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GEMINA

PITCH



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01

INTRODUCTION

Summary of project-format, logline, hook.





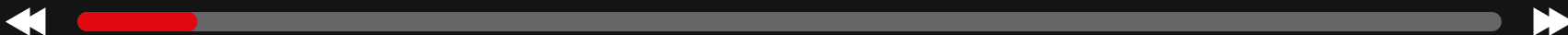
I INTRODUCTION

Project-format:

- **LENGTH:** 8x60, TV Series
- **GENRE:** Coming-of-age, crime mystery

Logline:

- A misunderstood girl, Gemina Solace, is wrongly framed for murder and has to clear her name and protect her town by doing her own investigative work.



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02

ONE-PAGER

Why the series matters, summary, and reasons for success.





I ONE-PAGER SUMMARY

Why Does this Show Matter?

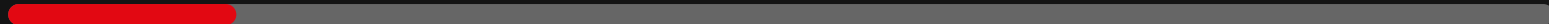
- Lack of representation for quiet kids being main characters.
- Being a "quiet kid" is usually equated with being lame and boring, but they can be interesting too.

Series Summary

- 15 year-old Gemina Solace is found next to her dead classmate in the art storage one day by her art teacher.
- In the interrogation room, Gemina does not care to explain herself.
- She has a week to do investigative work with the help of her unwanted sidekick and classmate, Milo Anderson, so that she does not get framed for murder. It is a mystery to the characters in the show, and the viewers too.
- In the end, Gem finds out that it was her art teacher, Miss Thatcher, who was responsible for the missing children.
- However, Miss Thatcher's reasoning and motivations raise many questions too.

Why Will it Succeed?

Not only does Gemina focus on relatable topics like the feeling of being misunderstood and unwanted, but it combines that with an enticing mystery that will urge viewers to continue watching.



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PILOT AND MAIN CHARACTERS

Summary and description.





STORY WORLD

- *Gemina* takes place in a quaint town in Canada called Huntsville.
- Huntsville is small, unproblematic, and quiet.
- The mystery of the missing children is very shocking and unusual for the residents.
- The show will take place during the autumn season to match the dark and eerie tone of the show.
- Huntsville also houses the public high school the characters study at, Oakland High.





SYNOPSIS OF THE PILOT

EP1 - Curiosity Killed The Cat (Pilot):

- Gemina Solace (Gem) walks to school and attends all her classes alone.
- Gem gets picked on for being quiet in class, but before her classmate Milo Anderson can defend her, Gem walks away from them unbothered.
- During the break, Gem makes her way to her favourite secluded spot, the art storage room.
- Meanwhile, Gem's parents are dealing with their own hardships at home.
- Back in school, Miss Thatcher finds a student crying over her lost art supplies.
- Miss Thatcher helps the student by showing her the art supplies she has in her storage room.
- When Miss Thatcher opens the door to her art storage room, she is presented with the **horrific** sight of Gem with bloody hands standing next to a dead classmate.

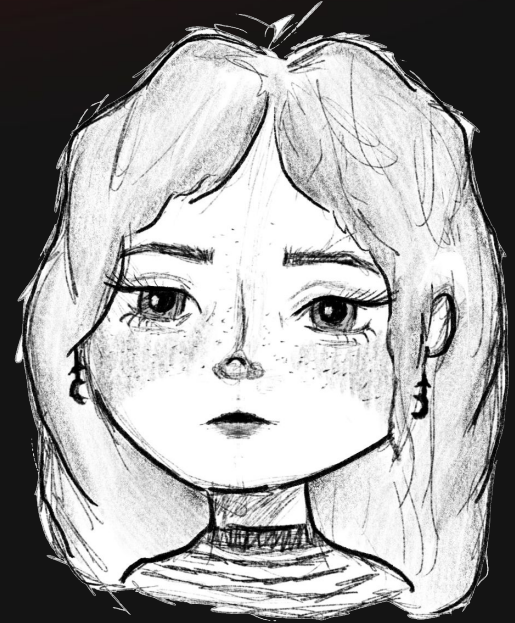




I MAIN CHARACTERS

GEMINA SOLACE

- A fifteen-year-old girl with hazel eyes and deep brown, medium-length hair and wispy bangs.
- She is quiet, hard to understand, and mysterious. She does not talk to anyone unless necessary to her.
- She has no friends, but that changes as the series progresses.
- Gem likes to crochet alone in secluded areas (e.g. art storage room).
- Her inner thoughts are intricate and rich.
- She is intelligent and picks up on patterns and puzzles very fast.
- Gem's quiet nature did not come naturally, it was her childhood that transformed her personality.
- **Biggest conflict:** trying to prove her innocence when she is wrongly accused of murder.





