

ISSUE  
**12**  


# VEEFRIENDS

TOP SECRET ORIGIN OF  
**MINDFUL  
MINOKAWA**

**GARY  
VAYNERCHUK**

**JIM  
RUGG**

**JEREMY  
HYLER**

*Handwritten signature*

MARCH 10, 1945. TOKYO.



WE NEED PROJECT MINOKAWA! HOW MUCH LONGER BEFORE IT IS READY?

WE ARE WORKING NONSTOP! IT WILL BE READY SOON!

LET'S HOPE JAPAN CAN SURVIVE UNTIL THEN.

WHITE HOUSE. JULY 1945

...DESPITE HEAVY BOMBING, JAPAN **REFUSES** TO SURRENDER, MR. PRESIDENT.

ALTHOUGH WE CONTROL THE AIR, WE MAY NEED A GROUND INVASION TO FORCE THEIR SURRENDER.

AND WE KNOW THEY'RE WORKING ON A **SECRET WEAPON** BUT WE DON'T KNOW EXACTLY WHAT IT IS OR HOW CLOSE THEY ARE TO DEPLOYING IT.

SIR, WE NEED TO END THIS CONFLICT BEFORE THEY COMPLETE A **DOOMSDAY DEVICE**.

WHAT DO YOU SUGGEST?

TRINITY WAS A SUCCESS, SIR. OUR DOOMSDAY DEVICE IS READY. IT WILL FORCE JAPAN TO SURRENDER AND **SAVE AMERICAN LIVES** FROM A COSTLY GROUND INVASION.

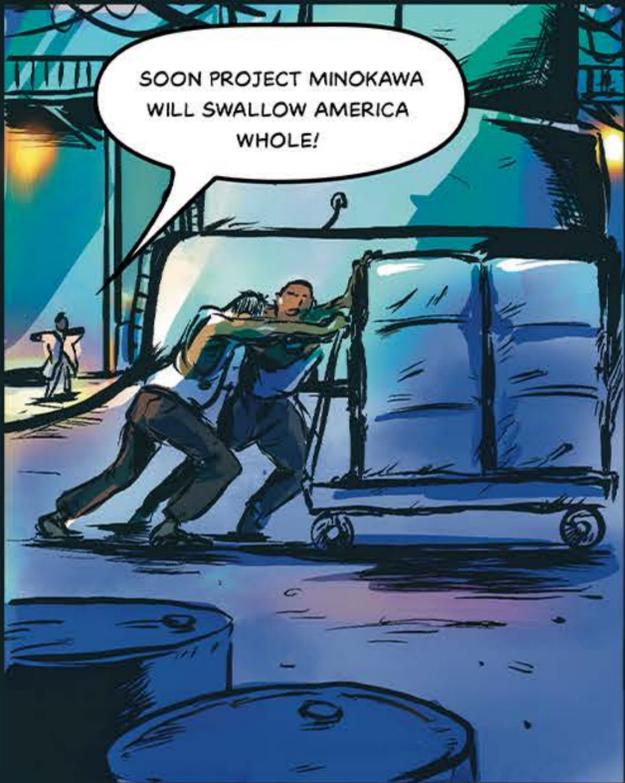
PLUS IT WILL SHOW **THE SOVIETS** WHO'S IN CHARGE NOW.

LOCATION: TOP SECRET



PROJECT: MINOKAWA

WE ARE CLOSE.  
MINOKAWA GROWS  
STRONG!



SOON PROJECT MINOKAWA  
WILL SWALLOW AMERICA  
WHOLE!



SANDRO, GET THAT  
FUEL TO THE FEEDING  
TUBE! THERE IS NO  
TIME TO WASTE!



**POW CAMP OUTSIDE  
PROJECT: MINOKAWA**



AUGUST 6, 1945. HIROSHIMA.



AUGUST 9, 1945. NAGASAKI.



SEPTEMBER 1945



ALTHOUGH THE WAR IS OVER,  
PROJECT MINOKAWA CONTINUES  
SECRETLY IN THE PHILIPPINES.

WE WERE TOO SLOW. WE  
LET EVERYONE DOWN.

WHAT WILL BECOME OF  
PROJECT MINOKAWA  
NOW?







**BOOM**

**BAM  
BOOM**

**BOOM**

**BAM**

**BOOM**

**HOLD  
YOUR  
FIRE!**



MINOKAWA, DO AS I COMMAND!

