



PLAY IMPOSSIBLE

Bucknell University SBDC
112 Dana Engineering Bldg.
Lewisburg, PA 17837
P (570) 577-1249
F (570) 577-1768
sbdc@bucknell.edu
www.bucknell.edu/sbdc

Mission: Play!

Created by a team of entrepreneurial tech dads; Play Impossible is a firm that creates experiences that are digital, physical, intuitive; and above all: FUN! Their innovative Gameball™ is a multi-sport “smart ball” that brings digital action alive, with games designed to keep children of all ages engaged, entertained, and moving.

The company was founded in 2016 when Pennsylvania-based Kevin Langdon, a serial entrepreneur and technology specialist; teamed up with Brian Monnin, a developer and designer with experience in education, media, and entertainment. Together with Gadi Amit, the designer of the original Fit-bit, they began developing ways to offer a young generation of smartphone gamers a radical new experience with patent-pending sensor technologies.



**“The SBDC has been a great resource for Play Impossible: they helped us connect with investors, other entrepreneurs, and with engineering talent at Bucknell University”
- Kevin Langdon, CTO**

Soon after he assumed the role of Chief Technology Officer, Kevin became a member of StartUpLewisburg, Bucknell University’s Incubator, and engaged the resources of Bucknell’s Small Business Development Center (SBDC). As a client of the SBDC, Play Impossible received assistance with capital formation, pitch presentation, and talent acquisition; and engaged in product development collaborations with students and class-based projects in Bucknell’s College of Engineering.

In early 2017, Play Impossible was one of only four firms featured in the launch of Indiegogo’s equity crowd funding platform. The Gameball™ then made its wide-scale debut at the Consumer Electronics Show in Las Vegas, the world’s largest showcase of the connected future of technology. That summer, Play Impossible received the Innovation in New Product Development Award at Bucknell; presented by university President John Bravman.

Since its market launch through Amazon and Target in the fall of 2017, the GameBall has been featured in the New York Times, Mashable, GeekWire, Fast Company, and was touted as one of “14 Awesome Toys for the Holiday Wish List” by CNN Money.