I MAIN CHARACTERS

MILO ANDERSON

- A sixteen-year-old boy with curly dark brown hair and brown eyes.
- Milo is in Gem's class at school, even though, he is a year older.
- He had to be put in a grade lower in elementary school.
- Antithesis of Gem: friendly, open-minded, talkative, and curious.
- He loves playing video games in his free time, which makes him great at solving problems in real life too.
- Milo is Gem's first friend, and he helps her with the mystery and through her journey of self-discovery.
- Has doubts about his intelligence but Gem helps him find self-confidence in return.

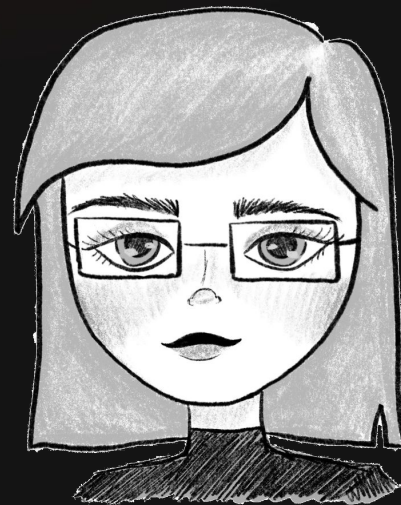




I MAIN CHARACTERS

MISS. THATCHER

- A twenty-eight-year-old art teacher at Oakland High.
- Has brown eyes and short brown hair.
- She teaches Gem and Milo art every Monday at school.
- Miss Thatcher is lovable, kind, and understanding.
- She's always there to help out a student in need, however, she has a dark side to her that no one in town would have ever suspected.





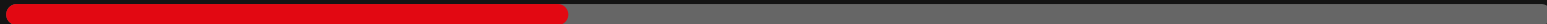
I OTHER CHARACTERS

GREG SOLACE (GEM'S DAD):

- A forty-two-year-old neurosurgeon with green eyes and black hair.
- Greg is constantly stressed and working.
- He never paid enough attention to Gem when she was growing up due to his occupation, however, we see the guilt he has built up unravel in the show.

ANNE SOLACE (GEM'S MOM):

- A forty-year-old stay-at-home mom with brown eyes and hair.
- Anne has a failing online jewelry company that causes her to feel incompetent in her circle of successful, put-together friends.
- Because of this insecurity, Anne also does not pay enough attention to Gem.
- Anne always prioritizes her reputation first rather than her relationship with her husband and only daughter.



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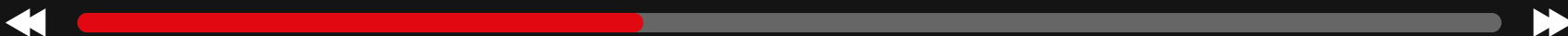
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BUDGET

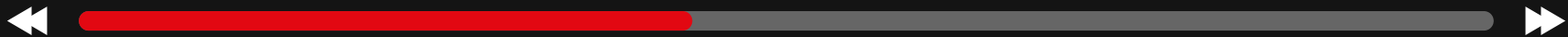
Breakdown of pilot and series budget.





I GEMINA BUDGET OVERVIEW

AMOUNT (AED)	PILOT EPISODE: CURIOSITY KILLED THE CAT	FULL SERIES (8 EPISODES)
\$	124,500	996,500 (roughly 1 million)





| GEMINA BUDGET BREAKDOWN: CAST

CAST	DAILY RATE	DAYS NEEDED	COST
Lead Actor	AED 4000	14	AED 56000
Lead Actor	AED 4000	14	AED 56000
Supporting Actor	AED 2000	10	AED 20000
Supporting Actor	AED 2000	10	AED 20000
Supporting Cast	AED 3000	10	AED 30000
TOTAL:			AED 182000





| GEMINA BUDGET BREAKDOWN: ABOVE THE LINE

ABOVE THE LINE	DAILY RATE	DAYS NEEDED	COST
Story & Script	AED 1500	18	AED 27000
Producer	AED 1800	14	AED 25200
Director	AED 2500	14	AED 35000
Director of Photography	AED 4000	14	AED 56000
			TOTAL: AED 143200





