



PITCH DECK

Fear of Faith

Anti-bullying Anime Series

Skills Beat Bullying™

Synopsis

Fear of Faith explores difficult human-animal relationships that address humanitarian concerns, as part of ***PhotoDiversity Films's 'Inhumanities'*** projects. Our concern here, is bullying.

Kuma-kun seeks to learn baseball and help his father attain a coaching post, after the death of his abandoned Matagi mother.

His path takes him from Hokkaido to Malaysia and Alaska, before a triumphant return to Sapporo. Along the way, he works at a bear bile factory, a bear rescue center, and then bear sanctuaries.

Suffering from agrizoophobia and bullied because of it, can Kuma-kun learn to trust the new women in his father's life while maintaining focus to learn the game?



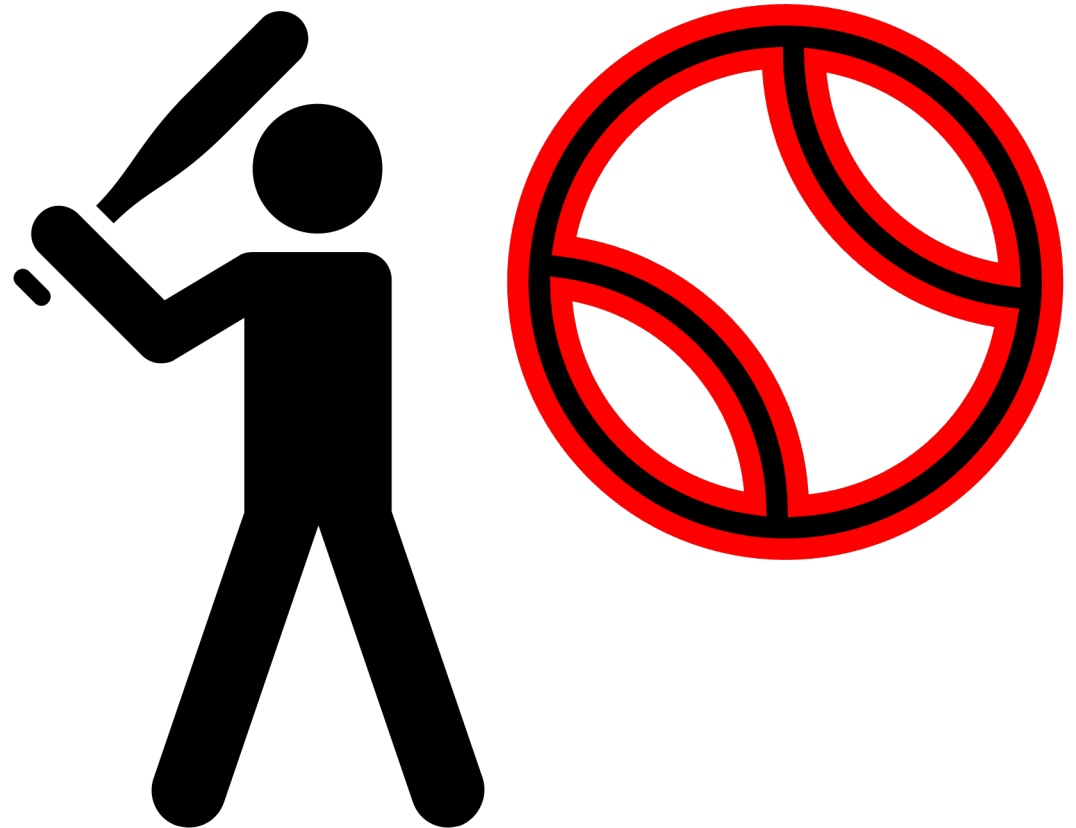
Unique Concepts

Fear of Faith in many respects is a traditional baseball anime. It stresses love for the game, picks up redemptive parental themes and openly addresses the bullying that commonly plagues sports competition.

Fear of Faith differs from existing baseball anime in that to combat bullying, it stresses skill development directly. Each episode features lessons in specific baseball skills, taught by legends and contemporary stars.

Baseball lessons fit within a larger theme, that the courage to face reality can overcome the debilitating fantasies that lead to bullying.

When contrasted with his agrizoophobia, Kuma-kun's Matagi skills underscore this.



Skills Beat Bullying™

Why Now?

Anime has never been more popular, nor of higher quality than it is now.

Character driven, educational slice of life productions unafraid to embed real skills and nuanced emotions routinely top the financial and popularity lists every year.

Despite 30 or so baseball themed anime produced over the past few decades, none have yet focused on specific skill education yet. Someone will do this, following upon the format of popular series such as Food Wars, Cells at Work, and Dr. Stone.

