

CREATING A PITCH DECK

WITH JASMIN MORRISON

MANAGING DIRECTOR, SOUL COGNITION LIMITED



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CREATING A PITCH DECK

WHAT IS A PITCH DECK?

A pitch deck is an introductory portfolio for a project whether in TV, Film or any other medium.

The purpose of a deck is to give the reader a sense of the project; what is it about? What will it look like? Who are the audience? Who is involved?

A pitch deck will be the first piece of information you send to any third party to begin a discussion about your project.

As such, the information in your deck should be consistent, clear and concise.

Importantly, this is a visual industry so your deck should include a lot of images. Although, they should be presented in a clear and professional manor.

A bad deck will make people think it's a bad project.



WHO IS THE DECK FOR?

CREATIVE DECK

This deck will by and large be used for conversations with individuals and companies that operating within the Film and TV industry. Examples of this will be for producers seeking to attach a director, broadcasters, sales agents and distributors.

FINANCIAL DECK

The financial deck will largely include the same pages you use in a Creative Deck, but the clear difference is the addition of the financial proposal. To think of it in simple terms, it is a business proposal.

It's important to be clear what you are asking for. Are you seeking an investment? Sponsorship? What are you offering them? Interest? Credits? Publicity?

If your potential investor is expecting to recoup their investment, explain where they will recoup (what revenue source, will they recoup in first position) and the expected timeline for them to start receiving funds (12 months/24 months).



CREATING A PITCH DECK

BASIC CREATIVE DECK STRUCTURE

- COVER PAGE
- SUMMARY PAGE
- SYNOPSIS
- FESTIVAL AND RELEASE STRATEGY
- CAST
- DIRECTOR STATEMENT
- TEAM
- CONTACT PAGE



FILM TITLE



FILM TITLE

Genre:

Budget:

Filming Location:

Start of Principal Photography:

Writer:

Director:

Producer:

Logline – one or two sentences maximum.
Make it clear you know what the project is about.

Link to mood reel



FILM TITLE

SYNOPSIS

This should read like a story, but still a summary of the main points of the film. Don't do this is bullet points, make sure it flows.

It should be no longer than one page of text.



FILM TITLE

FESTIVAL AND RELEASE STRATEGY

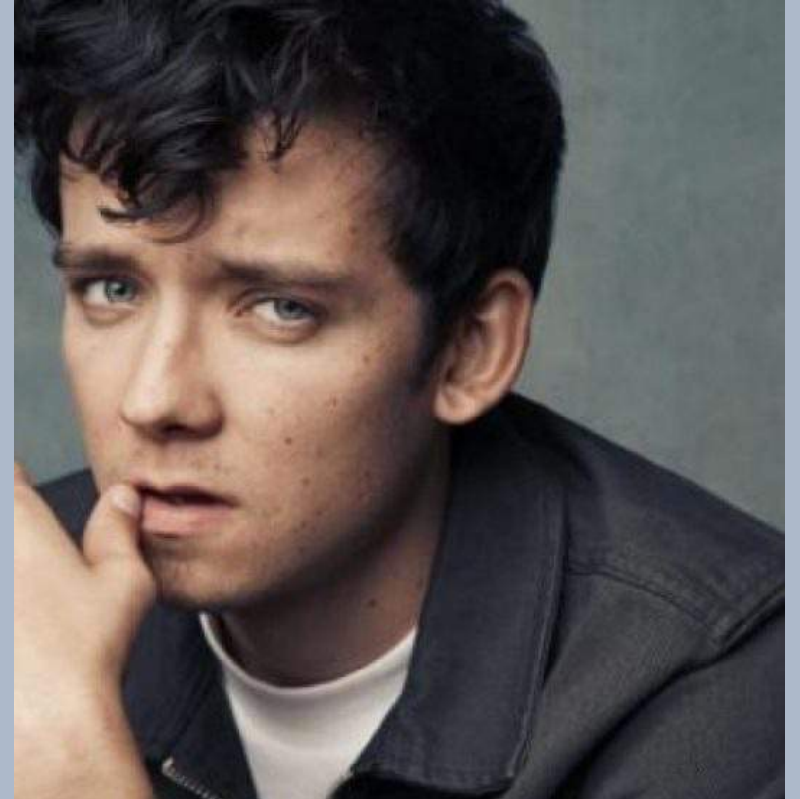
- Give an explanation of the festival strategy.
 - What festivals would you target for the films premiere?
 - Why are you targeting these festivals?
 - Has your directors work screened at any of these festivals previously?
 - Do these festivals tie in with your production timeline?
 - Do you intend to have a full festival run?
 - Are any of the festivals award qualifying (BAFTA, Oscar)? Is this important for your release?
- What do you intend to do with the film after the festival run?

FILM TITLE

CAST

A one or two sentence description of the character.

For actors and actresses, include two of their previous credits with the year the projects were released.



Asa Butterfield

Sex Education (2019-20)

Ender's Game (2013)



FILM TITLE

DIRECTOR'S STATEMENT

What made the director want to make this film?

Why are they the best person to make it?

What is their vision for the film? What will the visual style look like and how are they planning to achieve it?

What do they want the audience to walk away thinking?

FILM TITLE

DIRECTOR

Director's bio



FILM TITLE

TEAM

Producer's Bio



Writer's Bio



CONTACT

NAME

ROLE

EMAIL ADDRESS

PHONE NUMBER



CREATING A PITCH DECK

ADVICE

- IMAGES FROM THE INTERNET
 - If, for private use only i.e. private conversations with individuals, it is generally accepted that you can use images from the internet.
- COPYRIGHT LOGO
- SENDING YOUR DECK
 - When sending your project deck to someone, always send the deck alone in the first email unless specifically requested. Let them know if the script is available. If they want more information they will request it.
- DESIGN CONSISTENCY – BUILDING A BRAND:
 - Keep your font and sizes consistent throughout the deck
- READ AND RE-READ:
 - It's easy to miss the odd typo, take time to read through your work before you send it out. Check the information you have provided is consistent.
- KEEP IT CLEAN:
 - Don't use lots of different images on the same page except for comparable and cast pages, or it will look messy. Less is more.
- SHORT AND SWEET
 - Keep it as compact as you can. People are time poor, the shorter the deck, the quicker someone can review it and get back to you.



CONTACT

JASMIN MORRISON

MANAGING DIRECTOR

SOUL COGNITION LIMITED

E: JASMIN@SOULCOGNITION.COM

M: +44 (0) 7850478870

