

ISSUE
05



VEEFRIENDS

MISSING



MOTIVATION

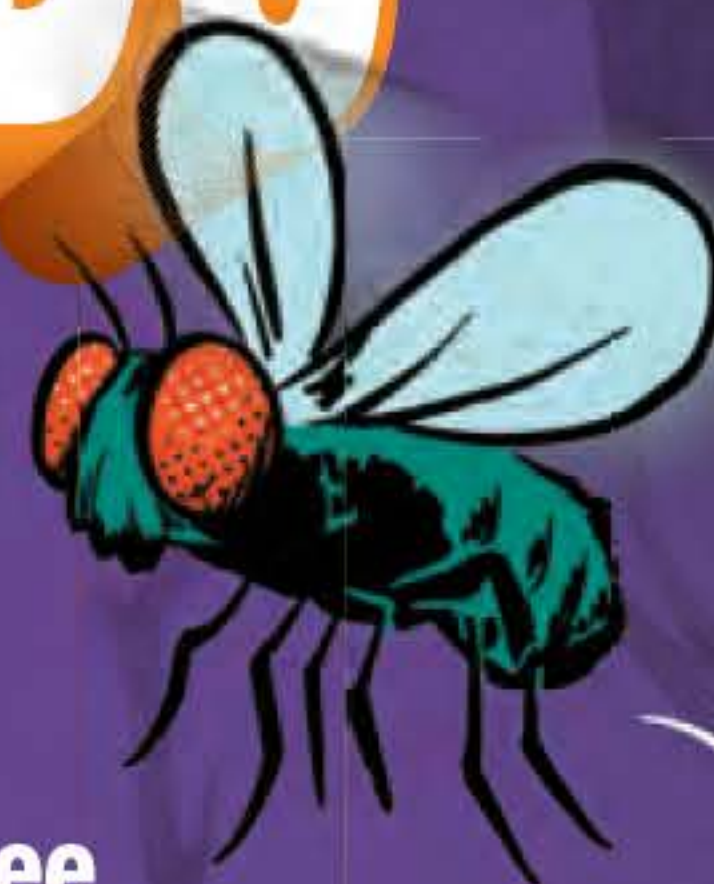
GARY
VAYNERCHUK

D.J.
COFFMAN

CHRIS
FASON

fool
fart

VEEFRIENDS



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Art: Chris Fason | @ chrisfason

Cover B by Jae Lee

Andy Krainak - President

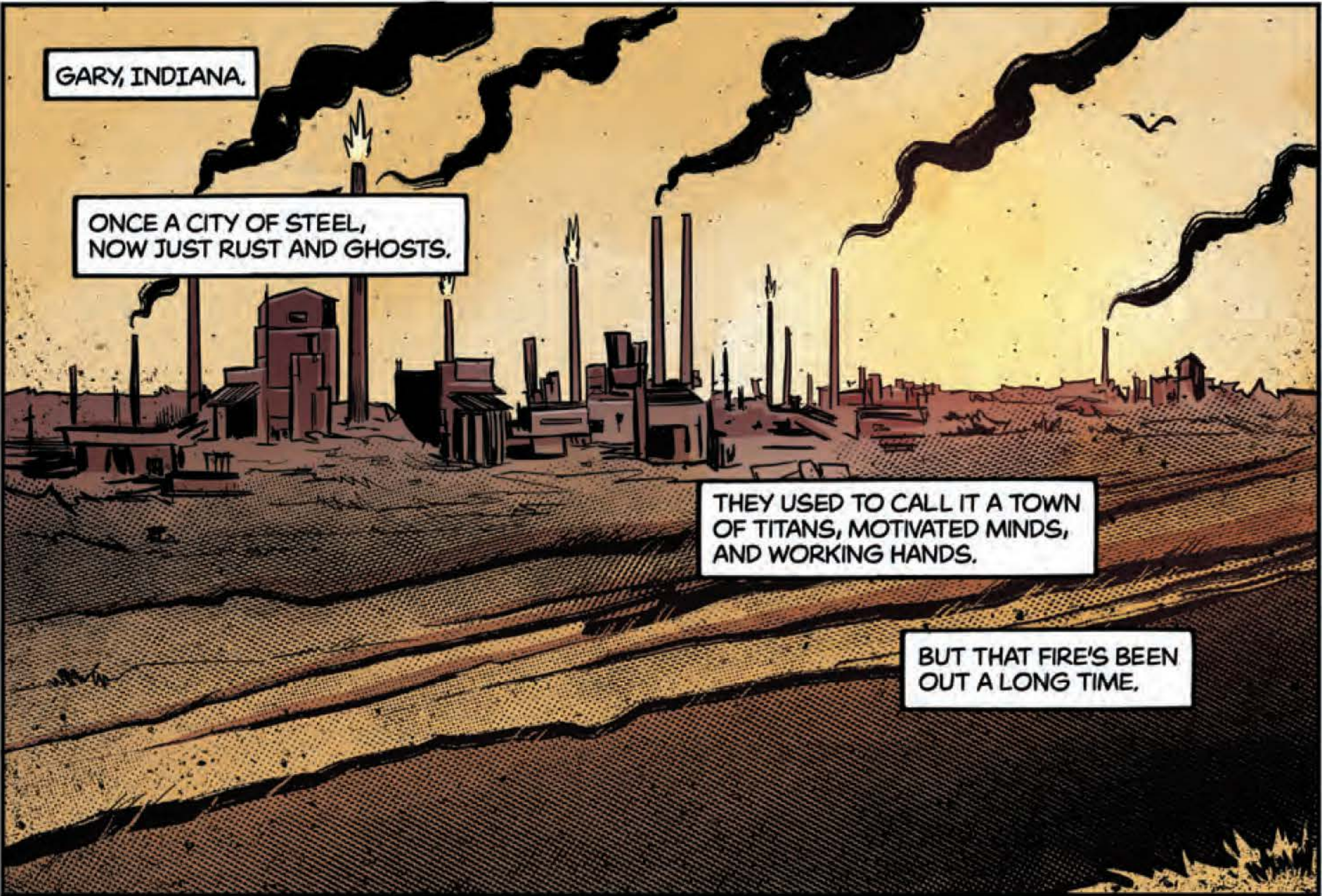
Travis Escarfullery - Graphic Design



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GARY, INDIANA.

