

GUTSHOT — THE DIGITAL KITCHEN

GutShot is a chef's rebellion against repetition — a cinematic kitchen built on creativity instead of grind. It's where preservation meets street chaos, and where artistry replaces the burnout of service. Every video is a dish, plated for the lens and preserved in time.

Taglines:

- "Trophies aren't on walls — they're on plates."
- "Ferment. Infuse. Feast."
- "Bold flavors. Wild instincts."

■ CREATIVE MISSION

GutShot exists to showcase the primal art of preservation — smoking, fermenting, curing — through the lens of Southeast Asian street food culture. No storefront, no endless prep, no service rush. Just craft, film, and story. This project turns the chef's instinct into a creative studio, not a restaurant.

Old Model vs. GutShot Model:

- 100 plates a night → 1 creation that lives forever online.
- Financial stress → Passive, scalable digital income.
- Food disappears → Food becomes cinematic legacy.

■ CONTENT STRATEGY — FROM CRAFT TO CREATION

Each content arc begins with instructional micro-videos — fried garlic, fermented chili, pickled papaya — then culminates in a 'Trophy Dish' showcase film.

Phases:

- 1■■ Craft Videos — show the process (3–6 min tutorials).
- 2■■ Trophy Dishes — cinematic showcase of a final creation.
- 3■■ Digital Sales — link paid recipes or e-books on your website.

Example Arc:

- Week 1: Fried Garlic (tutorial)
- Week 2: Fermented Chili Sauce (tutorial)
- Week 3: Pickled Papaya (tutorial)
- Week 4: Trophy Dish: Fire & Ferment — Street Noodles of GutShot

Purpose:

Show the journey from patience to payoff. Educate, then elevate.

■ REVENUE STRUCTURE

GutShot bypasses the brick-and-mortar trap by building income through content, not covers.

Streams:

- YouTube monetization & affiliate links.
- Recipe & e-book sales via Gumroad or Shopify.
- Print-on-demand merch (handled automatically).

No staff, no rent, no burnout — just creative autonomy.

■ MERCH ROADMAP — 'WEAR THE INSTINCT'

Merch becomes your physical extension of the GutShot brand — bold, minimal, primal.

Use Print-on-Demand services (no shipping or handling):

- Printful — best integration & quality.
- Printify — best for variety & lower base cost.
- Spring (TeeSpring) — integrates with YouTube merch shelf.

Setup Steps:

1. Upload your logo and phrases to Printful or Printify.
2. Design 3–4 key items (T-shirt, hoodie, long sleeve, sticker pack).
3. Connect store to Gumroad or YouTube.
4. Promote merch via video description and visuals.

Example Products:

- Black Hoodie — Deer head logo + “Bold Flavors. Wild Instincts.”
- Cream Tee — “Trophies Aren’t on Walls — They’re on Plates.”
- Charcoal Long Sleeve — “Ferment. Infuse. Feast.” sleeve print.
- Sticker Pack — Neon deer head, fire & smoke graphics.

Tip: Start small — 2–3 items to test audience interest, then expand.

■ VISUAL DIRECTION — STREET & PRIMAL

Aesthetic: Primitive fire meets neon night.

The world of GutShot is busy, loud, and alive — sizzling coals, flickering signs, meat smoke, and fermentation jars glowing under tungsten light.

Color Palette:

- Ember red, charcoal black, molten orange — primal heat.
- Neon teal and yellow — street market chaos.
- Aged brass and bone white — heritage and salt.

Sound & Feel:

Lo-fi beats meet market noise. Knives scrape, fire pops, ferment bubbles. The narration remains calm amid chaos — a chef in control.

■■ OPTIONAL EXPANSIONS

- Add an online store tab to your website for merch + recipes.
- Offer limited seasonal drops tied to new video arcs.
- Collaborate with other creators or small-batch artisans.

GutShot isn't a restaurant. It's a movement — flavor immortalized through film, smoke, and time.