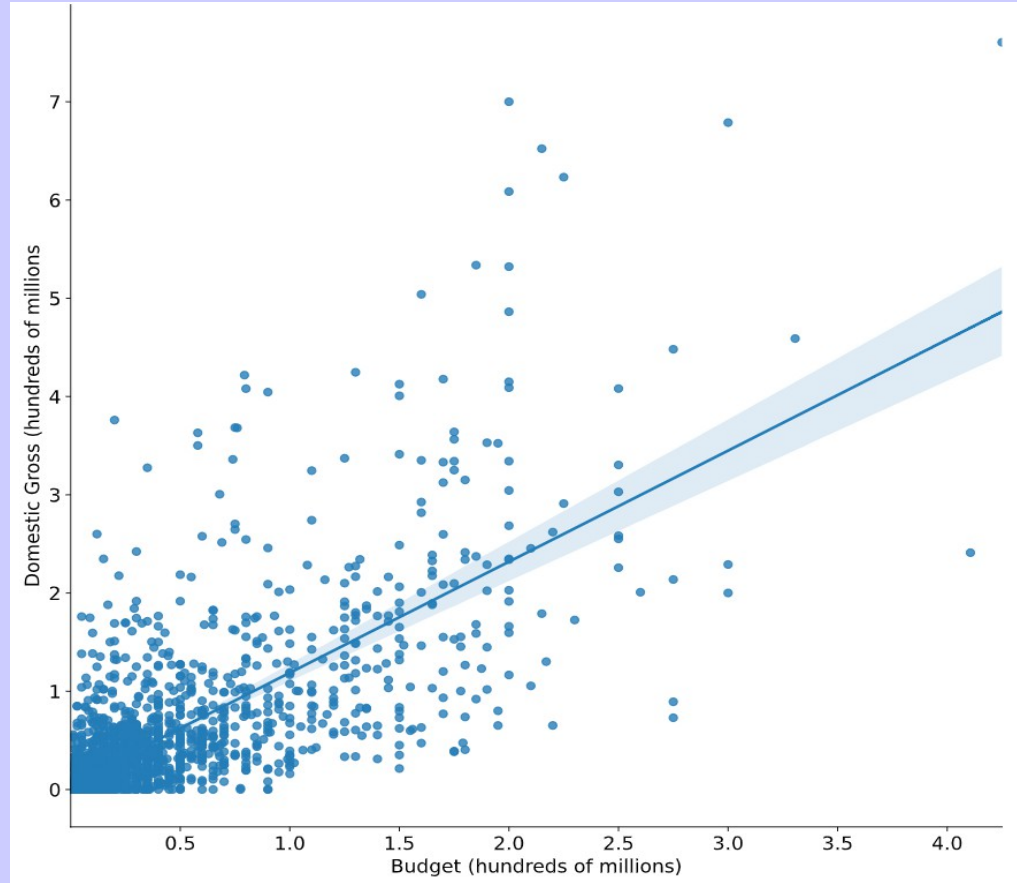# MICROSOFT

The New PIXAR

Presented by Tim McAleer

Why does Microsoft need a movie studio?