**BOOM**  
**BOOM**

**BOOM**  
**BOOM**  
**BAM**

**BAM**

**BOOM**

**BOOM**



**BA-BAM**

I AM YOUR MASTER!

**BA-BAM**

**BA-BAM**

**BA-BAM**

**BOOM**

**BOOM**



**BANG**

FIRE!  
FIRE!

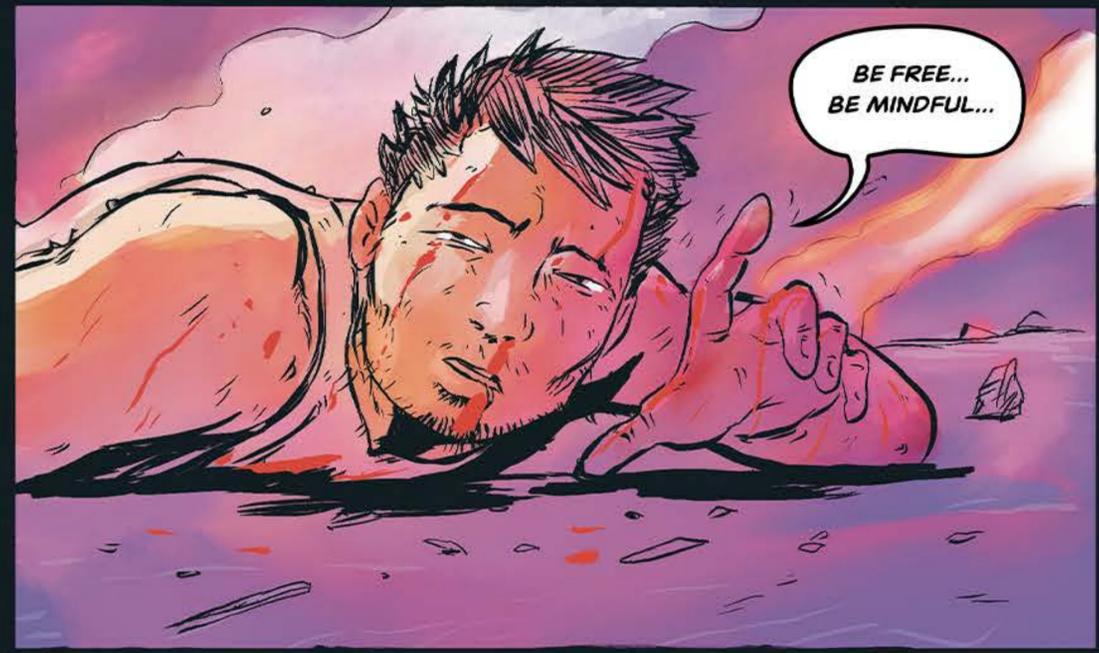
