

STORYCATCHING DEVELOPMENT

STORY STUDIO'S STORYCATCHING PROCESS HAS BEEN DEVELOPED DURING 25 YEARS OF TELEVISION PRODUCTION, INTERACTIVE ENTERTAINMENT, WEB PROGRAMMING AND SOCIAL MEDIA PRODUCTION AT TIME WARNER, DISNEY, A&E CABLE NETWORKS, GOOGLE OCEAN, THE 2008 PRESIDENTIAL CAMPAIGN AND INTEGRAL LIFE.



Deliverable: The Palace Chat App



Toy Story – The Hunt for the Lost Toy



Deliverable: Random 1 - Lost In Woonsocket



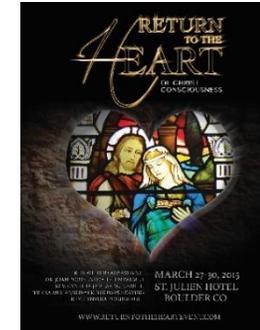
**Deep Search Submersible
SOS – Defenders of the Deep
Global Waters Virtual World**



**Obama 2008
Two Voters Campaign**



Ken Wilber Biography



**Future of Christianity
RHCC Conference
Vote Common Good
2018 Election Bus Tour**



What's My News

DEFINITIONS THAT INFORM US...

STORYCATCHING

THE CAPTURE, MAPPING AND INCUBATION OF INDIVIDUAL, TEAM OR ORGANIZATIONAL STORIES TO DISCOVER YOUR *CORE INNOVATION NARRATIVE*.

ONCE IDENTIFIED YOUR CORE INNOVATION NARRATIVE IS ENHANCED SO THAT IT GENERATES MAXIMUM INFLUENCE AND REVENUE IN THE MAINSTREAM AND EMERGING GENERATIVE MARKETPLACES.

CORE INNOVATION NARRATIVE

SOMETIMES CALLED AN “ELEVATOR PITCH,” AN INNOVATORS CORE INNOVATION NARRATIVE INTEGRATES:

- YOUR STORIES ABOUT THEIR OFFERING’S VALUE
- THE RESISTANCE TO YOUR OFFERING FINDING SUCCESS IN THE MAINSTREAM AND EMERGING GENERATIVE MARKETPLACES.
- YOUR OFFERINGS ALIGNMENT AND INFLUENCE WITHIN THE MAINSTREAM AND NEW GENERATIVE MARKETPLACE.

YOUR CORE INNOVATION NARRATIVE IS THE “STORY PITCH” THAT IS PASSED FROM FRIEND TO FRIEND AND ORGANIZATION TO ORGANIZATION, CREATING VIRAL MOMENTS THAT LEAD TO PRESS AND MEDIA ATTENTION.

GENERATIVE

(NARRATIVE/INNOVATION/MARKETPLACE)

GENERATING, ORIGINATING, OR PRODUCING AN EXPERIENCE THAT IS ADVANTAGEOUS TO THE MOST LIFEFORMS IN ANY GIVEN MOMENT.

A GENERATIVE CULTURAL NARRATIVE IS CURRENTLY DRIVING AN EMERGING WORLDVIEW THAT IS A VIABLE ALTERNATIVE TO OUR CURRENT DYSTOPIAN/EXTRACTIVE VIEW.

THE ASSOCIATED GENERATIVE MARKETPLACE IS THE GATHERING PLACE THAT PROMOTES AND SELLS INNOVATIVE IDEAS, PRODUCTS AND MEDIA THAT ALIGN WITH THIS GENERATIVE WORLDVIEW.

CONVERGENCE

(MEDIA)

THE PROCESS OF *CONVERGING* INTEGRATED MEDIA MESSAGING IN TELEVISION SERIES, GAMES, WEB PROGRAMMING, SOCIAL MEDIA, EVENTS AND IMMERSIVE EXPERIENCES TO A POTENTIAL TARGET AUDIENCE.

THESE DIFFERENT TYPES OF MEDIA SHARE A COMMON INTEGRATED CORE INNOVATION NARRATIVE TOLD IN DIFFERENT MEDIA FORMS AND TIME DURATIONS.



THERE ARE MULTITUDES OF INNOVATORS LIKE YOU WORKING ON SOME ASPECT OF:

- CONSCIOUS CAPITALISM
- TRANSFORMATIONAL TECHNOLOGIES
- CLIMATE RENEWAL
- GREEN ENERGY
- SOCIAL JUSTICE
- COMMUNITY DEVELOPMENT
- FARM TO TABLE FOOD
- WATER
- TRANS-PARTISAN POLITICS
- POST DYSTOPIAN MEDIA
- CONTEMPLATIVE SPIRITUALITY.



THE QUESTION FOR US IS... IF ALL THESE NEW INNOVATIONS LIKE YOURS ARE SO GREAT (AND THEY ARE)...

