

## **L.A. PHILANTHROPIST SELLS HOME TO EDUCATE CHILDREN**

A revolutionary new product that teaches children how to print the alphabet is now available to the public, thanks to Los Angeles resident L.J. Mismas.

Mismas moved to LA in 1995, having grown up working for his father's retail business in Connecticut. Quickly establishing himself as a successful entrepreneur, Mismas produced a series of documentaries and worked as a personal manager in the entertainment industry. A client he was managing proposed an idea for a phonics program; initially Mismas shied away from the idea, but after researching the children's educational products field he realized there was a massive void in the "edutainment" arena—specifically, there were no comprehensive interactive programs designed to teach and reinforce basic printing skills. When teachers and parents want to teach a child multiplication, they automatically think to purchase flashcards. But when teaching a child to print, there aren't any readily available interactive products. Mismas recognized not only a promising business opportunity, but more importantly the chance to provide a product that would assist in improving the educational opportunities for children everywhere.

The unexpected challenge came when Mismas set out to raise the necessary capital; he approached several investors, but they all scoffed at the idea of such a new, groundbreaking product. He decided the only way to ensure success was to focus all of his time and attention on the company product line, and it quickly became apparent that the best way to do that was to sell his main asset—his home—and cash out on the equity in order to fund the company. So in January, 2004, Mismas sold his West Hollywood home. He describes the risky endeavor as being "like playing a game of poker where you're all in at the river."

One year later, Mismas officially launched his company, Incredible Kid LLC, featuring the Write On!™ Printing DVD Tutor Kit. The product is an interactive DVD that teaches children how to print all lower and UPPER case letters of the alphabet, and includes a dry erase-wipe off book so children can practice along with the DVD and characters. Children, teachers, and parents alike praise Write On!™ Printing as "revolutionizing the way children learn to print," and are thankful to finally have a fun, engaging interactive tool that teaches handwriting.

Mismas regularly works 12 – 16 hour days, seven days a week. And his hard work is definitely paying off—in its first year, Write On!™ Printing has received four awards. Mismas and his two employees regularly fill orders out of his rented home, and the DVD is being used in classrooms in the Los Angeles area. Several products are available, including plush toys of the DVD characters and a music CD full of lively, engaging alphabet songs. The program will soon be available in both Spanish and Japanese versions, and a plan is in effect for a series of at least six educational DVDs. Mismas is also establishing a non-profit organization, AFTIK Inc, which will provide the Write On!™ Printing DVD Tutor Kit and a DVD player to low-income families.

When asked if his sacrifice has been worth it, Mismas' answer comes easily. "I look forward to owning my own home again someday," he says, "but for now, the business is my life. And I wouldn't have it any other way."

More information about the Write On!™ Printing DVD Tutor Kit and other products offered by Incredible Kid LLC can be found at [www.WriteOn.com](http://www.WriteOn.com).