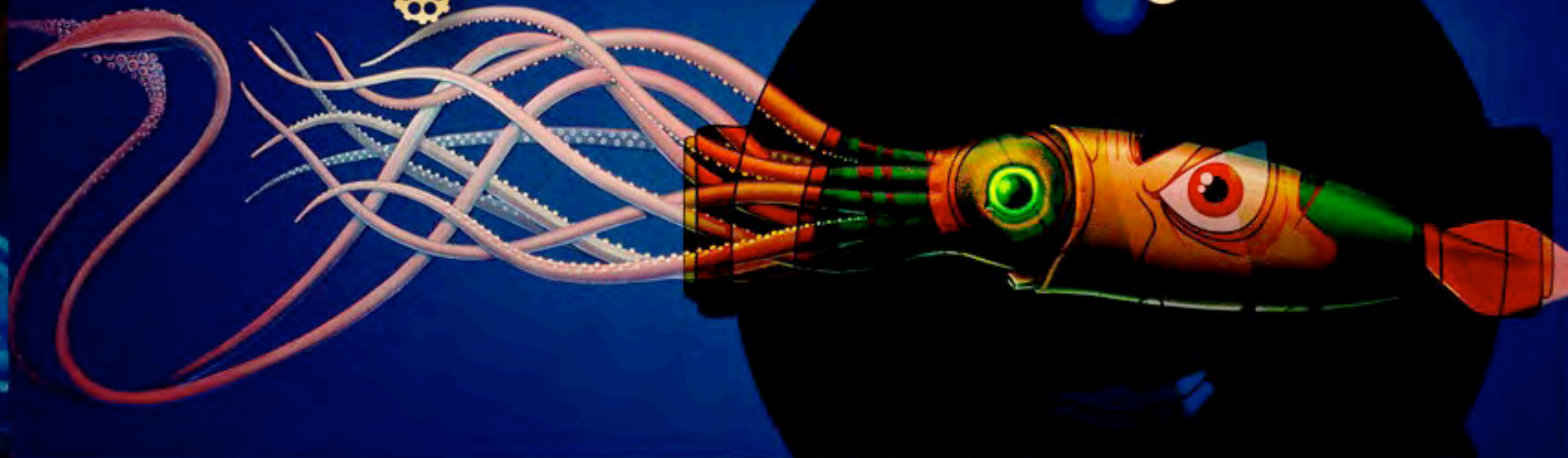


TWENTY THOUSAND LEAGUES UNDER THE SEA.



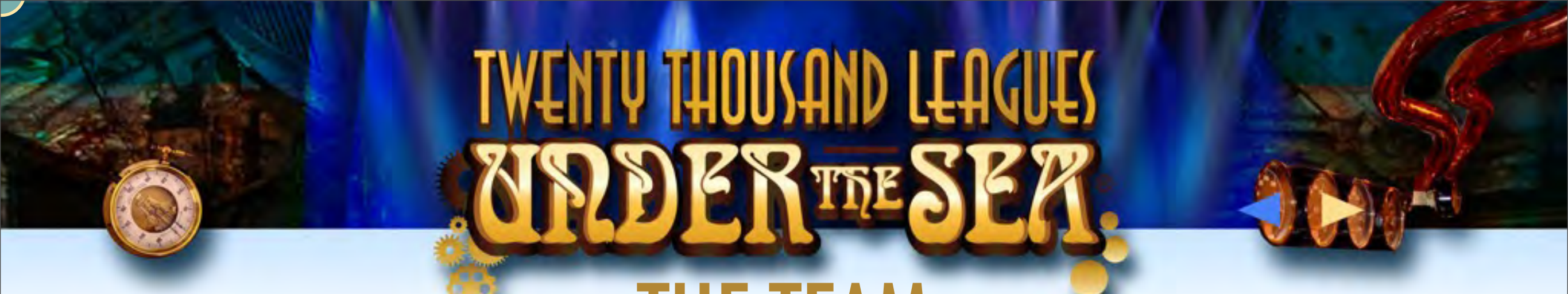
THEATRE | WEB SERIES | INSTALLATION | TV SERIES | MERCHANDISE | GAMING | EDUCATION | SOCIAL COMMUNITY

The Twenty Thousand Leagues Under The Sea Project

WYRD
PRODUCTIONS

KDOONS
NETWORK

COMMERCIAL IN CONFIDENCE. All contents and intellectual property ©Kidoons Inc. and WYRD Productions. All rights reserved.



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE TEAM

WYRD Productions was founded by Rick Miller and Jeff Lord to develop multi-disciplinary artistic creation. It has now evolved into one of Canada's leading international exporters of culture, producing hit touring shows like *MacHomer*, *Into The Ring*, *Bigger Than Jesus* and *HARDESELL* in 175 cities worldwide. WYRD is currently developing transmedia properties with the Historica Dominion Institute, the Stratford Festival, MTYP and the Kidoons Network.

WYRD
PRODUCTIONS

KDOONS is a Network and content incubator, with extensive intellectual property holdings in trade-marks related to evergreen family properties, and an expanding network of content. The KDOONS Network and its Kidoons® properties for families include *Rose Red*, *Hansel and Gretel*, *Blue Beard* and *ANIMAZIA*, the amazing story of animals of the North American boreal forest.

KDOONS
NETWORK



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE VISION

Rick Miller of WYRD Productions and **Craig Francis** of Kidoons will lead an A-list of Canadian creators in a new trans-media creation: “20K: The Twenty Thousand Leagues Under The Sea Project”. This riveting re-imagining of the classic Jules Verne tale will feature:

- a **play** that will tour the world in several languages
- an **installation** that will accompany the play and expand on its content
- a **web series** that will expand on the world within the Nautilus submarine
- and **online properties** and educational modules focused on water issues

The overarching vision is a **partnership** with a network of corporations, NGOs, educational and government agencies collaborating on a new, immersive, interactive way of generating and distributing content. Using cutting-edge **technology** and **entertainment** to educate and enlighten, the Twenty Thousand Leagues Under The Sea project is a model for sustainable creation that actually increases in engagement and value for its partners as it evolves.

for all
its audiences

20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA



2012



2013

2014



2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA



2012



2013

2014



2015



Production
Partners

Government
Partners

20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA



2012



2013

2014



2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA



2012



2013

2014



2015



Not-For-Profit
Partners

Corporate
Partners

20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

2015



20K: a Sustainable Creative Content Engine (SCCE)

A close-up photograph of a gold pocket watch. The watch has a round, polished gold case. The dial is white with black Roman numerals for the hours. The hands are thin and gold-colored. The watch is shown from a slightly low angle, highlighting its metallic texture and classic design.



2013

2014



2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

2015



20K: a Sustainable Creative Content Engine (SCCE)

A close-up photograph of a gold pocket watch. The watch has a round, polished gold case. The watch face is white with black Roman numerals for the hours. The hands are thin and gold-colored. The watch is shown from a slightly angled perspective, highlighting its metallic texture and the intricate details of the dial.

2013

2015



20K: a Sustainable Creative Content Engine (SCCE)

COMMERCIAL IN CONFIDENCE. All contents and intellectual property ©Kidoons Inc. and WYRD Productions. All rights reserved.

