

DEVELOPMENT PROCESS

IDEA

You have an idea...but now what do you with it?

MARKET RESEARCH:

The first step before doing anything, is looking at what already exists.

- Has this idea been done before?
- If so, how was it done?
- When was it done?
- How can you make it different?

Once you've confirmed no one has produced the idea the way you want to do it, then you can start expanding and developing your idea.

PITCH MATERIALS

- Pitch Deck
- Sizzle Reel or Proof of Concept

PITCH DECK

This document is used to help convince people that your idea should be made. It helps them "see" the show without having to watch it. It's important to note that this is a visual document and should included a lot of photos and examples. Some of the sections you'll want to include are:

- TITLE
- LOGLINE
- OVERVIEW
- THE SHOW
- FORMAT
- STYLE & TONE
- OTHER THINGS TO CONSIDER:
 - DIGITAL COMPONENT
 - EXAMPLE EPISODES
 - ACCESS
 - TALENT
 - IP

SIZZLE REEL/PROOF OF CONCEPT

A sizzle reel is a short video that includes the highlights of your idea - think of it as a sales tape used to sell your idea. You want to feature whatever makes your idea different and buzzworthy. You must always start with a strong open. Most buyers will not watch

past the first 15 seconds if they aren't hooked off the top. The entire reel should be less than three minutes. Sizzle reels can cost a lot of money so if you can't afford to shoot new footage, create a Found Footage Reel.

A Proof of Concept is a bit more in-depth than a sizzle reel – it's usually longer and better illustrates how the show will look and feel. These can be up to 10 minutes long.