ONCE A CITY OF STEEL,
NOW JUST RUST AND GHOSTS.

THEY USED TO CALL IT A TOWN
OF TITANS, MOTIVATED MINDS,
AND WORKING HANDS.

BUT THAT FIRE'S BEEN
OUT A LONG TIME.



THESE DAYS, THE ONLY
THING GROWING HERE
IS THE GRAVEYARD.

AND A FAMILY
LEGACY OF
LOSERS.





YOU REALLY THINK
SOME CARDBOARD
SIGNS ARE GONNA
FIX A WHOLE
TOWN?



GRAMPS
BELIEVED.

HE WAS A
WINNER! HE
MADE IT WORK
HERE.

IF HE COULD
DO IT, WE CAN
TOO.



"MADE IT
OUT"?

MORE
LIKE HE RAN
AWAY!!

ALL I SEE IN
YOUR FUTURE IS
MORE LOSING,
LARRY.

BECAUSE
THAT'S WHAT
LOSERSONS
DO.

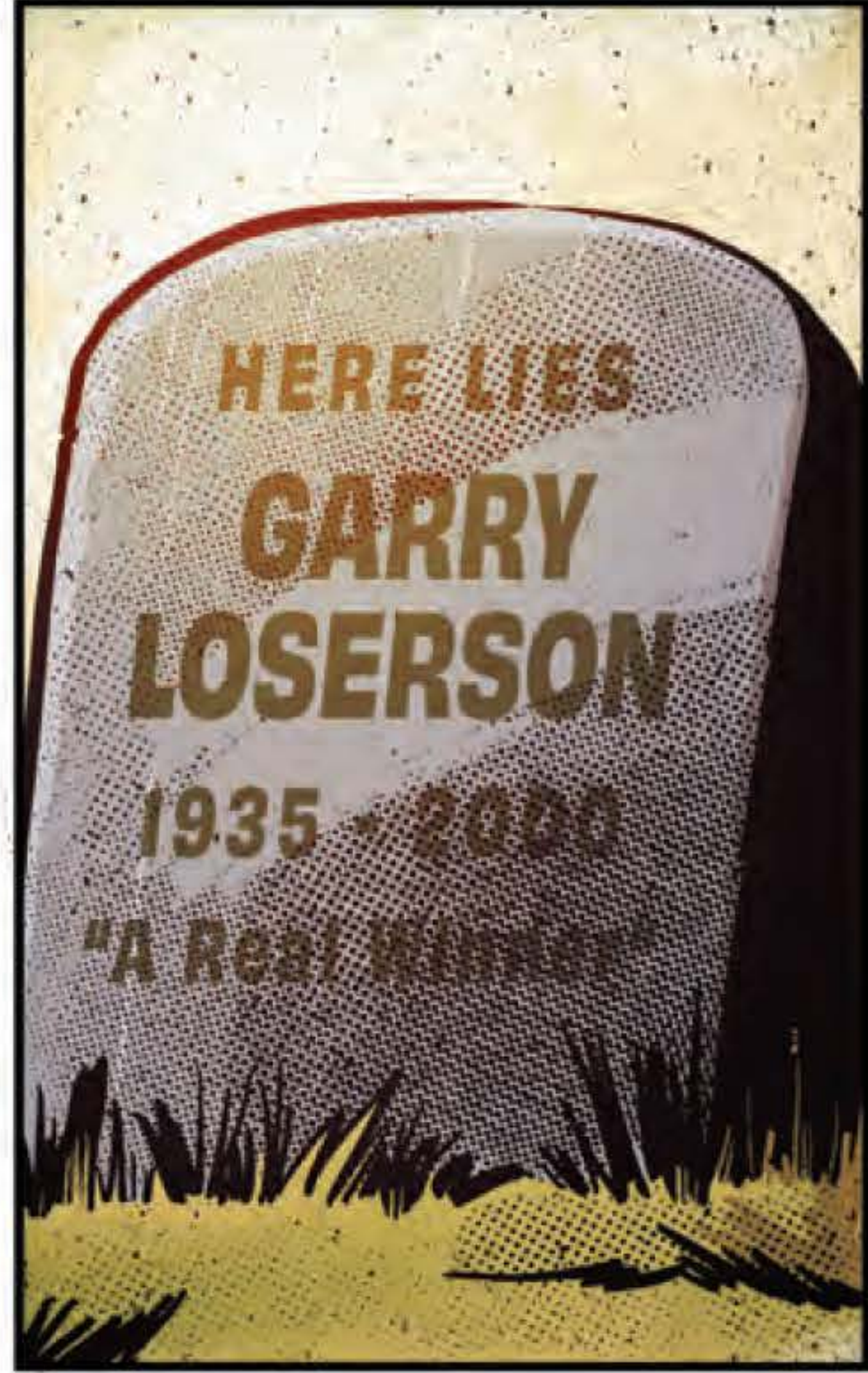


GRAMPS
WASN'T A LOSER.
AND NEITHER
AM I.





