

The GRUMP-O-VERSE™

PITCH
DECK



“What’s our hook?”

*you ask. It’s ok, it’s ok, some days
We’re all a Grumpopotamus*

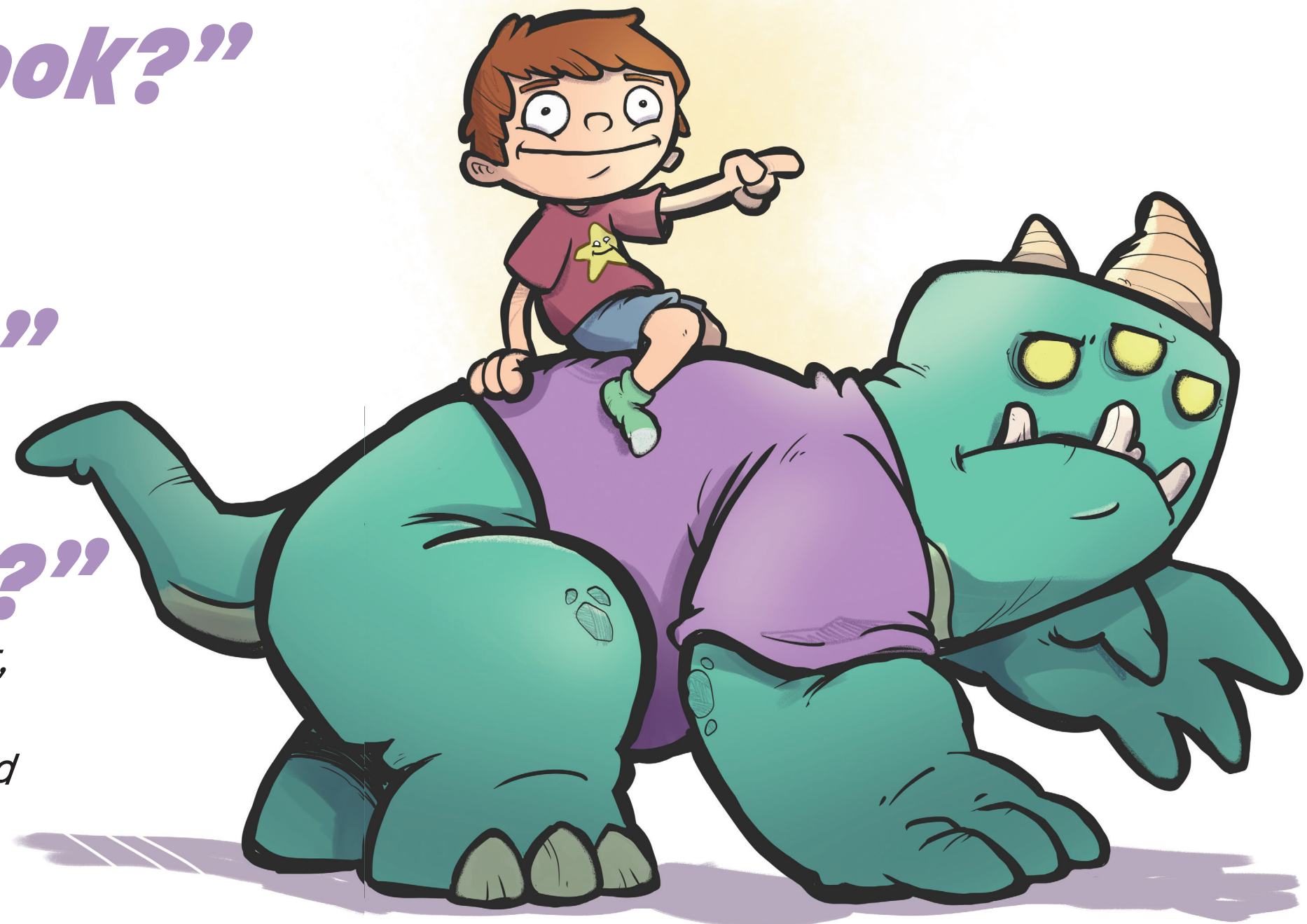
“Age bracket?”

Kids 5+ and Kidults of all ages

“What’s it like?”

*Take the emotional asset of Inside Out,
put it in a blender with the character
interactions of Sesame Street, and add
the low-stim visual style of Bluey.*

Based on *the award-winning book
series written by Daniel Collins, with art by poopbird.*



WHY me, Why Now?

This is me. No, seriously, I sent poopbird (my amazing book illustrator) pics of me as a kid, and this is what he came up with. Why is that important? Well, I am the main character in the series. (Yay Mom! I am finally the hero in a story!) Kind of...you see, it's me, but it's also YOU, your kids, your nephews, your nieces, your parents, and so on and so forth. The Grumpopotamus lives in all of us. Could there be a better time to learn to deal with him than early childhood, before the world really gets its hooks in us? If we can equip kids with skills to deal not only with their inner emotions, but also with external relationships, in a fun and humorous setting at an early age, wouldn't that be swell? I thought so, too!

“What’s Really Happening Here?”

When daily misadventures turn our hero’s inner Grumpopotamus into a real-life monster, he is forced to deal with a hilarious cast of characters to wrestle his way through his feelings and put the Grumpo in his back pocket, per se...until next time.



The Grumpo is in the Details!

Not a single person living on this planet, hurling through space, is immune to the Grumpopotamus! It's this single relationship that we all share that gives The Grump-O-Verse™ its relatability to the whole world, parents and kids alike! There is no one and no place safe from The Grumpopotamus!

