## **Stomach** Movie

CROSSMEDIA FRANCHISE

BUILD ENGAGEMENT FOR MOVIEGOERS WITH CROSSMEDIA

"Crossmedia, for a theatrical property, anticipates how the IP will extend across distribution channels and market segments allowing for an integrated storyworld buildout, with social, interactive and branded building the audience."

ONE-PAGER
WRITER/DIRECTOR/CREATOR,

Jared Suarez



HIGH CONCEPT: "Ferris Bueller's Day Off meets Slumdog Millionaire meets Top Chef."

**GENRE**: Family Adventure / Food Comedy

**LOGLINE:** A grocery clerk with food allergies, after surviving a near-death experience, enters a new TV game

show that might solve his dietary problems – if he can learn how to use his imagination in the kitchen.

SYNOPSIS: Sean Nucleamos, a grocery clerk with severe food allergies, dies from anaphylactic shock. Saved by an interdimensional space guard, sent on a mission to Earth to change the American diet, Sean

must now learn to eat for survival. But surrounded by foods he cannot metabolize, he requires a new personal cuisine, and creativity he does not possess. So when a new TV game show comes to town Sean's cartoon avatar tricks him into entering the competition, where he just might invent a new food.

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PREMISE: Human creativity can be leveraged by feeding your imagination, i.e. "your brain is your other stomach."

AUDIENCE: Four-quadrant

BUDGET: \$50 MILLION (Jan. 2018, Amazon strategy shifts to film projects in \$50M range) http://reut.rs/2FQL9lq

MISSION: "INVENT NEW FOODS," w/ crowdsource product design for major brands using gamification.

INNOVATION: Build storyworld IP and cinematic engagement using pre-story and crossmedia.

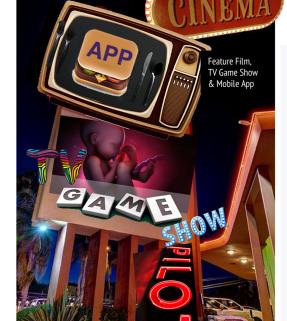
SOCIAL FACTOR: Foodie influencers compete to create viral American cuisine using sponsored ingredients.

RECIPE APP: URL "VENDING MACHINE," INGREDIENT DATABASE FOOD PHYSICS "VFX ENGINE." RECIPE AUTOMATION

LOCATION-BASED "SOCIAL PANTRY"

"CONVEYOR BELT" RECIPE CARD W/ GROCERY LIST

READY-TO-EAT AND FAST FOOD BRAND "SPONSORED CHEFS"



"YOUR BRAIN IS YOUR OTHER STOMACH"

## PROPERTY INCLUDES:



\*STOMACH MOVIE (Theatrical)
\*CULINARY SNACKSTER (TV/Web)

\*CELEBRITY STOMACH (TV)

\*NIGHT FRIDGE (Web Series)

\*STOMACH GAME (Mobile Web)

available at stomachMOVIE.com



A PHYSICAL FOOD COMEDY featuring original game show and second screen AI recipe tools.