SOMETIMES IT FEELS
LIKE YOU'RE THE ONLY
ONE WHO EVER BELIEVED
IN ME... EVEN THOUGH I
NEVER KNEW YOU.



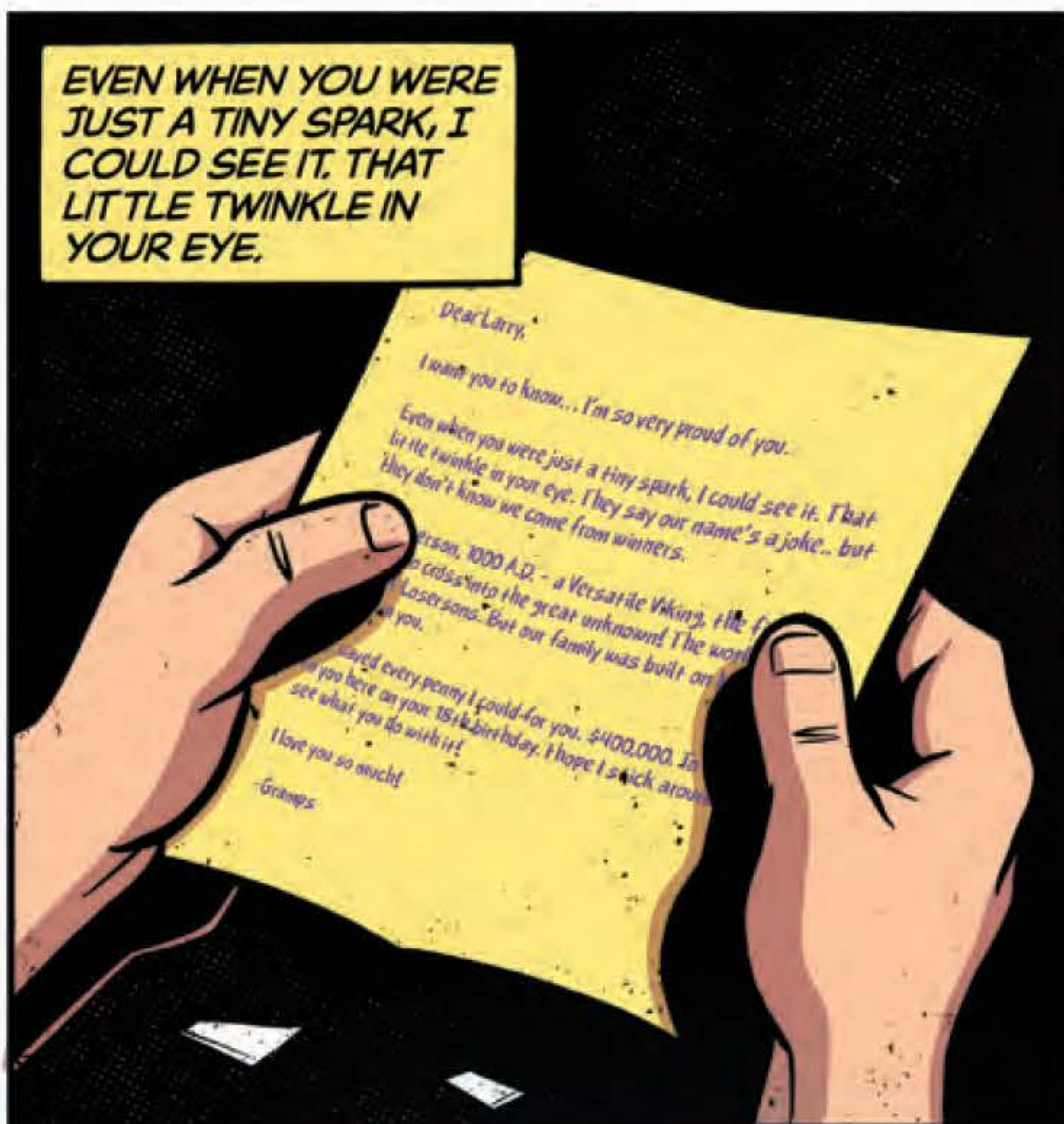








DEAR LARRY,
I WANT YOU TO
KNOW... I'M SO
VERY PROUD OF
YOU.



EVEN WHEN YOU WERE
JUST A TINY SPARK, I
COULD SEE IT. THAT
LITTLE TWINKLE IN
YOUR EYE.

Dear Larry,
I want you to know... I'm so very proud of you.
Even when you were just a tiny spark, I could see it. That
little twinkle in your eye. They say our name's a joke.. but
they don't know we come from winners.
Leiferson, 1000 A.D. - a Versatile Viking, the first of our
line to cross into the great unknown! The world
of Losersons. But our family was built on
winning.
I saved every penny I could for you. \$400,000. I
hope you have on your 15th birthday. I hope I can
see what you do with it!
I love you so much!
Gramps



YOU'RE
GONNA
MAKE IT,
KID...



THEY SAY OUR NAME'S
A JOKE. BUT WE COME
FROM WINNERS.

LEIF LOSERSON,
1000 A.D. - A
VERSATILE VIKING;
THE FIRST OF OUR
LINE TO CROSS
THE GREAT
UNKNOWN!



THE WORLD
MIGHT
LAUGH AT
LOSERSONS.
BUT OUR
FAMILY WAS
BUILT ON
BELIEF, AND
I BELIEVE IN
YOU.