Enter our series! We watch our hero wake up every day to some new issue, whether based in reality or self-inflicted (sound familiar, adults?). As things get out of hand, the Grumpopotamus grows into a very real creature he must deal with. At times, the Grumpo is even our hero's best friend, teaching him to deal with the strong personalities of our cast of characters. Grumpo is a personification of a universal language that we all deal with daily. As the kid works through his issue at hand, the Grumpo begins to retreat until he is small again. But the kid not only knows Grumpo will be back, but also accepts it as a normal part of reality. Which brings us to the hook of our song:

***It's ok, it's ok, some days
We're all a Grumpopotamus***

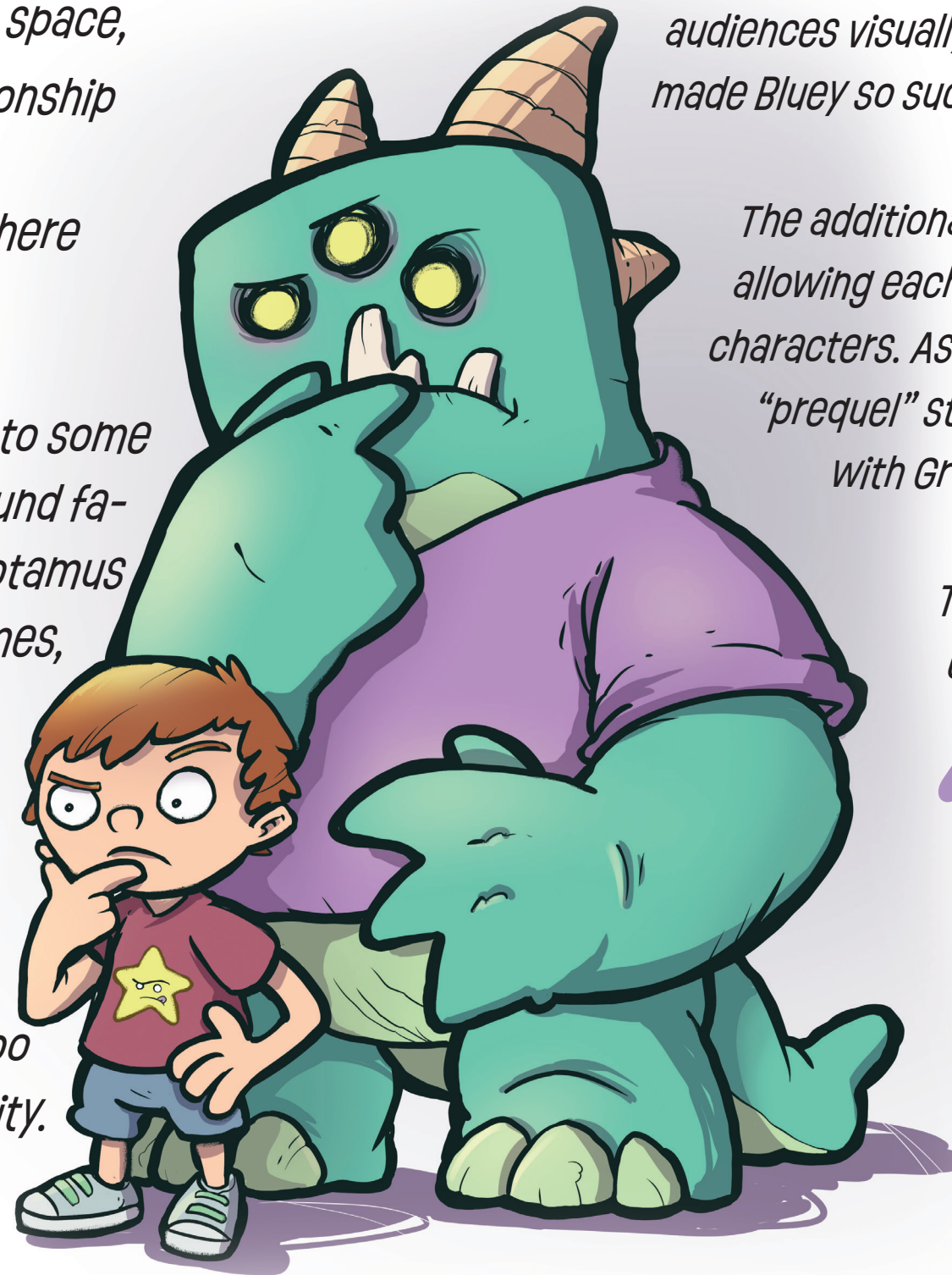
In a world full of fast, busy imagery, our series embraces a clean, focused style designed for low-stim audiences visually- similar to the approach that has made Bluey so successful.

The additional cast all have strong backstories, allowing each to be a main focus and not just side characters. As a matter of fact, they will all have "prequel" stories explaining their relationship with Grumpo and illustrating how they meet.

To round out the arc, each book and episode ends with a teaser:

"THE END"

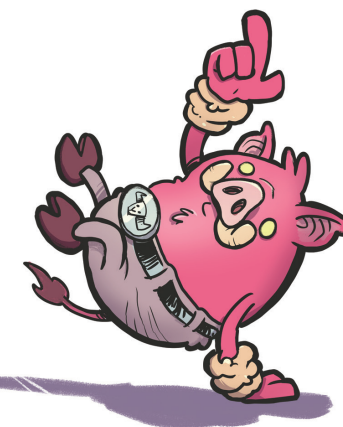
Followed by a quick snapshot of the Grumpo visiting a different character (Ex: Dad, the school bus driver, Santa, etc.) from that installment with the hero saying, "Guess I'd better teach him the song! The End. Well, not really. Let's say, 'Until Next Time.'" Cut to the theme song and credits.



Meet The CREW

Big Characters, Familiar Feelings

While the purpose of The Grumpopotamus is obvious, the deeper—and perhaps equally important theme lies within the rest of “The Crew.” They provide a foundation for children (and kidults) to begin understanding the BIG personalities we all encounter throughout life. It’s not necessarily about emotions, but about how we respond when meeting someone unlike ourselves. The goal is to help kids see those with unique personalities not only as worthy of acceptance, but to celebrate them for the special gifts they bring to every friendship.



Our Hero

Confronted with unfamiliar emotions, our hero brings an imaginative cast to life—characters that reflect real feelings and personalities, while shining as memorable individuals. He reminds us that children have the uncanny ability to break things down to the very core

without a ton of baggage from outside influence. He, like me, loves to play guitar, a reminder that we all need an outlet, and also sets the stage (pun intended) to incorporate fun music in the series.

He is strong, he is scared, he is confused, he is hilarious, he is me... he is you... whe is all of us.

