

Susannah Rosenthal

Founder, CoPlay

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Date: _____, 2026

To the Gigantic Playground Hiring Team,

I'm glad to recommend Jeffery Ferguson — "Phoenix." After I acquired the former Garfield Inc. corporate campus in Muncie, Indiana in December 2019, Jeffery came on as my strategy and technology advisor on CoPlay, the venture built around redeveloping that property into a Science & Technology Park and Family Entertainment Center.

Jeffery's range on this project was real. He drafted the deal paperwork that got us moving — a Letter of Intent and an early partnership agreement for the property — and he developed the "Ministry of Applied Technologies" concept that shaped how we thought about integrating the site into a broader partner network. He also built a navigable digital twin of the entire campus, which let us walk stakeholders through the redevelopment before a shovel ever went into the ground. When our plans called for it, he brought in collaborators of his own to help scope programming ideas — police-training simulation, school-safety curriculum, AI and creativity education.

What stands out most is what happened after the property sold in early 2026. Rather than the relationship simply ending, I asked Jeffery to put together a strategic memo on Muncie's economic opportunity in quantum technology, to help pitch the new owner on a "Quantum-Play" vision for the site. He turned around a detailed, multi-page proposal the same day I asked. That kind of responsiveness, under no obligation to still be involved, tells you what you need to know about how he works.

He is resourceful, technically capable across a genuinely wide range, and easy to work with under real constraints — money, timeline, and a property with a lot of history attached to it. I recommend him without reservation.

Susannah Rosenthal · Founder, CoPlay

Draft prepared for Susannah Rosenthal's review, editing, and signature. Please adjust anything that doesn't reflect your own words before signing, and add your preferred contact details in the header.