Stomach Movie

CROSSMEDIA FRANCHISE

"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,



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.

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

AUDIENCE: Four-quadrant

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.

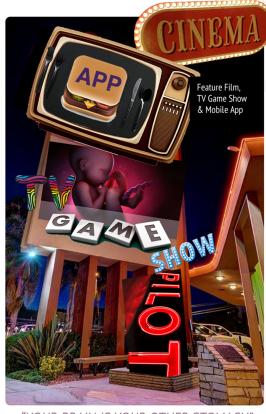
RECIPE APP: URL "VENDING MACHINE," INGREDIENT DATABASE

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)

available at stomachMOVIF.com



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