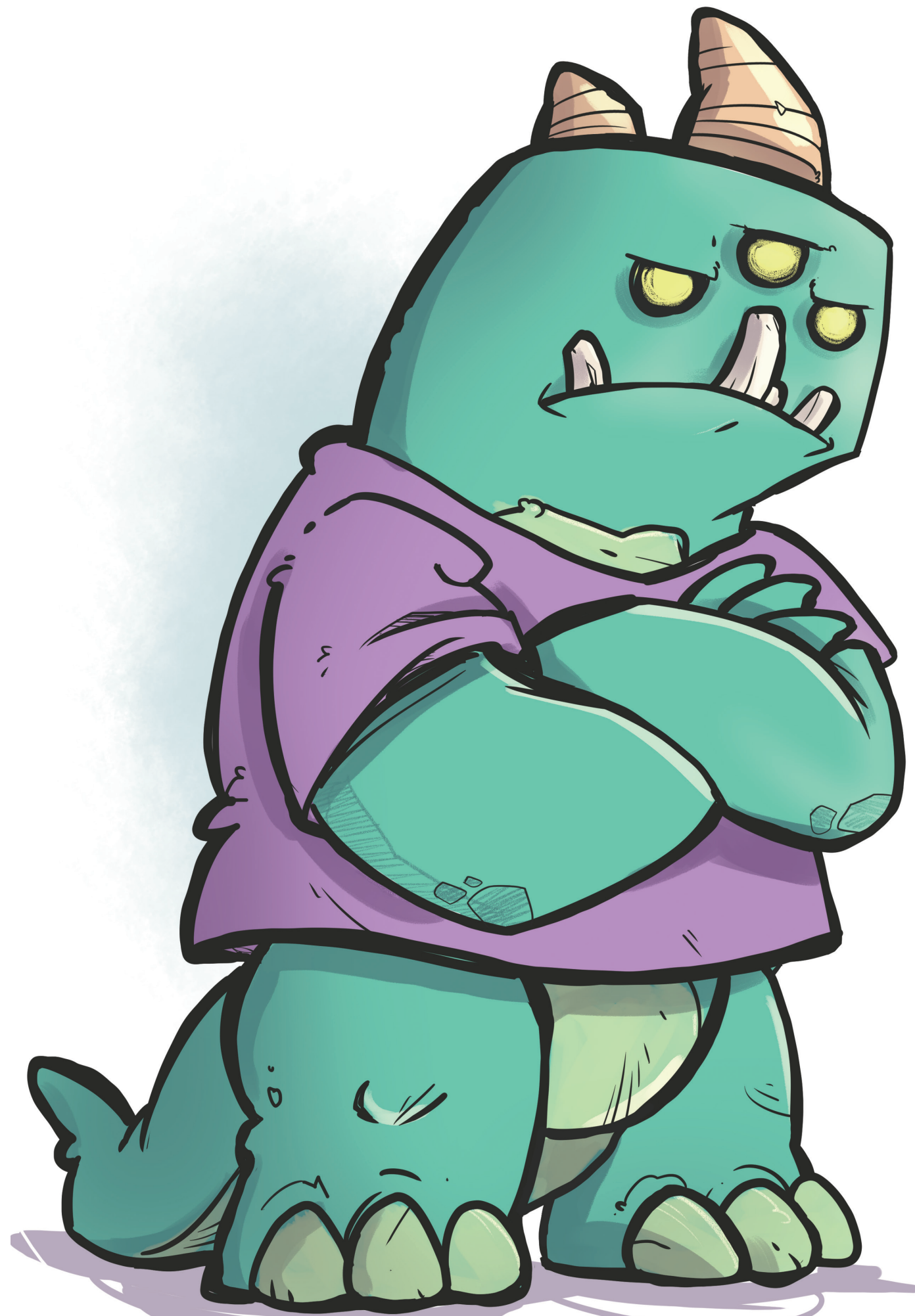


The Grumpopotamus™

(aka Grumpo)

The big kahuna, the head honcho, the belle of the ball, the top dog, the grand poobah...you get it. The Grumpopotamus is our co-main character, and all things Grump-O-Verse flow through him. Don't tell anyone, but he is the real star of the show (sorry, Mom). Through the twists and turns of the series, he leads the kid in befriending the lively, funny, and sometimes mischievous characters that fill his world.

He is big, he always looks grumpy, he stomps loudly, and has an indiscernible sound he makes when he "speaks" (ala Perry the Platypus).



Sassarat

Happy-Go-Lucky Extrovert

Sassarat is a track-suit superstar who loves to breakdance. She is Grumpo's best friend, and will play a major re-curring role. Her personality flawlessly dances against his grumpy demeanor. Did I mention she loves "Aeroplanes"? No seriously, she cannot stop singing about them!

She is light-hearted, optimistic, self-confident, energetic, and a positive influence when things get grumpy.



Ninjee

Introverted Loner

Ninjee is a martial arts enthusiast who takes the idea of being a ninja a step too far. He is not much for being around others, and is a master at disappearing. He is our “now you see him, now you don’t” kind of guy. He much prefers practicing throwing ninjee stars or playing video games to being amongst people. He also loves to try and sneak up on his friend, The Grumpopotamus in an impossible game of “tag”....one day it’ll work!

He is awkward, quiet, a loner, and oddly comedic with his timing.



Señor Gaucho

Hopeless Romantic

Señor Gaucho wears his heart on his sleeve...well, actually on his head in this case. His backstory harkens back to the Old West, where Gaucho refused a duel with a gunslinger, choosing to play guitar instead, which prompted the gunslinger to steal not only his loving señorita, but also...his hat. He has been looking for both ever since.

He is uber-emotional, incredibly sweet, and a talented guitarist. He unknowingly teaches our hero to live in the present by always telling stories of his past.



Bully Boar

Misunderstood Bully Athlete

Every series needs a bad guy, right? Bully Boar plays the role to a T. I mean, it's in his name. The tricky part is that he's surprisingly endearing once we see he's just a little guy with a Napoleon complex-due to being the runt of his family. We will find him stirring the pot quite often, giving us the antagonist we need, but he is never truly an evil villain.

He is short, strong, fierce, athletically gifted, and has the uncanny ability to make us like him even when we don't want to.

