

# Buddhhas

**Pitch Deck**

**Do Easy Productions 2.1.24**



# CONCEPT/ LOGLINE

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*Buddhas*,” is an Self contained Youtube-style-interview with crafted with elements of documentary and late night talk in the style of **Hot Ones**, **The Lex Fridman Podcast** and **Joe Rogan Experience**.

# COMEDIANS IN CARS GETTING COFFEE



Similar Shows

# HOT ONES





**"Buddhas,"** has been conceptualized as a luxurious, couture, smart, sensory, futuristic experience, that dispels the illusion of the stigma associated with cannabis and dabs by using the power of branding through the medium of an interview show.

That means; designing for content with high production value. A show captained by a big time host who hosts top quality guest from A-list celebrities to cutting edge thought leaders.

about the hosts

# NOW Casting!

**"Buddhas"** requires one of two different types of hosts depending on budget and intended distributor(s)

**A.** An established celebrity that brings a built-in audience based on the size of their follower base. We have been in discussions with various camps around Bill Maher, Katt Williams, and Seth Rogen. Bill is a bit old for our intended demographic, but has the intellectual and political skills. However, he already has a weekly show and podcast. Katt's star is at a zenith but skews to the urban demo and doesn't necessarily have the intellectual depth we are seeking.

Seth hits the demo, and is far more capable of the intellectual task than his brand would convey but is also extraordinarily busy. We've also considered people like Snoop Dogg and Wiz Khalifa, who also have their negatives and positives.

**OR** **B.** An unknown. Sean Evans has proven (amongst a plethora of others, like Charlie Rose and Conan O'brien) with his hit show Hot Ones that star power is not absolutely necessary to drive this show since our bookers will be hard at work supplying big time guests for each episode. We have a list of potential auditionees for this role. There will also be additional segments of the show anchored by up and coming talents, for instance: the food segments hosted by @professorpizza.



## SHOW FORMAT

"**Buddhas,**" has been conceptualized as a luxurious, couture, smart, sensory, futuristic experience, that dispels the illusion of the stigma associated with cannabis and dabs by using the power of branding

**Aa.** First the guest takes a *DNA test* with our *partner*:

<https://dynamicdnalabs.com/products/cannabis>

This gives everyone a good idea of what cannabis they would or should enjoy.

**Bb.** Second the guest fills out a questionnaire (which we need to create) that gives us an idea of what they would like out of the experience in terms of dosage.

**Cc.** We write a script of questions / design an episode of segments and experiences (food, music, comedy, brand sponsors etc. ) tailored to the guest based on these answers. The set should be **Charlie Rose** meets **Hot Ones**. A black box in which to people can commune with only the necessary utensils around them. Instead of an interview it's more of an "outer-view" in which we seek the guests thoughts on a variety of tastes, experiences and subjects.



about the production team

# ABOUT THE Executives!

Josh's ingenious direction brings to life mindblowing projects with 2 Telly Awards and 12 Emmy nominations under his belt!

Meanwhile, Max rocks the stage drawing in A-list talent providing exclusivities throughout some of today's top trending productions.

Together, Josh's strategic partnerships and Max's creative expertise generate an unparalleled synergy. Their combined talents elevate our productions, positioning them as the driving force behind captivating entertainment experiences, spanning from esports to fashion, and shaping the industry landscape for the better.



## Josh Mora

Full Sail University's Executive Director of Strategic Partnerships. He oversees projects like the esports vertical, the Fortress (largest esports stadium on a college campus in the US), athletic program with varsity esports teams, and the Dan Patrick School of Sportscasting. His WWE collaboration led to "NXT" Brand, Performance Center, and Content Innovation Lab in Orlando.



## Max Mora

As co-creator of DOEASY.TV Max is a versatile Writer, Producer and Director. Cal Arts graduate under Thom Anderson, Associate of Bollywood films and INDUS Media Productions (Brown Nation, Night of the Living Dead: Darkest Dawn). Max's creativity and diverse experience promise an impactful journey in entertainment.