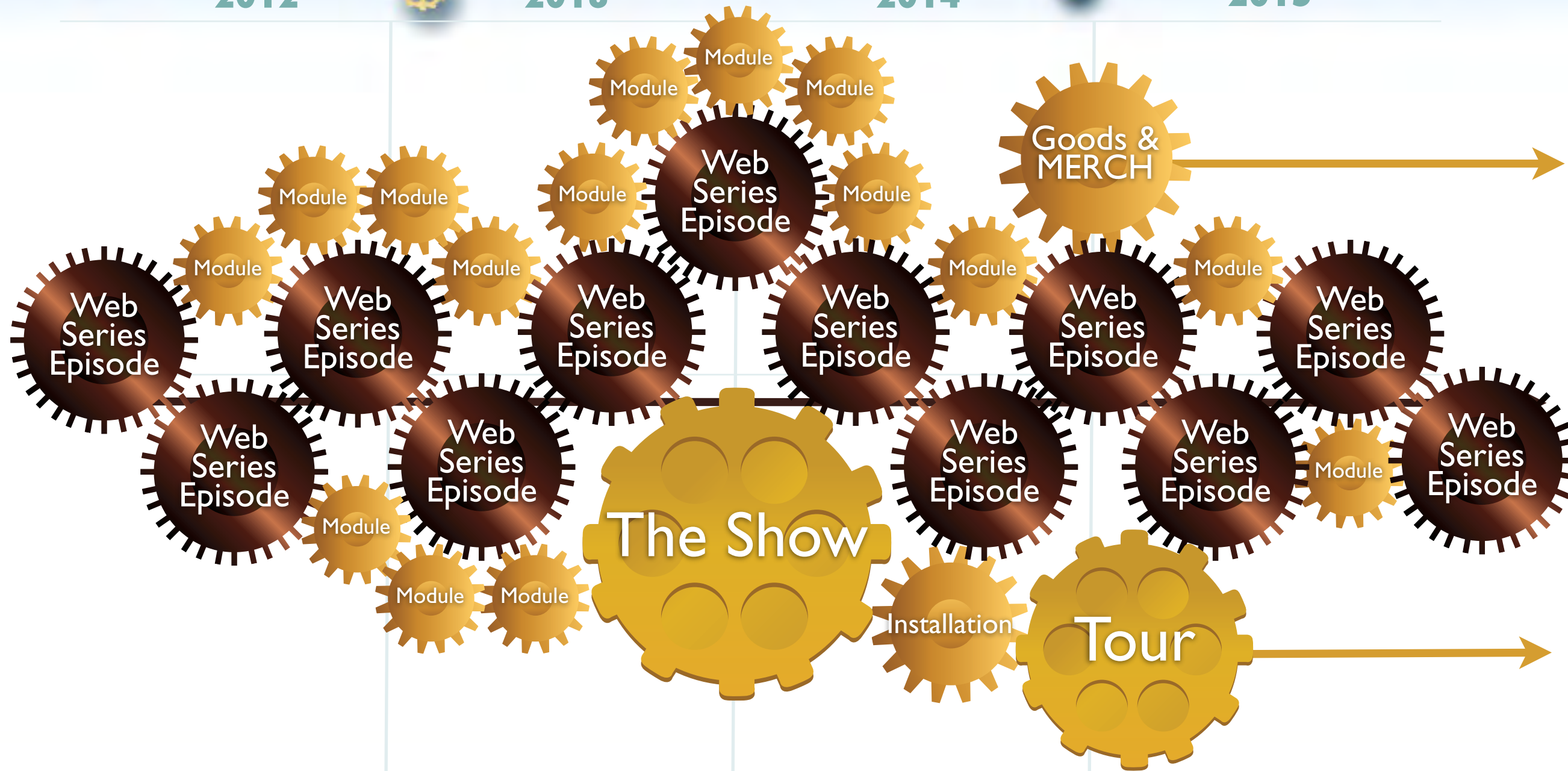
TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

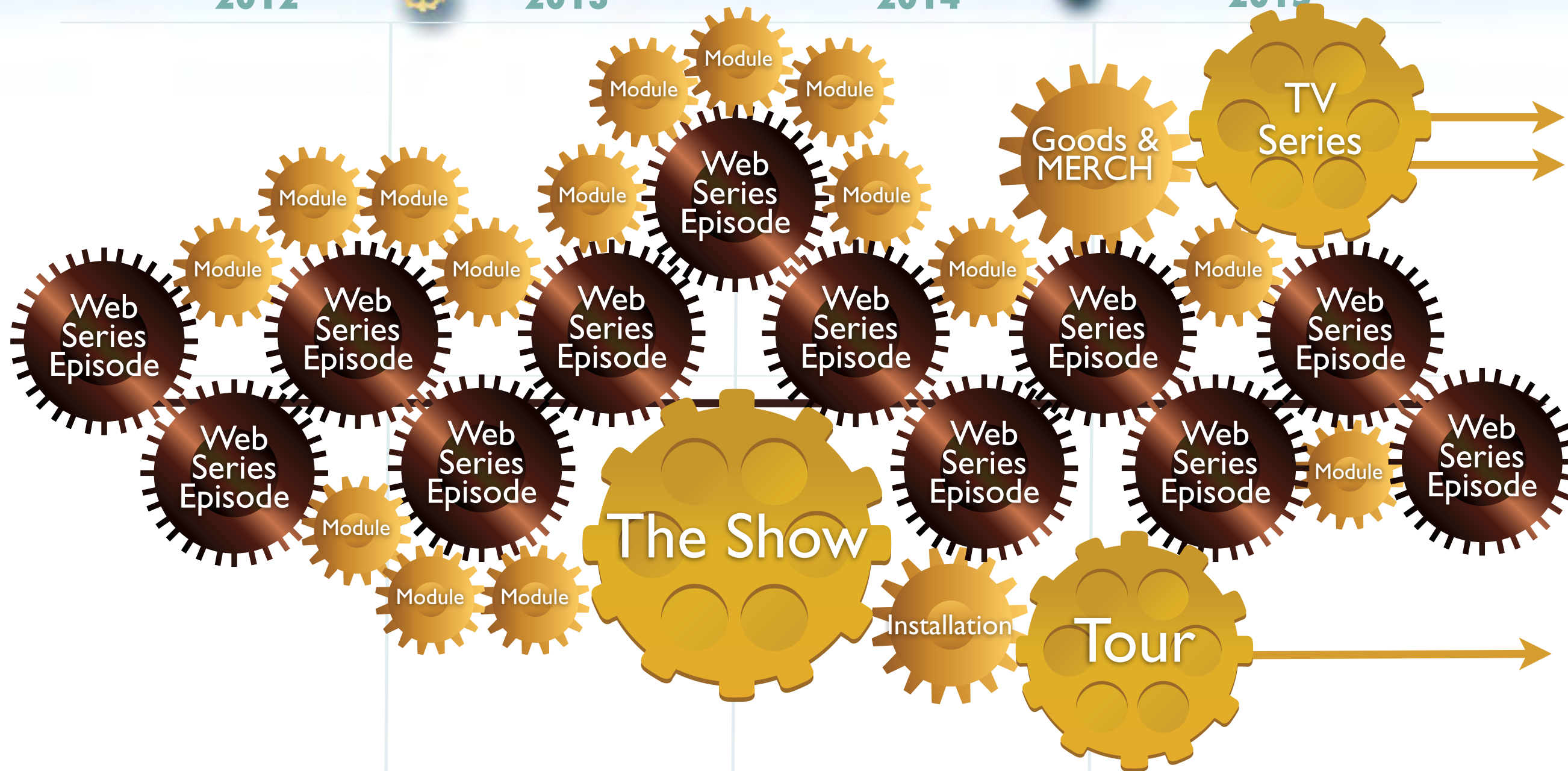
2015



20K: a Sustainable Creative Content Engine (SCCE)

A close-up photograph of a gold pocket watch. The watch has a round, polished gold case. The face is white with black Roman numerals for the hours. The hands are gold, and there is a small seconds sub-dial at the 6 o'clock position. The watch is shown from a slightly low angle, highlighting its metallic texture and classic design.

2015



20K: a Sustainable Creative Content Engine (SCCE)

COMMERCIAL IN CONFIDENCE. All contents and intellectual property ©Kidoons Inc. and WYRD Productions. All rights reserved.

TWENTY THOUSAND LEAGUES UNDER THE SEA



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

2012

2013

2014

2015



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA.

WHO?
WHAT?
WHERE?
WHEN?
WHY?
HOW?

The Show



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE SHOW

WHO? LIVE PRODUCTION CREATIVE TEAM

Jeff Lord: executive producer

Craig Francis: co-creator/producer

DORA Award Winner **Rick Miller:** co-creator/director

Meinert Hansen ("300", "2012"): conceptual artist

JUNO Award Winner **Hawksley Workman:** original music

JUNO Award Winner **Lenny Solomon:** original music

TIFF Award Winner **Deco Dawson:** projection design

DORA Award Winner **Itai Erdal:** lighting design

DORA Award Winner **Richard Feren:** sound design

Yannik Larivée: set/costume/props design

Irina Litvinenko: transmedia developer

Jonathan Amend: transmedia developer

Sean Lynch: dramaturge

TWENTY THOUSAND LEAGUES UNDER THE SEA

RICK MILLER
co-creator/director

Rick Miller is a Dora and Gemini award-winning writer/director/performer who has played in 5 languages on 5 continents. His solo creations *MacHomer*, *Bigger Than Jesus* and *HARDSELL* have garnered critical and commercial acclaim worldwide. He hosted three seasons of ABC's *Just for Laughs*, and Entertainment Weekly called him "one of the 100 most creative people alive today". A collaborator with Robert Lepage and Ex Machina, Miller has co-created and starred in the plays *La Géométrie des Miracles*, *Zulu Time* (with Peter Gabriel), *LIPSYNCH* and the film *Possible Worlds*. He hosts a History TV series *Canadian Made* and is developing a *Bigger Than Jesus* film, a *HARDSELL* TV series and a new play *BOOM*. He is involved in several educational, environmental, and youth-empowerment initiatives.



Winner of the Dora Award for Best Production of a Play, 2005

Winner of the Dora Award for Best Actor in a principal role, 2005

TWENTY THOUSAND LEAGUES UNDER THE SEA

RICK MILLER
co-creator/director



MacHomer



Bigger Than Jesus



HARDELL 2.0



Into The Ring



Zulu Time (dir. R Lepage)



Lipsynch (dir. R Lepage)

TWENTY THOUSAND LEAGUES UNDER THE SEA

CRAIG FRANCIS

co-creator/multimedia design

CRAIG FRANCIS serves as VP at the KDOONS network of online family content and IP under the Kidoons® Entertainment brand. His works have been enjoyed by millions of children and educators worldwide.

