

PROTOTYPE RATED-"S"

CROSSMEDIA FRANCHISE (w/ "Rated-S" Narrative Design)



Rated-S = Rated-Social	
S	Social Content 
	Contains narrative fortified by social themes, participatory content, and actionable choices, built for theatrical and hyperstory experiences.

STOMACH IP

CROSSMEDIA PROPERTY

DIGITAL CINEMA TECHNOLOGY

RATED-S Feature Film

This is a “Rated-S” film because of its potential to create social, industrial and political change. The power of cinema as it merges with digital infrastructure, and the potential of Hollywood to impact cause using story design, is presented through this cross-media franchise, an original IP that applies a convergence aesthetic, which combines cinema, with television, game design, and interactive.

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Original Crossmedia Franchise

Stomach aka “Your Brain is Your Other Stomach” (feature film)

This film introduces the character Nuke, whose story is set in the landscape of American cuisine, in the heart of a small LA natural grocer, where Nuke must face food allergies that threaten his life.

Night Fridge (pre-theatrical youtube series w/ late night placement post-theatrical)

This is Nuke’s personal channel where Nuke experiments with food concepts, using physical comedy and atomic cuisine principles. This show is also part of a viral campaign to build the fan base for the movie, with the show taking a position on late night TV (w/ featured celebrities making high concept snack foods), after the film release is launched.

Celebrity Stomach (hybrid cooking-interview/“last supper” roast)

This is a reality TV format where celebrities share career and life stories, told through a personal food history. Childhood food, special diets for roles, favorite foods -- it all adds up to a celebrity sharing their “food evolution,” and favorite recipes, with a surprise twist that turns the kitchen counter interview into a last supper roast. Someone the public has never met before, from the celebrity’s past, will shed new light on their origins, food habits, or other life details never before revealed. In addition, the interview will pair the celebrity’s personal (or family) food recipes with a philanthropic cause -- and during the co-sponsored season finale cookoff challenge, the season’s featured celebrity foods could get voted into Newman’s Own grocery line (determined by fan votes and judges from charitable causes).

Culinary Snackster (“your food can make you famous” and “invent new foods” game show)

This is the TV game show that turns everyday cuisine into branded and extreme food prototypes, using Watson’s computational creativity and gamified tools, to launch new food products (potentially new American classics) that can end up in your grocery aisles.

Stomach 2: Gastropunk (live action feature w/ AR-VR survival game)

A continuation of Nuke’s journey, immediately after his experience on the TV game show. This unexpected thrust into a chimera that resembles his end-time dreams, places Nuke in an immersive storyworld where the fate of millions -- whether they eat or die -- is hinged on both Nuke’s physical performance as a player, as well as his ability to meet creative intellectual challenges that can push global industrial food practices towards a sustainable market future (currently also an emergent VC category, re: food technologies).

Epic Character Arc



Local Hero

Nuke is a character that grows with the franchise: from youtube persona to gameshow contestant, to augmented reality star, to real-world entrepreneur.

In the first installment of the franchise (Stomach), Nuke’s body image as well as dietary health challenges shape the exterior narrative, which becomes intertwined with an interior narrative that plays out on screen through the cartoon avatar TORK (personal asides from Nuke’s imagination), along with vivid dreams that foreshadow a dystopian food war (Stomach 2). But in order for Nuke to survive his first journey, he must learn to use his imagination to invent new foods, within a televised gameshow competition that could ultimately enable both brands and fans to reshape the landscape of American cuisine (including ready-to-eat, as well as drive-thru and dine-in).



National Hero

In the second installment (told through a hybrid live-action/augmented reality videogame, aka Stomach 2: Gastropunk), Nuke must face the natural elements and the original biological program that humans transcended through agriculture and industrial food practices. From hunting to gathering to inventing, Nuke and seven other world class food artists will be immersed in a survival game that show the origins of human creativity and how this can be used now to transform the global food landscape, where hundreds of millions go hungry everyday because of capitalist market logistics, or environmental factors. The stakes are high for Nuke, but if he can form alliances with the correct geographic and institutional forces, results from the “world food game” could transform how business is conducted internationally, and how food production and distribution are reshaped by philanthropy/VC.

Global Hero

(start-up co-founder)

Entrepreneurial components include producing the game show, video game and food app, as well as branded food product extensions and menu tie-ins.

ZAC EFRON Social Content

Proposed MPAA "Rated-S" (rated-social) format
employs narrative to solve large social problems.

STOMACH 2

SOCIAL NARRATIVE
RE: AMERICAN CUISINE



Rated-S

3 Major Issues in Mass Food Production



CDC (Center for Disease Control & Prevention) Definitions & Stats:

- 1) OBESITY = BMI (body mass index) 30% or higher.
- 2) 74% of Americans are either overweight or obese (with 34.9% or 78 million being obese).
- 3) Death from obesity = 300,000 U.S. annually.

U.S. FOOD WASTE FACTS & STATISTICS

40% of all food grown in the U.S. is never eaten.

30-50% of the food that makes it to the supermarket shelves is thrown away in the homes of the people that buy it.

4 billion tons of food is wasted every year.