[www.doeasyproductions.com](http://www.doeasyproductions.com)

about the production team

# ABOUT THE PRODUCERS!



## Tony Scardino

Tony, aka Professor Pizza, is driven by passion and creativity, focusing on pizza, comedy, cannabis, and conversation. With almost half his life spent perfecting pizza in Chicago and competing globally, he's now a staple in Chicago's comedy and cannabis scenes. Featured in two Netflix specials and recognized by numerous media outlets, including the Chicago Tribune and ABC.

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## Dani Starkey

Danielle Starkey's diverse career spans cannabis, streetwear, and creative consulting. Beginning at RSVP Gallery in Chicago, she has developed brand strategy, crafted creative, and produced campaigns for major brands such as Nike, Jordan Brand, and Microsoft. Known for her sharp commentary and social media presence, her content has been featured on HighSnobiety and the Dr. Phil Show, garnering attention from brands and media alike.



about the production team

# ABOUT THE Filmmakers!



## Gary Adcock

Filmmaking tech expert, linking production & post-production. co-wrote Data Handling Procedures for IATSE Local 600. Contributed to ASC's Digital Cinema Camera guide. Co-founded Camera Comparison Chart. Sought-after consultant, presented worldwide at NAB, IBC, Interbee, CabSat, Broadcast Asia, and Broadcast India.



## J.P. O'Rourke

Our Chicago-based Director of Photography and his versatile expertise spans commercial, narrative, and documentary genres. JP's portfolio boasts collaborations with BBC, ESPN, AJ+, Vice, and renowned brands like Nike, Google, IBM, and Schwinn. As a master of the lens who infuses his passion into every frame he is ready to explore the essence of cannabis culture.

[www.doeasyproductions.com](http://www.doeasyproductions.com)

# Production Plan Outline

- **Development (Underway):**
  - Create preliminary shooting schedule.
  - Create preliminary budget
  - Secure project funding
  - Create potential brand partnership opportunities.
- **Pre-Production (3 Weeks):**
  - Create any production offices and production team,
  - Finalize production schedule and budget
  - Book all equipment
  - Complete location permitting
  - Book travel arrangements
- **Shoot (1-2 Days):**
  - Shoot/Edit Spec Show
- **Post-Production (2 Weeks for the Initial Shoot):**
  - Complete editorial on episode I,
  - Complete sound, effects, color correction
  - Schedule and execute test viewings
- **Marketing, Distribution and Additional (8 Weeks):**
  - Fully engage in all marketing. Schedule screenings for distributors. Engage distribution plan.



# LOS ANGELES, CA



*Shooting Location*





# Buddhas

## *Now Casting*



CRESCO



MOST



## MARKETING OPPORTUNITIES

The goal of this marketing plan is to establish strategic partnerships with cannabis, sneaker, glass, food and beverage brand partners creating unique pairs of releases for each guest on the show "Buddhas." These limited edition items will be sold on the show's website, offering a curated collection that aligns with the show's style and theme. Our Target Audience are partnered cannabis brands that will attract cannabis enthusiasts, smokers, those interested in the cannabis lifestyle alongside partnered brands that will appeal to the demographics ranging from exclusive collectors to fashion-conscious individuals.

Engaging cannabis and sneaker brands that have a strong presence of innovative products and a willingness to explore unique collaborations is part of our strategy through show integration, custom designs, pre-production promo, e-commerce integration, influencer marketing exclusive launch events and post-release engagement we will look to brands that align with the values and style of "Buddhas."



# Buddhas

*Now Casting*



*Blazy Susan*



## FUNDING OPPORTUNITIES

The Producers of the show seek investors who understand that there is investment risk, but the Producers have established an accurate budget and marketing strategy.

Do Easy Productions is currently looking for US\$20,000 to produce the spec show, and a total of US\$40,000 to complete a small run of three shows. This covers all aspects of early production. First money investment will be the first money returned upon profit, prior to producers' profits and any other profit distribution.