Craig is also a principal at **Logograph** strategic communications, where he directs branding, and strategic marketing development for theatres, and has directed transmedia marketing campaigns for hundreds of shows ranging from *Plácido Domingo* to *Natalie Cole*, from *The Second City* to *Live Nation* to *TELUS* to *Cineplex Big Screen Events*. Using Logograph software and services Craig also develops marketing support for international touring theatrical events.

He has illustrated several business books, appeared as a guest on CBC, CTV, Global, and Showtime, and can be heard in the hit series *What's With Andy?*, *Pig City*, *Fred's Head*, and *Tripping The Rift*.



TWENTY THOUSAND LEAGUES UNDER THE SEA

MEINERT HANSEN
conceptual artist

Meinert Hansen is one of Canada's top concept artists and illustrators for film, television, and games. He has worked with Warner Brothers, Universal Pictures, Sony, UBIsoft, IMAX, and more, on films including "300", "District 9", "2012", "The Mummy: Tomb of the Dragon Emperor" and "Leatherheads"; and hit games including "MYST IV" and "Splinter Cell: Conviction".

Meinert has also provided conceptual, matte, and promotional art for TV including the Discovery Channel's "Pompeii: The Last Day" and "Alien Planet".

He was the Concept Artist, as well as Visual Effects Designer, for 22 episodes of the live-action adventure series "The Secret Adventures of Jules Verne".



300



MYST IV

TWENTY THOUSAND LEAGUES UNDER THE SEA.

DECO DAWSON
filmmaker

Deco Dawson is an international award winning filmmaker from Winnipeg. His 14 innovative short films are wonders of illusion, continually blurring the lines between dramatic, documentary, animation and experimental film, often creating fantastical worlds with miniatures, archival footage, meticulous set design, in camera effects and grainy, textured filmstock. Dawson has been host to solo retrospectives of his work in France, Spain, USA and Canada.

Winner of the 2001 Best Short Film Award,

Toronto International Film Festival

Winner of the 2002 Best Technical Innovation award,

Ann Arbor Film Festival



TWENTY THOUSAND LEAGUES UNDER THE SEA

YANNIK LARIVÉE
set designer

Yannik Larivée trained at the National Theatre School of Canada, and at Central Saint-Martins in London.

Now based in Toronto, his work has been seen on the stages of the National Arts Centre in Ottawa, the Tarragon Theatre, the Royal Alexandra Theatre, the Canadian Opera Company, the National Ballet of Canada and Tarragon Theatre in Toronto; The Segal Centre for the Performing Arts and Imago Theatre in Montreal; the Royal Swedish Ballet in Stockholm; Teatro Nacional de Cuba in Havana; the Royal Opera House, Covent Garden; New York's Lincoln Centre; the Opera National du Rhin in France; Opera Zuid in the Netherlands and the Nuremberg Staatstheater.



Die Fledermaus



Barbe Bleue

TWENTY THOUSAND LEAGUES UNDER THE SEA

ITAI ERDAL
lighting designer

Itai Erdal has designed over 150 shows for theatre and dance companies in Vancouver, Toronto, Montreal, Tel Aviv, Berlin, London and New York. Some of the companies he worked with include The Stratford Shakespeare Festival, Vancouver Playhouse, Actor's Repertory Company, Alberta Theatre Project, Modern Baroque Opera, and The Jerusalem Lab.

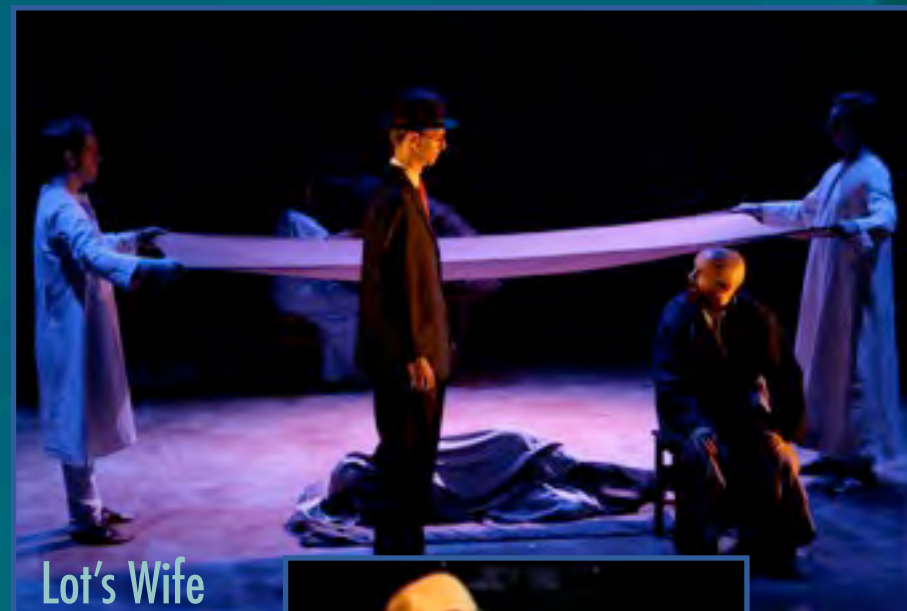
Itai has been nominated for seventeen theatre awards

Winner of the Sam Paine award 2003

Winner of the ADC's Jack King award 2005

Winner of a Dora Mavor Moore award 2007

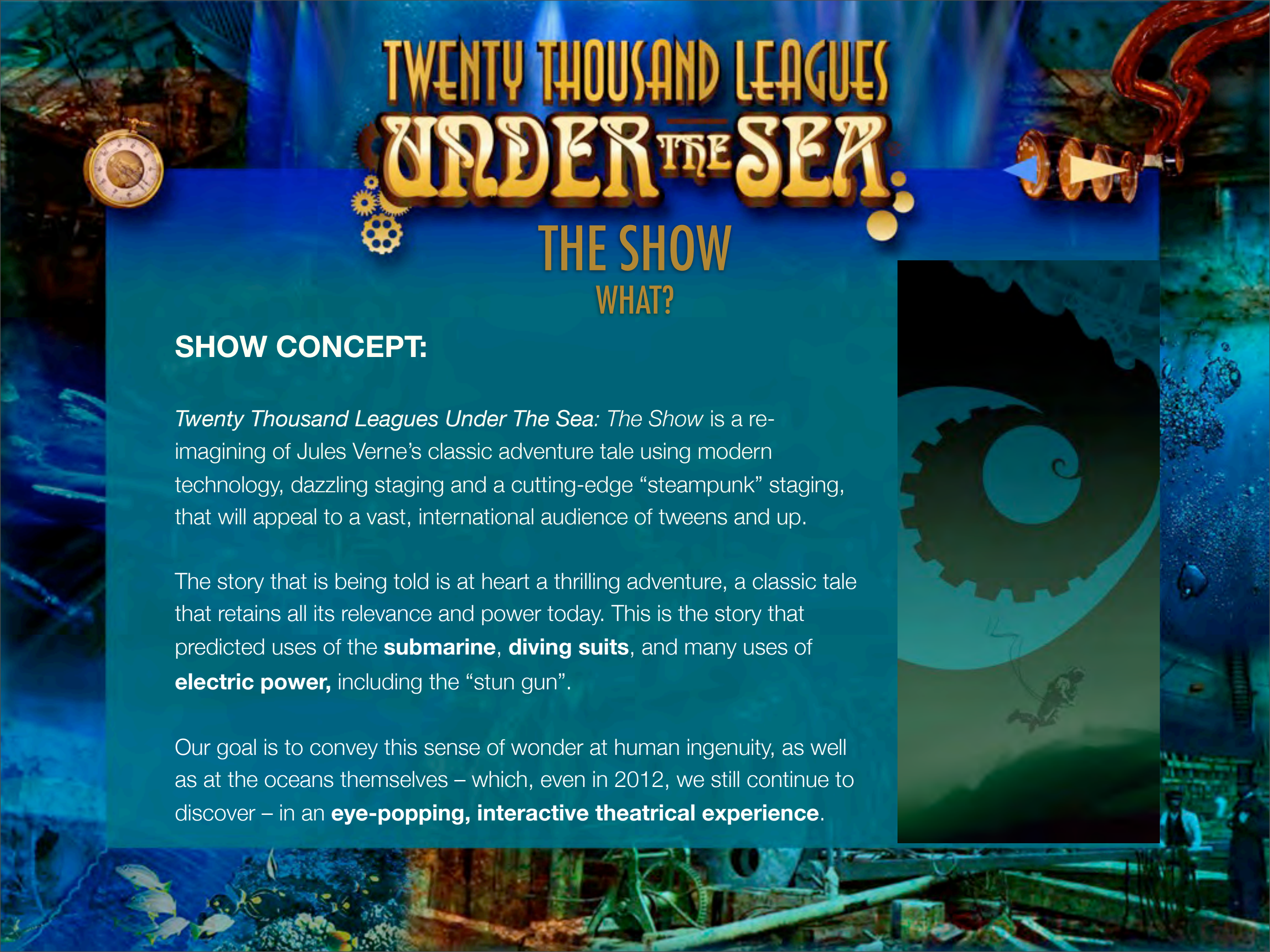
Winner of Jessie Richardson awards 2009 and 2011.