I'VE SAVED EVERY PENNY I COULD FOR YOU, \$400,000. TO BE GIVEN TO YOU HERE ON YOUR 18TH BIRTHDAY. I HOPE I STICK AROUND LONG ENOUGH TO SEE WHAT YOU DO WITH IT!

WAIT... GRAMPS LEFT ME MONEY? TWO YEARS AGO?!?

OH YEAH, WE HAD A BLAST WITH IT! WHO DO YOU THINK BOUGHT THE MATCHING CAMAROS IN THE BACK YARD? HA!

NOW YOU HAND THAT OVER, BEFORE YOU GET WHAT GRAMPS GOT!

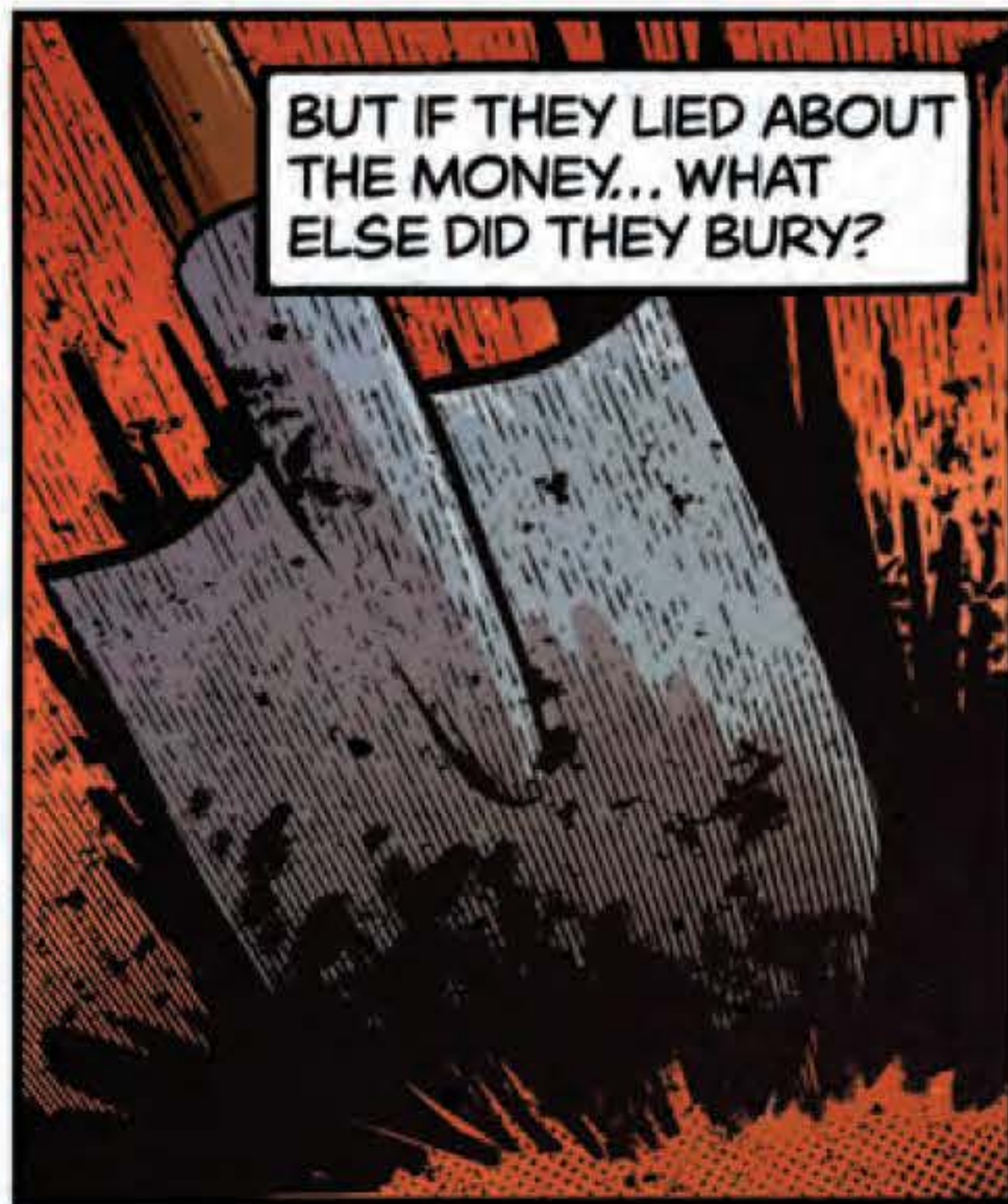
YOU-- YOU SPENT ALL THE MONEY?!

WHAT DO YOU MEAN? WHAT HAPPENED TO GRAMPS?

WHAT ARE YA IMPLYING, LARRY?

MOM AND DAD F*CKED YOU OVER? TOOK THAT MONEY AND BURIED HIM ALIVE?

SHOOSH BARRY, YOU'RE TALKIN' TOO MUCH!





YOU REALLY WERE JUST... RESTING.

GUESS THEY WERE JUST SCREWING WITH ME. NOTHING ELSE.



I WISH I'D KNOWN YOU, GRAMPS. NOT BECAUSE OF THE MONEY... BECAUSE OF THE MAN.



THANKS FOR BELIEVING IN ME, I WON'T WASTE IT-- WHATEVER'S LEFT.



YOU LITTLE **FREAK!** WHAT THE HELL ARE YOU DOIN' IN THERE?! DESECRATIN' GRAMPS' GRAVE LIKE **THAT?!**



YOU DIDN'T KILL HIM!
HE JUST-- HE JUST
DIED NATURALLY,
RIGHT? I KNOW YOU
DIDN'T REALLY...