# Buddhas

MAIN LOGO

A B C D

E F G H

I J K L

M N O P

Q R S

T U V W

X Y Z

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

*Auckland Script*

HEADLINE TYPOGRAPHY

*Best Wishes*

SECONDARY TYPEFACE

**MONUMENT EXTENDED**

TERTIARY TYPEFACE



COLOR PALETTE

# Buddhas

MAIN LOGO

A B C D

E F G H

I J K L

M N O P

Q R S

T U V W

X Y Z

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

*Auckland Script*

HEADLINE TYPEFACE

*Best Wishes*

SECONDARY TYPEFACE

**MONUMENT EXTENDED**

TERTIARY TYPEFACE



COLOR PALETTE

# BUDDHAS

MAIN LOGO

ABCD  
EFGHI  
JKLM  
NOP  
QRST  
UVW  
XYZ

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

NEON LED LIGHT

HEADLINE TYPOGRAPHY

*Best Wishes*

SECONDARY TYPEFACE

**MONUMENT EXTENDED**

TERTIARY TYPEFACE



COLOR PALETTE





*Buddhas*

# DESIGN *Collection*



## the **MARKETING**

Episode-specific integration enhances viewer engagement, showcasing limited edition sneakers, cannabis products and specialized items during specific segments.



## our **OPPORTUNITIES**

Integration of the design collections into show segments enhances the viewer experience. E-commerce integration ensures a seamless shopping journey allowing fans to own exclusive pieces.

[www.doeasy.tv](http://www.doeasy.tv)

# TARGET AUDIENCE

**OBJECTIVE:** The goal throughout our marketing opportunities is to create a captivating design collection using partnered cannabis brands and partnered sneaker brands, incorporating custom-designed sneakers or special cannabis-related items for each guest on our show "Buddhas." The collection will reflect the guest's personality and the essence of the show's segments while capturing the target audience's interest.

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## CANNABIS ENTHUSIASTS

Fans of the show "Buddhas" and cannabis culture.



## SNEAKERHEADS

Fashion-conscious individuals with a passion for limited edition sneakers.



## VIEWERS

Engaged audience tuning in to experience the brands featured on the show.

**DESIGN**  
*Collection*



# DESIGN

*Collection*



## COLLABS

Collaborating with cannabis and sneaker brands will allow us to identify the trending markets that align with the show's vibe and target audience.

Engaging in collaborative discussions open the floor to creating exclusive designs for each guest and limited edition sneakers capturing the show's essence.





# DESIGN *Collection*



## DESIGNS

Working with the chosen brands in design collection creation to design custom-made sneakers or special cannabis-related items for each guest, incorporating elements that represent individual personalities and the segments they will participate in.





