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An Innovative Interactive Scripted Series

Written by Mikaela Izquierdo | Created by Craig DiFolco & Michael Izquierdo
Based on the web-series "iChannel" created by Craig DiFolco & Michael Izquierdo

Creative Partnership Deck

Pitch Deck Presentation for

JAX MEDIA by SUNNYSIDE FILMS

FLEABAG TALKS TO YOU.

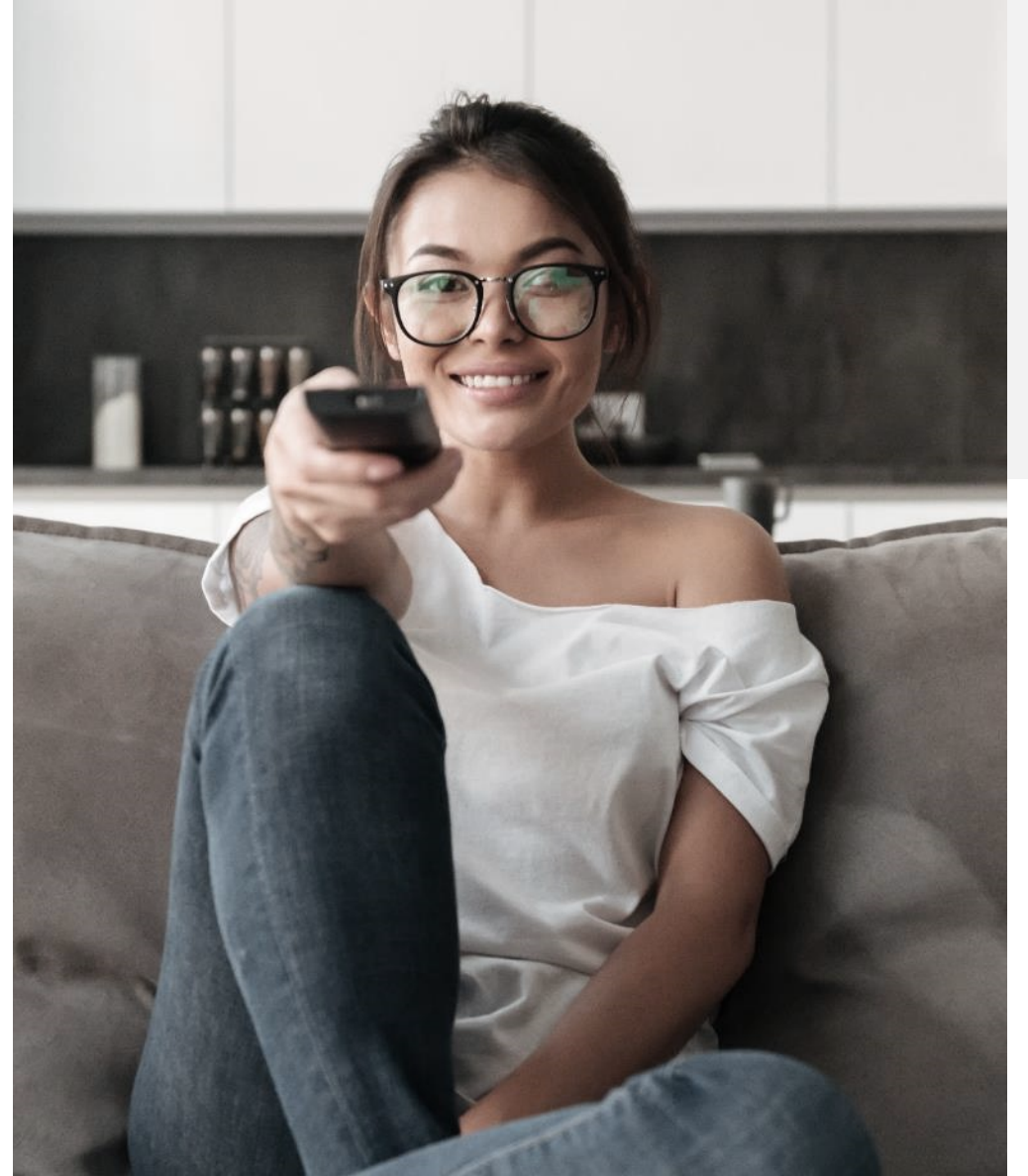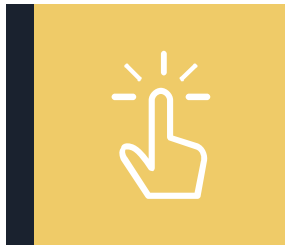But what if you could talk back?