MAYBE,
BUT BURYING
SOMEONE ALIVE
DOES SOUND
LIKE A GREAT
WAY TO SOLVE A
PROBLEM...

LIKE
YOU!



NO--
BARRY!
STOP!

WHAT
ARE YOU
DOING?!



SOMETIMES IT'S
BETTER IF THE
PAST JUST STAYS
BURIED.

NO
QUESTIONS.



NO
STORIES.

NO MORE
LOSERS.



I'M DOING
YOU A FAVOR,
LITTLE BRO!

SAVING YOU
FROM THE
FAMILY
CURSE!



HERE LIES
GARRY
LOSERSON
1935 - 2000
"A Real Winner"

VOTE
LOSERSON
5th WARD

FIVE YEARS LATER.

NAH...

I DON'T FEEL BAD,
I'M THE ONE STILL
STANDING

THAT MAKES ME
THE REAL WINNER,
RIGHT?

 **TOXIC
WASTE**
DO NOT INGEST

OH, I ALMOST
FORGOT IT WAS
HIS BIRTHDAY.

HAPPY BIRTHDAY,
LITTLE BRO. HOW
ABOUT A TOAST?



TO THE
LOSERSON
LEGACY!

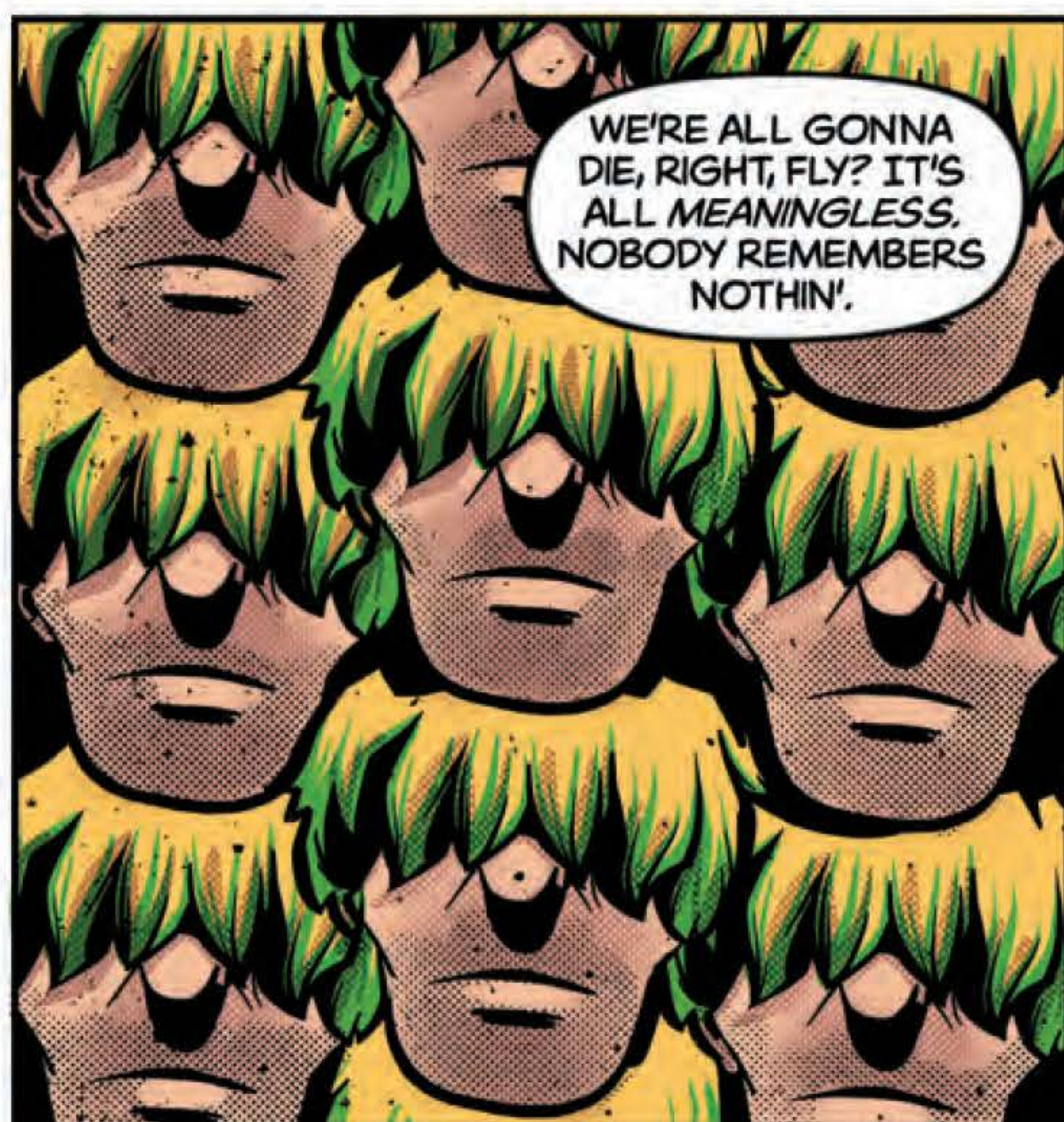
**GLUG!
GLUG!
GLUG!**



LEIF LOSERSON!
BET I COULD DRINK
THAT OLD VIKING
UNDER THE TABLE...

WHAT'S IT
MATTER,
HUH?

DEATH?



WE'RE ALL GONNA
DIE, RIGHT, FLY? IT'S
ALL MEANINGLESS.
NOBODY REMEMBERS
NOTHIN'.