**POW**

**BANG**

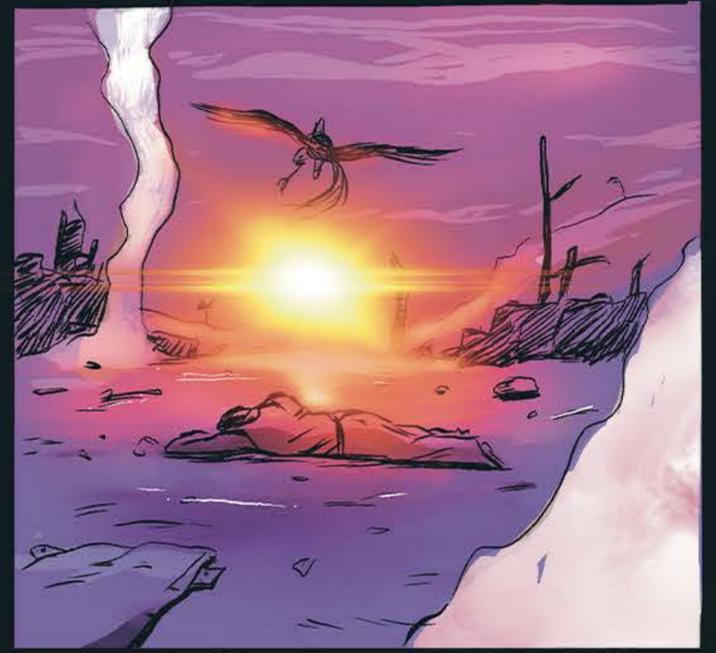


**BANG**  
**BANG**

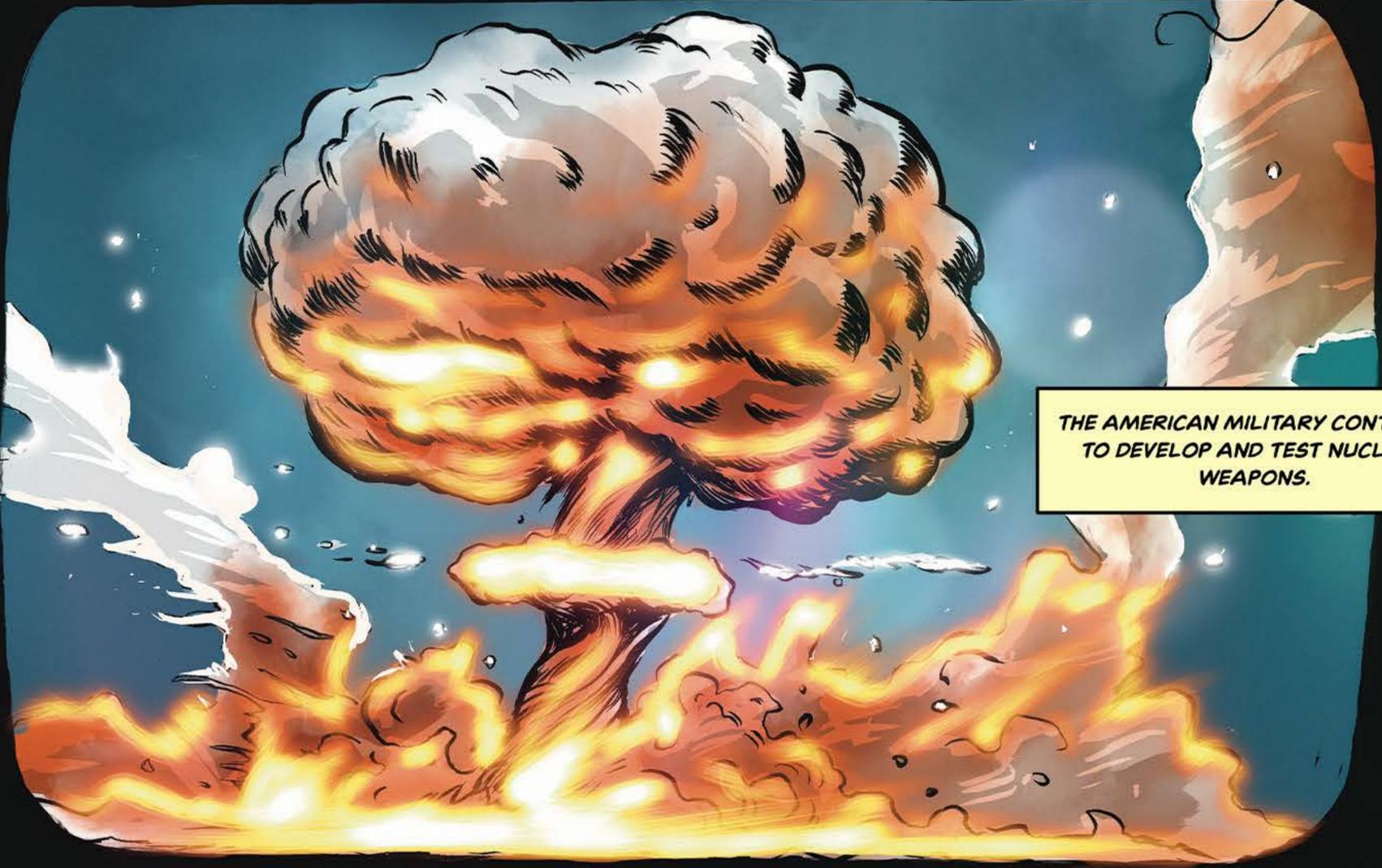
**POW**



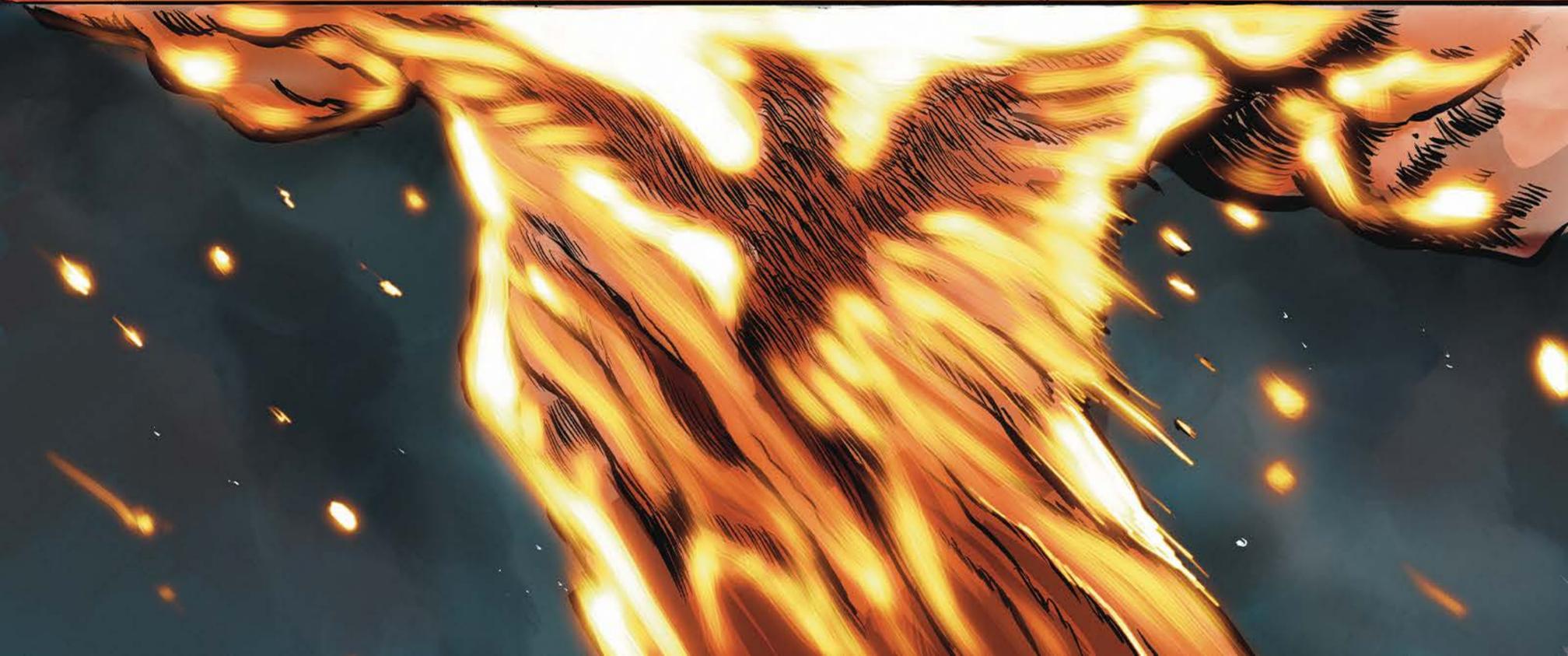
BE FREE...  
BE MINDFUL...



BIKINI ATOLL, 1946.



THE AMERICAN MILITARY CONTINUES TO DEVELOP AND TEST NUCLEAR WEAPONS.





DID THAT THING  
JUST SWALLOW  
THE CLOUD?



WHAT THE  
**%\*#&**  
JUST HAPPENED?!

NEVADA TEST SITE, 1951.



THE TESTS KEEP GETTING BIGGER.