- WHY ARE YOU NOT GETTING MORE NOTICE IN THE MAINSTREAM CULTURAL CONVERSATION?
- WHY ARE YOU NOT HAVING MORE INFLUENCE ON WHAT WE ARE GOING TO DO NEXT AS A CULTURE?
- WHY ARE YOU BEING DROWNED OUT BY THE DYSTOPIAN WORLDVIEW DEPICTED IN THE MAJORITY OF OUR FILMS, TELEVISION, VIDEO GAMES AND SOCIAL MEDIA?



WHAT WE THINK IS MISSING IS A *BELIEVABLE* META-NARRATIVE THAT INCLUDES ALL THE GENERATIVE INNOVATIONS EMERGING GLOBALLY. THIS META-NARRATIVE WOULD DEMONSTRATE HOW THESE INNOVATIONS GET US FROM OUR CURRENT EXTRACTIVE, DYSTOPIAN WORLDVIEW TO THE MORE GENERATIVE ONE YOUR INNOVATION IS A PART OF.

OUR STORYCATCHING PROCESS IS DESIGNED TO HELP YOU DISCOVER HOW YOUR BRAIN CHILD FITS INTO THIS NEW “STORY” THAT IS ALREADY FUELING A POTENTIAL NEW MARKETPLACE OF IDEAS AND COMMERCE.

DON'T YOU WANT TO KNOW IF WHAT YOU ARE CREATING IS GOING TO PROSPER AND HAVE THE INFLUENCE YOU WANT?



OUR **STORYCATCHING** PROCESS INCLUDES FOUR STAGED ENGAGEMENTS...

CAPTURE- &
MAP
YOUR
STORIES

INCUBATE
THE STATUS
OF YOUR CORE
NARRATIVE

DEVELOP
AN INTERNET
TEST PILOT

CREATE
CABLE TV,
SOCIAL WEB
PROGRAMMING

CAPTURE &
MAP
YOUR
STORIES



WE CAPTURE AND MAP THE STORIES YOU ARE TELLING ABOUT YOUR INNOVATION THAT DESCRIBE:

- THE UNIQUE QUALITIES OF YOUR OFFERING
- THE *RESISTANCE* TO YOUR OFFERING FINDING SUCCESS IN THE MAINSTREAM MARKETPLACE
- YOUR POTENTIAL ALIGNMENT WITH THE EMERGING GENERATIVE MARKETPLACE NARRATIVE

INCUBATE
THE STATUS
OF YOUR CORE
NARRATIVE



WE THEN INCUBATE THE STATUS OF YOUR INNOVATION STORIES :

- TO MEASURE HOW THEY ADD OR SUBTRACT FROM YOUR POTENTIAL CORE INNOVATION NARRATIVE.
- TO DETERMINE THE POTENTIAL INFLUENCE YOUR CORE INNOVATION NARRATIVE WILL HAVE IN THE MAINSTREAM AND GENERATIVE MARKETPLACES
- TO IDENTIFY YOUR AUDIENCE DEMOGRAPHICS AND KEY INFLUENCERS YOU WILL NEED TO BE SUCCESSFUL

DEVELOP AN INTERNET TEST PILOT



WE THEN DEVELOP AN INTERNET *TEST PILOT* PROGRAM DESIGNED TO ATTRACT YOUR POTENTIAL AUDIENCE TO YOUR CORE INNOVATION NARRATIVE.

THIS TEST PILOT OFFERS THE AUDIENCE A CHANCE TO ENGAGE WITH ALL THE UNIQUE QUALITIES OF YOUR OFFERING AS IT PROVIDES SOME VALUABLE SERVICE THAT ENCOURAGES THEIR PARTICIPATION IN THE TEST PROGRAM.

CREATE
CABLE TV,
SOCIAL WEB
PROGRAMMING



BASED ON THE RESULTS FROM YOUR INTERNET TEST PILOT, WE DEVELOP THE APPROPRIATE CONVERGENCE MEDIA TO PROMOTE YOUR OFFERING IN THE MAINSTREAM AND EMERGING GENERATIVE MARKETPLACES.

THIS CONVERGENCE MEDIA CAN INCLUDE CABLE TELEVISION SERIES, WEB AND GAME PROGRAMMING, EVENTS AND SOCIAL MEDIA CAMPAIGNS.

STORYCATCHING ADDRESSES THESE CHALLENGES



1. MANY TIMES INNOVATORS ARE TOO CLOSE TO THEIR CREATIONS TO REALLY *GROK* ITS CORE INNOVATION NARRATIVE.



OUR STORYCATCHING PROCESS CAPTURES, MAPS AND INCUBATES THE STORIES YOU ARE TELLING ABOUT YOUR OFFERING. IT THEN INTEGRATES THEM INTO A CORE INNOVATION NARRATIVE THAT WILL GENERATE MAXIMUM INFLUENCE AND REVENUE.