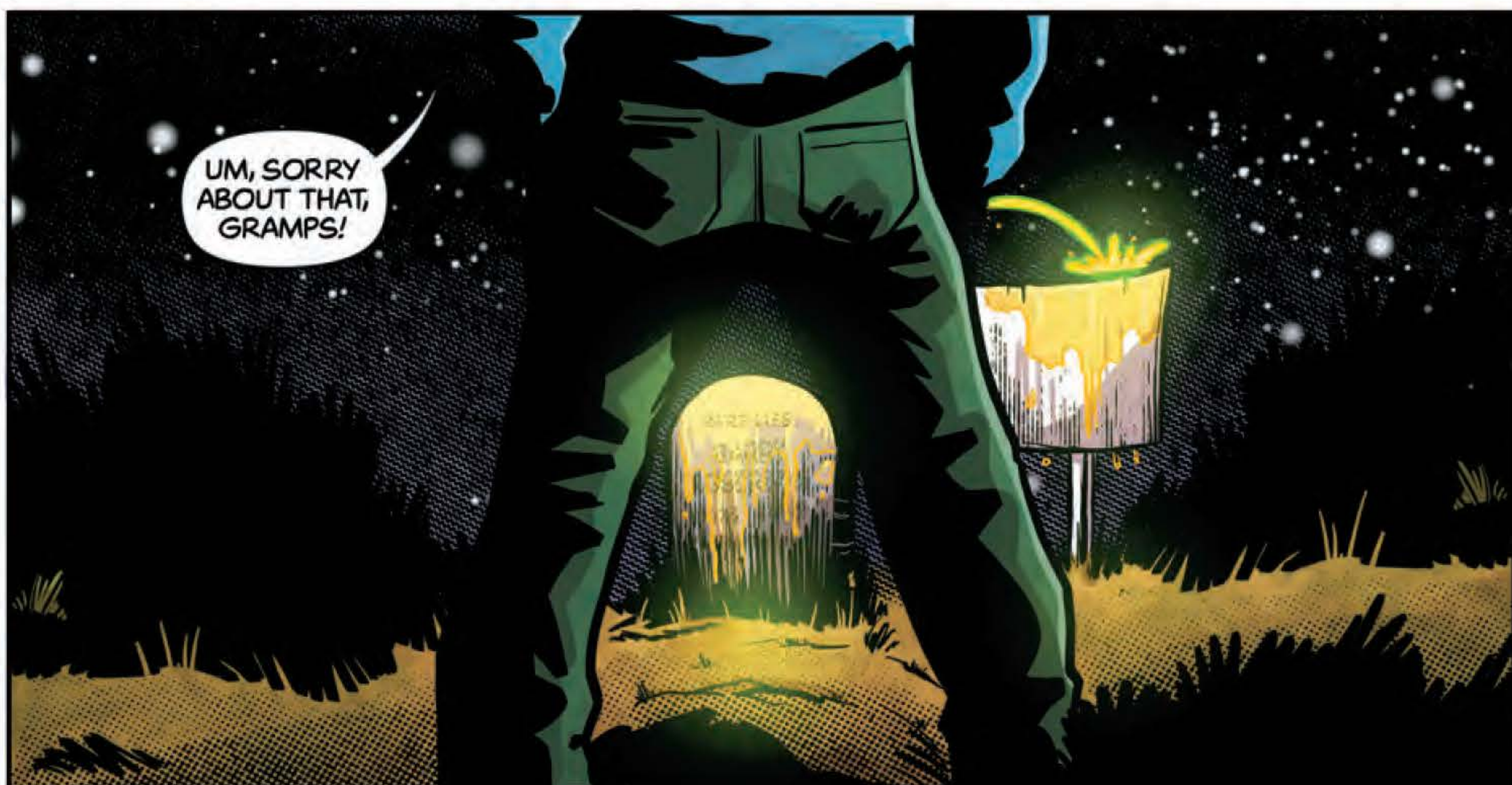


NOBODY EVEN
REMEMBERS
WHAT GRAMPS
DID TO GET ALL
THAT CASH!

NOBODY CAME
LOOKING FOR
LARRY, NOBODY
CARED.



WELL...
I GUESS
EXCEPT FOR
ME.