Lot's Wife



The One That
Got Away

The background is a complex collage. At the top, the title 'TWENTY THOUSAND LEAGUES UNDER THE SEA' is written in a large, golden, 3D serif font. Below it, 'THE SHOW' and 'WHAT?' are in a smaller, similar font. The background features a blue and green color palette. On the left, there's a pocket watch and gears. On the right, there's a mechanical device with a blue arrow. At the bottom, there's a scene of a submarine and a diver. The overall theme is steampunk and underwater exploration.

TWENTY THOUSAND LEAGUES UNDER THE SEA. THE SHOW WHAT?

SHOW CONCEPT:

Twenty Thousand Leagues Under The Sea: The Show is a re-imagining of Jules Verne's classic adventure tale using modern technology, dazzling staging and a cutting-edge "steampunk" staging, that will appeal to a vast, international audience of tweens and up.

The story that is being told is at heart a thrilling adventure, a classic tale that retains all its relevance and power today. This is the story that predicted uses of the **submarine**, **diving suits**, and many uses of **electric power**, including the "stun gun".

Our goal is to convey this sense of wonder at human ingenuity, as well as at the oceans themselves – which, even in 2012, we still continue to discover – in an **eye-popping, interactive theatrical experience**.



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE SHOW WHAT?

PLOT SYNOPSIS:

A young man, **Jules**, is in his bedroom preparing a presentation on water issues. As the audience enters the theatre, Jules procrastinates by tweeting and texting them, asking them to download ringtones, all of which we see on a screen in his 'bedroom'. He claims to be descended from **Professor Aronnax** from France, who adventured with the infamous **Captain Nemo**.

Jules takes a video camera to his lavish aquarium - a relic from Nemo's Nautilus submarine - and begins to tell the story of *Twenty Thousand Leagues Under The Sea*. We are suddenly transported back into a 19th century steampunk alternate reality, where a mysterious 'creature' in the sea has been attacking and sinking ships. The journey begins!



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE SHOW WHAT?

PLOT SYNOPSIS: (ctd.)

The renowned **Professor Arronax** has been asked to identify the sea monster. With his faithful and hilarious assistant **Conseil**, he boards the ship *The Abraham Lincoln* and sets out.

There they meet **Ned Land**, a French Canadian fisherman and harpoonist who plans to kill or capture the creature.

But all three are captured by something that is not a sea monster, but a fantastic underwater boat – the first submarine! The infamous **Captain Nemo** takes his passengers/prisoners on an action-packed adventure to the depths of the oceans... and to the ends of the earth.



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE SHOW WHAT?

SHOW STAGING:

From the moment the audience steps into the lobby, we are immersed in an underwater experience that spills into the theatre.

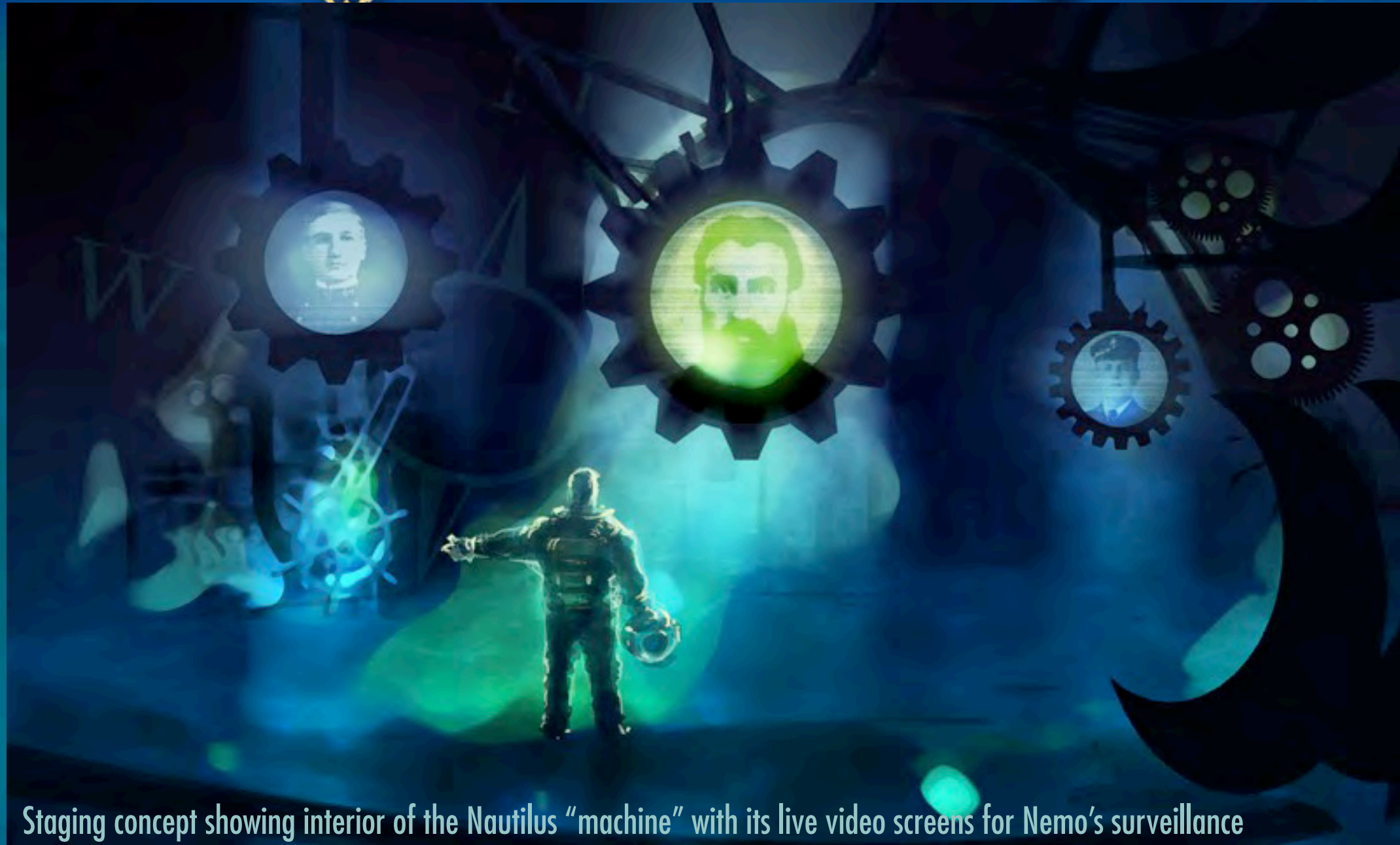
A cast of **three actors** play all the characters in a lushly detailed set.

At the center of the story is **the Nautilus**. Like the submarine, and evoking the circumnavigation of the globe, **our staging is a “machine”** inspired by Victorian science, star and sea charts, the movement of the tides, and a literal “engine” of the story.

Like Captain Nemo’s machine, our **design** will be high-tech, slick and portable, allowing the play to tour the world. Enhanced by our current technologies, this version of *Twenty Thousand Leagues Under The Sea* will re-imagine and re-invigorate a classic tale for a new generation.



TWENTY THOUSAND LEAGUES UNDER THE SEA.



Staging concept showing interior of the Nautilus "machine" with its live video screens for Nemo's surveillance

TWENTY THOUSAND LEAGUES UNDER THE SEA.

