

# What is Spinfluence?

- **A board game** – from the playing pieces (spinning tops) to the completely unique two-piece, rotating game board, every aspect of this game is literally (physically), and figuratively designed around the concept of “spin”.



*The Race to Power Game of Spin*

- **A demonstrable prototype** – Spinfluence is not yet available as a saleable product. One working copy was created to demonstrate every aspect of the concept: the lengths to which politicians will go to get elected, and the scandals, tribulations and windfalls in the political process.

**The object:** win by getting elected.

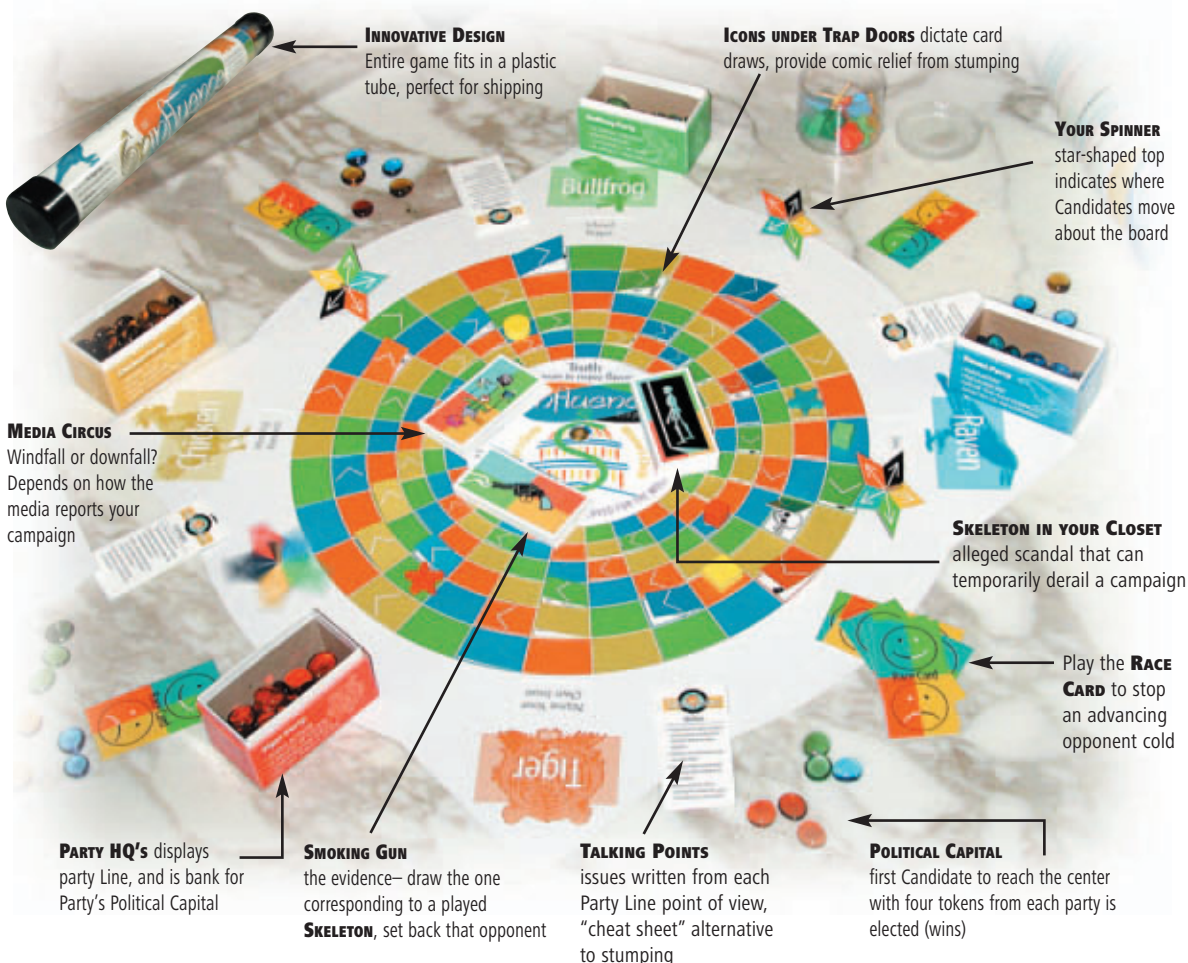
**The play:** stump to *generic parties who have clear agendas*, saying *what you know they want to hear*—to earn political capital to move forward.

**The campaign trail:** packed with obstacles, scandals, setbacks, or windfalls.

- **A new product opportunity** – a completely unique concept game with both entertainment and educational applications, Spinfluence presents a unique, fresh and fun, satirically accurate representation of the political process.

- **An application** – the name Spinfluence and its exclusive use as a board game have been applied for to the USPTO (United States Patent and Trademark Office), but no demonstration of this concept has been made in commerce (none have been sold), which may mean the name will have to be applied for again if the product goes forward.
- **Seeking VC investors**– The prototype has undergone initial testing, and empirical evaluation has been undertaken with one age group (18-22 yrs). A video record of this test and detailed evaluation forms filled out by the participants are available to serious inquiries.

Spin your spinner, Spin the Board, Spin your answer.



## Oates Design— always on the lookout for opportunity

Spinfluence is a creation and speculative venture of Oates Design, a full-service advertising concept and design firm founded in 1987. Oates Design has served clients with international reach since 1987. View our work and a partial client list online at [www.oatesdesign.com](http://www.oatesdesign.com).

In the last few years, Oates Design began pursuing expanded interests, developing relationships with manufacturers who are open to reconsidering their products and services for completely new product or service ideas they may already have the infrastructure to produce.

Another example of our unique approach to design can be seen at [www.newkyoolerREACTOR.com](http://www.newkyoolerREACTOR.com), which markets products that lampoon liberal ideology with humor and satire.

For a demonstration of Spinfluence, or additional information about this or any other enterprise of Oates Design, including advertising design services (political campaign inquires welcome), please contact: Bill Oates:

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