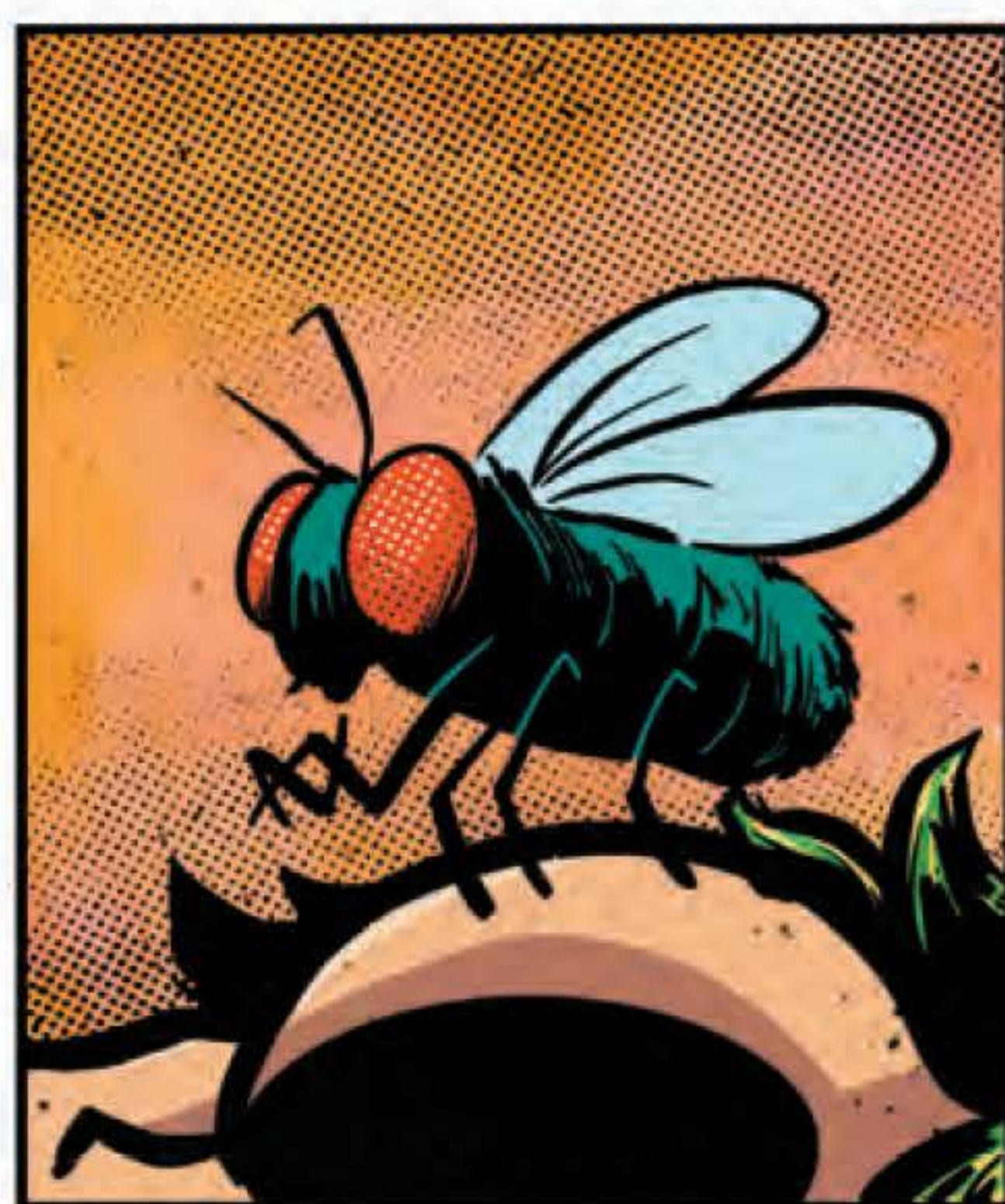
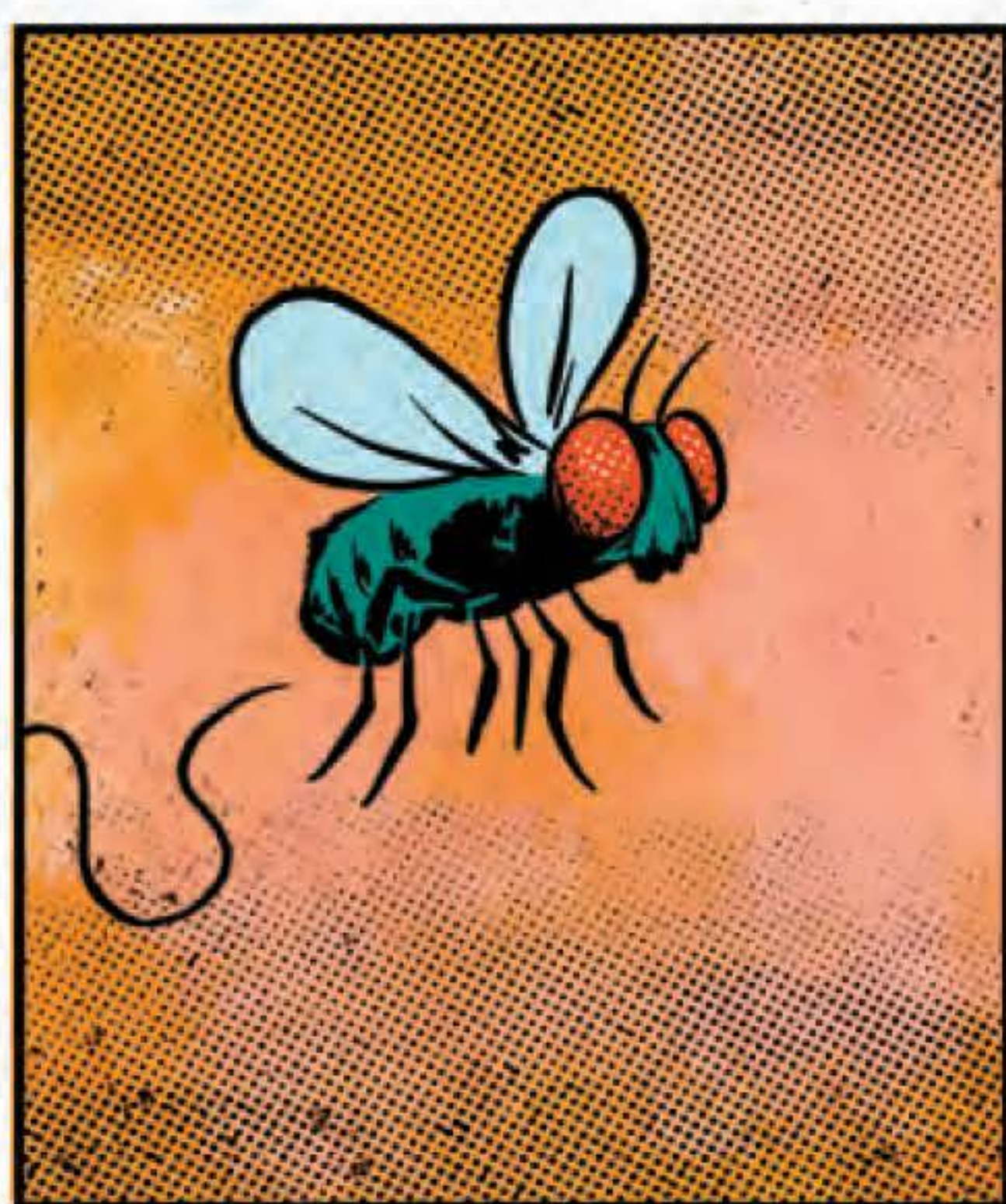






THE
SPARK
NEVER
DIED.