GEMINA BUDGET BREAKDOWN: BELOW THE LINE

BELOW THE LINE	DAILY RATE	DAYS NEEDED	COST
Camera Department	5000	14	AED 70000
Lighting Department	AED 2500	14	AED 35000
Sound Department	AED 2500	14	AED 35000
Art Department	AED 1000	14	AED 14000
Assistant Directors	AED 1000	14	AED 14000
Production Department	AED 5000	14	AED 70000
Make-Up Department	AED 1000	14	AED 14000
Costume Department	AED 1000	14	AED 14000
Additional Staff			
			TOTAL: AED 266000





| GEMINA BUDGET BREAKDOWN: PRODUCTION

PRODUCTION	DAILY RATE	DAYS NEEDED	COST
Equipment & Insurance	AED 5700	14	AED 79800
Locations	AED 1000	14	AED 14000
Production Design	AED 4000	14	AED 56000
Costume	AED 570	14	AED 7980
Hair & Make-Up	AED 2000	14	AED 28000
Catering	AED 2500	14	AED 35000
Transport	AED 1400	14	AED 19600
TOTAL:			AED 240380





GEMINA BUDGET BREAKDOWN: POST PRODUCTION

POST PRODUCTION	DAILY RATE	DAYS NEEDED	COST
Editor	AED 660	60	AED 40000
Assistant Editors	AED 300	60	AED 18000
Hard Drives & Office	One time rate (x4)	60	AED 2000
Sound Design	AED 415	60	AED 25000
Music Rights	One time rate	60	AED 10000
			TOTAL: AED 95000





| GEMINA BUDGET BREAKDOWN: EXTRA EXPENSES

01

Marketing and Promotion

AED 40,000

02

Graphics/Credit Design

AED 50,000

03

Hard Drives & Office

Sandisk 1Tb Extreme Pro Portable
Ssd - Up To 2000Mb/S (4 pieces)



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STORYBOARD

Visualization of the Pilot.





Scene 1

Shot: Medium Close-Up

Location: INT. Hallway, Oakland High

Camera follows BULLY walking.
BULLY nudges GEMINA as they
walk past each other.



Scene 2

Shot: Medium Close-Up

Location: INT. Hallway, Oakland High

Camera stops following to show
BULLY'S reaction.



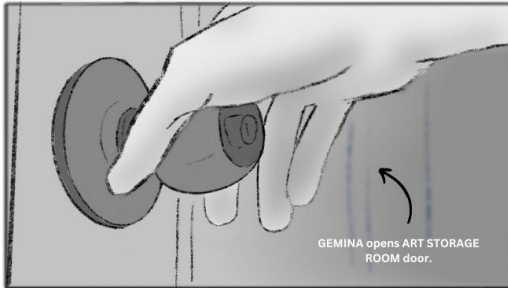
Scene 3

Shot: Wide Shot

Location: INT. Hallway, Oakland High

GEMINA'S thoughts shown.

MILO hiding in class.



Scene 4

Shot: Close-Up

Location: INT. Art Room, Oakland High

GEMINA opens ART STORAGE
ROOM door.



Scene 5

Shot: Over the Shoulder

Location: INT. Art Room, Oakland High

MILO looking at GEMINA enter the
ART STORAGE ROOM



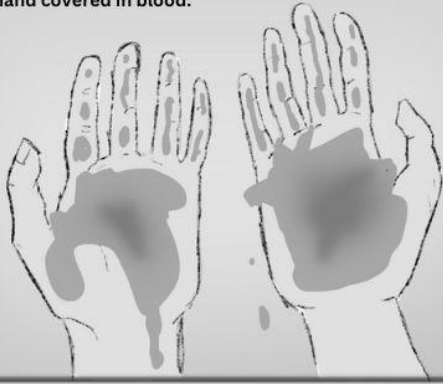
Scene 6

Shot: Medium

Location: EXT. Outside Oakland High



GEMINA'S hand covered in blood.