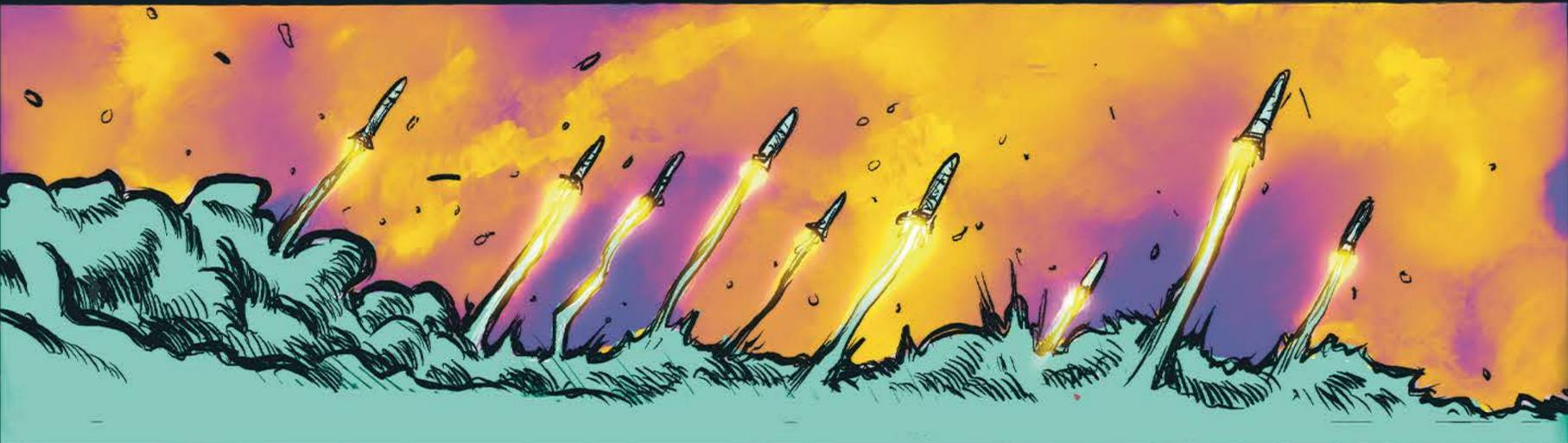
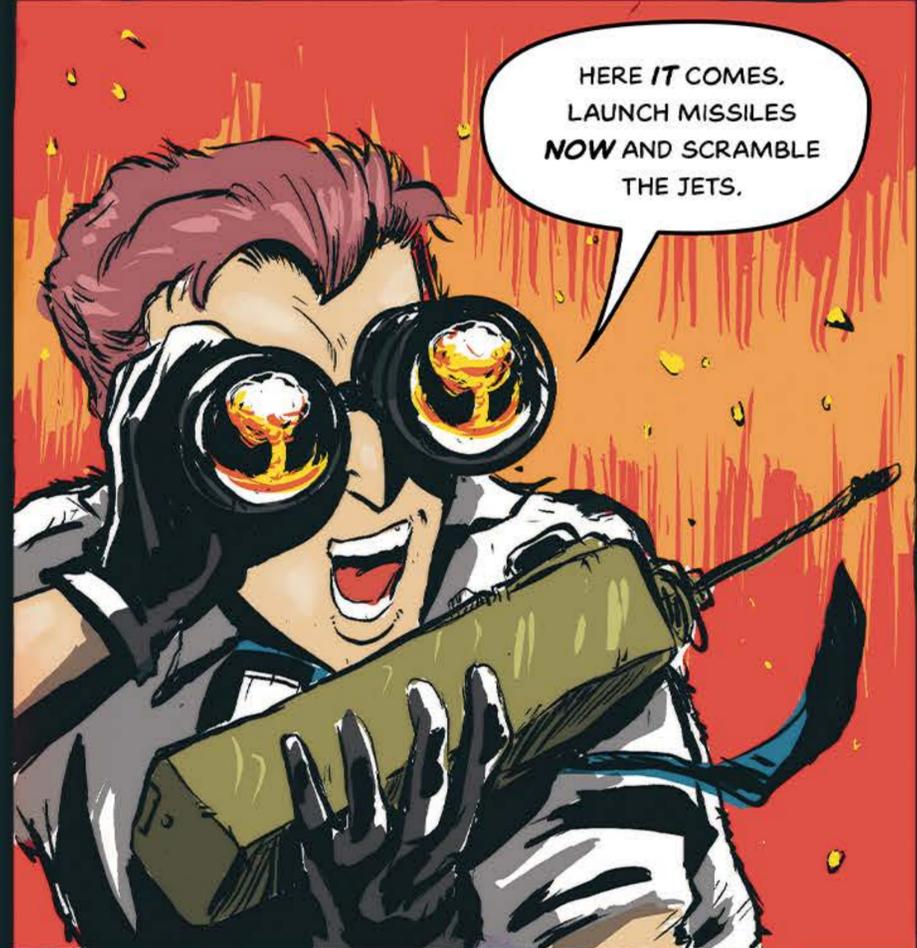
PHILIPPINES, 1955.



OPERATION PLUMBBOB, 1957.



HERE IT COMES.  
LAUNCH MISSILES  
NOW AND SCRAMBLE  
THE JETS.