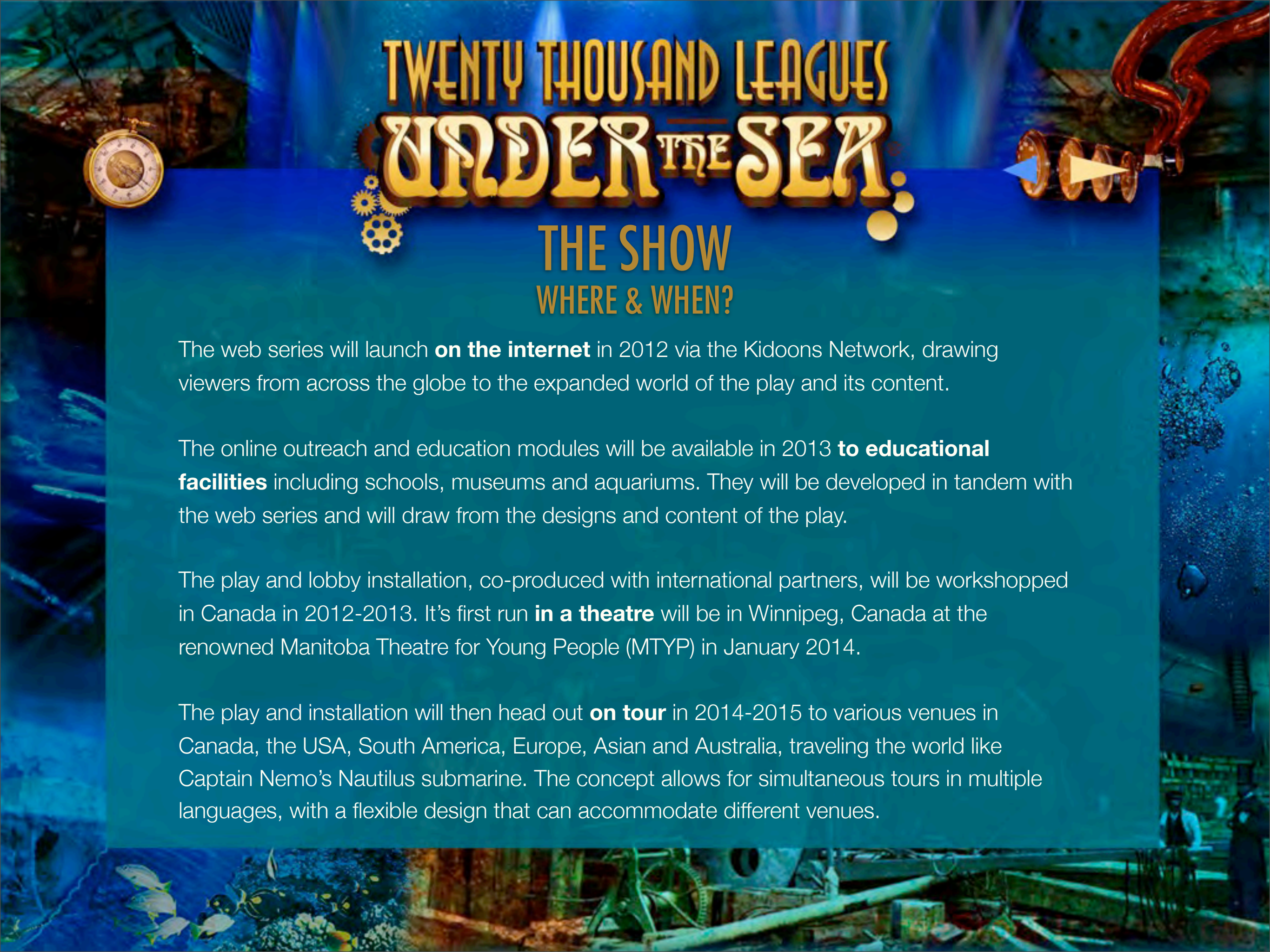


The same staging concept as the undersea exterior of the Nautilus — the screens are live feeds from the diving helmets

TWENTY THOUSAND LEAGUES UNDER THE SEA

Design inspirations for Twenty Thousand Leagues Under The Sea

STEAMPUNK: a subgenre of science fiction and fantasy using advanced technology based on 19th century steam power.



TWENTY THOUSAND LEAGUES UNDER THE SEA

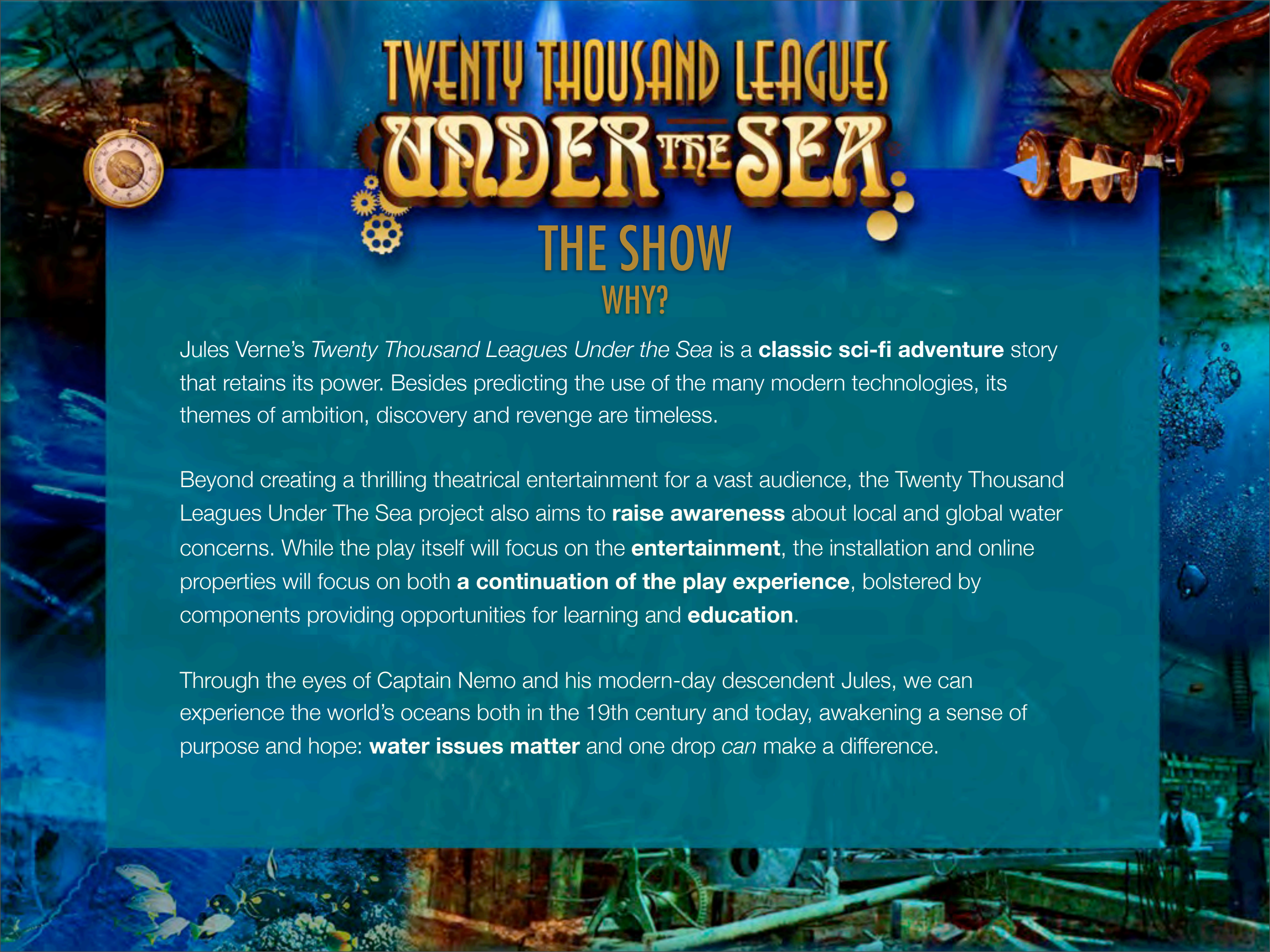
THE SHOW WHERE & WHEN?

The web series will launch **on the internet** in 2012 via the Kidoons Network, drawing viewers from across the globe to the expanded world of the play and its content.

The online outreach and education modules will be available in 2013 **to educational facilities** including schools, museums and aquariums. They will be developed in tandem with the web series and will draw from the designs and content of the play.

The play and lobby installation, co-produced with international partners, will be workshopped in Canada in 2012-2013. It's first run **in a theatre** will be in Winnipeg, Canada at the renowned Manitoba Theatre for Young People (MTYP) in January 2014.

The play and installation will then head out **on tour** in 2014-2015 to various venues in Canada, the USA, South America, Europe, Asian and Australia, traveling the world like Captain Nemo's Nautilus submarine. The concept allows for simultaneous tours in multiple languages, with a flexible design that can accommodate different venues.



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE SHOW WHY?

Jules Verne's *Twenty Thousand Leagues Under the Sea* is a **classic sci-fi adventure** story that retains its power. Besides predicting the use of the many modern technologies, its themes of ambition, discovery and revenge are timeless.

Beyond creating a thrilling theatrical entertainment for a vast audience, the Twenty Thousand Leagues Under The Sea project also aims to **raise awareness** about local and global water concerns. While the play itself will focus on the **entertainment**, the installation and online properties will focus on both **a continuation of the play experience**, bolstered by components providing opportunities for learning and **education**.

Through the eyes of Captain Nemo and his modern-day descendent Jules, we can experience the world's oceans both in the 19th century and today, awakening a sense of purpose and hope: **water issues matter** and one drop *can* make a difference.