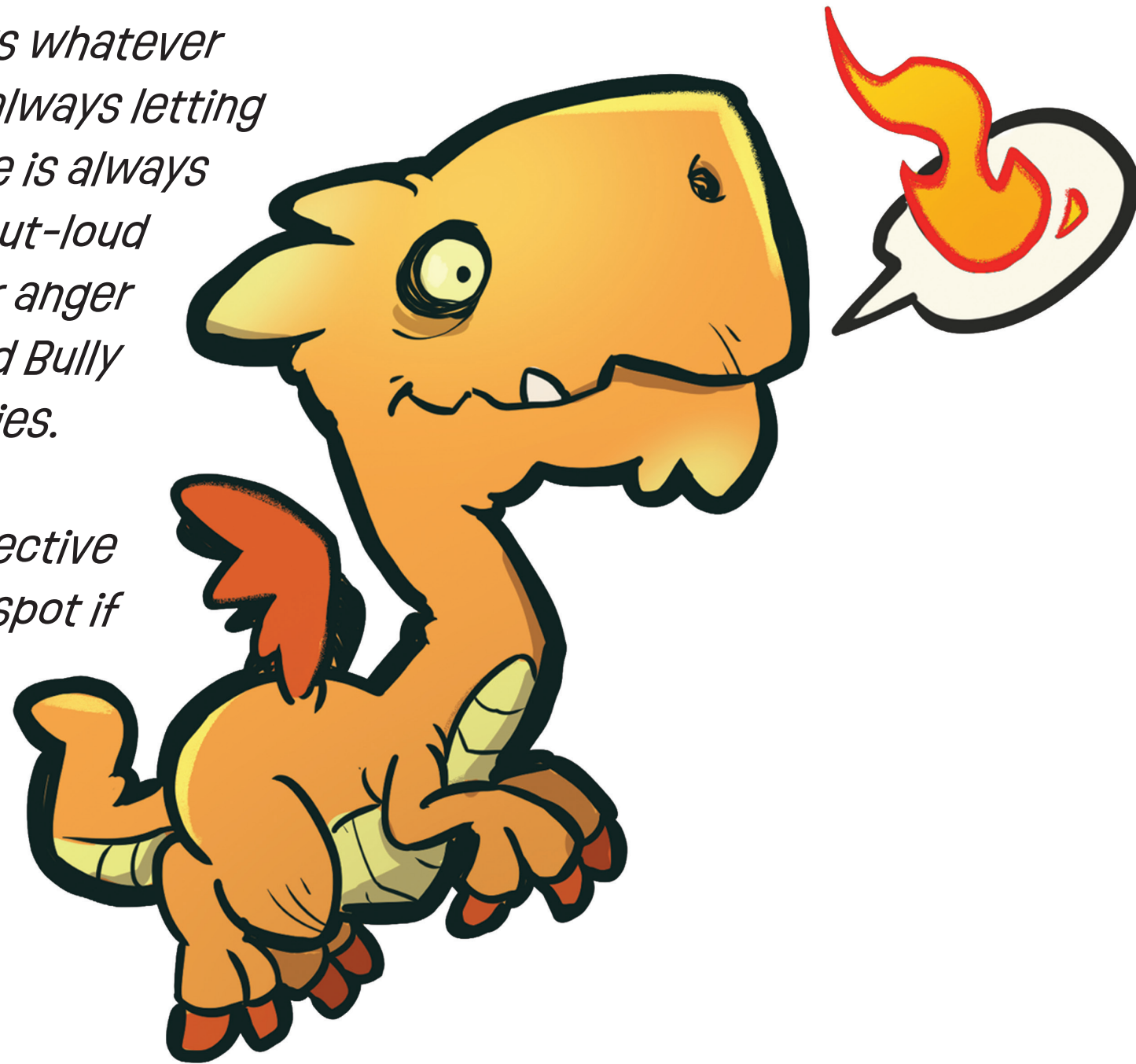


Frankie the Fire-Breathing Dragon

Overreactive Hothead

Frankie just cannot keep her cool. She says whatever comes to her mind first without thinking, always letting her anger get the best of her. However, she is always quick to apologize, which gives us laugh-out-loud moments when she slips up. Generally, her anger flares up in defense of her friends. She and Bully Boar will have a good tug of war in the series.

She is short-tempered, quick-witted, protective of those she loves, and is Johnny-on-the-spot if trouble comes brewing.



Distract-O-Cat

ADD

Distract-O-Cat is all over the place...wait, a squirrel! She means well, but can never be found in one place for too long. Did I mention she likes squirrels?

She is as fast as lightning, pops in and out of scenes, and is easily... well, distracted.