Given the influx of Japanese players into MLB, and international fan base this engages, now is the time to bring *Fear of Faith* to market. An opportunity exists to take advantage of renewed interest in the sport globally, and to engage young adult audiences in the markets they already enjoy.

Why Us? Why Bears?

The Zoological Lighting Institute™ and PhotoDiversity Films™ bring unique perspectives to the project.

We focus on supporting the sciences of light and life through the arts for animal welfare and wildlife conservation. **ZLI's *Bearanoia Campaign*** focuses on the effects of artificial light on mental health. It is the starting point for ***Fear of Faith***. Environmental modification of natural light regimes creates anxiety, as does bullying. ***Fear of Faith*** develops these themes, to address a related challenge in its own right, bullying.

Hosts of the 'PhotoDiversity Film Festival', ZLI also gathers global perspectives on humans and non-human animal interactions, respecting multicultural emotions in ways that few organizations do. This is important to anime popularity, as audiences find their deepest feelings reflected onscreen.

Three Components

21 Episodes

Main Character References

Kuma-kun



Protagonist.

Meticulous and skilled as a bear hunter yet unfamiliar with baseball, Kuma survives bullying by focusing on skill development and seeing big pictures.

Modelled after an aged:
Tanjirou Kamado, Demon Slayer

Yoshikawa



Kuma-kun's father.

After living separated from his now deceased wife to advance his career, Yoshikawa transitions to a new life.

Modelled after an aged:
Takumi Harada, Battery

Carrie



Yoshikawa's fiancé, after mourning.

A put together businesswoman, capable of taking charge without being controlling.

Modelled after:
Sachiko Fujinuma, Erased

Larissa



Carrie's niece, Kuma's first love.

A distracting troublemaker, though caring and forgiving of thoughtlessness.

Modelled after:
Miyako Ishida, A Silent Voice

Baseball Skills

Carlos's Corners




Pitching

Hitting

Position

Every episode features three inserts of baseball skill development, one of two minutes and two of one minute each, alternating category emphasis.

Upon procurement of talent, real life players will be animated into these segments as teachers.

 Shohei Ohtani Los Angeles Angels	 Ichiro Suzuki Seattle Mariners	 Yu Darvish San Diego Padres
 Hideki Matsui Yomiuri Giants	 Masanori Murakami	 Hideo Nomo Osaka Kintetsu Buffaloes
 Seiya Suzuki Chicago Cubs	 Masahiro Tanaka Tohoku Rakuten Golden Eagles	 Hiroki Kuroda Hiroshima Toyo Carp
 Daisuke Matsuzaka Saitama Seibu Lions	 Kenta Maeda Minnesota Twins	 Koji Uehara Yomiuri Giants
 Hisashi Iwakuma Tohoku Rakuten Golden Ea	 Kazuhiro Sasaki	 Yusei Kikuchi Toronto Blue Jays
 Kodai Senga Fukuoka SoftBank Hawks	 Yoshitomo Tsutsugo Buffalo Bisons	 Hirokazu Sawamura Boston Red Sox
 Hideki Irapu	 Nori Aoki Tokyo Yakult Swallows	 Tomo Ohka
 Takashi Saito Tohoku Rakuten Golden Ea	 Shogo Akiyama Cincinnati Reds	 Kohei Arihara Texas Rangers
 Munenori Kawasaki Fukuoka SoftBank Hawks	 Shigetoshi Hasegawa	 Yoshihisa Hirano Arizona Diamondbacks
 Tsuyoshi Shinjo	 Toru Murata Hokkaido Nippon-Ham Fighters	 Junichi Tazawa Boston Red Sox

Multi-cultural Animal Welfare

Bears in Context

Fear of Faith explores what animal welfare means in a multi-cultural world, putting bears in four distinct settings and contrasting these with bear mascots and symbols. The series neither judges nor advocates, but puts the protagonist in a series of jobs that test his thoughtfulness.

Matagi Bear Hunting

Fear of Faith sets Kuma-kun as the child of a Matagi mother, taught by his grandfather while his father attained fame as a pitcher.

Zoo

Kuma-kun takes work in a zoo to be near his father without burdening him. Here, he confronts notions of 'edutainment' and stereotypes.

Bear Bile Factory

To stay with his father, Kuma-kun takes a post in a bear bile factory, seeking to reduce but not end suffering as he earns his way in Malaysia.

Bear Sanctuaries

Accepting Carrie's help, Kuma-kun finds new work first in a sun-bear sanctuary, and then in the Alaskan wilds as a bear watching guide during the National Collegiate Baseball Tournament.