TWENTY THOUSAND LEAGUES UNDER THE SEA

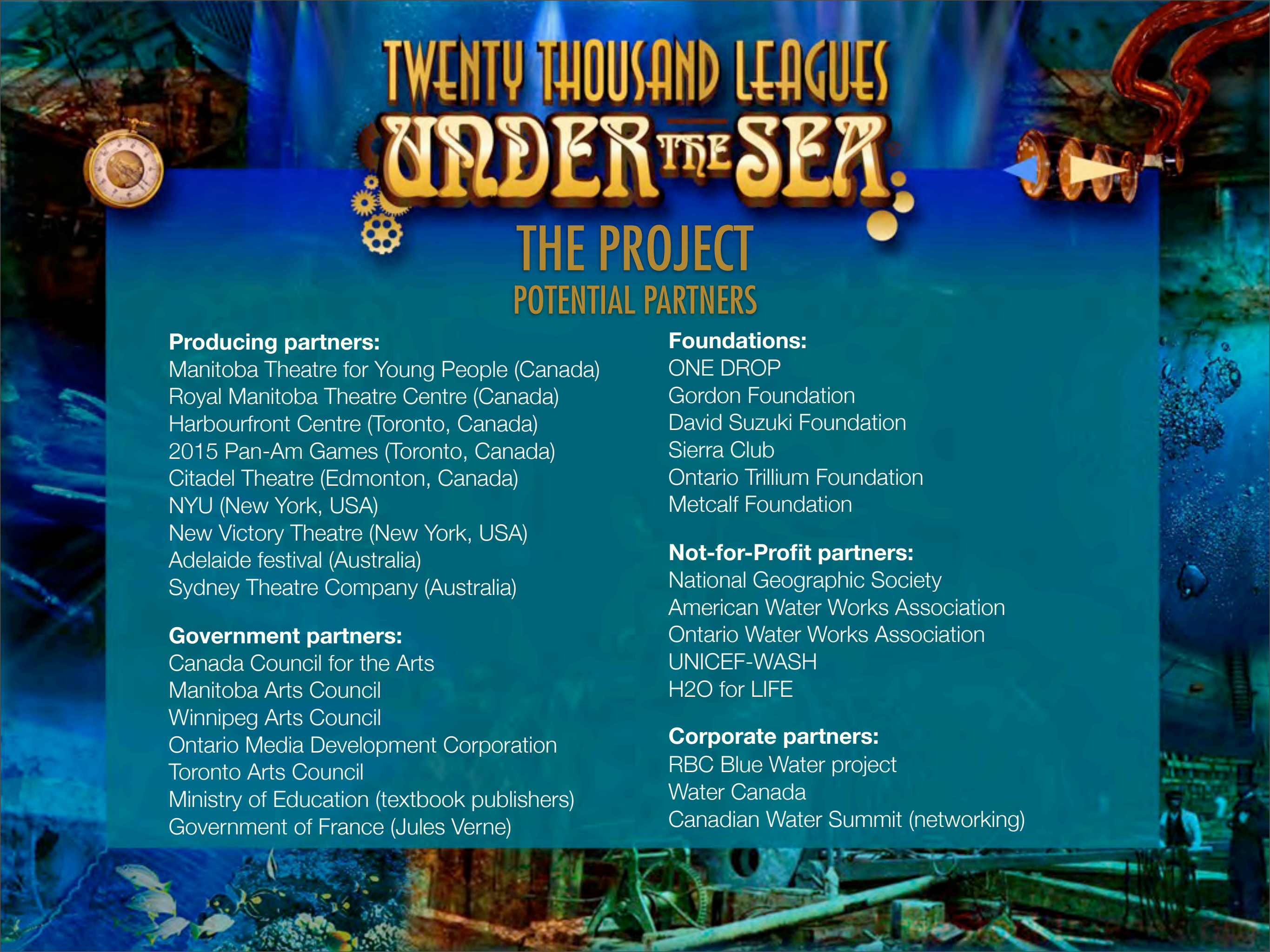
THE SHOW HOW?

The *Twenty Thousand Leagues Under the Sea* project provides enormous opportunity for **partners** who wish to tell and broadcast the living story of water resources, oceans, nature, issues... and solutions. The tale is also the story of the wonders of electric power, of the biodiversity of the oceans and of the joy of science.

The **web series** and **educational modules** provide a model for collaborative content development with our partners at all levels.

The lobby **installation** will accompany the play on its world tour, offering partners an opportunity to expand their message in an interactive, immersive experience.

The vision continues beyond the touring play and installation to **merchandise**, the development of a **TV series**, and **social gaming applications**, allowing audiences to engage with the world of Captain Nemo – and potentially *your brand* – on demand.



TWENTY THOUSAND LEAGUES UNDER THE SEA

THE PROJECT POTENTIAL PARTNERS

Producing partners:

Manitoba Theatre for Young People (Canada)
Royal Manitoba Theatre Centre (Canada)
Harbourfront Centre (Toronto, Canada)
2015 Pan-Am Games (Toronto, Canada)
Citadel Theatre (Edmonton, Canada)
NYU (New York, USA)
New Victory Theatre (New York, USA)
Adelaide festival (Australia)
Sydney Theatre Company (Australia)

Government partners:

Canada Council for the Arts
Manitoba Arts Council
Winnipeg Arts Council
Ontario Media Development Corporation
Toronto Arts Council
Ministry of Education (textbook publishers)
Government of France (Jules Verne)

Foundations:

ONE DROP
Gordon Foundation
David Suzuki Foundation
Sierra Club
Ontario Trillium Foundation
Metcalf Foundation

Not-for-Profit partners:

National Geographic Society
American Water Works Association
Ontario Water Works Association
UNICEF-WASH
H2O for LIFE

Corporate partners:

RBC Blue Water project
Water Canada
Canadian Water Summit (networking)

A close-up photograph of a gold pocket watch. The watch has a round, polished gold case. The face is white with black Roman numerals for the hours. The hands are gold, and there is a small seconds sub-dial at the 6 o'clock position. The watch is shown from a slightly low angle, highlighting its metallic texture and classic design.



2015



TWENTY THOUSAND LEAGUES UNDER THE SEA



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

INSTALLATION

The multimedia installation in the theatre lobby is an integral part of the **immersive 20K experience**. Serving as both prequel and epilogue to the performance, it allows the 19th century story aboard the Nautilus to be fully contextualized within the story of water today.

The installation is **flexible in format and content**, depending on the partners, the city and the type of venue (museum, aquarium, theatre, etc.). Original music, 3D projections and hands-on water exhibits will allow audiences of all ages to marvel at the **story of water** and the vital role we play in its **protection** and **conservation**.

Installation

TWENTY THOUSAND LEAGUES UNDER THE SEA

INSTALLATION



examples of existing water installations

(Examples only –

NOT the property of the 20K Project)

The multimedia installation in the theatre lobby is an integral part of the **immersive 20K experience**. Serving as both prequel and epilogue to the performance, it allows the 19th century story aboard the Nautilus to be fully contextualized within the story of water today.

The installation is **flexible in format and content**, depending on the partners, the city and the type of venue (museum, aquarium, theatre, etc.). Original music, 3D projections and hands-on water exhibits will allow audiences of all ages to marvel at the **story of water** and the vital role we play in its **protection** and **conservation**.

TWENTY THOUSAND LEAGUES UNDER THE SEA

INSTALLATION

The multimedia installation in the theatre lobby is an integral part of the **immersive 20K experience**. Serving as both prequel and epilogue to the performance, it allows the 19th century story aboard the Nautilus to be fully contextualized within the story of water today.

The installation is **flexible in format and content**, depending on the partners, the city and the type of venue (museum, aquarium, theatre, etc.). Original music, 3D projections and hands-on water exhibits will allow audiences of all ages to marvel at the **story of water** and the vital role we play in its **protection** and **conservation**.



examples of existing water installations
(NOT the property of the 20K Project)

TWENTY THOUSAND LEAGUES UNDER THE SEA

INSTALLATION



examples of existing water installations
(NOT the property of the 20K Project)

The multimedia installation in the theatre lobby is an integral part of the **immersive 20K experience**. Serving as both prequel and epilogue to the performance, it allows the 19th century story aboard the Nautilus to be fully contextualized within the story of water today.

The installation is **flexible in format and content**, depending on the partners, the city and the type of venue (museum, aquarium, theatre, etc.). Original music, 3D projections and hands-on water exhibits will allow audiences of all ages to marvel at the **story of water** and the vital role we play in its **protection** and **conservation**.

TWENTY THOUSAND LEAGUES UNDER THE SEA



20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES and educational modules

WEBISODE CONCEPT:



Using entertainment as a catalyst for education, these dynamic 3-minute short films will explore water issues through the eyes (and lens) of the crew and guests on board the Nautilus steampunk submarine. We are introduced to the various characters who not only give us insight into Nemo's world, but also into the global water hotspots being explored.

Each 3-minute **webisode** will have 5 minutes of corresponding **educational modules**.

3 min. + 5 min. = 8 min.

TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES
and educational modules

WEBISODE EXAMPLE:

WATER HOTSPOT: Great Barrier Reef

ISSUE: Coral reef protection.

LEAD CHARACTER: Deep-sea diver

STORY: After explaining what corals are and how reefs are formed, a diver from the Nautilus takes us on an underwater exploration of Australia's Great Barrier Reef. The diver explains how environmental changes are threatening some of the world's largest living structures.



Each 3-minute **webisode** will have 5 minutes of corresponding **educational modules**.

TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES
and educational modules

WEBISODE EXAMPLE:

WATER HOTSPOT: The Great Lakes

ISSUE: Invasive species

LEAD CHARACTER: Zoologist

STORY: Through the Nautilus' viewing screen, the submarine's junior zoologist shows us the various invasive species that have ravaged the fishing industry in North America.



Each 3-minute **webisode** will have 5 minutes of corresponding **educational modules**.

TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES
and educational modules

WEBISODE EXAMPLE:

WATER HOTSPOT: The Arctic

ISSUE: Melting polar icecaps.