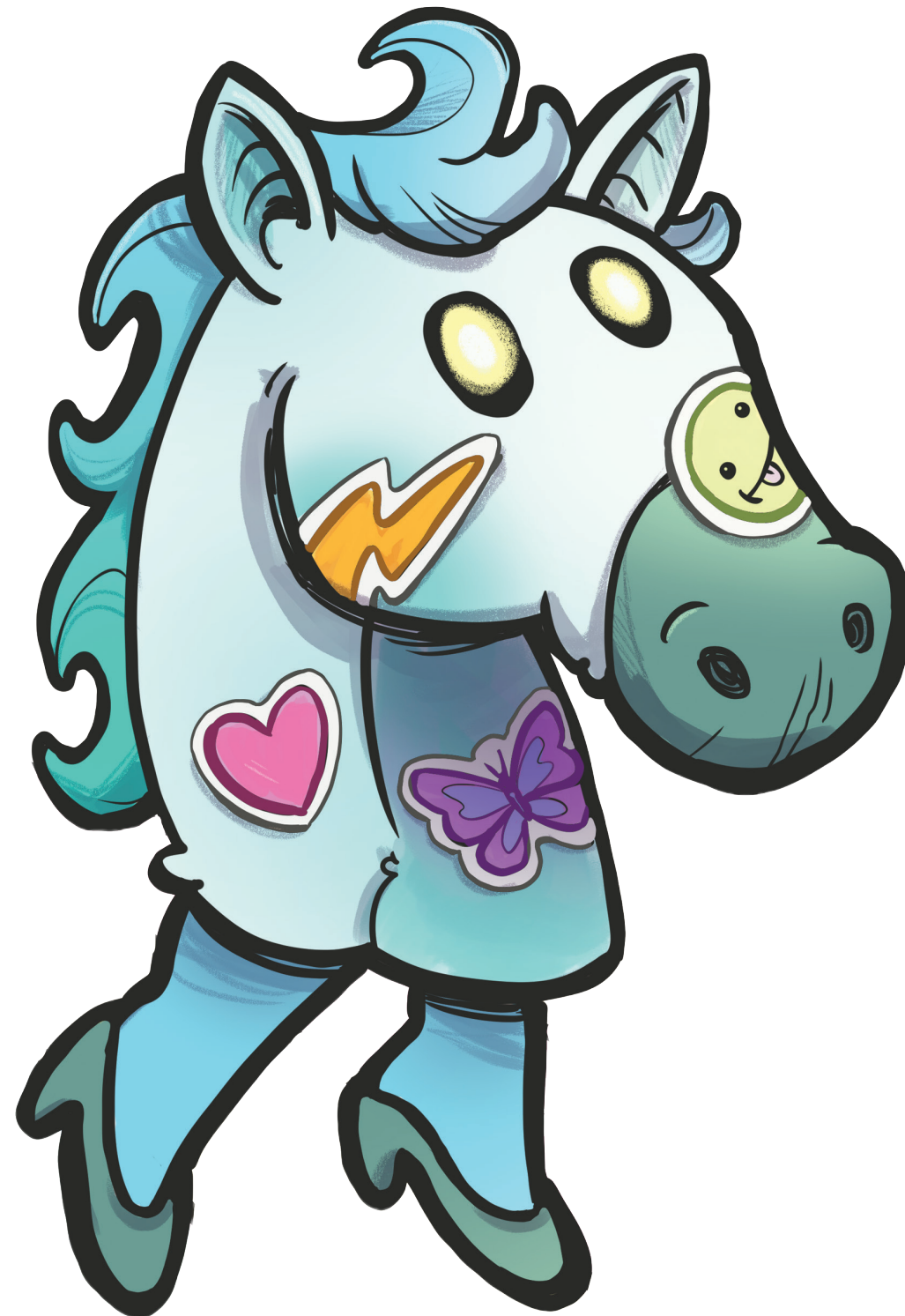


Lady Pearl

Creative Misfit

Lady Pearl is the artistic queen of the crew. She is incredibly book smart, but lacks some common sense, which often leads to some hilarious moments. She makes beautiful art and tells wonderful stories. However, since she often has one toe in fantasy land, the other characters aren't always sure what she means.

She is artsy, smart, well-dressed, and randomly pops in with fanciful stories that may not be based in reality.



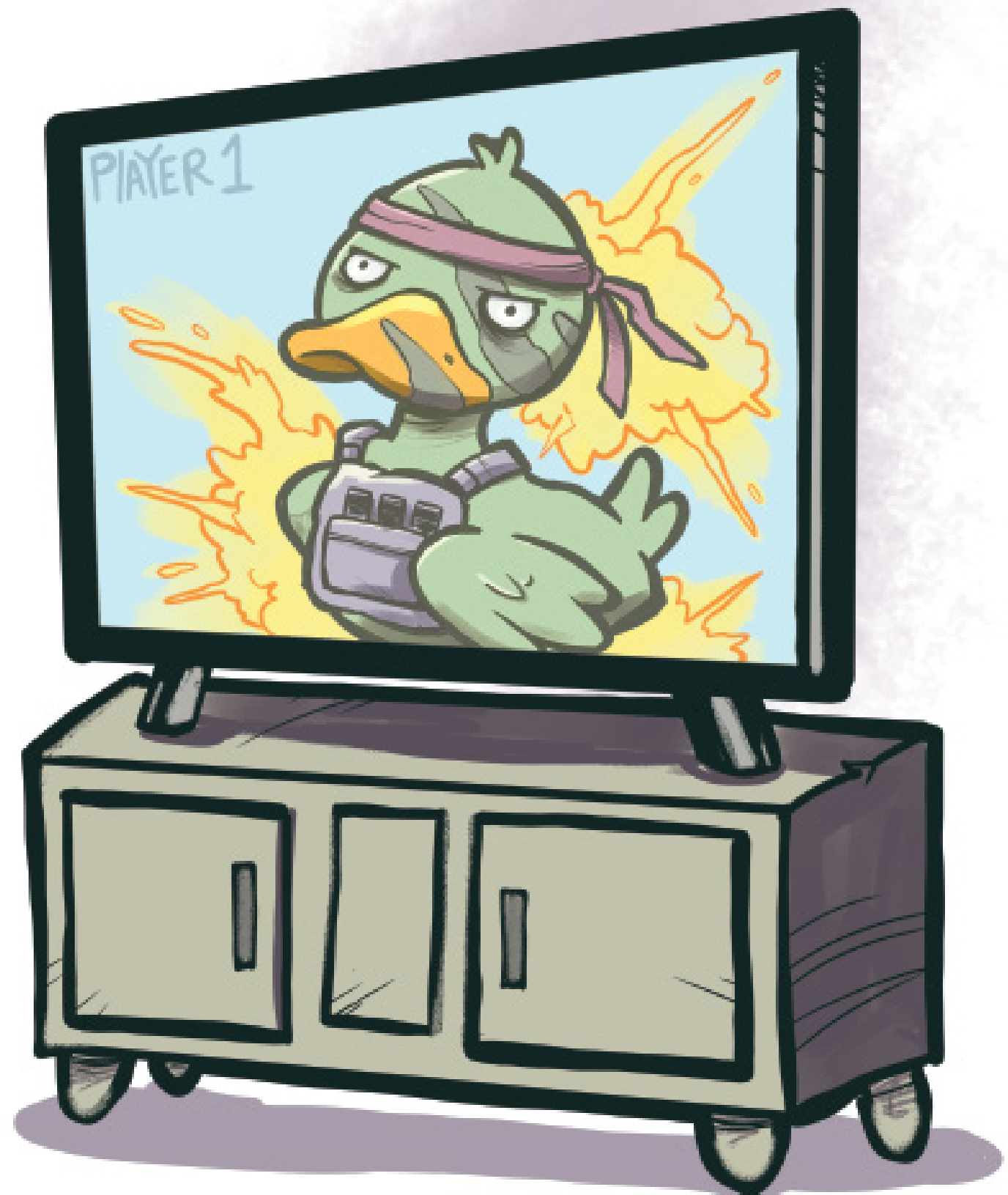
ContraDuck

Argumentative Know-It-All

Arguably (yes, yet another pun), the most annoying character in the group. Did you know that he knows everything and that anything you say will be incorrect in some way, form, or fashion? Well, did you? He is certainly about to tell you. The truth is, he is actually not the brightest lamp on the tree, but he certainly thinks he is. The problem is that he is right at times, and gives valuable insight without even knowing it...don't tell him that, though.

He is overly talkative, overly confident, and somehow accidentally lands on the right answer sometimes.

Featured in the Roblox game, Duck, Duck, Goose by EZ OK!

