Proposal Name: A pilot episode for Otherside animated anthology

Proposal Category: Brand Decision

ABSTRACT

Imagine a "Love, Death & Robots" like anthology, but each episode happenes on a random plot of land from the Otherside world. Each plot of land is like a small parallel universe with it's own environment and rules based on it's traits. Main characters are from the APE ecosystem. Each season or episode has a different style and genre.

For the pilot I am thinking about a horror style with a BAYC character as a charismatic antagonist.

MOTIVATION

We can create a mass consumption media product based on the APE ecosystem. If works well, millions will learn about us, and value of all connected assets will increase.

RATIONALE

In order to spread awareness about the Ape ecosystem, we must create products aimed at mass consumption.

STEPS TO IMPLEMENT

This proposal only for a pilot episode so the DAO would be able to check quality before deciding about the full season. The steps are following:

- We are discussing the ideas for the project and the pilot episode

- DAO votes if we need the pilot

- If the DAO votes yes, then we are starting to work under the episode

- We deliver it at a pre-agreed time

- The DAO and the main audience will gauge whether a series will be successful

- If we are positive I am creating a second proposal for a full season

- If the full season is succeed and we are happy about that, I create a new proposal for a 3rd season

- Etc…

TIMELINE

The pilot episode production will take 4 months after the voting period.

OVERALL COST

The production of the pilot episode to test the ground will cost $100.000