LEAD CHARACTER: Oceanographer

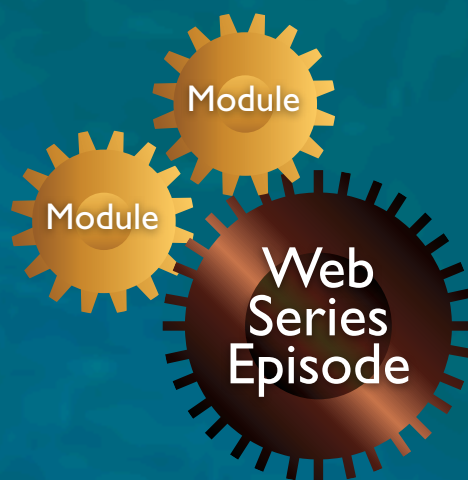
STORY: an oceanography expert aboard the Nautilus talks about the interconnectedness of the world's oceans and the causes and consequences of melting polar icecaps, as the submarine braves the arctic Northwest passage.



Each 3-minute **webisode** will have 5 minutes of corresponding **educational modules**.

TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES and educational modules



EDU. MODULE EXAMPLES:

- **Rick Miller explains** how the oceans are connected, and how melting arctic icecaps not only affect water levels, but also accelerate the rate of global warming..
- **An interview with an expert** like David Suzuki or inspiring young entrepreneurs like The Water Brothers (reference: CBC's "Quirks and Quarks")
- **Graphic animation and multimedia** explaining the structure of water, the origin of life in the seas or the science of a submarine.

Each 3-minute **webisode** will have 5 minutes of corresponding **educational modules**.

TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES
and educational modules

module examples from other projects

Module Example 1: The Language of Shakespeare

WYRD and Kidoons have
partnered in a series of online
learning modules for teachers
“Introducing Shakespeare”.

This approach will be leveraged
for creative, engaging
presentations on a variety of
topics and a variety of guests.

WYRD
PRODUCTIONS

KDOONS
NETWORK



TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES
and educational modules

module examples from other projects

Module Example 1: The Curse of Macbeth

WYRD and Kidoons have partnered in a series of online learning modules for teachers “Introducing Shakespeare”.

This approach will be leveraged for creative, engaging presentations on a variety of topics and a variety of guests.

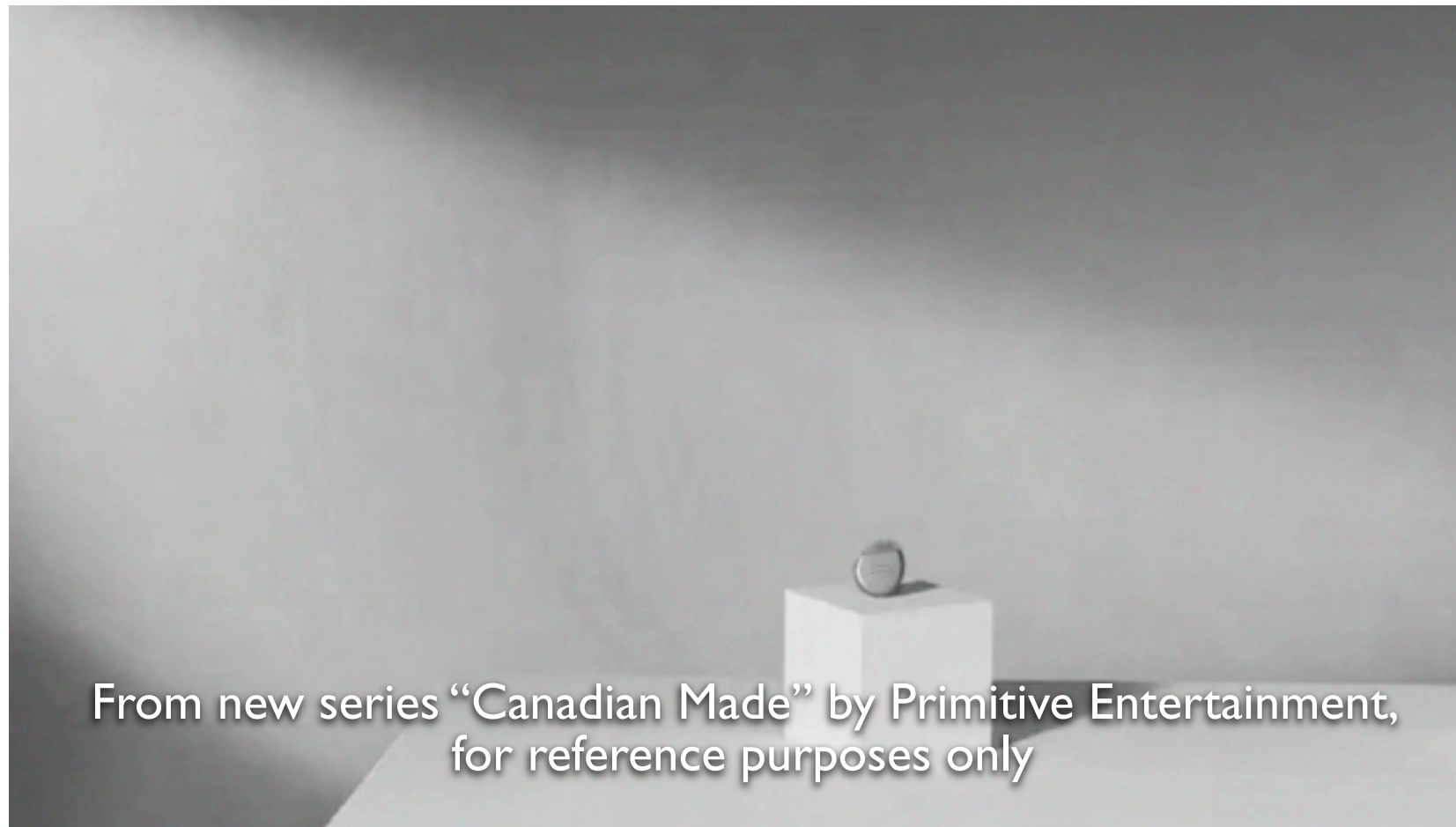
WYRD
PRODUCTIONS

KDOONS
NETWORK

TWENTY THOUSAND LEAGUES UNDER THE SEA

WEBISODES
and educational modules

module examples from other projects



From new series “Canadian Made” by Primitive Entertainment,
for reference purposes only

Module reference: “CANADIAN MADE”

Rick Miller is currently the host of the History Television show “CANADIAN MADE” (Primitive Entertainment), and has hosted ABC’s “Just For Laughs” for 3 seasons. This project will leverage his reputation as a TV host and entertainer to broaden the audience for its content.





TWENTY THOUSAND LEAGUES UNDER THE SEA

METRICS

WYRD PRODUCTIONS - Producer

- One of Canada's emerging leaders in **transmedia content development**.
- **17 years** experience producing and touring hit live theatricals in **14 countries**.
- Bigger Than Jesus, winner of **3 Dora awards**, has toured for 8 years in **4 languages** and a **feature film** is being developed.
- HARDSELL is being turned into a **TV series** and an **information literacy program**.
- MacHomer has been seen by **500,000 people** in **175 cities**
- The MacHomer **DVD** and online **educational outreach** have already reached thousands of educators and fans.

WYRD
PRODUCTIONS



TWENTY THOUSAND LEAGUES UNDER THE SEA METRICS

KDOONS - Producer

- Unique model and content pipeline, with **over 200 websites** of interlinked content and evergreen properties under the brands KDOONS and Kidoons® entertainment.
- **Over 2,000 stories and games** and averaging **over 500,000 views** monthly.
- Targeted reach to **over 50,000 Educators** and moms across North America
- In **the top 5% of all Twitter feeds**
- Intellectual Property leader with **over 20 trade-marks** for evergreen titles
- Kidoons' "safe surfing" educational campaign won commendations from **USA Today, Yahoo, PBS Parents, AOL** (USA, France), Time Warner Cable's **Roadrunner Network** (USA), **MSN** (Israel, Australia, New Zealand), **Schoolnet** (Canada), **Wanadoo** (France, Belgium), and more.



TWENTY THOUSAND LEAGUES UNDER THE SEA

METRICS

MTYP
a Theatre for Young People

MTYP - Play Development Co-producer

- Manitoba Theatre for Young People, created in **1982**, has grown to become one of the most respected professional theatre companies in Canada, for children or adults.
- Founding artistic director Leslee Silverman awarded a **Governor General's Performing Arts Award for Lifetime Achievement**.
- the first English theatre to win the **Canadian Institute of the Arts for Young Audiences Award** in 1992
- MTYP Theatre School has over **1,500 children and teens** learning the art and craft of theatre and related disciplines.
- Their production "Rick: The Rick Hansen Story" was part of the **2012 cultural olympiad**.