2. MANY TIMES INNOVATORS DO NOT HAVE A CLEAR IDEA IF THEIR CREATION IS REALLY READY TO RAISE THE FUNDS THEY NEED FOR ENTRY INTO THE MARKETPLACE OR EXPANDING THEIR MARKET SHARE.



THE STORYCATCHING PROCESS CLARIFIES THE CURRENT STATUS OF YOUR OFFERING BY GENERATING STORYCATCHER INDICATORS THAT HELP PREDICT ITS SUCCESS IN THE MAINSTREAM AND GENERATIVE MARKETPLACES.



3. MANY TIMES A CLIENT'S UNIQUE INNOVATION NARRATIVE FAILS TO ALIGN ITSELF WITH THE CORRECT AUDIENCE AND THE KEY INFLUENCERS IT NEEDS TO BE SUCCESSFUL IN THE MAINSTREAM AND GENERATIVE MARKETPLACES.



THE STORY STUDIO TESTS *YOUR* CORE INNOVATION NARRATIVE AS A PILOT OFFERING ON THE INTERNET. THIS INITIAL TEST PILOT IDENTIFIES THE STRENGTHS AND WEAKNESSES OF YOUR OFFERING, THE POTENTIAL AUDIENCE AND THE KEY INFLUENCERS THAT WILL HELP DEFINE THE CONVERGENCE MEDIA YOU WILL NEED TO SUCCEED IN THE MAINSTREAM AND GENERATIVE MARKETPLACES.

STORY STUDIO CLIENT MODELS

THE STORY STUDIO HAS TWO CLIENT MODELS IT FACILITATES. A HUB NETWORK MODEL AND A SINGLE CLIENT MODEL. THESE TWO MODELS CAN CO-EXIST IN THE SAME COMMUNITY WITH DIFFERENT MISSIONS.



IN THE *HUB NETWORK MODEL*, THE STORY STUDIO'S CLIENT IS A DIVERSE GROUP OF MULTIPLE ENTERPRISES THAT ARE COLLECTIVELY DEVELOPING SOME KEY COMPONENT OF THE GENERATIVE MARKETPLACE OF IDEAS AND INNOVATIONS.

EACH SPOKE OF THE HUB NETWORK ENGAGES IN THE STORYCATCHING PROCESS WITH THE END RESULT BEING A COLLECTIVE CORE INNOVATION NARRATIVE THAT DRIVES THE DEVELOPMENT OF AN *INTERNET TEST PILOT*.

THE RESULTS OF THE *TEST PILOT* ARE DESIGNED TO INFORM THE CREATION OF CONVERGENCE MEDIA THAT PROMOTES THE HUB CLIENTS INNOVATIONS.

SINGLE CLIENT MODEL



IN THE SINGLE CLIENT MODEL (SCM) THE STORY STUDIOS CLIENT IS AN INDIVIDUAL ENTERPRISE THAT IS DEVELOPING SOME KEY COMPONENT OF THE NEW GENERATIVE NARRATIVE. THE SCM IS DESIGNED TO SURFACE THE SINGLE CLIENTS UNIQUE CORE INNOVATION NARRATIVE AND TEST IT UTILIZING AN INTERNET TEST PILOT.

THE RESULTS OF THE TEST PILOT WILL IDENTIFY THE QUALITIES OF THE CLIENTS INNOVATION NARRATIVE THAT WILL MAKE IT RELEVANT, NECESSARY AND A SUCCESSFUL PLAYER IN THE MAINSTREAM AND NEW GENERATIVE MARKETPLACES.

STORY CATCHING BENEFITS FOR HUB AND SINGLE CLIENTS



ENGAGING THE STORYCATCHING PROCESS SAVES HUB NETWORK AND SINGLE CLIENTS TIME AND MONEY AS THEY ATTEMPT TO POSITION THEIR INNOVATIONS IN THE MAINSTREAM AND GENERATIVE MARKETPLACES.

THE STORY STUDIO DATABASE OFFERS A DIVERSE SET OF POSSIBILITIES GATHERED AND CROSS REFERENCED WITH OTHER TOP INNOVATORS OVER TIME. THIS ALLOWS THE CLIENT TO VERY QUICKLY IDENTIFY PARTNERSHIPS WITHIN THIS GROUP OF INNOVATORS THAT WILL LEAD TO THEIR PROPER ALIGNMENT IN MAINSTREAM AND GENERATIVE MARKETPLACE NARRATIVES.

DRAMATIC AND DOCU-DRAMA SERIES PROGRAMING PRODUCTION



IN ADDITION TO HELPING CLIENTS SUCCEED IN THE MAINSTREAM AND EMERGING GENERATIVE MARKETPLACES, THE STORY STUDIO IS ALSO DEVELOPING IT'S OWN ORIGINAL MAINSTREAM DRAMATIC TELEVISION SERIES THAT WILL HELP PROMOTE THE CLIENT'S INNOVATIONS TO THE MAIN STREAM CULTURE.

STORY STUDIO - CORE MEDIA TEAM



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