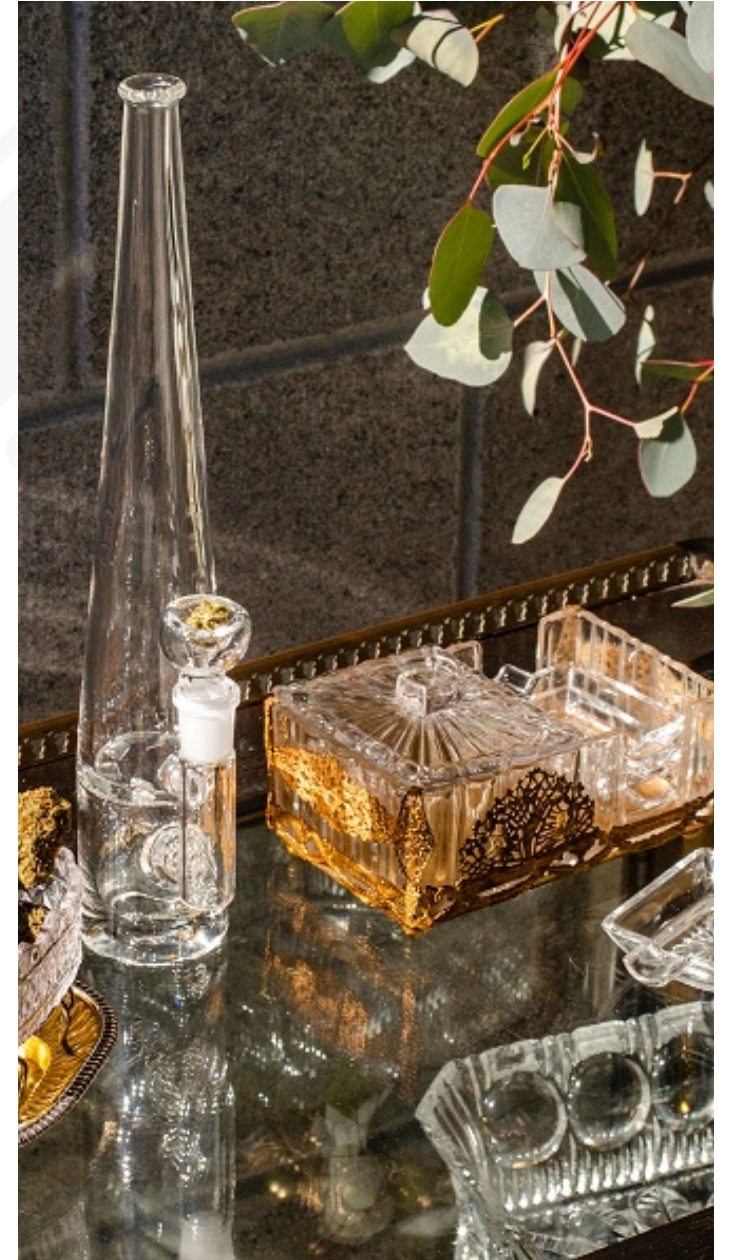
# DESIGN *Collection*



## SHOW

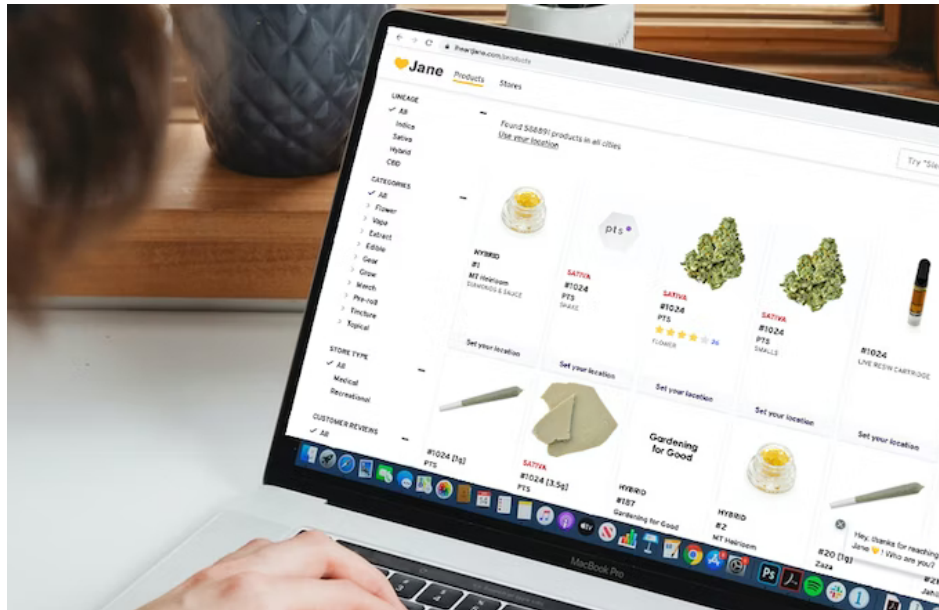
Integration of the design collection into each episode's segments.

For "**Can I Kick it?**", showcase the limited edition sneakers. During "**Munchables**", present personalized cannabis products. For "**Buddhas**", unveil the segment-specific designs. In "**Roll One Up**", reveal the special cannabis-related items.





# DESIGN *Collection*



# *Cannabis*

## E COMMERCE

Creating a dedicated section on the show's website, showcasing and selling the design collections.

Implementing a user-friendly interface with e-commerce integration to facilitate secure transactions.