TWENTY THOUSAND LEAGUES UNDER THE SEA

OPPORTUNITIES

Depending upon your level of participation in the 20K play, the installation, the web series, the educational modules, the merchandise or the social gaming applications, you can benefit from:

- Developing **content** with internationally-renowned talent.
- A creative **debate** with a broad network of organizations committed to water awareness.
- Direct **access** to a youth market in an interactive, immersive environment.
- The **distribution** of your materials and your message
- High **presence** in the live environments and the Kidoons Network.
- Targeted **messaging** to a vast audience and insight into how they view water issues.
- Cross **promotion** strategies developed to coincide with tour dates & product launches.
- High **visibility** for your messaging, products, publications and websites to alpha consumers.
- Personal **appearances** at corporate events by Rick Miller, a fluently trilingual host, motivational speaker and entertainer who has twice appeared at IdeaCity.

its audiences **20K: a Sustainable Creative Content Engine (SCCE)**



TWENTY THOUSAND LEAGUES UNDER THE SEA

OPPORTUNITIES

If you are interested in partnering in the touring stage play:

We are looking for a minimum \$100,000 CAD investment in the development of the play, which is currently in preproduction. For that you will have a stake in ownership and the tour. Projected budgets available upon request.

If you interested in partnering in the touring lobby installation:

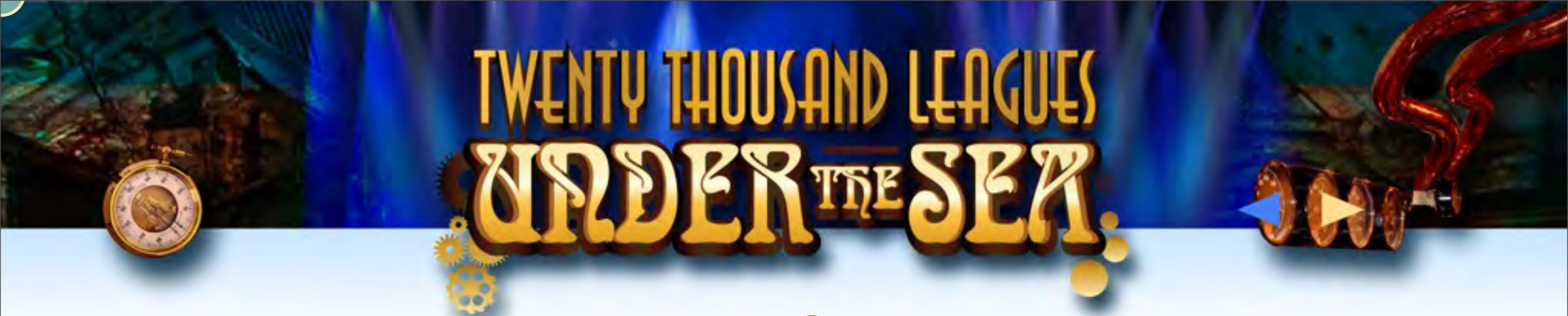
The lobby installation presents opportunities for collaborative content and messaging from both Not-for-Profits and corporate sponsors. If you already have a message or informational collateral, our creative and multimedia team can adapt it for integration into the installation. Budget to be determined depending upon the scale of your planned involvement and the extent of your existing exhibition materials.

If you interested in developing webisode/educational modules:

A 3 year investment of \$100,000 CAD/year will sponsor the production of a 12-episode web series (approx. 8 min. each), consisting of a 4-minute webisode (our stories of the characters in the Nautilus, with sponsor visibility) and a 4-minute tailor-made educational video supporting the themes raised in the webisodes, and your messaging.



20K: a Sustainable Creative Content Engine (SCCE)



TWENTY THOUSAND LEAGUES UNDER THE SEA

F.A.Q.s

Has this kind of project been done before?

Not that we are aware of, and not to this scale.

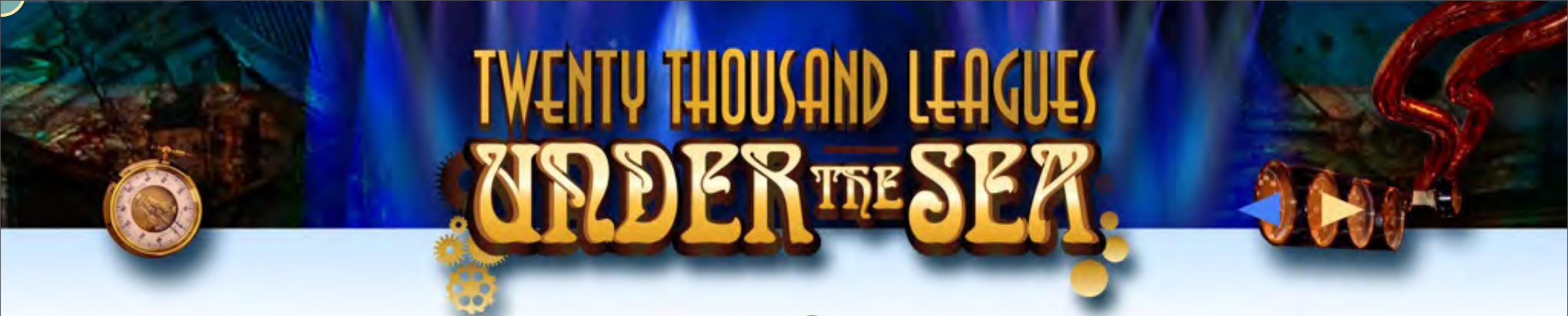
You will be a part of a new model for sustainable creative content development.

Why should we take the risk?

The 'engine' of the 20K project is the play, which is being developed by **producers with a proven track record**. It is in development, with a premiere date, and will be seen by thousands of people. Since the engine is solid, the rest of the 'machine' will thrive.

The project is spread between a synergy of partners and over many media platforms: as far as we know there is no play in development with an accompanying web series; there is no web series with a guaranteed live show. There are no online educational modules or micro-sites that will be seen in live theatres and across a network with their own audiences. Each element is leveraged across the others: a truly transmedia property.

20K: a Sustainable Creative Content Engine (SCCE)



TWENTY THOUSAND LEAGUES UNDER THE SEA

F.A.Q.s

How can a vast network of partnerships maintain coherence?

Through a strong creative vision. This vision hinges upon a much-loved novel being adapted by a much-respected creative team to reach a wide-ranging audience. Coherence flows from our vision, narrative drive, and consistency of its world-building.

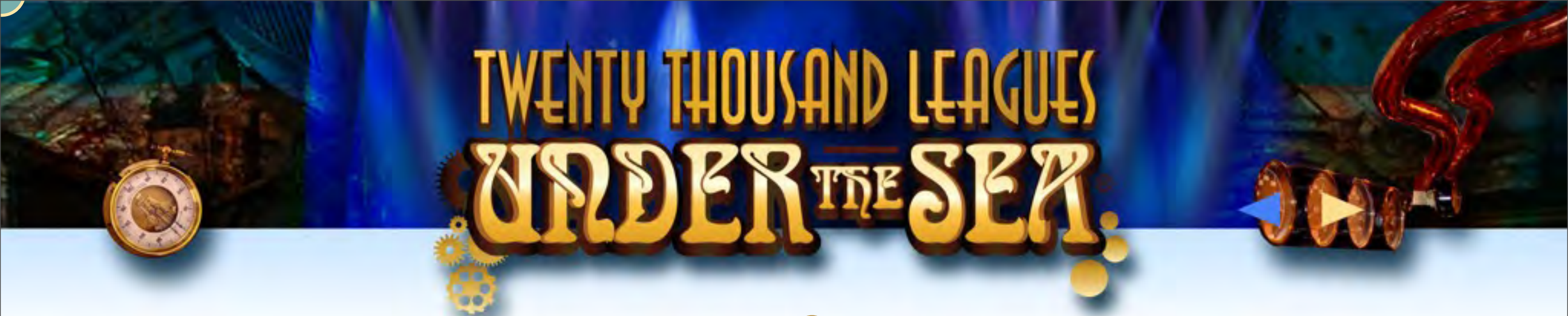
What if our message conflicts with another partner's message?

We welcome and encourage debate and would be delighted if our network became a focal point for an intense discussion around global water issues. Bringing energy & food producers, governments and NGOs together in a constructive debate will help us address the significant challenges we face in future generations.

Why partner with you instead of others?

This project offers several distinct advantages: our source material is globally known and loved, our engine is entertainment and we have vast experience in reaching and empowering youth in several languages.

20K: a Sustainable Creative Content Engine (SCCE)



TWENTY THOUSAND LEAGUES UNDER THE SEA

F.A.Q.s

What are the next steps?

- 1) Setting up a **meeting** with our team to discussing your financial commitment
- 2) Discussing the **logistics** of the partnership
- 3) Working with one of our team members to **integrate your water message**

20K: a Sustainable Creative Content Engine (SCCE)

TWENTY THOUSAND LEAGUES UNDER THE SEA

CONTACT

RICK MILLER

(416) 469-0689

rick@rickmiller.ca

rickmiller.ca

WYRD
PRODUCTIONS

CRAIG FRANCIS

(514) 844-7277

craig.francis@logograph.com

logograph.com

KDOONS
NETWORK