



The next classic

[misfits.co/](https://misfits.co/) • [@misfitsblocks](https://twitter.com/misfitsblocks)

# 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, 24 - 35 years old. 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.





## Misfits: First Edition sold out

*97.3% of our customers would likely recommend Misfits to a friend or colleague*

Misfits: First Edition, launched between June and early December 2023 for a limited run of 250 units, saw rapid sell-out due to presales and exposure from tours at 12 board game cafes across the UK and Canada. The game's success was not only marked by a significant \$15,000 investment from Futurpreneur Canada, showcasing strong government support, but also by the enthusiasm of our customers—two customers single-handedly purchased fifteen games for Christmas gifts. The game was sold to four UK retailers, collectively purchasing 66 units, with one retailer requesting that they would have bought our entire stock. We continue to see Misfits as a beloved game — across all venues and exhibitions, Misfits has been a resounding and reliable hit.

[Customer feedback ↗](#)

[View players reactions ↗](#)



THE TACTICAL  
STACKING GAME



**‘Misfits is deceptively simple,  
yet wildly addictive.’**

— *Leslie Scott, the inventor of Jenga*

**‘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, ex-VP Whole Foods Market, UK and Canada.,  
referencing a North Atlantic Vice President*

**‘This is the dream board game experience’**

*– Yogscast Live, on a livestream with Chance and Counters  
board game cafe*

**‘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, Civil Service Executive Officer*

**‘It’s the next staple classic game that everybody should have.’**

*– Hasnae Fourdaous, Photographer*

**‘Misfits transforms stacking into an aesthetically pleasing experience, with a touch of magic’**

*– Tom Brewster, on Shut Up and Sit Down’s podcast,  
January 2024*

**‘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*



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.

# 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.



## *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.



# 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

# 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. In 2023, we exhibited at UK Games Expo and Essen Spiel. Here is a selection of promotional opportunities that we have participated:



*Exhibited at Somerset House,  
a national British museum*



*Profiled for Wallpaper\*  
Graduate Directory 2017*



*Interviewed for  
Gaming Trend*



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

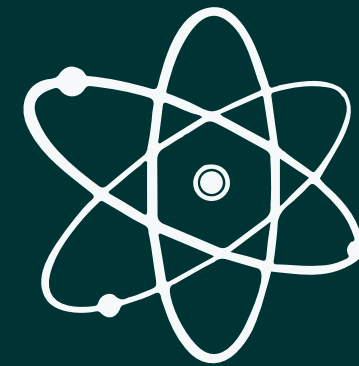
# Retailers



Chain of board game cafes  
across the northwest of  
the UK

**not just  
a shop**

London-based gift shop



Atomic Comic & Games  
in Yeoville, Somerset



London-based chain of  
board game cafes

*Current Retailers*

**W**

**Waterstones**

UK largest bookstore chain

**!ndigo**

Canada's largest bookstore chain

*Prospective retailers for Christmas 2024*

**uncommon goods**

US online and catalog retailer,  
with continuous online presence since 2000



Premium UK department store,  
known for Christmas adverts



**£39.99 RRP\***

**£18.50 Wholesale**

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



**Alexander Neumann,  
Founder & Director**

*hello@misfits.co*