U.S. per capita waste has increased 50% since 1974.

This results in 25% of all fresh water used in the U.S. being wasted.

That equals \$165 billion per year in total food waste (\$40 billion from household waste).

It takes 300 million barrels of oil or 2.5% of the U.S. energy budget to produce this food that will be wasted.

33 million tons of landfill waste will be generated.

Just 15% less waste could feed 25 million Americans annually.

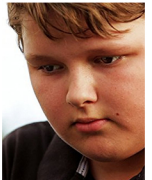
In part inspired by my own dietary challenges, and three major issues around mass food production, Stomach 2 expands an original IP with participatory themes that challenge users to demand global solutions.

Continuing Sean's journey, after his experience on the game show **Snackster**, Sean feels he must further commit to understanding the social issues facing American cuisine. Inspired by a strange dream, he is compelled to leave the family nest, and soon finds himself in a surreal first-person thinker (FPT) video game based in Darwinian reality. At first the only ARG player, he soon realizes the game requires multi-player collaboration to solve the challenges being presented. Once all the players are drawn into the extreme sports AR/VR survivalist game hybrid, they must learn the rules of this "gastropunk" universe in which they will be challenged to build a new mass "food architecture," from concept to menu to transformative American cuisine.

OBESITY

Overfed and Undernourished,
<http://amzn.to/2994oua>

Watch Liam Golle's Story:



(We inhabit a chronic) **FOOD PATHOLOGY** (It's built into our culture.)
Because we live in a mass culture where food choices are unlimited (drive-thrus, dine-in, packaged foods,...), and the mediation of food products are essentially presented in an unregulated fashion, using children's programming, etc., kids develop preferences based on superficial stimulus -- versus a learned appetite based on healthy dietary experiences.

WASTE

Just Eat It,
<http://amzn.to/299mQm4>

Into the Trash It Goes

A federal study found that 96.4 billion pounds of edible food was wasted by U.S. retailers, food service businesses and consumers — about **1 pound of waste per day** for every adult and child in the nation at that time. That doesn't count food lost on farms and by processors and wholesalers.

For a family of four people, that amounted to about **122 pounds of food thrown out each month** in grocery stores, restaurants, cafeterias and homes. Here is a depiction of that family's monthly share, the sum of waste in eight different food groups as detailed in the study.



Source: United States Department of Agriculture; Census Bureau

BILL MARSH AND KARI HASKELL/THE NEW YORK TIMES; PHOTOGRAPH BY TONY CENCOLA/THE NEW YORK TIMES

NUTRITION

Food Matters,
<http://amzn.to/29FFP8u>

(We need a consumer-facing) **FOOD TECHNOLOGY** (Content and data.)

A nutrition-only approach to a healthy diet may not always be the best choice, suggesting that kids may need an adaptive mechanism to transition to an improved state of health. Kids prefer ideas, pictures, and stories vs. harsh rules. But this requires a particular set of creative, cultural and institutional solutions, that can turn learned food pathologies into new forms of play and tools.

GAME LEVELS

1. **Gastropunk't** - after winning a national championship, Nuke is called out of his comfort zone into combat, defending himself against forces that will try to eat him in the wilderness.
2. **Friendly Fire** - attacked by fellow warrior, Hash, Nuke must make an alliance by risking his life and rescuing his foe from a toxic mirage, if they are both to survive the night.
3. **Strange Attractor** - caught in a survival loop, the new duo answers a beacon to an unmapped territory where other players are harbored.
4. **Warp Driver** - a group of colluding warriors, held hostage by a rogue time traveller, are rescued when information about an alternate future confirms a game within the game.
5. **Mash to Order** - by chance, Hash discovers a pattern in the energy field which points to an encrypted natural law that defines the world system they inhabit.
6. **Food Fractal** - by studying these patterns, using available foods, they are able to unlock the hidden code, built into a cellular level, which reveals a new game design where fuel creation replaces the dominant "eat or be eaten" reality."
7. **Dunk Ball** - by combining ideas using spare parts and sports analogs, the group begins encoding the new game, and its necessary rules.
8. **Crash Diet** - but a scarcity of resources puts emphasis on engineering resource management which unlocks the final puzzle in the food riddle.
9. **Frenzy Feast** - the feeding embargo brings revelation that the formation of a new cuisine is required to conquer the final game level, where friending the feastless yields a new world.



Mad Max meets Inception meets The Hunger Games.

Character Nuke: SNACKSTER food star and GASTROPUNK hero.

After winning the **Snackster** food crown, and launching a new food into national grocery stores, **Nuke** finds himself drawn into a mysterious video game world (**Gastropunk**) that puts him against the Darwinian food chain. At first a personal battle set in the wilderness, with tasks resembling an **ARG**, Nuke battles against natural forces which lead him to a small desert town where he meets seven players ready to take up challenges that might solve an impending global food crisis. As a multiplayer team, they must unlock levels of an **FPT (First Person Thinker)** strategy game, where psychological combat in a catastrophic landscape may launch the formation of an independent food movement able to feed masses of citizens impoverished everyday by **institutionalized hunger**.