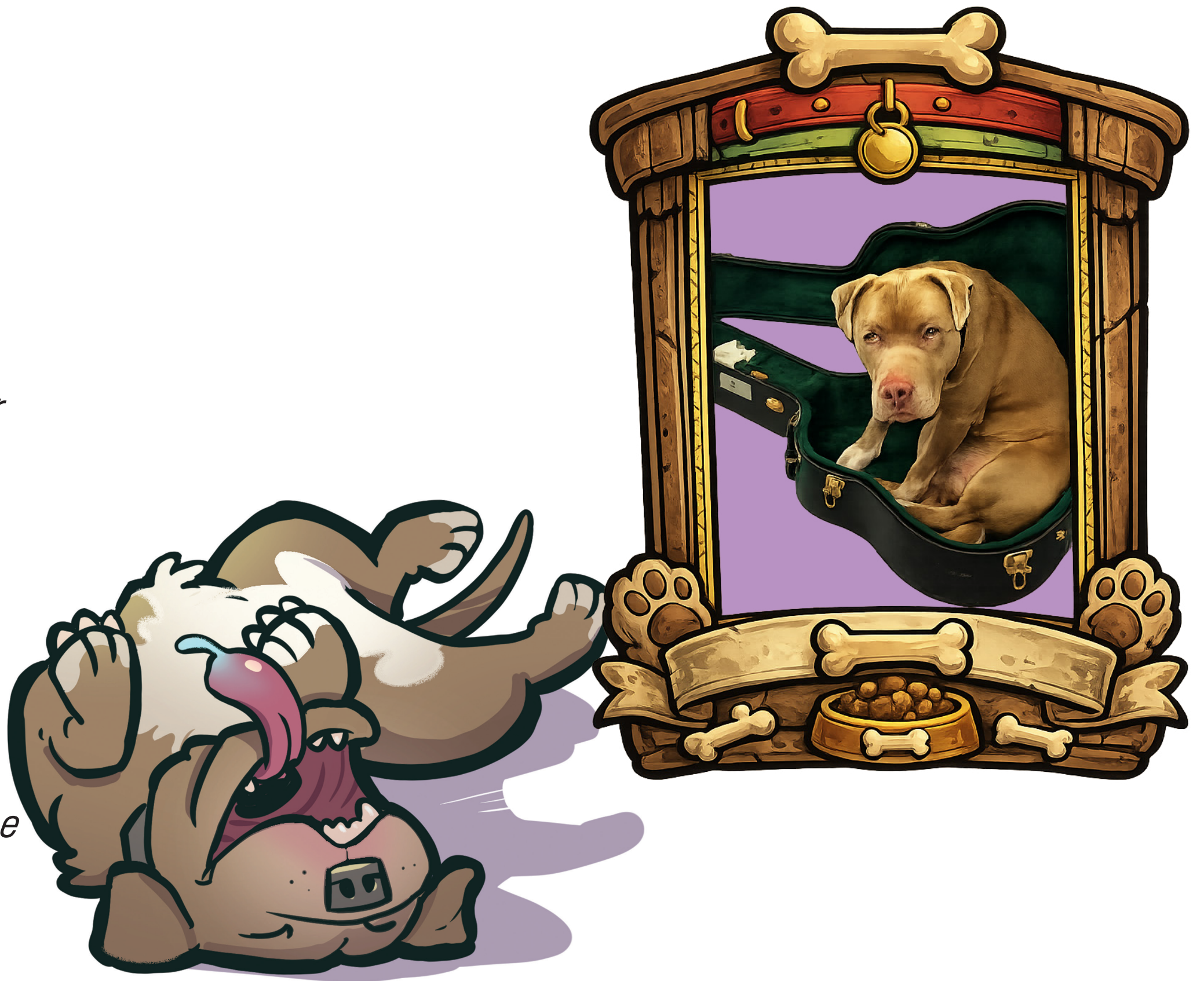


Jett Jett

Unconditional Slobbery Love

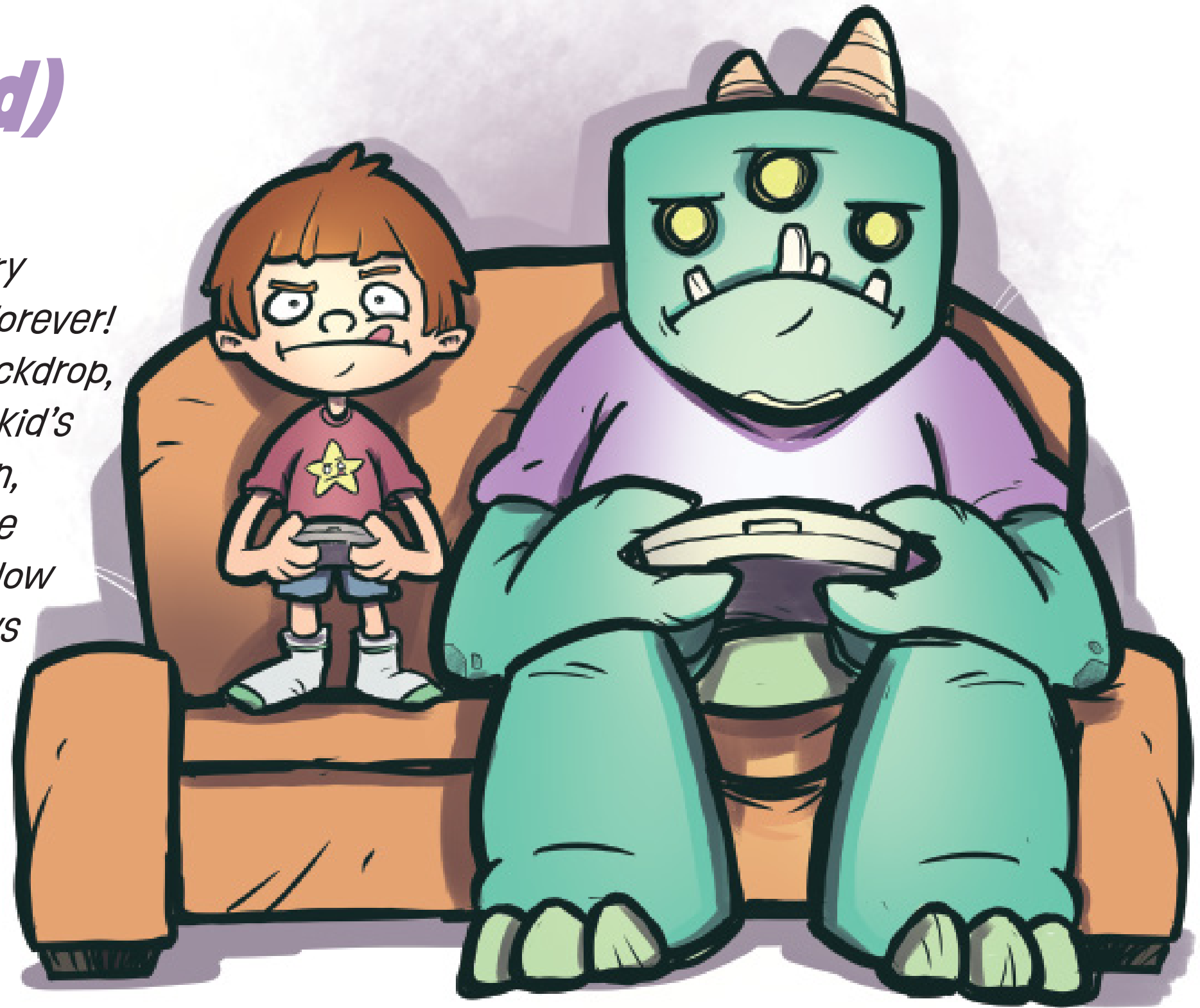
Jett Jett is our hero's pup, and our one reality-based character that somehow still interacts with the created ones. Our "bridge" if you will. He is our hero's prop back into the real world, and gives him the undying love and loyalty that a good boy like Jett Jett should! He also loves Grumpo, because after all, isn't Grumpo our hero? (Shhhhh, don't tell anyone)