Scene 13

Shot: Close-Up

Location: INT. Art Storage Room, Oakland High



Scene 14

Shot: Medium to Close-Up

Location: INT. Art Storage Room, Oakland High





06

POSSIBLE DISTRIBUTORS

Explanation of Four Possible Distributors.





Disney+

- Has a huge audience consisting of both kids and adults
- World's most recognizable and admired entertainment companies
- Provides exclusive material that is not available on any other platform
- Cross-promotion and new revenue sources are made possible by the integration of Disney+ with other Disney-owned assets, retail, theme parks.
- Provides an easy-to-use user experience
- Disney+ is a family-friendly platform
- One of the most affordable SVOD services at \$7.99/month only
- 161.8 million subscribers as of March 2023 in 108 countries

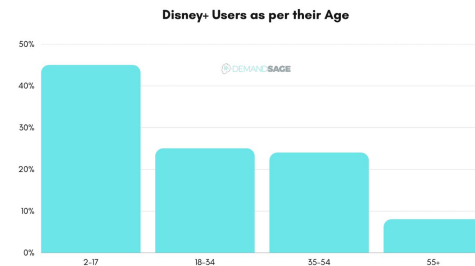




Why Would Disney+ Finance Gemina?

- Unique and captivating plot of murder mystery and crime
- Targets both teenagers and young adults (highest user percentage)
- Gemina will be exclusive to Disney+ only since they are fully funded by them.
- The exclusivity would increase the number of subscribers to Disney+, especially through effective advertising and marketing strategies.
- Possibility of merchandise, costume ideas due to Gemina's unique looks
- Possibility of virality through Tiktok similar to Wednesday's famous dance

Disney+ Users as per their Age



In the United States, 45% of Disney+ users are below the age of 18.

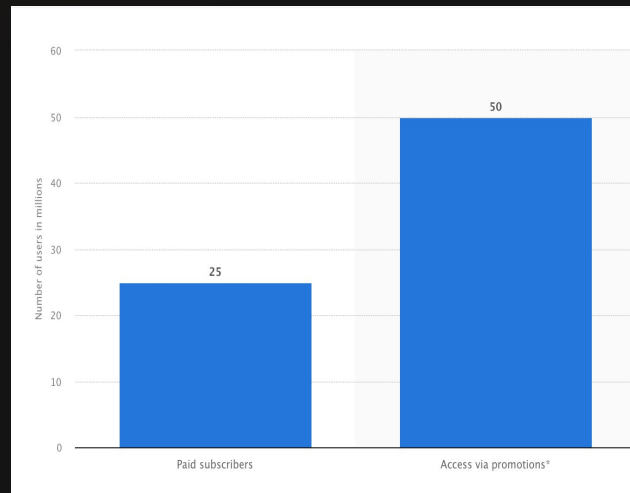
- People aged 18 to 34 make up 25% of the Disney+ user base.
- People aged 35 to 54 make up 24% of the Disney+ user base.
- 8% of Disney+ users are above the age of 55.





Apple TV+

- Introduced by Apple Inc. in 2019 and accessible in more than 100 nations
- Provides both original content and works from other networks
- 3 months free with every Apple device purchased, then monthly subscription of \$ 6.99
- Small TV library, quality over quantity
- Lower paid subscriber rate compared to the other suggested platforms.





Why Would Apple TV+ Finance Gemina?

- Original and unique content
- Increased Murder mystery demand
- Being backed up by Apple Inc. provides Apple TV+ the financial capacity to support ambitious productions like Gemina
- Gemina will be exclusive to Apple TV+ only since they are fully funded by them
- The exclusivity would increase the number of subscribers to Apple TV+ especially through effective advertising and marketing strategies.
- Although risky, if agreed, both parties would benefit the label of top-quality production/streamline.