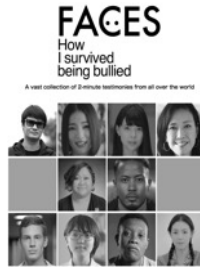
Creative References

Fear of Faith refers to several traditions in contemporary media: baseball, proactive efforts to overcome bullying, and wildlife media that connects perception with practices.

Teaching segments draw from current players.



Creative References



Comparable	IMBD Description	Thematic Lesson
Faces: How I Survived Being Bullied	https://www.nhk.or.jp/faces/	<i>A major initiative of NHK, this powerful series of 2-minute shorts conveys bullying's effects.</i>
A Silent Voice	https://pro.imdb.com/title/tt5323662/	<i>Grossing over US \$30 million, A Silent Voice features a protagonist overcoming his own bullying.</i>
Princess Nine	https://pro.imdb.com/title/tt0302166/	<i>In the vein of A League of their Own, Princess Nine highlights extraneous hindrances to success.</i>
Mix: Meisei Story	https://pro.imdb.com/title/tt10147790	<i>Mix: Meisei Story presents the challenges of legacy issues in sport and culture.</i>
Ace of Diamond	https://pro.imdb.com/title/tt3105422/	<i>Ace of Diamond highlights the reality of competition while contrasting broader issues.</i>
Battery	https://pro.imdb.com/title/tt5878200/	<i>Similar to Ace of Diamond, Battery presents beautiful depictions of the diamond and landscape.</i>
Gurazeni	https://pro.imdb.com/title/tt13469436/	<i>Gurazeni focuses on player concerns beyond the game, giving a unique vision of careers.</i>
Golden Kamuy	https://pro.imdb.com/title/tt8225204/	<i>Highly popular, this series features indigenous cultures and specifically, bear-related practices such as lolanthe and hunting in the context of war and subterfuge.</i>
Grizzly Man	https://pro.imdb.com/title/tt0427312/	<i>This classic documentary is an important reference, as it presents the aesthetic complications of working with non-human animals, specifically bears.</i>

Comparable Media Success



Comparable	IMBD Description	Production Studios
Demon Slayer	https://www.imdb.com/title/tt9335498/	AT-X https://www.at-x.com/
JoJo's Bizarre Adventure	https://www.imdb.com/title/tt2359704/	David Production http://davidproduction.jp
Attack on Titan	https://www.imdb.com/title/tt2560140/	Wit Studio https://www.witstudio.co.jp
Lycoris Recoil	https://www.imdb.com/title/tt16755706/	A-1 Pictures a1p.jp
Chainsaw Man	https://www.imdb.com/title/tt13616990/	Mappa https://www.mappa.co.jp/
Bocchi the Rock!	https://www.imdb.com/title/tt17158756/	Aniplex https://www.aniplex.co.jp/
Spy x Family	https://www.imdb.com/title/tt13706018/	Aniplex https://www.aniplex.co.jp/
Jujitsu Kaisen	https://www.imdb.com/title/tt12343534/	Mappa https://www.mappa.co.jp/
Kaguya-sama: Love Is War	https://www.imdb.com/video/vi537443865/	A-1 Pictures a1p.jp

CURRENT STREAMING ANIME SERIES ANNUAL RETURNS:	
Anime Series Title	2021 Annual Revenue Ad/Streaming
Demon Slayer	US \$232 Million
Jujutsu Kaisen	US \$160 Million
Death Note	US \$120 Million
Uma Musume	US \$88 Million
One Piece	US \$47.8 Million

Assembling a Team

Timeline

Production Studio



PhotoDiversity Films™ and the 501 c(3) Zoological Lighting Institute (ZLI) have partnered together to bring **Fear of Faith** into development.

PhotoDiversity Films is intent on bringing IDEA based content to screens. ZLI intends to embed complex biological and ecological concepts in ways that audiences come to feel natural with.

Production Studio Selection is vital to the project's success. PhotoDiversity Films seeks partnership with established studios, modelled upon:



Media Partners



Anime is rapidly advancing on platforms such as Crunchyroll, Netflix, Hulu, and NHK. Tears of the Moon seeks to be presented on streamers such as these, but also local media outlets and traditional broadcasting services globally..

Theatrical release should occur in convention, arthouse, museum, and similar small venues. Additionally, large venues such as baseball stadiums will be serviced by separating Carlos's Corner segments out for large screen event presentations..



Talent



Voice

Player

Dub Talent

Voice and musical talent are as important for exacting presentation of our characters, as the celebrity factor that players and artists bring to a project.