What if you could convince Felicity to make choice A instead of choice B?

Her whole life would be different.

MAKE THE CHOICE, CHANGE HER LIFE.

Not a choose-your-own-adventure, but a choose "her" adventure

Finally, brand **new technology** allows us to build audience interaction seamlessly into the viewing experience.

Your choices propel the story.

OUR STORY
in a nutshell

Fleabag meets *Felicity* in this heartfelt interactive college comedy. An active audience assists Katya, an adventurous 18 year-old, as she moves across the country to make a new start and face the freedoms and frustrations of freshman year at NYU School for Music.

NYU | TISCH SCHOOL OF THE ARTS

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HOW DOES IT WORK?

Here are a couple of quick essentials (**our 7 principles of .***edu)*** that explain how the show works and why it's unique within the interactive space.

COOL? **COOL.**

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It has **DIRECT ADDRESS**, like Fleabag.

01

Our lead character, **Katya**, **looks at and talks to the audience** in pivotal moments. We're there as her conscience, her friend, her therapist – in a dynamic ever-changing relationship.

This alone makes us feel like active participants in her story.

Like other interactive shows, the audience can choose A or B at big moments. With *.edu,* **we choose what text to "send" Katya**. And her actions and emotions change depending on our messages. So this is much more than a story where you simply choose to walk through door #1 or door #2, like in a video game.
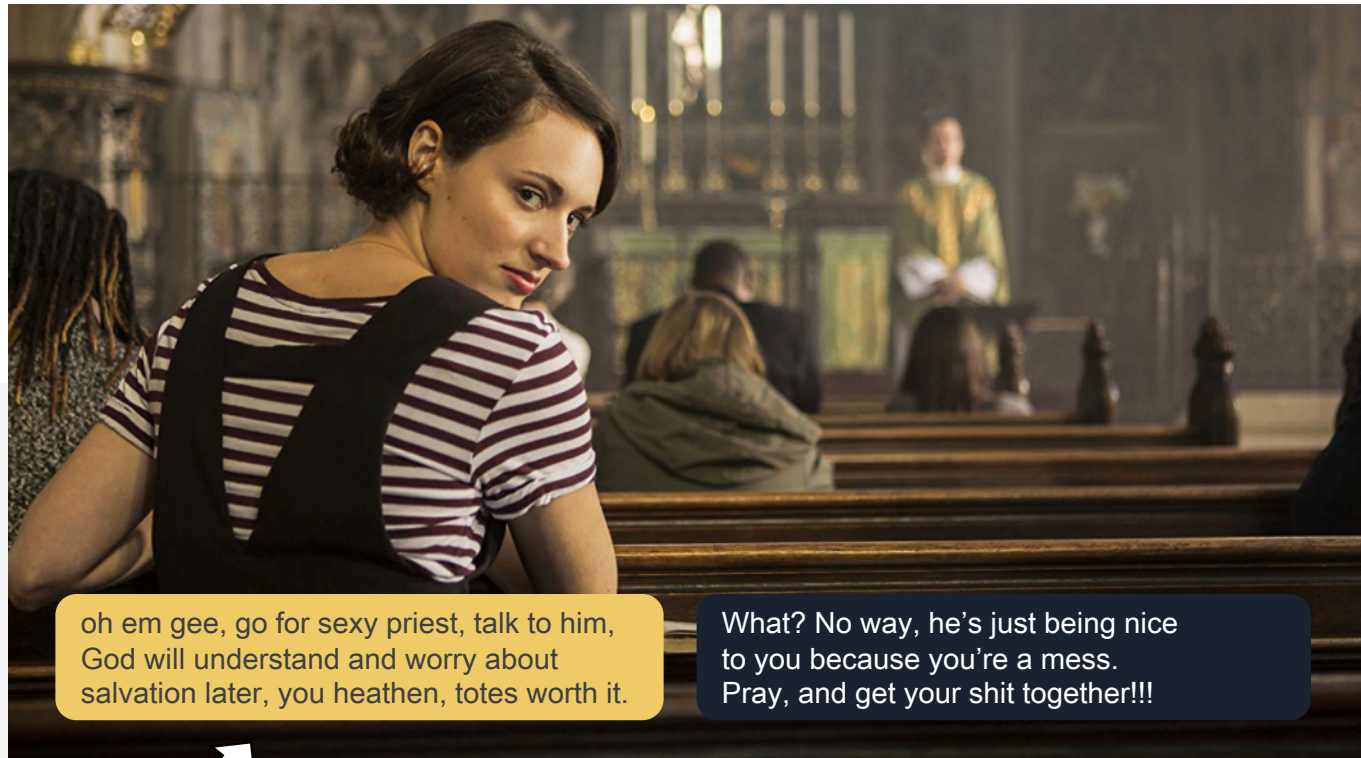
02

oh em gee, go for sexy priest, talk to him, God will understand and worry about salvation later, you heathen, totes worth it.