- A new industry to conquer

- Have the resources to enter strong and become a major player

- Plenty of existing IP to utilize

- Come out swinging!
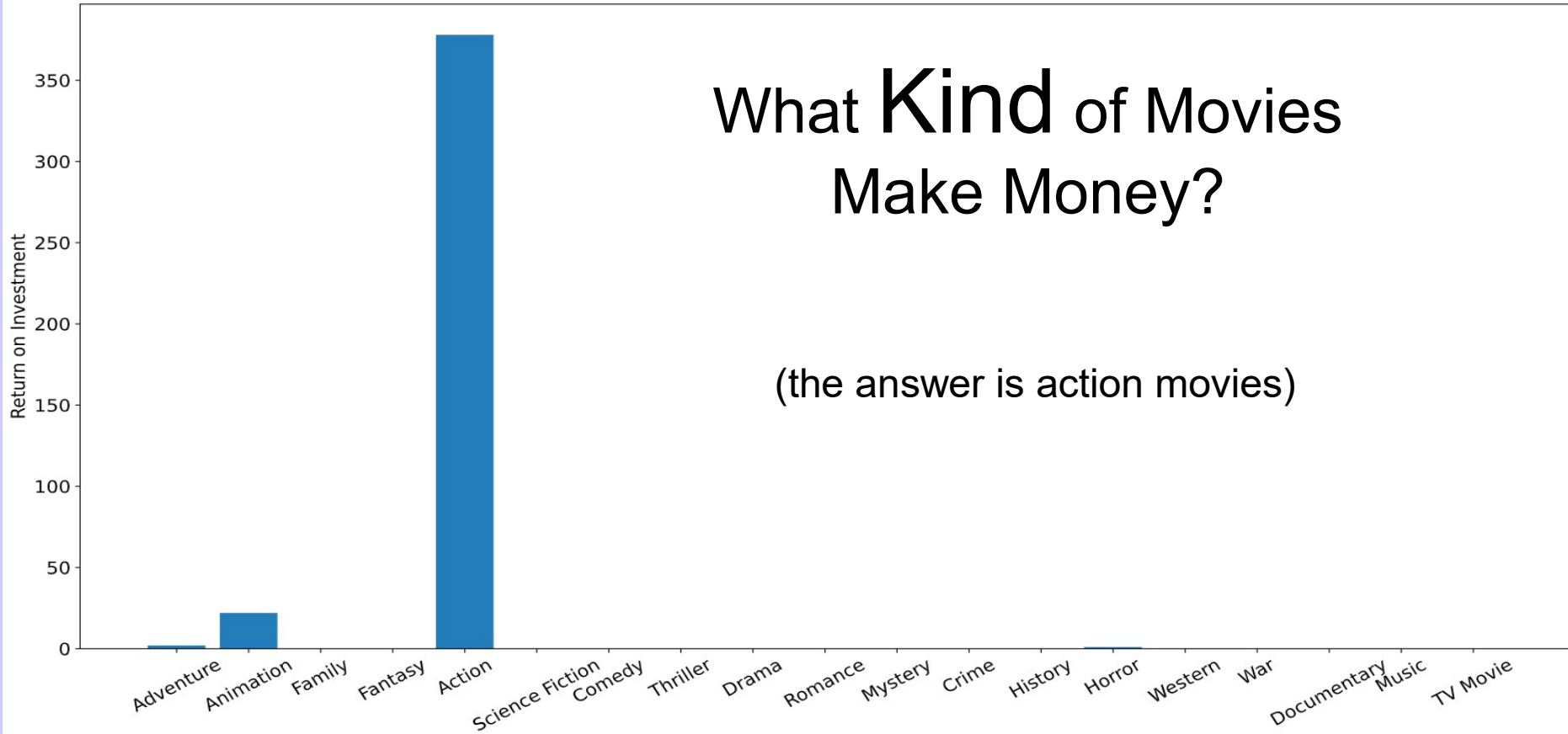
Hit The Ground Running

