

## IMPERFECT PITCH: a thinktank platform for creatives. By Olivia Siu, M.A. in Games & Health

- Elevator Pitch: Imperfect Pitch is for storytellers to share asset-first pitches and collaborate to puzzle-piece innovative, yet perhaps incomplete ideas to fit with the latest current technologies or techniques in the field. This online community is for creatives of any tech-savvy level who are looking for the right technology or narrative to bring to life a project that would otherwise have been shelved.
- Purpose: The Imperfect Pitch thinktank platform would have been the fix to James Cameron's Avatar script when it was tabled to wait for production technologies to catch up. On the flipside, indie filmmakers such as students will consistently invent workarounds due to ingenuity, but also lack of resources and will often struggle to get on a platform.
  - Product: Similar to a dating app, the Imperfect pitch will be a minimal but vibrant profile-and-messaging platform on a mobile device that can be used with one hand while walking or holding a coffee in the other. Like Hinge, imperfect pitches can be uploaded with a variety of media (soundbites, looping videos, etc.) to quickly convey an idea through the common language of film references.
- User workflow: Uploaded pitches would be simplified, with only a logline and tags like "plot," or "tech tool," which is inspired from bookstores' concept of "blind date with a book" where a book is wrapped with blank paper and instead labeled with discrete handwritten reader reviews.
  - Example: Imperfect Pitch example title is "Wes Anderson, but in VR," tagged with "plot idea," or "cinematography goal," and "needs tech tip."
  - Reply/response: Another user can reply to help "perfect" the pitch with advice, then the uploader user can discern whether to share more information with the responder. If the uploader likes the responder's input, they can opt to reply back which would put the two users in a private direct message conversation and collaboration can occur from there. This way, original ideas can be released, shared, and refined privately and in piecemeal.
  - Reference: Similar to dating apps, the uploader user posts an anonymous "profile"/"idea" of a pitch with tagged labels unique to the app environment. Other users can swipe on it to add input that only the uploader can see—as if the uploader is receiving direct messages from their publicly posted dating profile.
  - Incentive: Users will be encouraged to interact with others because of this collaboration potential on an innovative project that requires your skills/interests while providing the talents of others as missing ingredients to bring it to life. After personally messaging, it is up to the users in cahoots how to continue collaboration: in-person, video call, or on a platform of their choice.
- Anonymity of submissions: "Imperfect Pitch" would protect its users with anonymity requiring that profiles that can be creatively customized instead of listing credentials. All posts are not open-source and cannot be available for public viewing, similar to a private social media account that requires user manual approval to select visibility preferences.
  - Reference: The focus should be less like LinkedIn networking and would instead host creator-made proprietary assets that are not open access depending on uploader preference, similar to Gumroad.com. Moreover, without any IP or budget identifiers, the pitches or new technology techniques can be received more purely from one mutual storyteller to another.