officer (CTO), in charge of all technical work and the automation of processes within the product. Hardcore nerd and MIT graduate with vast experience working for the Department of Defense.

No life outside of work, besides his cute, plump Norwegian Forest cat.

Adeline Sunrider: Co-Founder and Chief Data Officer (CDO), in charge of information processing and the data used to make realistic virtual reality productions. Studied with Jacobi at Stanford and is his best friend. Long-time rival of Terrence, who has become Jacobi's right-hand man in the business.

Gopal Dixit: Co-Founder and Chief Engineering Officer (CEngO), in charge of physical product development, including design and manufacturing. High school dropout (five years ago) and often considered a genius with an IQ of 204. Started dating Georgina three months ago, but has cheated with Kix many times, leading to an on-again/off-again relationship.

Dorota Jaroszewska: Chief Communications Officer (CCO), in charge

of all public relations and press commitments. Majored in journalism at Ithaca College and then became an editor at the Sacramento Gazette before joining. Works closely with the CMO to gain publicity for the start-up. Her Polish culture influences her thinking style and general strategic approach.

Li Pingqin: Chief Innovation Officer (CIO), in charge of the vision of the company and promoting a "cool" future for the company. Is focused on making the workplace an effective place to think and collaborate. He can often be found working with Faith on futuristic projects, and the two of them have been accused of engaging in inappropriate (wink!) behavior in the office.

Donald Fister: Chief Legal Officer (CLO), in charge of minimizing all legal risks by advising other employees on important rules and regulations to follow. His other important responsibility is managing patents

and the protection of intellectual property. His methodical approach often comes off the wrong way so the others do not enjoy being in the same room as him. Kenneth and Donald get along very well and often start fights within the office for fun.

Georgina Curtaindale: Chief Finance Officer (CFO), is in charge of managing the financial risk of the company. Wharton School of Business 2013, she's rubbed shoulders with all the big shots in Wall Street. Unfortunately as the only child of a sickly father and a mother who lost her job, she has decided to come back to San Francisco to be closer to her parents. Now that her family issues are improving, she has decided to start anew with E-Mersed. Diligent, detail-oriented and confident, she is the girl boss that any company needs.

Tuti Morrow: Chief Marketing Officer (CMO), in charge of increasing awareness of the brand and products. Her cheerful aura is appreciated by all except Jacobi which is

troubling for her career path. As a result, she is generally the first one to speak out against ideas he proposes or policies he implements.

Kenneth Banger: Chief Human Resources Officer (CHRO), in charge of all human resources and industrial relations policies, practices and operations. While he is supposed to be the peacemaker of the team, his sinister outlook on life fuels evil plots to satisfy his sadistic needs.

Jared Kiln: Executive Vice President of Sales, in charge of managing relationships with buyers at major technology warehouses and other retailers. Used to work at Google and is used to a super chill environment, so he finds his new workplace dynamic to be stressful and unnecessary.

Jerry Suk-min: VR Consultant, in charge of technical requirements to implement augmented and virtual reality functionality to E-mersed's product offerings. Tried starting his own VR company and failed

miserably, so doesn't like talking about his past. Paid hourly as a consultant, and often looks to expand his time commitment to earn more money.

Kix Melbourne: Executive Vice President of User Experience and Beta Testing, in charge of making product design cyclical through the incorporation of user feedback to consistently improve the product and stay ahead of the competition. Is clingy and has abandonment issues stemming from her rocky relationship with Gopal.

Harry Sycamore: Chairman of the Board and the first investor in the company. Has a reputation for bad investments and is labelled a gambling addict by his peers. Resorts to using his connections to get anything done. Happily married for the third time, and has eleven children (that we know of!).

Ganesh Mysore: VR Intern, specializing in data visualization and computer vision. As a sixteen year old high school student, he is

smart and savvy and sees Gopal Dixit as a god. Here for the next three months but is hoping to convert the internship into a full-time position. He dislikes Jerry, who he sees as competition, and would like to get his contract terminated.

John Smith: Executive Vice President of Business Development. So boring that it hurts. Happily married to a woman named Pocah Ontas (mentions his wife a LOT), an obedient office worker, and good friends with Ablahkman. A morally righteous man, sometimes he is concerned with the nepotism of Silicon Valley. Will go to the grave defending the truth, and fiercely loyal when the need arises.

Elizabeth Skirtley: Executive Vice President of Information Security, in charge of data privacy regulations being enforced internally. Is a big fan of rap and has been sighted at multiple Lil Pump concerts with her boyfriend (a suspected gang leader and drug linchpin). Has had multiple run-ins

with the law, which explains her lenient style in the workplace.

Cookie Cummings: Executive Vice President of Strategy. A stereotypical rich kid from a "new-money" family with a father who wants her to make it on her own. After getting drunk with friends one night, she was dared to invest in a random company and lo and behold, she picked Uber. Sassy, honest, and fierce, she is the pinnacle of dumb luck but is the only rival to Gary Rollo- Koster's charisma.

Boogie Hernandez: Executive Vice President of Content Development, in charge of designing new media to be consumed through E-mersed. His unique perspective is praised by the leadership but his arrogance has led to his treatment as a pariah by other employees. He and Bishie are the wine connoisseurs and often travel to Napa Valley together.

Bishie Gurley: Executive Vice President of Artificial Intelligence, in charge of the smart

interfaces within the E-mersed product and the chatbot technology employed by the Marketing & Sales team. Snaps at people easily but is very good at holding her liquor.

Creppy Fud: Executive Vice President of Machine Learning. Sketchiest person you'll ever meet. Tatted up and only grunts with disapproval when spoken to. This man has anarchism stickers on his laptop and there is currently a rumor traveling around the office that he is colluding with the Russians to overthrow the American government. He is very muscular but also has an extremely cunning brain… be careful of him.

Faith Johnson: Executive Vice President of Research & Development. A quiet and reserved girl who fades into the background and doesn't say much. She's nice to everyone in the company and makes people's hearts flutter with her charming cuteness. Underestimated and overlooked, she has many hidden powers up her sleeves, like her artistic abilities (useful for game design), knack for programming, and invoking… feelings in men.

Gary Rollo-Koster: Owner of the Silicon Valley tech startup incubator, Newline Growth and Development Center, located at his mansion (which he inherited from his bombastic grandfather after his accidental death in a boating accident in Cuba) where the startup is currently headquartered. Has no experience doing anything of substance, but is unusually "street smart" and can influence people in uncanny ways with his Southern charm.