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Dad, 2025 Wrapped, and Looking Forward to 2026

I feel a little strange celebrating the stride forward the Mystery Machine took in 2025, given the elephant in the room. My dad took his own life a few days ago. We are deeply saddened and truly appreciate the kind words from all our friends and family.

I think even his healed mind would have preferred that I used my political economics degree to take down the corrupt forces running our country. We didn't see eye to eye on much, but he did what he did to the best of his ability, and he romanticized it. That's something I'd like to think he passed on to me, and maybe 2015 Dad could have appreciated that part of me.

Obviously, there's so much more I could say, but I sell mystery drinks for crying out loud, so we're getting a little off topic.

In 2025, we went from a single Mystery Machine to four of them, and the locations keep getting better and better. Featured stories, new fans and friends, growing belief in the idea, new businesses reaching out for placements, a drink sponsor, mystery merch, countless mystery drinks sold, and many lessons learned.

Looking ahead to 2026, there's a lot on the horizon. In January, the 20th season of The Blox will finally be released. an entrepreneurial competition

TV show that I had the opportunity to compete in. I'll share more after it airs so I don't spoil anything.

The priority at the start of this year will be relocating a few of the lower-performing Mystery Machines into higher foot-traffic spaces that have reached out as awareness of the Mystery Machine continues to grow. I want to optimize what's already in front of me before spending more money, taking on more debt, or giving up more equity.

The biggest takeaway from running a business in 2025 is that you can't really predict life. It's about taking things day by day and figuring out which problems or opportunities you can realistically tackle. And at the end of the day, it's never that deep.

Love you, Dad. Thank you for everything, even the shitty stuff. It made me tough.

Until next time,
Mystery Man



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