He is smart, awfully handsome, loving, loyal, brave, just the best....can you tell he is my dog in real life? I am a little biased here.



The Little Story Engine (and World) That Could...

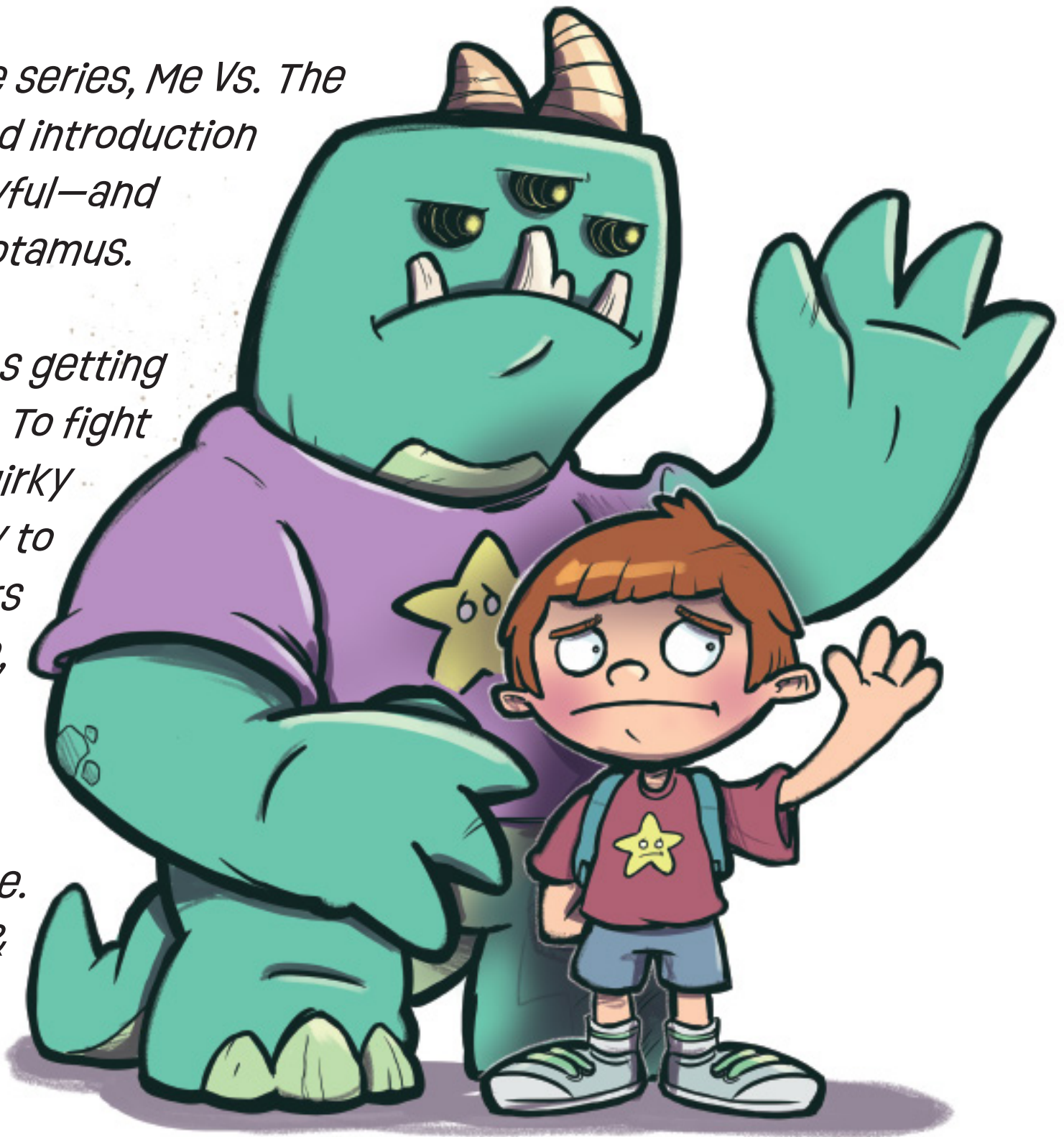
Could what, Daniel? Well, the little story engine—and world—that could go on forever! Our hero's house acts as the major backdrop, but other locations will be based on a kid's daily routines, such as school, vacation, the dentist, Christmas parties, etc. The beauty of our series is that we can follow the kid wherever he goes, which allows for multiple relatable settings that kids can easily recognize and understand. Beyond that, we have an endless story engine due to the infinite number of issues kids run into daily.