MOTIVATED MONSTER

CREATED AND PLOTTED BY GARY VAYNERCHUK

Script by D.J. COFFMAN

Art by CHRIS FASON

MAKING A MONSTER...



In late March 2025, we gathered “in the woods” near Viking Hills, Minnesota for our first VeeFriends comic team offsite.

The mission: get Gary Vaynerchuk’s undivided attention for a few days to build the stories, lore, and world that would take VeeFriends to the next level.

Originally launched in May 2021, VeeFriends quickly became a successful collectible brand with major collaborations, from Macy’s to Masters of the Universe. But Gary knew that for VeeFriends to grow into a *monster* IP, it needed to become a *story brand*. He wanted to be hands-on for the origin stories and world-building that would shape the future.

Working with Gary is rapid-fire. He doesn’t like to waste time, and big ideas fly in like a machine gun. We had multiple note-takers, and, true to GaryVee style, cameras rolling to capture every story beat for the future.

Between deep work sessions, we bonded over food, wine, and conversations about life, family legacy, and the most random topics.

Gary has an insatiable curiosity. To the untrained eye, it might look like his mind is all over the place, but as a storyteller myself, I see he’s *gathering* and *collecting*.

“Did you guys know that bees dream?” he said with a smirk. “Go on, look it up.”

We did. Fascinating.

“Did ya know you can buy a house in Gary, Indiana for like a thousand bucks?” he joked, saying maybe he should move VeeFriends HQ there and put “Gary” back on the map.

I mentioned the Kensington Runestone, the artifact that suggests Vikings once roamed Minnesota, which is why the NFL team is called the Minnesota Vikings.

Day one alone, we laid out over 16 ensemble casts within our universe. The day was about big thinking—building out the character “teams” and exploring how the VeeFriends universe would work. It was fully collaborative, but Gary remained at the helm, steering us toward his vision for the characters.

I’ve studied comic book history for a long time, and I’ve never seen or felt anything like the creative energy Gary was cooking with. And I’m not just saying that because I work for the guy. :D Day two was all about individual character origins. Gary kept it collaborative, going around the room as we tossed out names and story seeds for the characters we wanted to develop. Some stuck, some didn’t.

“Andy, who’s the most underrated VeeFriend?” Gary asked.

Andy Krainak, President of VeeFriends, was wearing a purple Motivated Monster hat that day, and that was his pick.

Originally part of a Halloween set, Motivated Monster never had a backstory. Looking at him, you’d wonder: What’s with the #5 on his cheek? Why the purple hat? How is he a monster?



“Motivated Monster is the champion of the positive outcast in a loser family,” Gary began to riff. “He comes from a

family of real losers. But his grandfather wasn’t a loser...”

Over the next 30 minutes, Motivated Monster’s core origin flowed from Gary as we bounced ideas back and forth. Pieces of conversations we’d had over the past days clicked into place, and a setting emerged: Gary, Indiana.

The family name started as “Loser-mens,” but when Gary, talking fast, said “Larry Loserson,” it stuck. “It means ‘the son of losers!’” he laughed.

I couldn’t stop thinking about those Vikings who may have roamed Minnesota’s woods. The name “Lief Loserson” popped into my head like a whisper from the muse in the room.

Later, I asked, “What if Larry Loserson’s ancestor was a Viking named Lief Loserson? And what if Lief was also the name of our Versatile Viking character, the first winner in the Loserson family line, connecting it all in canon?”

“Hmmm, could work... Let’s play,” Gary replied.

Play. That’s exactly how I’ve described working with Gary from day one. It’s like going to a friend’s house as a kid, grabbing their toys, and making up adventures together. VeeFriends are Gary’s toys, and together, we’re building stories and a new universe.

Up until that moment in the Minnesota woods, no one had thought deeply about Motivated Monster’s story, his motivations, or where he came from.

Now, we know: his story starts in Gary, Indiana. And it’s just the beginning.

— D.J. Coffman, Director of Comics
August 2025

What did you think of this issue?
Email us a review at
comics@veefriends.com

TALES FROM THE DRAWING BOARD

"I wanted Motivated Monster to be grittier and darker than some of my previous work. I've never shied from heavy shadows, halftones, or lots of spot blacks, and I just wanted to add to that and layer more texture into these pages. Larry's world is heavy; shaped by trauma, betrayal, and survival - themes I wanted to be reflected in grainy inks and stratified halftones (but still clean and readable). My natural cartooniness peeks through, keeping things human, honest, and a little bit weird. It's a fun and challenging balancing act. I hope Beetle would be proud."

Artist commentary,
CHRIS FASON



BUILDING CHARACTER

As the VeeFriends universe expands, our characters evolve right along with it—shifting to meet the stories they were always meant to live.

MOTIVATED MONSTER



Series 1
Original Art by
Gary Vaynerchuk



Series 2 TCG Game



Chris Fason Design
for this issue

What do you think of the new character styles? Let us know at comics@veefriends.com

NEXT ISSUE...

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