Voice talent will be selected though Aioni Production sensitive to international reception. Baseball talent will be featured in 'Carlos's Corner', providing advanced lessons in the game.

Finally, dubbing talent will be selected to expand audiences to provide the greatest impact for anti-bullying initiatives.

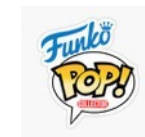


Product Development



Product Development partners are important to attach to the project from the very beginning. Special edition merchandize, including production stills, serve to bond audiences to the franchise for years to come.

Merchandising should appeal to luxury and consumer markets alike.



Production Plan

Funding

Timeline

Three Months Development



During the Development of ***Fear of Faith***, the team is assembled, the vision engaged, and risks that might hinder the distribution, profitability, and mission fidelity of the project are identified and addressed at the core.

Animation development includes overall business planning in addition to concept development, situating the project for great success.

Six Months Pre-production



During Pre-production, the initial treatment is transformed into a production script, the budget refined, the schedule fixed, crew and staff hired, and meticulous planning of production gets underway. In animation, pre-production consists of five steps: story refinement, storyboarding, editorial review, look development, and pre-visualization.

Once the casting director auditions / hires talent, they are put right to work at public appearances to promote the product at charitable and professional events.

One Year Production



Production entails a variety of separate studio activities, as well as site visits that will prepare audiences to help promote the series. Studio production phases include modeling, surfacing, rigging, character/crowd animation and effects, matte painting, lighting, and special effects.

Simultaneous documentation of production is also vital, to build fanatic viewership. ***Fear of Faith*** includes a 'behind the scenes complement' that anime audiences crave, to help market the series.

Eight Months Post-Production



Post production takes all of the creative work undertaken previously, and pulls it together into the film's final form. It includes sound and audio design, compositing, final editing, and color grading.

It is important that merchandising and advertising are also brought to market during post-production, to aid in building anticipation for the episode releases and to generate buzz at festivals and live screenings.

Ongoing Perpetuity



The afterlife of production is as important as the time spent making the series. PhotoDiversity Films and its charitable partner ZLI view ***Fear of Faith*** as a lasting franchise, based on perpetual value.

To ensure that the series generates this value, it will pursue branding consisting of merchandising, events, scholarships & scientific publishing related to the themes of mental health. Profits exceeding a fixed investment return, will be proportionally credited to investors as a charitable and tax-deductible donation.

Development\$2.2 Million**Pre-production**\$3.6 Million**Production**\$9.1 Million**Post-Production**\$3.5 Million**Perpetuity**\$1.0 Million

Budget (Preliminary)

In order to plan for post-release financial success, it is important to plan for merchandise production, promotion, and publicity from the early stages of conception.

To accomplish a quality anime capable of creating lasting value, and extended returns, PhotoDiversity Films™ anticipates a cost of US \$19.8m for a feature film, or roughly \$943k per 30-minute episode for season one. This represents an average cost for similar series in 2022 dollars, though it includes product design costs as well.

Funding for *Fear of Faith* shall be obtained in a combination of investment, charitable donations (to the 501 c(3) ZLI which becomes an investor), tax rebates (to reduce costs), sponsorships, and distribution pre-sales arrangements once Pre-Production is complete.

ACCT	DESCRIPTION	AMOUNT
1000	Development (Story, Script, Animatics)	\$700,000
2000	Producer's Unit	\$1,300,000
3000	Director's Unit	\$1,000,000
4000	Casting Unit	\$1,000,000
	Total ATL	\$4,000,000
5000	Production Staff	\$2,700,000
6000	Art Direction and Visual Development	\$4,000,000
7000	Model / Character / Location Design	\$1,200,000
8000	Storyboard	\$500,000
9000	Song / Audio Production	\$1,200,000
	Total Production	\$9,100,000.00
1000	Editing (Animation, Music, Sound, Titling)	\$2,000,000
1100	Transportation and Shipping	\$150,000
10000	Publicity, Promotion, Social Media, Scholarships, Swag	\$1,000,000
	Total Post-Production	\$3,240,000
	SUB TOTAL	\$17,240,000
	CONTINGENCY 10.0%	1724000
	FISCAL SPONSOR FEE 5.0%	862000
	TOTAL	\$19,426,000



For more Details Please Contact:

**James Karl Fischer PhD
Executive Director, ZLI
james@zoolighting.org**

**85 Broad Street, 17th Floor
New York, NY 10004**

**Direct line: +01-973-979-1984
tel. (New York): +01-212-317-2927
tel. (Los Angeles): +01-213-320-2020
e-mail: admin@zoolighting.org**