



Orlando, 2015

[REDACTED],

It was good to see you a few weeks ago at your gallery show. Your artwork is rad, and it was amazing to see all the people you have affected with your warmth and humor over the years out to support you.

I am writing to you in need of some support. I didn't have an opportunity to talk to you much at your gallery show, but things have recently changed quite dramatically for me. My business partner Timmy and I, aside from our studio work together, decided in early 2016 to pursue a new business venture, Doggy Daze. Timmy had been travelling regularly, and each time he left home he would need to arrange for his terrier, Francis, to be cared for. He would ask a friend, hire a dog sitter, or check Francis into a local doggy hotel. None of the solutions were ideal, and after Francis ate an entire diaper and barfed it back up onto his friend's carpet, Timmy was left with either a sitter or the hotel, both of which were too expensive to use regularly.

Randomly, Timmy found that Francis loved his Oculus headset. That dog would sit almost entirely still for days watching various clips from Youtube if you let him. If Timmy needed to run to the store, all he needed to do was place the headset on Francis, find a good clip for him—a crackling fireplace worked the best—and put Francis on a towel in case he peed while Timmy was out. When Timmy returned Francis would be in the exact same spot.

It wasn't just Francis. This worked for almost every single dog we tested it on. The only difference was the type of clips that were played. Terriers liked fireplaces and cozy familial scenes. Larger dogs preferred outdoor drone footage. Toy dogs, like poodles and Chihuahuas, loved frenetic hardcore pornography. No matter

the taste, the result was the same: a dog that would sit still for a seemingly endless amount of time, allowing their owners to run errands and attend to other priorities.

Timmy and I saw the opportunity and went to work developing a business plan, producing content, and working with a manufacturer in Shenzhen on a headset design that would better fit a canine skull. At first, we were self-funded, but we quickly began attracting interest from larger players in the space. During our first round of funding, we raised over a million dollars and were able to produce our first prototype. At the time, I had hoped Frank could be part of our initial consumer trials.

Unfortunately, the money we raised is now gone and the business has suffered several setbacks since. A meeting with venture capitalists at Andreessen Horowitz was canceled after a small, but vocal group of animal rights activists on Instagram protested our product, saying that subjecting dogs to artificial visual stimulus for hours or even days amounted to animal cruelty. The investors were also disappointed the product didn't work at all with cats.

This has left us in quite the lurch, and we are now looking for opportunities elsewhere. We have opened a new studio, Feral, and are looking for partners. We do full-stack web development for creative teams and agencies. We can handle the odd client-project that may fall outside of the capabilities or bandwidth of your team or internal projects that may be languishing without dedicated resources. We work seamlessly within your workflows and technology. We're effectively hired guns, and we are especially good at knowing what you're after and working with minimal oversight. We've found it's great to have some talent to rely on, especially entrepreneurs like ourselves, when you need it.

It would be amazing to partner with [REDACTED] if any opportunities exist. Timmy and I have learned many valuable lessons over the years with Doggy Daze and other businesses. Now we want to take that experience and help other organizations with their professional journeys. Perhaps we can work together in the future.

Sincerely,
Sterling