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CoPlay · Garfield Campus, Muncie IN

Susannah Rosenthal

FOUNDER, COPLAY

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To the Hiring Team,

Recommending Jeffery Ferguson ("Phoenix"). After I acquired the former Garfield Inc. corporate campus in Muncie, Indiana in December 2019, he came on as strategy and technology advisor on CoPlay, the venture built to redevelop that property into a Science & Technology Park and Family Entertainment Center.

His range on this was real. He drafted the deal paperwork that got us moving — a Letter of Intent and an early partnership agreement — and developed the "Ministry of Applied Technologies" concept that shaped how we thought about the site's partner network. He built a full navigable digital twin of the campus, letting us walk stakeholders through the redevelopment before any construction began, and brought in his own collaborators to scope programming ideas: police-training simulation, school-safety curriculum, AI and creativity education.

Worth noting directly: I was the owner of this venture; Jeffery did not end up raising the capital needed to close the deal, and years went into ideation and document preparation without a signed transaction. What he did deliver — the digital twin, the concept work, the deal documents — was real and well executed regardless.

After the property sold in early 2026, I asked him for a strategic memo on Muncie's economic opportunity in quantum technology to help pitch the new owner on a "Quantum-Play" vision. He turned around a detailed, multi-page proposal the same day, under no obligation to still be involved. That tells you what you need to know.

Resourceful, technically capable across a genuinely wide range, and reliable under real constraints. Recommended without reservation.

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