Amazon Prime and Netflix

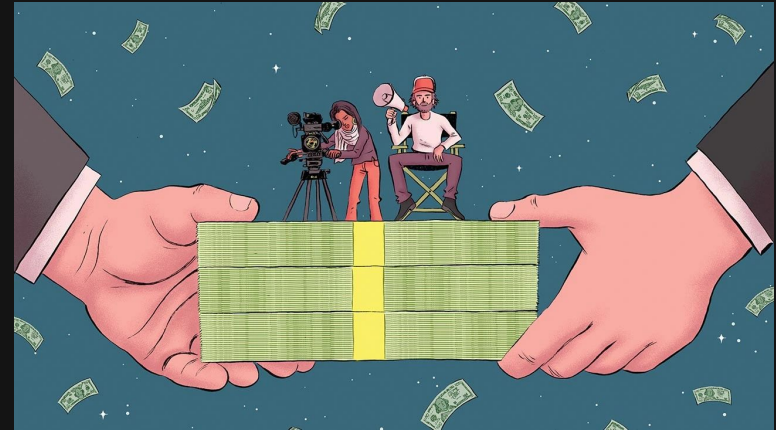
- Amazon Prime has over 150 million subscribers worldwide, while Netflix has over 200 million subscribers globally.
- Amazon Prime offers various services, including free shipping on Amazon products, unlimited access to Amazon Prime video, and exclusive deals on music, books, and games.
- Netflix is a subscription-based streaming service that offers a wide range of movies, TV shows, and documentaries from various genres.
- Both services have a vast selection of content, which allows them to cater to a diverse audience.
- This diverse content also helps them stand out from their competitors in the crowded streaming market.





Series Financing: Long-Term Viability and Investment Potential

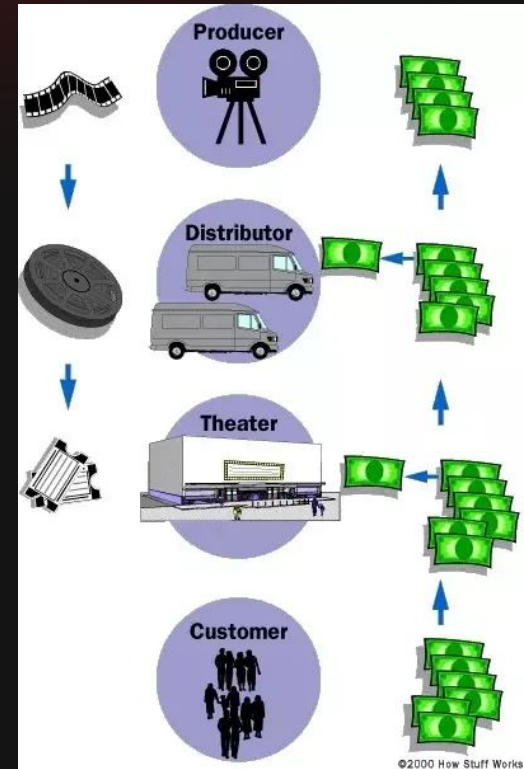
- The Gemina series is an excellent fit for Amazon Prime and Netflix, given their history of financing shows with similar themes and demographics.
- The Gemina series has the potential for longevity and success in the streaming industry, considering the current trends of high ratings, online hits, advertising revenue, subscriptions, and international reach.
- The unique and distinctive nature of the Gemina series sets it apart from its competitors, which is a crucial factor for success in the streaming industry.





Meeting Distributor Needs

- Amazon Prime requires shows that can cater to its diverse audience, have a unique storyline, and generate high ratings.
- The Gemina series is a perfect fit for Amazon Prime because it caters to a broad audience, has an intriguing storyline, and can generate high ratings.
- Netflix focuses on producing shows that can attract a wide audience and generate international reach.
- The Gemina series meets Netflix's requirements as it has a diverse cast and a unique storyline that can attract a global audience.





Why Gemina has the potential to become a hit series for distributors like Amazon Prime and Netflix?

- **Intriguing plot:** Gemina has a unique plot that keeps viewers engaged and guessing until the very end.
- **Well-developed characters:** The show has well-developed characters that are relatable and resonate with audiences across different demographics.
- **Unique story world:** The show's story world is unique, which sets it apart from other series.
- **Potential for high ratings:** Gemina has the potential to generate high ratings, online hits, advertising revenue, subscriptions, and international reach.
- **Longevity guaranteed:** The plotline has many twists and turns that will keep viewers engaged for many seasons to come.
- **Exploration of themes:** Gemina explores themes like self-discovery and the impact of neglectful parenting, which will resonate with audiences.
- **Profit potential:** Distributors like Amazon Prime and Netflix should finance Gemina because it has all the necessary elements to become a successful series that will be loved by viewers and bring in significant profits.



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CONCLUSION

Why Should you Finance us?