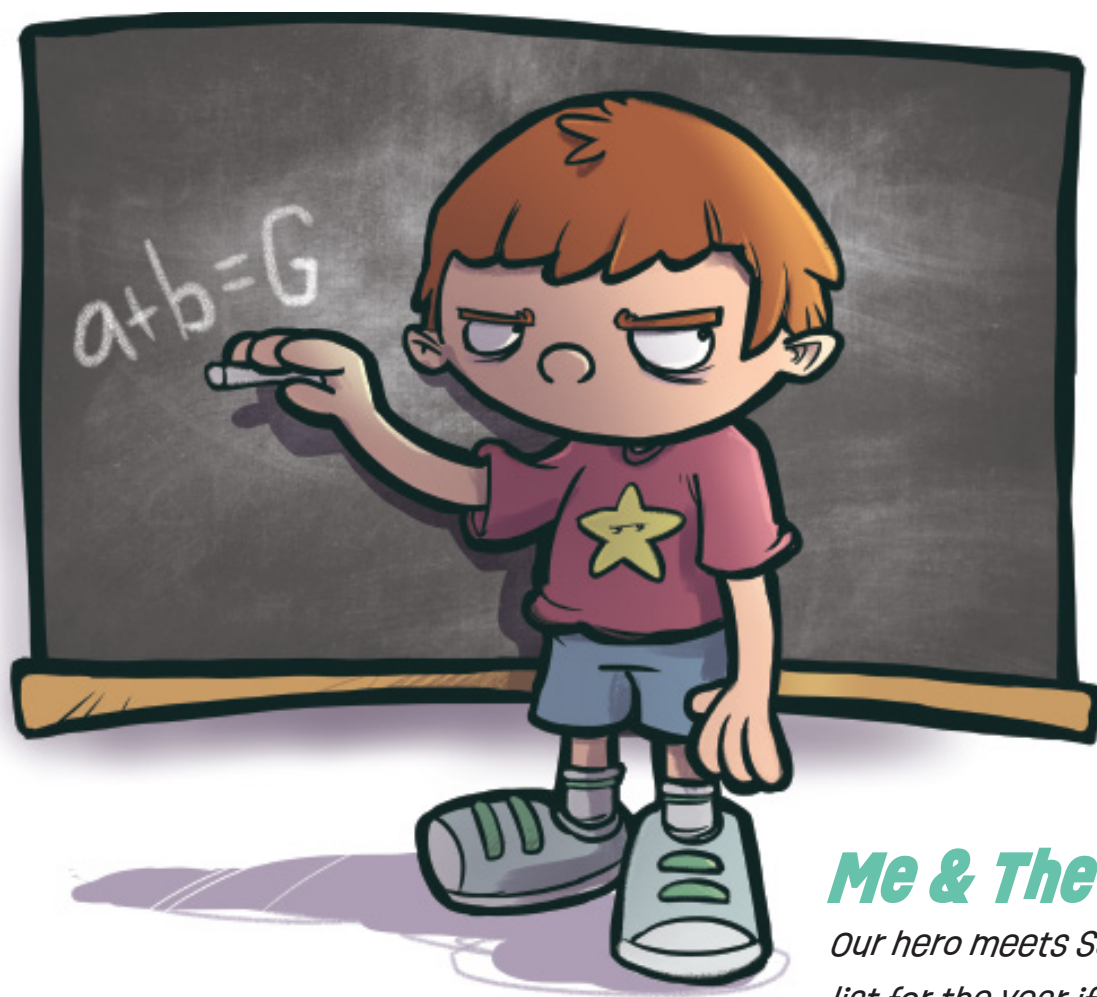


In the Pilot's Seat

The animated pilot, inspired by the first book in the series, Me Vs. The Grumpopotamus, gives audiences a fun, fast-paced introduction to the colorful cast while diving into the hero's playful—and sometimes tricky—relationship with the Grumpopotamus.

The story follows our hero through a day that keeps getting grumpier, as little frustrations spiral out of control. To fight the Grumpopotamus, he imagines summoning a quirky cast of characters, each with unique abilities...only to watch them hilariously fail. By the end, he discovers the Grumpopotamus is actually a friend in disguise, and realizes the power to manage his feelings has been inside him all along. He writes and sings the series' main song to lull the Grumpopotamus to sleep, setting the stage for the adventures to come. Perhaps the animated series should be called Me & The Grumpopotamus™....TBD





Coming Soon

Me & The Grumpopotamus Vs. A New School

Our hero has a sleepless night in dread of starting a new school. As things pile up to make him upset—from running out of toothpaste, to having to introduce himself in homeroom, to being laughed at in math class by his new “friend,” Bully Boar—the Grumpo makes his full appearance. A turning point occurs when our hero makes an unexpected friend, Sassarat, who makes the day not so bad after all.

Me & The Grumpopotamus Vs. Ninjee Beach

Our hero is super-excited to go to the beach on vacation! When he arrives, he finds out his parents have invited their friends to join, which means he has to room with their awkward and introverted kid, Ninjee. The day spirals into hilarious scenes, including Ninjee refusing to take off his gi while applying sunscreen, and Grumpo trying to stay as far away from the sun and water as possible. Luckily for our hero, Ninjee also happens to be very good at video games, and they bond when a rainy day forces them to stay inside.

Me & The Grumpopotamus Vs. the Naughty List

Our hero meets Santa (yep, that Santa), and he is told he must “uncheck” off his Naughty list for the year if he wants to right things and get back on the Nice list! He and Grumpo set off on the daunting task, and find themselves in comical situations with the full cast of characters helping them out. In the end, it turns out to be not as difficult as originally feared...everything is easier with a little help from your friends!

Request additional list!



Conclusion

I Am a Grumpo! (And So Are You!) How great will it be to watch kids who grow up with this series more easily relate to that overly-talkative coworker and think to themselves, “Oh, he is ContraDuck, I get it”? Or, recognizing their new friend prefers to stay in more than go out: “My friend is a little Ninjee.” What if a kid realizes he’s beginning to lose himself to the Grumpo and just tells his parents, “I am Grumpo?” That awareness alone could instantly pull him out of it! What a new, beautiful way to look at things, no? The Grump-O-Verse will do that.

This isn’t just a show—it’s the Grump-O-Verse! The animated series, the books, the toys, the merchandise, the music, the games... the entire IP. It is a living, breathing ecosystem where everything feeds off of each other to create the next big hit in kids’ entertainment.

So what are you waiting for? Join us! Sing it!

It’s ok, it’s ok, some days We’re all a Grumpopotamus





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