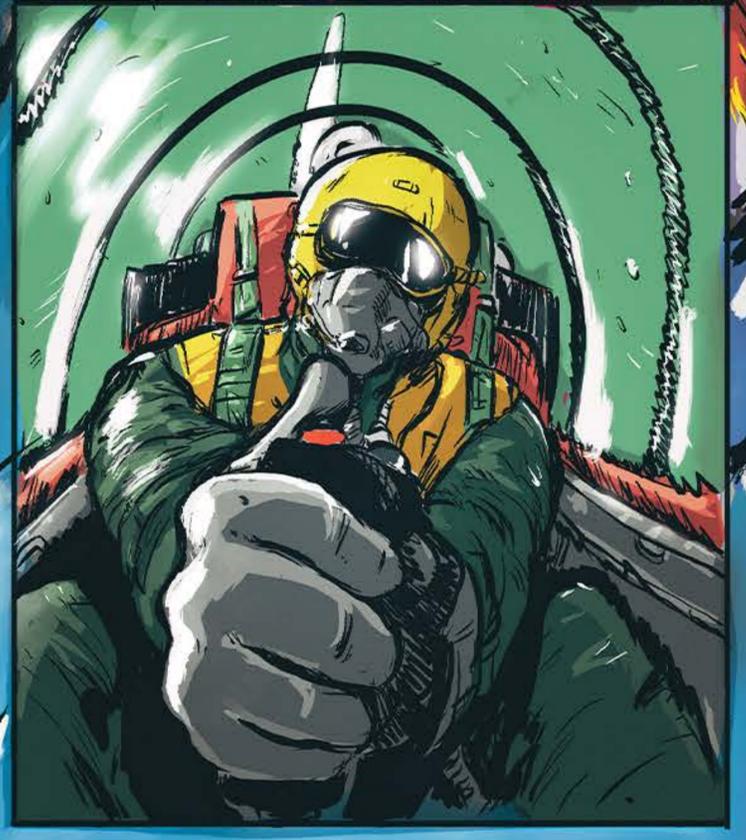
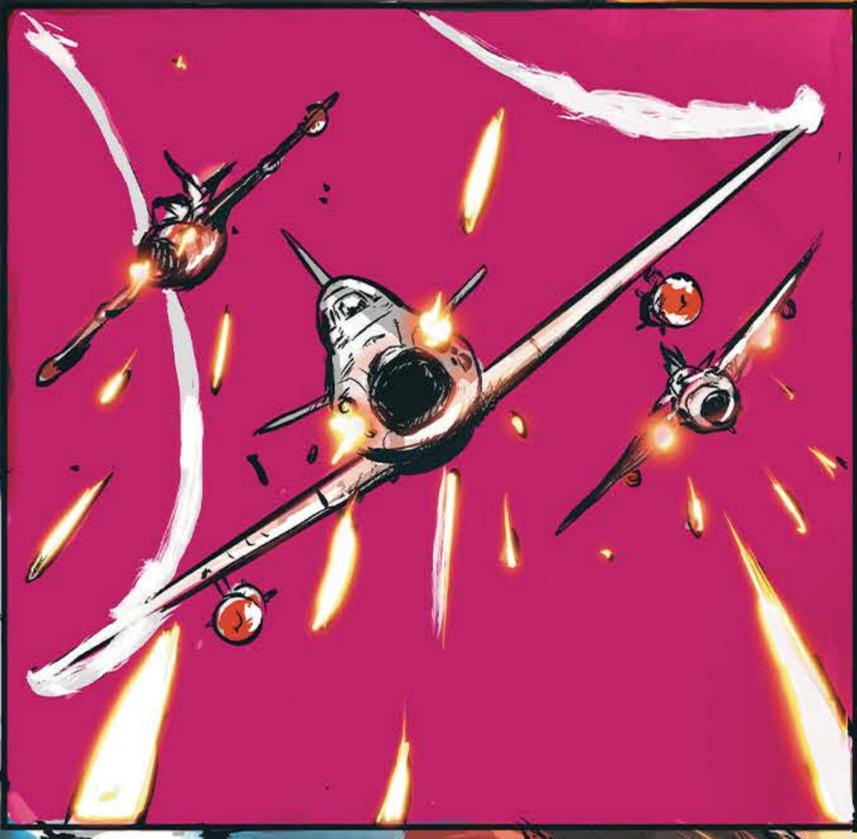


**KRA BOOM!**

**KRA BOOM!**

**KRA BOOM!**

**KRA BOOM!**





**KRKOOM!!**

**KRKOOM!**

**MAYDAY! MAYDAY!**  
I AM INSIDE THE  
MONSTER!





TURN ON THE SONICS!