What? No way, he's just being nice to you because you're a mess. Pray, and get your shit together!!!

Text A

Text B
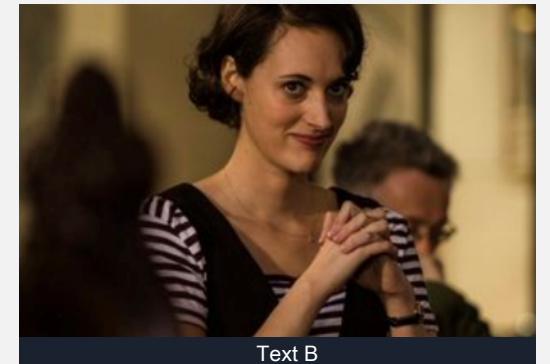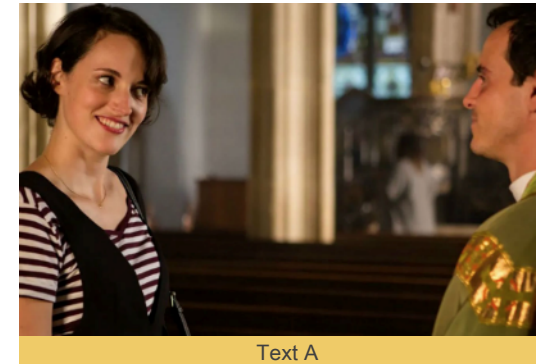
03 ——————————

There's some conflict or tension with the viewer

We realized how important this is with our first interactive show. We engaged viewers more when the main character argued with the audience sometimes.

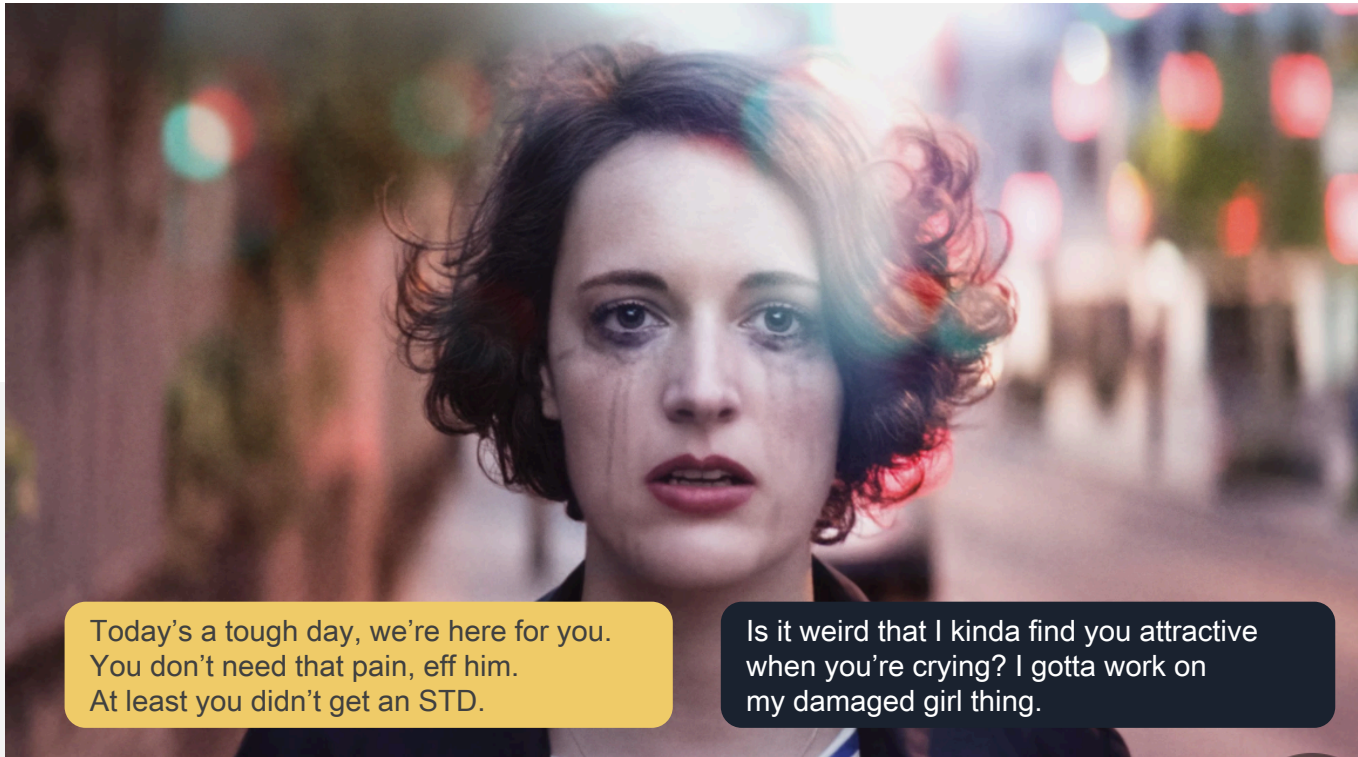Nothing too tense of course— remember, it's a rom-com!

