VRB and Festival

(aka The Fold)

VRB Strengths

- Back-end and infrastructure.

- Product dev and marketplace positioning.

- Fostering an ecosystem.

VRB's future

- VRB's strength lies in user management (databases), infrastructure and product development. The question for a VRB project: does it support personalization, sharing and customizability and can the infrastructure from one project be designed to work with other projects?

- VRB wants to make small bets by creating very focused apps that are meant to test and develop specific things about the infrastructure. Festival would be the first test for 3rd party integration and will push development of an asset database.

Why Festival

- It's in development and I have a phased production plan.

- The plan involves working with a pre-existing market.

- The big plan encompasses smaller plans which can be spun off into a stand-alone project.

- The project is about collaboration, curated UGC, discovery and community. VRB shares these goals.

Festival / VRB

- Festival can use VRB as a back-end.

- Festival and VRB can share tools, resources, people and expertise.

- I will build parametric modeling tools which VRB can incorporate into their projects.

- We can share content.

- Festival / Presto - Presto specifically wants to build a dance app, dancing will be a necessary part of Festival.

My Qualifications

- I have been creating 3D animated content since 1992

- I have worked at some of the best animation studios in the world on high profile projects including the matrix and lord of the rings and for every corporate brand you can think of.

- I was repped by Blacklist who was in turn repped by Patricia Claire, the top animation rep in the US. Blacklist is a community of designers I can call in to help produce work.

- I have produced a number of 3d animated short films single handedly and have received international recognition for my work.

- My specialty is squeezing high production value out of small budgets, I do this by tailoring my ideas closely to what is technically and creatively feasible.

How to Proceed?

- I believe that, at minimum, to prove the idea, the current demo needs to include two fully fleshed out experiences with collaborating musicians, interactive elements, and the ability to see other people in the space.

- Ideally any release would happen in concert with a label or musicians that are going on tour or releasing a new album and can contribute to marketing the project.

- If I have 3 months to put this all together I can do the bulk of the production but commission designers to construct spaces. Because they would be commissions the price would be fairly low and the quality of work will be high. I can likely synch up with VRB so that some of the work we're both doing can be featured in each other's projects.