



# The Elevator Pitch

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# Keep it short....

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Elevator pitches were designed to elicit interest in business ideas in the time it took an elevator to travel a few floors. You would only have 20 seconds to leave an impression in hopes of gaining investment in what you're trying to sell.



**Mathew Luhn**, who developed some of Pixar's most memorable movies, believes that people start losing interest in what you're trying to say after **8 seconds**.



Starting with a question is a good way to increase the curiosity of your audience.



Drawing on personal experience could make developing the initial idea easier.



The bumper can have a beginning, middle, and end....or....it could just be a slice of life.

# What if?

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If you're struggling with an idea, posing a simple what if question might spark some inspiration.

- “What if the king of blue woke up to find that everything in his domain had turned Orange?”
- “What if everyone in the world has suddenly disappeared?”
- “What if Dogs were actually vehicles for aliens?”

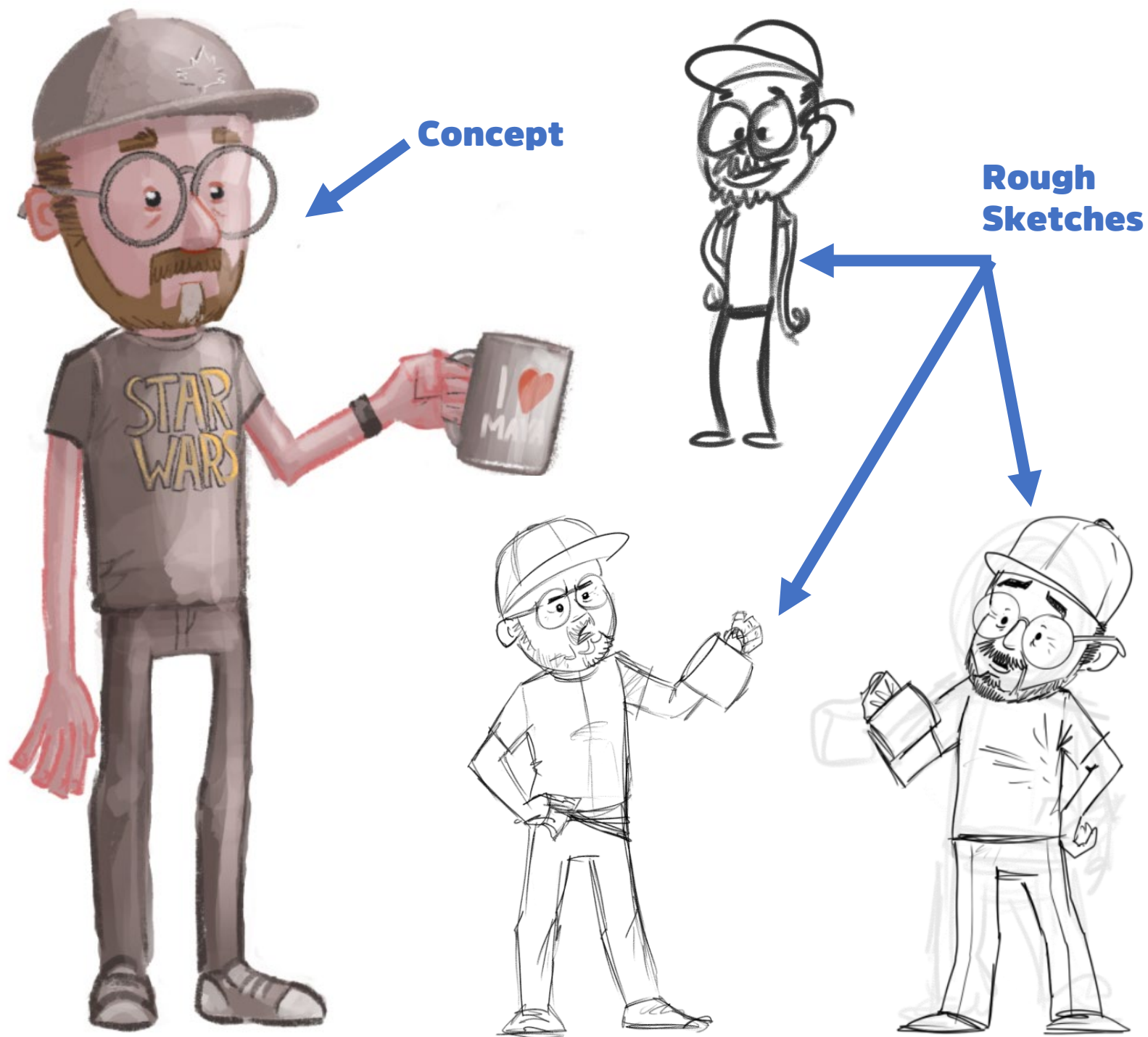




## The Pitch Package Includes:

1. A rough sketch of your character in a pose. Try to keep it three-quarter. Color is optional.
2. A brief written description, no more than **3 short sentences**. And a few thumbnails depicting the sequence you want to create (you can use **Storyboarder** for this).