oh em gee, go for sexy priest, talk to him, God will understand and worry about salvation later, you heathen, totes worth it.

What? No way, he's just being nice to you because you're a mess. Pray, and get your shit together!!!

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Texts will have humor and perspective, making the audience feel like it's one of the characters.

04

Today's a tough day, we're here for you.
You don't need that pain, eff him.
At least you didn't get an STD.

Is it weird that I kinda find you attractive when you're crying? I gotta work on my damaged girl thing.

She will say to camera/us:

"That's true. Do you want me to go back and thank him?"

"I know. It's a superpower of mine. Next time I'll wear a tattered cape. You won't be able to resist. "
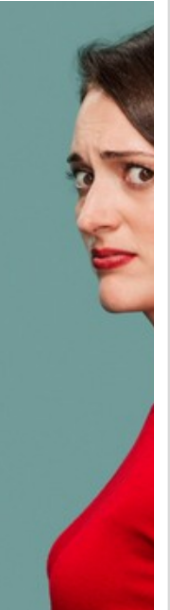
05

Our choices **influence Katya's relationships** with friends and guys. If your advice pisses off her crush, they'll be fighting all episode. Suggest a different choice, they'll be getting along.
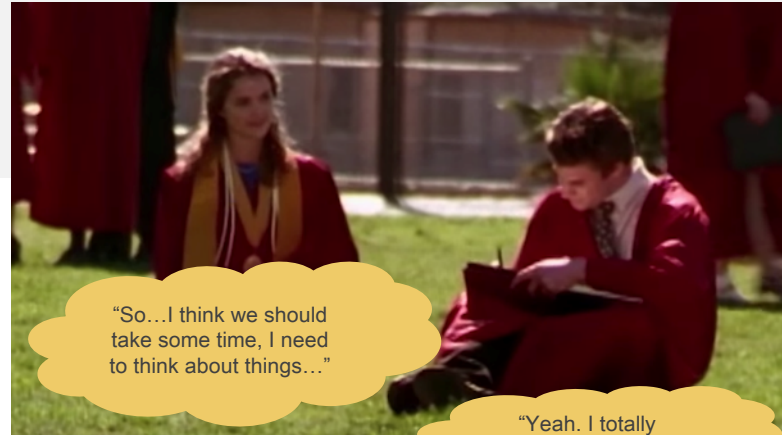
OUR INTERACTION

Get him out of here! He's a creep, you can do better.

I dunno, he's got that jock poetic thing going for him.

HER RESPONSE

"So…I think we should take some time, I need to think about things…"

"Yeah. I totally understand." [hurt]

Another character's behavior throughout the episode may vary depending on our suggestions for Katya. We could watch the episode again and if we made different choices, his reaction would be different.

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06

There are no dead ends.

