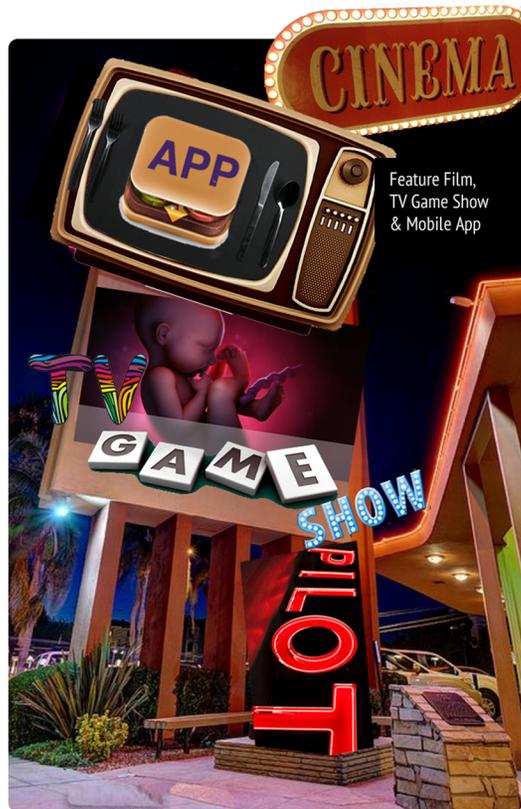


Stomach Movie

ORIGINAL IP/ FRANCHISE

ONE - PAGER



"YOUR BRAIN IS YOUR OTHER STOMACH"

WHAT IS STOMACH MOVIE?

"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 content driving ancillary."

PITCH: "Slumdog Millionaire meets Guy's Grocery Games meets IBM's Watson."

GENRE: Action-Adventure / Physical Food Comedy

LOGLINE: "A family rallies together when a near-death experience leads their son to a new TV game show that might solve his dietary problems, if he learns how to use his imagination in the kitchen."

SYNOPSIS: When Sean Nucleamos develops severe food allergies, his only hope is to learn a new way to eat. But after discovering a game show that might help him eat more creatively, he must also use his imagination to invent new foods that can change the landscape of American cuisine. With the help of "computational" game play, and a two-inch cartoon version of Sean's conscience, he just might win.

PREMISE: "Creativity can be leveraged by feeding your imagination."

AUDIENCE: Four-Quadrant Family Adventure

BUDGET: \$15 MILLION

MISSION: "INVENT NEW FOODS" for major brands using gamification.

INNOVATION: Uses crossmedia to extend theatrical narrative to social channels and broadcast TV.

SOCIAL FACTOR: Fans create viral cuisine using sponsored ingredients and computational tools.

Engagement for users /
players / moviegoers.



"Better than having
a TV dinner at
the movies."

A PHYSICAL FOOD COMEDY featuring original game show and second screen experience.

available at stomachMOVIE.com

FEATURE FILM * ORIGINAL GAME SHOW * FOOD APP