3. A mood board consisting of a minimum of 4 images that will indicate the direction you want to take (lighting, color, design language, etc.). Make sure to reference any images used (like the stinger).
4. Thoughtfully put together in a PDF that will be submitted to Syncsketch (**Week 7 - Pitch Proposal**).

# Pitch 1: Super Kris



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## What if Coffee gave you superpowers?

Tired Kris needs a pick me up. After having a sip of his favorite coffee brand he is zapped with a magical buzz. Kris flies off to work in a flash, ready to save the day.



**Thumbnails depicting the action.**



## Mood board (Reference images)

Indicate what each image is intended for and give basic reference information (artist, date, etc.).



**Pitch 2:**  
**Bossy Bear**  
by David Horvath

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# Pitch 1: Power Bump

**What if the only one that could really appreciate a spoiled King (that had it all) was his clone?**

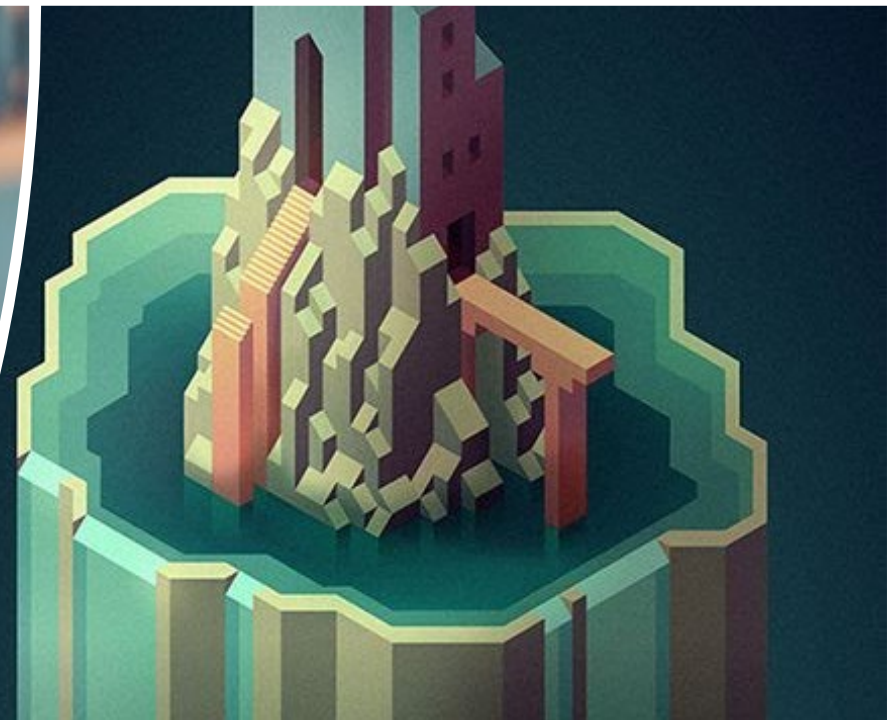
In a far-off kingdom spoiled Bossy Bear gets nothing he likes for his birthday. Down, grumpy, and mumbling to himself he unwraps his last present...it's a clone of himself. YAY, power bump.



# Mood board

(Reference images)

Indicate what each image is intended for and give basic reference information (artist, date, etc.).