In some interactive stories, make a wrong choice and the story ends. To keep watching, you have go back to your last choice and try again. With *.edu*, choices lead to full variations of a similar story, all the way through.
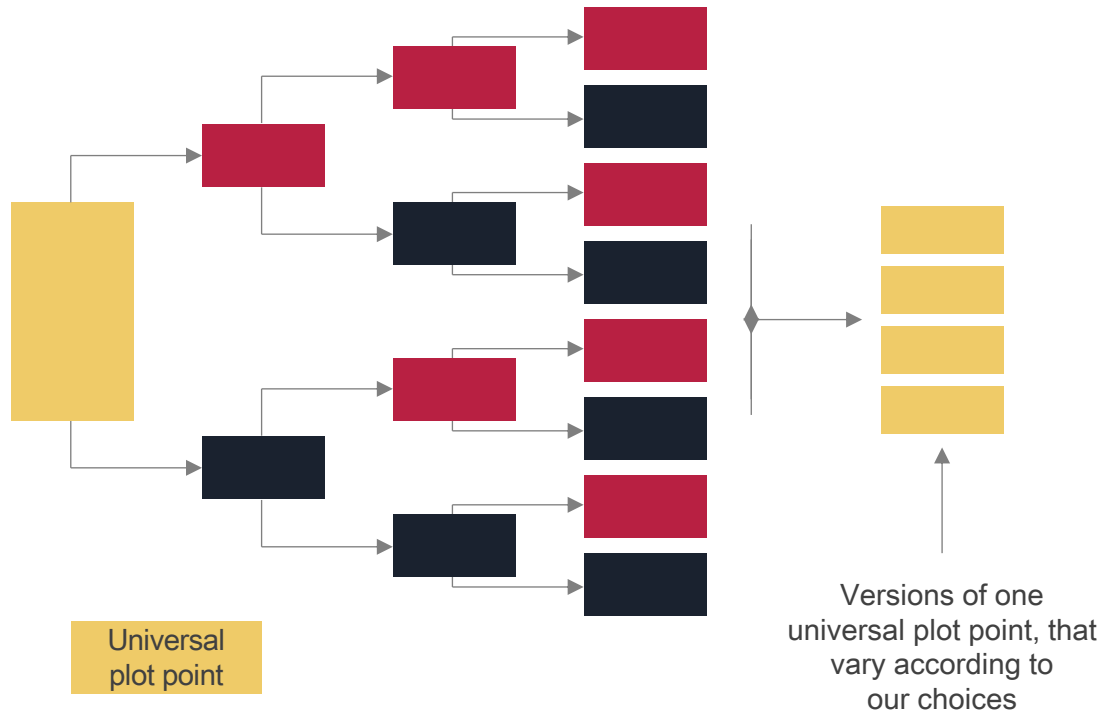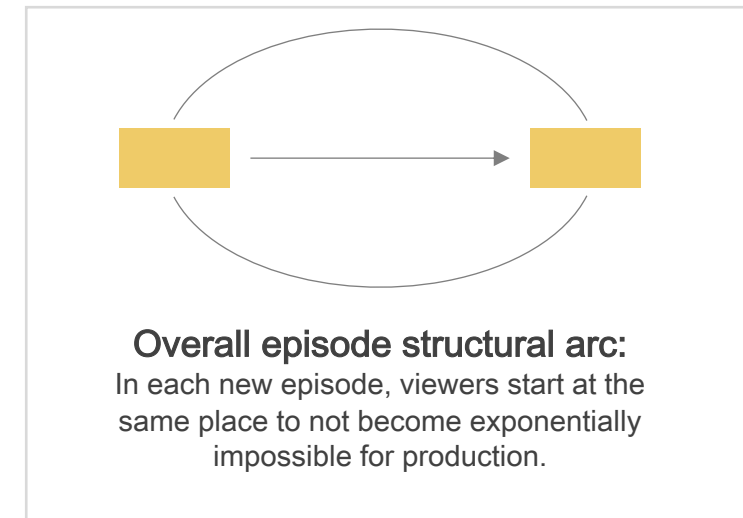