BOOM  
BOOM  
BOOM

BOOM  
BOOM



BOOM  
BOOM

BAM  
BOOM



**KREEEAR**

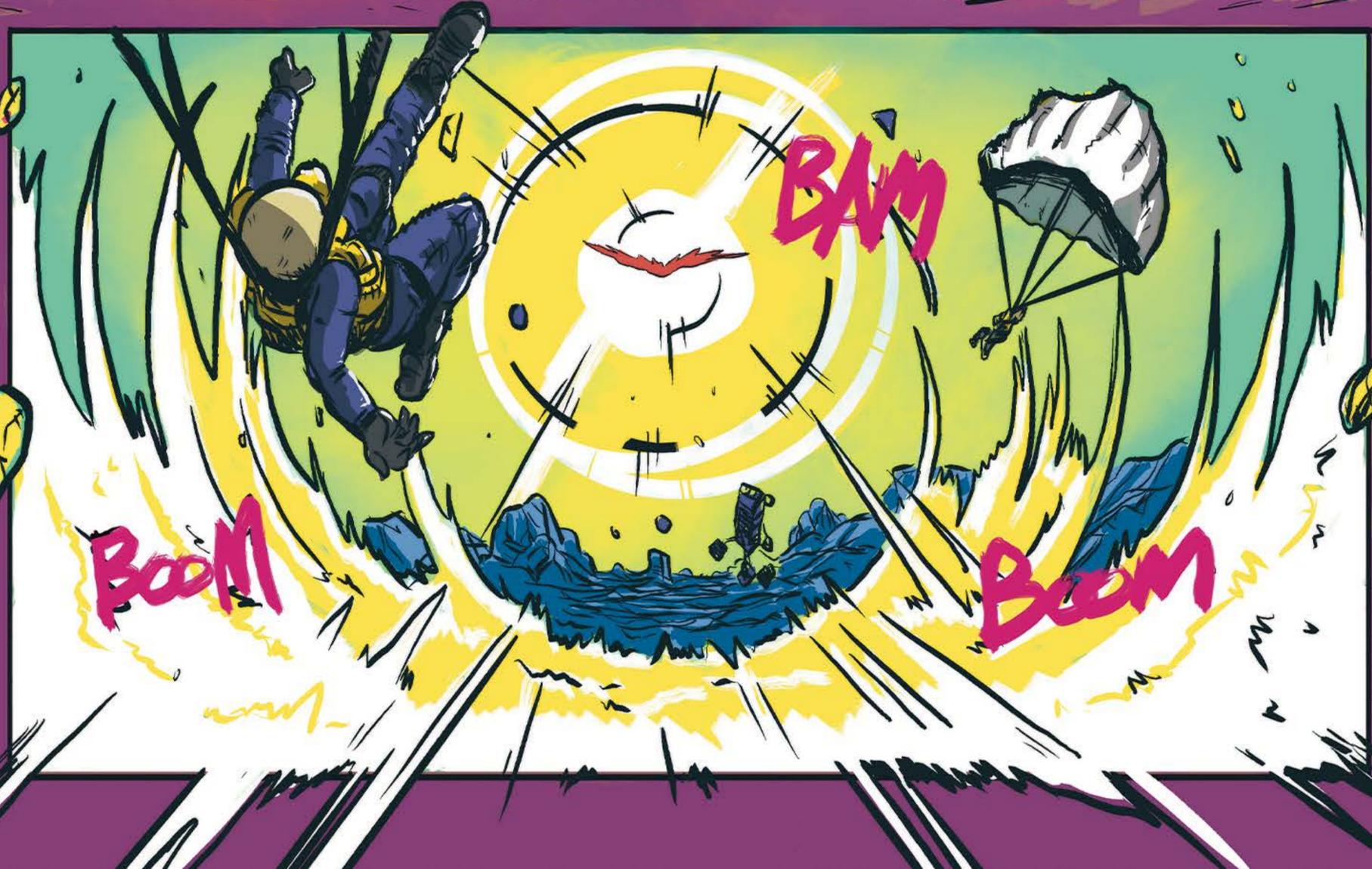
**BOOM**

**BAM**

**BAM**

**BOOM**

**BOOM**



**BAM**

**BOOM**

**BOOM**

FEBRUARY 1958

THE JAPANESE  
THOUGHT THEY COULD  
**CONTROL** MINOKAWA.