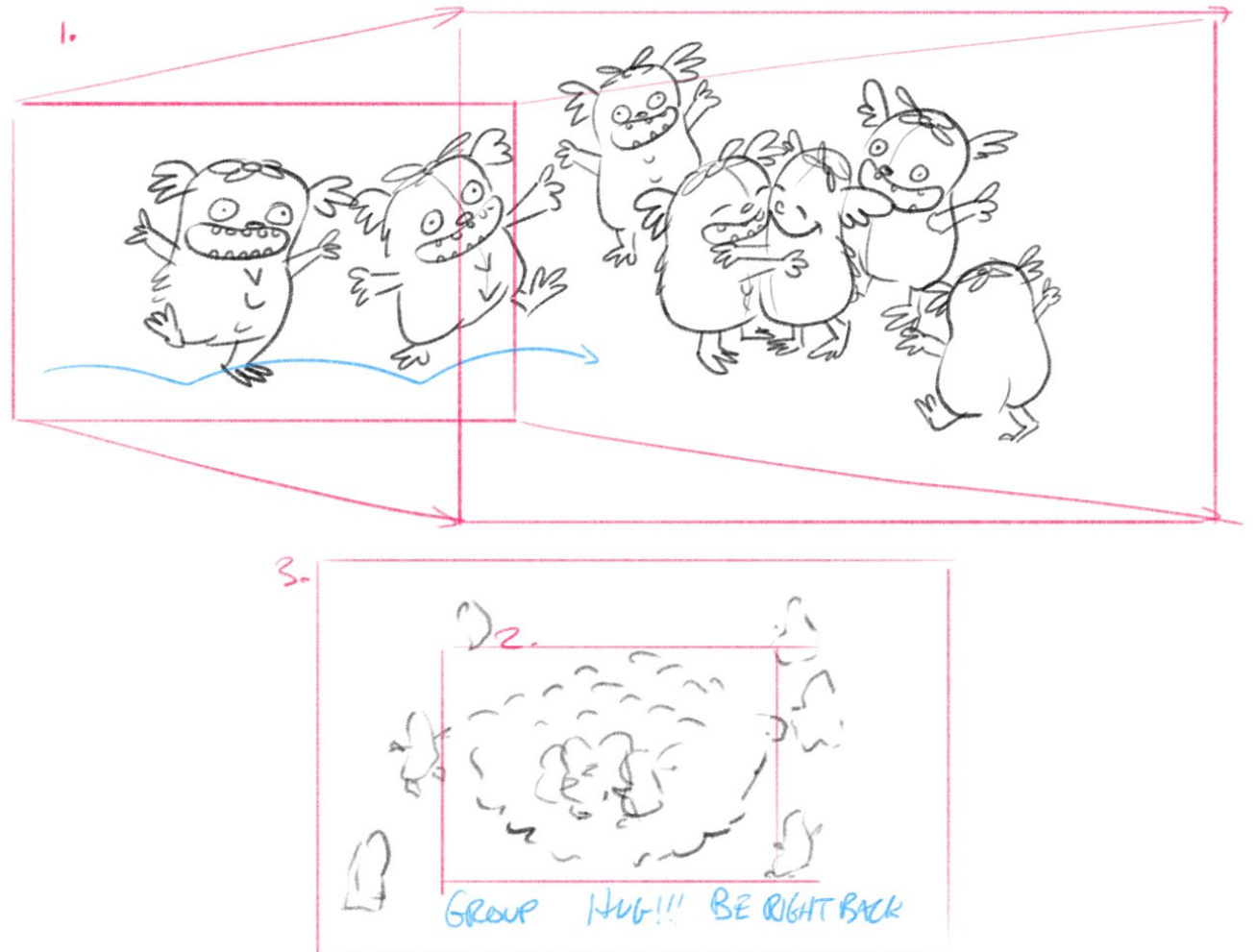
**Pitch 3:**  
**Choco**  
by David Horvath



## Pitch 2: Group Hug:)

**What if the first thing everyone did after the Pandemic ended, was to run into a world encompassing group hug?**

The sun is shining, the bells are ringing, people or popping their heads out of their little burrows, the Pandemic is finally over. We follow Choco as he rushes into a massively growing group hug. The camera zooms out to reveal the hug has evolved into the shape of a giant heart.





# Mood board

(Reference images)

Indicate what each image is intended for and give basic reference information (artist, date, etc.).