Beginning of Episode ⟶ Moments of Interactivity ⟶
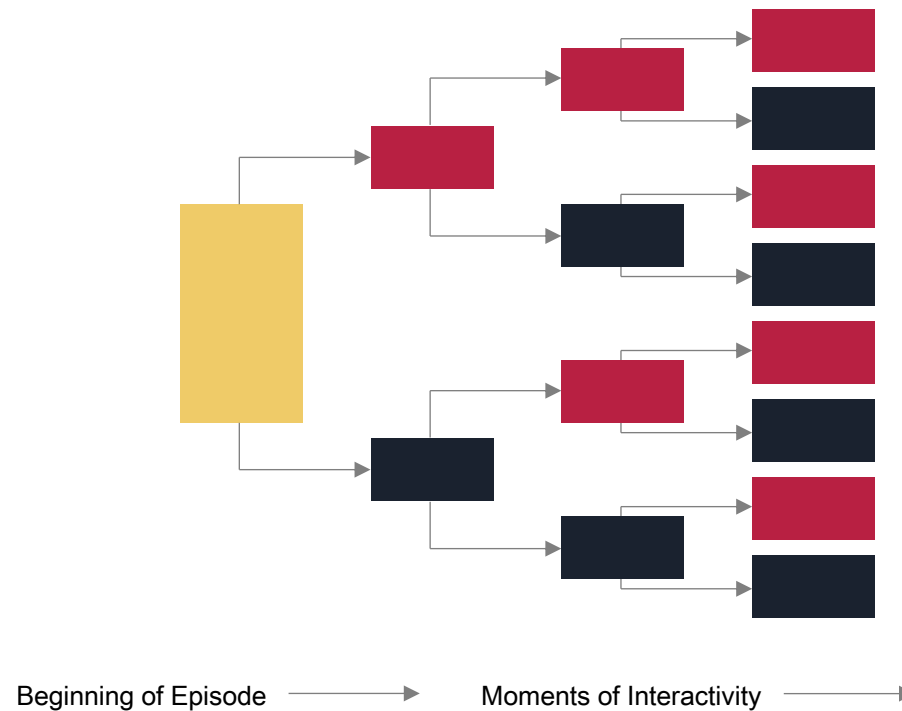
Production worries? No problem.

07

The ending of each episode has a few versions depending on your choices. But those all share a **universal plot point.** So the next episode begins at that same plot point for all viewers.

Otherwise the choices would keep growing and growing with each episode for the whole season. Our way saves time and money.

Universal
plot point

Versions of one
universal plot point, that
vary according to
our choices

Sample Small scale: One universal plot point to another

Overall episode structural arc:
In each new episode, viewers start at the
same place to not become exponentially
impossible for production.

WHY US?

Ten years ago, Sunnyside Films created *iChannel,* a hit interactive web series that allowed the audience to impact the story by writing in comments which were sent to the main character as "texts."

Millions of views and years later, we've become experts in how to craft an interactive narrative. Now interactive capabilities and content distribution have finally caught up to the concept, and a successful half-hour adaptation is finally possible on a large scale.

43 Episodes,

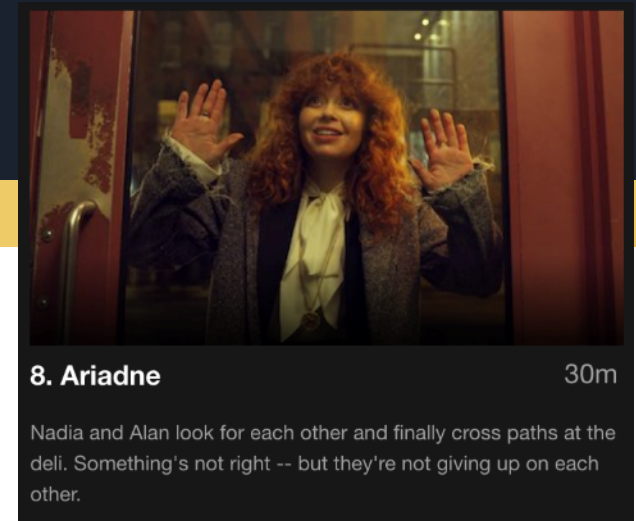*over 2 Million Views, and an interactive experience like no other.*
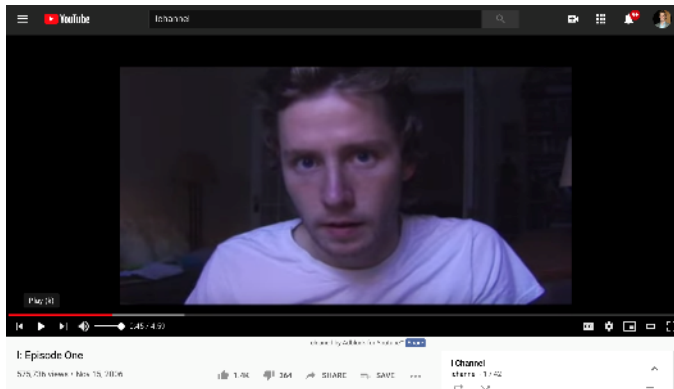
How .**edu** matches JAX Media's production legacy

A strong, central female character

A ½ hour comedy

8. Ariadne   30m

Nadia and Alan look for each other and finally cross paths at the deli. Something's not right -- but they're not giving up on each other.

Innovative, out-of-the-box thinking

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To hear more or for any questions please contact:
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