



Things we have clarity on

Our enduring values = Love & Fun

A lot of the things we sell in this shop are things we would otherwise already create/work on; *Mom's* is just, for us, another avenue through which we can share our creations (specifically in a commercial manner).

We always want to have fun creating, and have *Mom's* contribute to that fun (commercial doesn't have to be not-fun; perhaps it can be framed as a way of connecting). We love special things, and hope this love is channeled through the objects we make and the way they reach you (including through your experience shopping with us/receiving your things).

We are able to continue to prioritize these things by working on our tiny scale. How we'd accomplish this if we were to 'grow' is something we're still thinking about.

Our profit status

We currently do not aim to (and, as of writing, do not!) generate profit through *Mom's Got Fun*. Our present goal is to break even on operation and production costs, which includes [running this website](#), materials/processes (e.g. printing), and, of course, labor (creating our goods and managing this project).

We wonder if our goals would change if we (decide to) grow/if earning a profit would be reflective of 'growth'.

An emerging value = Transparency

We think this is important, especially for commercial entities/in retail, yet is under-practiced. It is why we've written this document!

Things we don't yet have clarity on

Through this project, we get to think about many exciting, often complicated questions! We want to share them with you here and invite you to ponder them too.

1. **Abundance/Excess/Saturation**

There is no shortage of stuff being sold, and certainly no shortage of waste floating about (literally) in the world. Are we justified in creating, and, further, commercially distributing our creations, given material excess? What does it look like to fulfill our creative needs while also upholding our civic/worldly duties? What are our duties? What do we owe our customers, each other, and the planet?

Many have responded to the tensions present in these questions through one or more of the following ways:

- Sourcing creative materials ‘more responsibly’, e.g. selecting materials with a lower carbon footprint/lower-carbon manufacturing processes/materials that have been previously used
- Producing high quality products that are made to last
- Improving consumers’ object care/maintenance literacy
- Encouraging more selective consumption habits, e.g. through nurturing sincere appreciation for material objects

2. **Growth Under Capitalism**

What does ‘growth’ for a business typically mean? Do we aspire to ‘grow’, and if so, why? In what ways would we want to ‘grow’? Do we see ourselves as a ‘business’?

3. **Our Role Within Structural Challenges**

How can we set reasonable expectations for ourselves (and accomplish/explore the things we are interested in) while remaining critical of the status quo? Why should we (do both)?

Thoughts for this year

Principles for 2025

- Be messy and play!
- Make things that are not perfect; imperfect things are lovable and worthwhile
- Don’t worry too much about “brand” or “market value” or other such buzzword-y concepts—return to what matters, which is finding joy through creating
- When things get stressful, pause and re-evaluate
- Embrace values through what’s realistic and feasible
- Always be mindful intentions—do things from the heart, not for optics (and remain centered enough to be able to tell them apart)

Specific Aspirations w/ Customers

- Inspire an appreciation for things that are ‘slow’—personal/made-to-order and/or handmade/made with intention
- Increase their object care/maintenance literacy

Some Practical Commitments

Effort	Where	Reference(s)/ Inspiration
Writing, publishing, and updating our goals and intentions for this project	This document	Cosmic Dog House Press
Sharing financial details (overhead + price determination for each product)	This document + each product listing [to be implemented 2025 onwards/updated on older listings when relevant]	Looky Here Annual Report
Writing and attaching care instructions to each product	Each product listing [to be implemented 2025 onwards/ updated on older listings when relevant] + attached/included with each product + indexed on our care page	

Long-Range Questions

- How would we scale an operation like ours? Is scaling aligned with our values? If so, what would it actually look like? If not, what are our goals?
- How do we leave space for exploration and spontaneity while also ensuring this project's longevity? What does it look like to practice our values in sustained ways, not just out of momentary enthusiasm? How do we remain committed without self-enforcing rigidity?

Our Current Overhead

- **Big Cartel Platinum Plan:** 15USD / month
- **Domain:** 700THB / year
- **Total per year (i.e. amount to break even):** ~6,800THB or ~32,000JPY