- Money is no object

- Maximize return on investment

- Colorful, established characters to create new stories
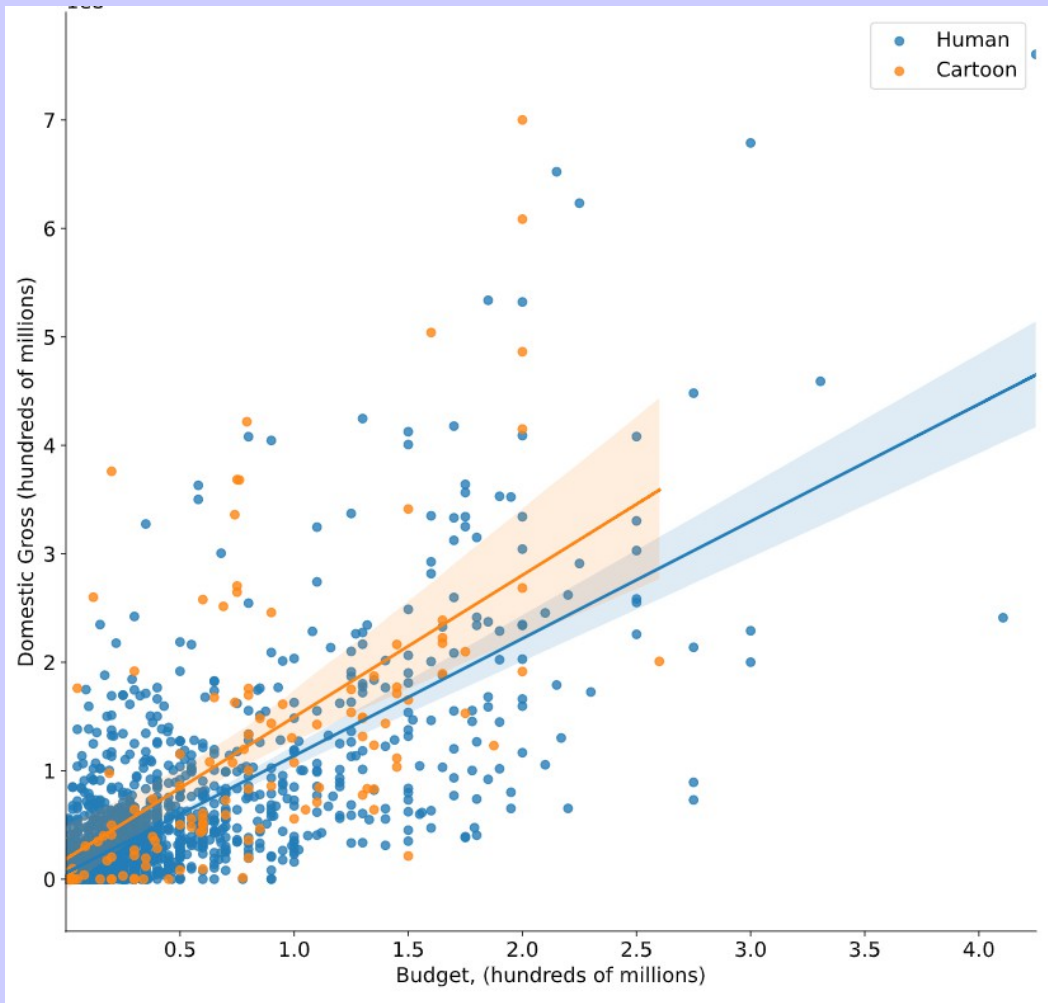
Return On Investment

Cartoons!

Look what we found!

Smaller Risk,
Higher Reward

Expected return on
investment higher across
all budgets

Animation perfect for
Xbox teams

In Summation

- Microsoft, you've done the heavy lifting already!

-

- You know what's hard about making movies?

    – Stories

    – Characters

    – World-building

    – Hiring artists

- Use what you've built! Utilize your current resources! Win Oscars!

- Give savings to data scientists!

Next Steps

- Analyze cost/savings for combining current Microsoft teams

- Analyze video games for mass appeal, strong characters

- Explore the cluster of low budget, low grossing animated films for examples to avoid

- Explore story themes and characters of popular animated films

- Study Pixar and Disney's successes closely

Thank you all for listening

- For all this and more: https://github.com/tcmcaleer/Microsoft_Movie_Studio

- Thanks to Yish and Dara for guidance
- Thanks to my classmates for support
- Thanks to Stack Overflow, for 80% of my work

- Contact me at tcmcaleer@gmail.com
- Follow me on Twitch!