I didn’t intend to start a product company. I left my salary job as an in-house graphic designer to pursue the world of free-lance, jobs were coming in and I felt ready. But, as it’s known to go for people who choose this path, the carpet was ever beneath me waiting to be tugged.

One day I showed up to my office and there was no work to do. And with a wife and two kids at home, I couldn’t be idle — my conscience just wouldn’t let me. So, as a discipline for the mind and an opportunity to sharpen my skills, I began designing a single playing card, the jack of spades. It turned out pretty well. The next day I showed up and still no work. So I designed the queen of spades. After three feverish months of this pattern, still workless, I had to my suprise finished designing an entire deck of playing cards.

I was flat broke. Totally broke. Like, my friend lent me $1,200 to keep my lights on and feed my family type of broke. I was a bit of a mess. I was working hard, but with no income to show for it. It was at this low point that I asked my officemates to help me put together a pitch video (which you can watch below) and launched a Kickstarter campaign to produce the playing cards I had illustrated by happen-stance.

The video came together nicely. It communicated clearly what I did and what I needed. I asked for $6,250 to cover a minimum manufacturing order. And I was completely ready for the project to fail. I had been cooped up, alone with this project for so long that I had no idea how people would react. As some of you know, I reached my goal. Actually, I reached my goal with in 24 hours, and by the end of the campaign, I received a remarkable amount of $146,000.

A great joy and weight descended onto me: My work had made a great impact on so many people, I was financially strong, but I had also promised my backers a quick turn around. There was so much work to be done. I started the manufacturing process the day after my Kickstarter campaign was secured. I built a team for fulfilment and operations, which was a rag-tag team of friends. The process was heavy. It was long. It was around the clock. But, it was successful. We printed, packaged and shipped more than 4,000 orders in the course of 40 days (we captured three of the packaging days in the time lapse video below).

Misc. Goods Co. had launched. It was now an actual company in the market place, and I had a platform to show my ideas. From there, I started to reinvest most of my Kickstarter earnings into creating new products. I was ready to explore what else I could make, and see how people would respond. My next products were the second edition decks, a hard case, a wallet and a flask. I created an online store and put the new products on the site. The following months were steady and uneventful. I made sales and the brand was well received, but MGCO was still a hobby for me; I wasn’t pushing it. Free lance graphic design was still how I paid the bills.

The time in which Misc. Goods Co. was thought up — did not revolve around a time of dreaming or conceptualizing. It didn’t occur in a conversation among friends and, in turn, become a life goal. The MGCO. products and brand came about by circumstance; by positioning my professional life in such a way that it could bend and shift; changing as opportunity came, and being ready to put my hand to the plow when it did.

This opportunity came in the form of a monstrously successful Kickstarter campaign (see History for details).

My life changed, and now I was responsible for a new business. Misc. Goods Co. arrived to the commercial world, and it’s time again to roll up my sleeves, making the most out of this great opportunity.

**MGCO. 品牌介紹：**

品牌創立者是位自由插畫作家，因某段時期，面臨沒案可接，沒有收入，窮途末路之際，為了維持家計，養活家人，突發奇想，善用自己的專長，他開始設計紙牌，並透過Kickstarter平台，募集到第一筆龐大資金，進行第一批商品的生產。一個半月內，收到了4000筆訂單，賺到了第一桶金，讓他對自己的設計更有信心，著手設計發行其它新產品，並在不久後建立了MGCO.，開創自己的事業。現在，他仍是一位自由插畫作家，同時也是MGCO.的負責人，準備好大展身手，決心要帶給大家更多創意與質感兼具的商品。

MGCO商品靈感主要取材自大家日常生活中隨處可看到的生活小物，幫商品重新包裝設計，添入不同的靈魂，帶給大家除了視覺上的新體驗，和質感上的升級，並讓購買者在使用過程中增添更多的樂趣。