BUT SOMETHING WENT  
WRONG. IT TURNED OUT TO  
BE **MINDFUL**.

CONSIDERING IT EATS  
**NUCLEAR WEAPONS...**

...AND OUR CONVENTIONAL  
WEAPONS HAD NO IMPACT  
ON IT...

...WE'RE GOING TO NEED  
SOMETHING **MUCH**  
**BIGGER...**



# BUILDING CHARACTERS

Mindful Minokawa was one of the 15 new characters launched in the VeeFriends Series 2 NFTs. It also marks the first time a VeeFriend was based on real folklore and myth.

## WHEN GARY UNLEASHED THE KAIJU

On the final morning of our August 2025 story offsite with Gary, we thought we were about done, having laid out about 20 solid stories to work on. Upon reviewing our list one more time, we came back to Mindful Minokawa, which we had discussed briefly the day before, but it still needed work.

Just as we thought we were going to pack up and head home, Gary erupted into full story mode:



Original Mindful Minokawa art by Gary Vaynerchuk

Series 2 TCG "Rookie" Card



VeeFriends Topps Chrome 2025, Base Card

\*"How about **THIS...**"\*  
"America was creating the Atomic Bomb, while Japan's version was to create this Minokawa to swallow America."

Suddenly, VeeFriends had our very own KAIJU (or Giant Monster) book on our hands.

In a matter of minutes, Gary gave us the outline for the story in this issue, as well as several other BIG ideas for future stories.

And that's how these story summits go. Over the course of 3 full days together with the comics team, there are so many conversations. At this summit in particular, we discussed a lot of world history and human behavior. We talked about the future (Issue 10, Rare Robot), how would humans behave if they knew aliens were real or faced an interstellar threat? (Issue 11, Adventurous Astronaut).

During these brainstorm sessions, Gary brought up that he still had faith in humanity, it didn't have to be doom & gloom. He made the point that humans have gone 80 years with stockpiles of even more powerful weapons but we haven't used them on each other since. These conversations take interesting turns. I brought up there seems to be real footage of UFOs zapping a nuclear missile during a test launch, disabling it.

Gary proposed... maybe it was the Minokawa that was stopping them. Flat out showing up and eating the missiles! That was the first spark that needed to simmer overnight before Gary put it all together. Then to be able to hand off the outline to a writer/creator like Jim Rugg, it really makes the end project amazing.

We asked ourselves... what other VeeFriends might be KAIJU?! There are so many that could be in this ensemble. Oh, I wish I could tell you more, but you'll just have to wait and see for yourself. What are your guesses? Send them to us at [comics@veefriends.com](mailto:comics@veefriends.com)

- D.J. Coffman, Creative Director.  
March 2026

VeeFriends Topps Chrome 2025, "Y2K" insert art by D.J. Coffman



MINDFUL MINOKAWA

# SKETCHBOOK

BY JEREMY HYLER

IN ORDER FOR MINDFUL MINOKAWA TO ELEVATE TO LEGENDARY KAIJU LEVEL, WE NEEDED TO DESIGN THE "CANON" VERSION OF THE CHARACTER.



Minokawa



ARTIST JEREMY HYLER DID AN AMAZING JOB CAPTURING BOTH THE FEELING OF A GIANT WARBIRD, BUT ALSO IMAGINING THE ANATOMY AND GIGANTIC FEELING GARY WANTED TO CONVEY IN THE OUTLINE.

IT WAS ALSO FUN TO SEE JEREMY USING PLAIN OLD SPIRAL NOTEBOOKS FOR HIS LAYOUTS AND DESIGNS. IT REALLY FEELS LIKE YOUR FRIEND IN HIGH SCHOOL SHOWING YOU SOME COOL MONSTER DRAWING WHEN HE SHOULD BE DOING HOMEWORK.

WE CAN IMAGINE GARY IN THE BACK OF THE CLASSROOM WITH JIM AND JEREMY JUST MAKING UP COMICS AND STORIES... AND THEN SELLING COPIES TO THE KIDS IN THE LUNCHROOM OR DETENTION HALL. :D