Our customers a



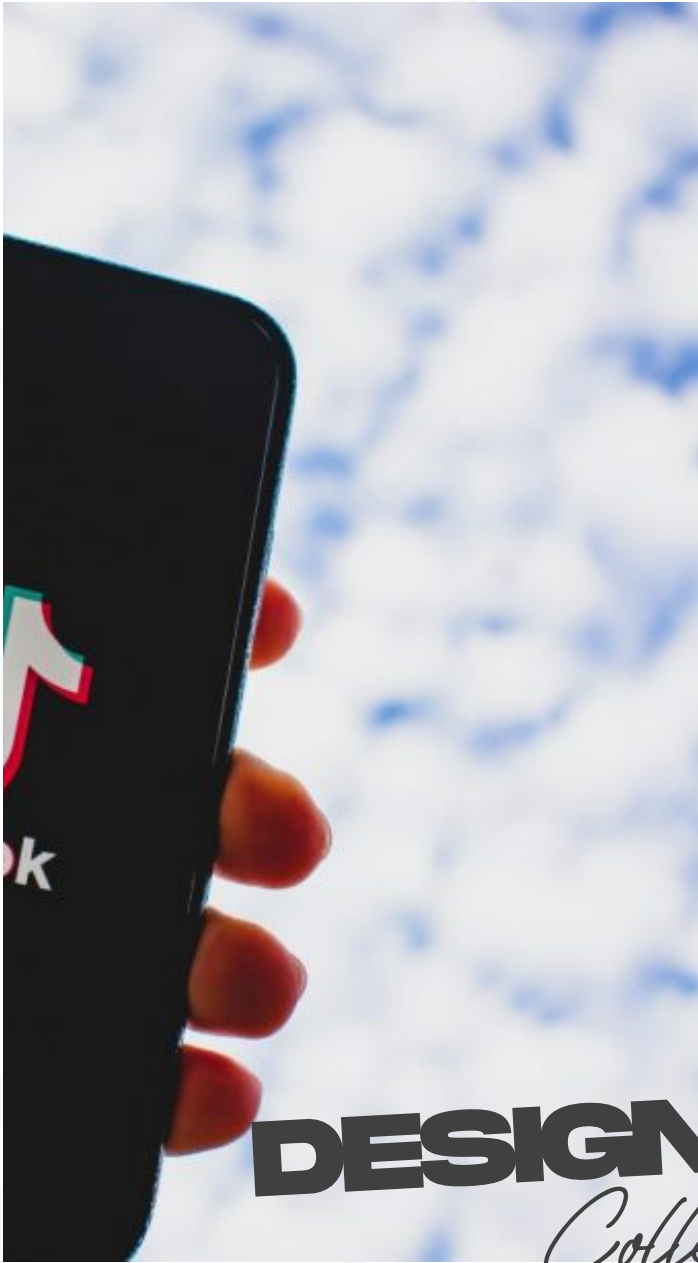
INHALE --



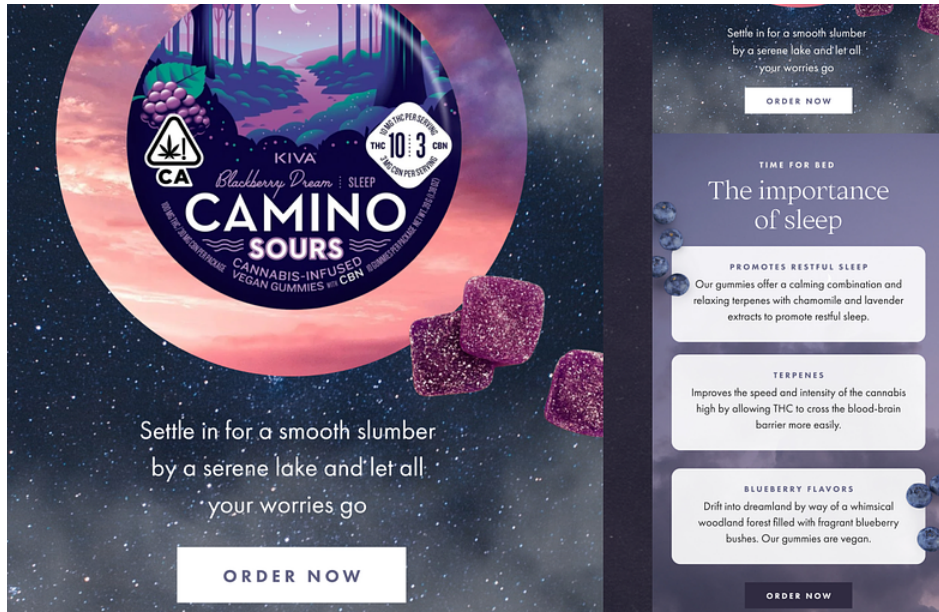
BATH • BODY --

locally sourced, fresh cannabis for you and friends to enjoy.

HOP NOW



# DESIGN *Collection*



## PROMO

Leveraging social media, our show's website and influencer collaborations build excitement around the design collection.

