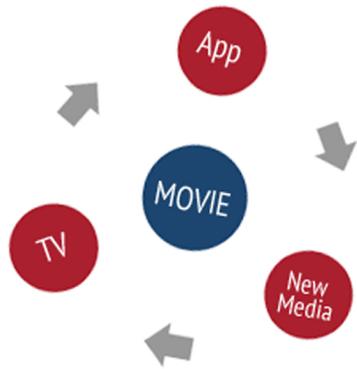


Stomach

PROPERTY INCLUDES:



(tadpole media ecology)

- *STOMACH MOVIE (Theatrical)
- *CULINARY SNACKSTER (TV/Web)
- *CELEBRITY STOMACH (TV)
- *NIGHT FRIDGE (Web Series)
- *STOMACH GAME (Mobile Web)

CULINARY

SNACKSTER:

USER-GENERATED CUISINE



Shia LaBeouf, *Week 1 Celebrity Host*

High concept,
big food,...
can you say,
"Curb Salad?"

A variation on the famous Ceasar, **Curb Salad** is the urban hero's culinary staple. Part fruit salad, part trail mix, part green garden, the Curb Salad will keep you going wherever you need to be...

Enjoy in your car, on the sidewalk, or while riding public transportation.

INVENT NEW FOODS

HOST BIO

GUEST

Known for his seriocomic chops, offscreen antics and performance art gigs, Shia's connection to fans tethers the art world to cinema, and turns traditional followers into collaborators. At times, one of Hollywood's most controversial actors, Shia's over-the-edge approach to life, joined with a melohumorous screen persona, make him a natural human interface for emerging foodies to showcase their kitchen craft, culinary wit and creative food genius.

"Your food can make you famous!"

*Expanding Newman's Own with
an all-new Stomach branded grocery line.

Celebrity Stomach

Ranch-Style Kitchen Interview &
Celebrity Cook-Off Competition

***Food For A Cause**



Hosted by Kelly Ripa

"Coming soon to your TV and grocery aisle!"

Franchise property...



StomachGAME



Your Brain is Your Other 

STOMACH™

PLAY THE GAME!

**EARTH'S EVOLUTION in a
MOBILE PLATFORM GAME**

A journey through the Darwinian food chain, players begin as single cell organisms dependent on the solar jazz of photosynthesis.

Next, multicellular organisms help you evolve into sea creatures as your DNA becomes more complex – but only if you don't get eaten.

Should you manage to evolve into next-level ocean, land, or aerial species, you will travel to unique biomes on Earth where your curiosity will help you find new foods.

WIN TO EAT!

But beware of catastrophic space weather, if you want to evolve into modern hominids that can develop technology, language, and culture.

Happen to solve all the pre-history puzzles? You can then earn your human brain and migrate into the future where you must adapt from hunter into gatherer.

Agrarian communities, recorded language, and trade will help you reach the Enlightenment and then the 21st Century where you can earn prizes that will be delivered to your doorstep by Instacart.

EAT TO WIN!

NIGHT FRIDGE

Late Night Cooking Special



Find us on...
Haunted
Web Series



SAMSUNG SMART FRIDGE
Episode 1 Hosted by Sean Nucleamos

[1] **RECIPE REMIX GAME**
*reinvent your favorite foods
in a haunted late night kitchen*
*(stand-alone series not contingent
on Stomach feature release schedule)*

[2] **PRE-STORY EPISODES**
*meet the hero, before his epic
journey, as a YouTube persona*
*(viral character launch episodes anticipate
theatrical marketing campaign for feature)*

STOMACH IP

CROSSMEDIA PROPERTY

Social Content
You too can be a food hero!

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.

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

This is a reality 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 the Stomach branded grocery line (determined by fan votes, top chef judges, and the charitable cause).

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.

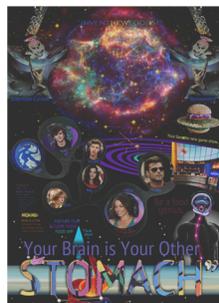
Night Fridge (pre-theatrical YouTube series w/ late night installation post-theatrical)

This is Nuke's personal channel where he experiments with food concepts, using physical comedy and atomic cuisine principles, with the show initiating a viral campaign to build the fan base for the character. The show will then be repositioned as a web series where featured talent remix high concept snack foods in a gamified and haunted experimental kitchen.

Stomach 2: Gastropunk (live action feature w/ AR-VR food 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 simulated agro challenges that can push global industrial food practices towards a sustainable market future (integrating agro and food science innovation, i.e. VC funded food technologies, into game play).

Epic Storyworld Arc



Local Hero



National Hero

Global Hero

(Watson/Samsung food graph app w/ TORK AI)

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).

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 VC/philanthropy.

Franchise installation includes producing the game show, video game, app and new media formats, as well as branded food product extensions and menu tie-ins.