

Mystery on Main Street Wants To Keep Small Local Business, In Business, With Indiegogo

Mystery on Main Street (MoMS), a new interactive “whodunit” game for mobile phones using artificial intelligence (AI) and augmented reality (AR), has launched the Let's Keep Local Business, In Business crowdfunding campaign on Indiegogo.



Sanford, Florida Aug 26, 2023 ([IssueWire.com](http://www.IssueWire.com)) - Mystery on Main Street, wants to bring business back to the local brick and mortar retailer market. To do that, they are developing a no-cost to player, low cost to merchant, unique interactive, data rich marketing and advertising mobile app using

gamification to promote patronization of local brick and mortar business such as shops, eateries, auto dealers, museums, events and any other business that caters to walk-in traffic. Storylines take players into locations to receive clues and solve a mystery and receive cash prizes. Think of this as Groupon meets scavenger hunt and Pokémon Go, but players and participating merchants mutually gain. Membership or subscription to the service is not a requirement

According to Mario L Castellanos, Founder and CEO, "This is a fresh idea. We're too often compared to a scavenger hunt and punch card type game wherein the only purpose is to win a prize. This isn't what we do. Our purpose is local vendor, brand and product discovery. What makes us unique is we're creating the incentive to shop local and buy local through really cool uses of technology. True, the prospect of cash and other prizes doesn't hurt either."

The crowdfunding campaign method the company is using is termed [fixed funding](#). According to Indiegogo, if they do not reach their goal, the contributor's entire amount "will be refunded by Indiegogo within 5-7 business days."

To learn more about this campaign and support their efforts to help small local business, visit <https://www.indiegogo.com/projects/let-s-keep-local-business-in-business/>.

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