Teasers of upcoming releases and sneak peeks of the custom-designed items generate anticipation for sales.







# DESIGN *Collection*



## EPISODES

Promoting each episode's featured designs through targeting social media campaigns, email marketing and highlighting the unique collaborations and guest-specific items.

ve us  
more

different kind of fire with  
a take on an old classic

ORDER NOW

Find your new

BLACKBERRY  
CHOCOLATE

MIDNIGHT MINT

100mg  
PER PACK

SHO



**DESIGN**  
*Collection*



## **DROPS**

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Organizing limited-time exclusive drops for select items after each episode airs drives our urgency and increases demand for the collections.





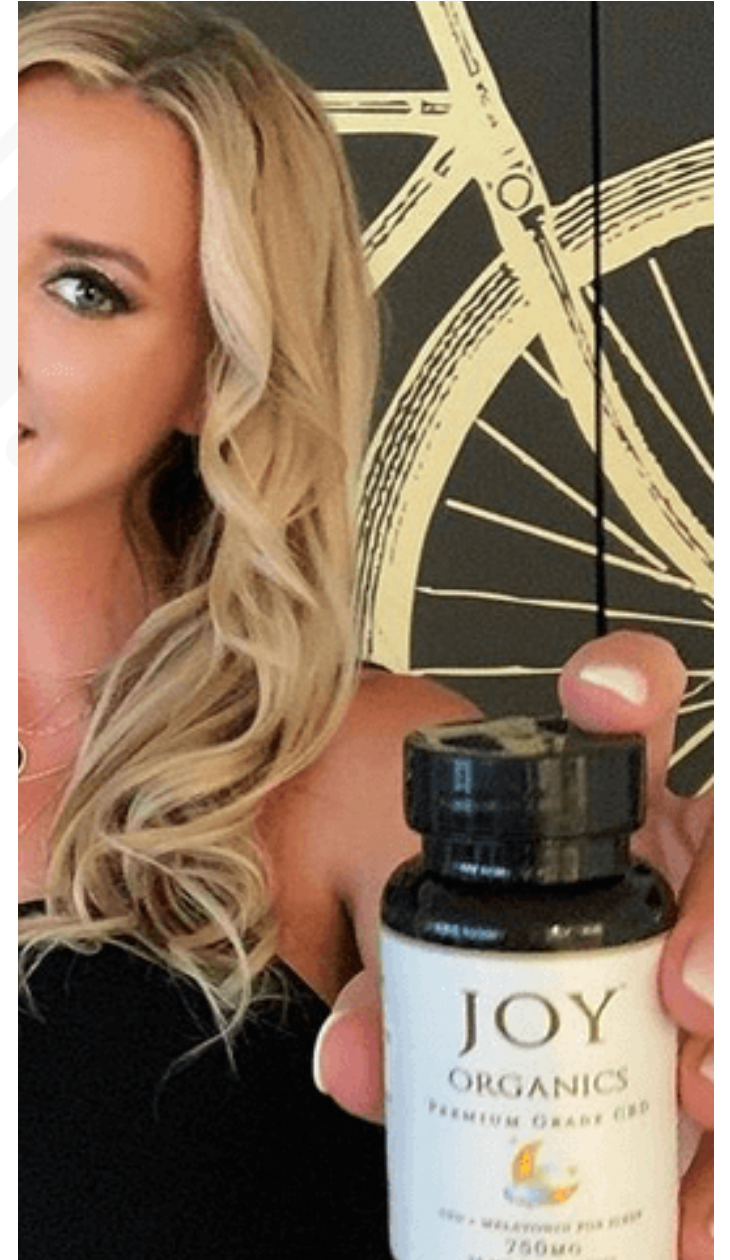
**DESIGN**  
*Collection*



## **INFLUENCERS**

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Leveraging influencers within the cannabis and sneaker communities will showcase and endorse the design collection, generating buzz and expanding the reach utilizing endorsements.





## EVENTS

Exploring sponsorship opportunities with relevant events and cannabis-related gatherings to promote the design collections and attract potential customers.





# DESIGN *Collection*



## POST

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Post-Show Engagement allows for our show to continue engaging with the audience after each episode airs, offering exclusive behind-the-scenes content and updates on restocks and new designs.



# *Buddhas*

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