



Development Meeting Pitch Guidelines

Accept

Development Meeting rules & regulations

- Create an account at **adultswim.com** – all development is done on the live stream, so you'll need a adultswim.com account to chat. We do not monitor YouTube or Twitch chat during the show.
- Fill out an online pitch release form at **tiny.cc/devmtg** - this will NOT transfer ownership of your idea to us. It only protects us from lawsuits if we already have a similar idea currently in development. Also include your PayPal email to receive payment if you win money.
- Be prepared to *drop a link in the chat*[™] via your adultswim.com account. We like pitch bibles, sample episodes, animatics, art portfolios, YouTube/Vimeo links, beat sheets, synopses, etc. People commonly use google docs- just make sure sharing is set to **“Anyone on the internet with this link can view.”** But do not allow editing, or any random idiot will be able to alter your documents during the live stream (and they most definitely will).
- Be prepared to talk about your show on air – DO NOT simply read your document back to us.
- Videoconference in to the live show at **adultswim.com/pitch**. Once you're on, drop your link in the chat and tell us your username so we can spot it immediately.

What your pitch should include

- **Title, Format:** What's it called? Is it a series or a special? Half hour or quarter hour? Animated or live-action?
- **Logline:** 1-2 sentences about your show that include character, setting, and conflict.
- **World:** 3-5 sentences on where the show is taking place, including time, location, universe and structure.
- **Characters:** 1-2 sentence descriptions of each main character including origin, goal, and relationship to other characters. Include a visual, if available.
- **Synopsis:** What happens? What is your series arc? Brief episode descriptions can be included here as well.
- **Visuals/Art:** What does this show look like? What do the characters look like? Where do they live? Work? Play? Do you have a link? A website? A portfolio? WE LOVE SAMPLE EPISODES

Tips

- Watch archived Development Meeting episodes here: **adultswim.com/videos/development-meeting**
- Know your show. This isn't a chance to bounce ideas around. We want to see a fully thought out concept.
- We don't give a shit where you went to school or what you studied.
- The best pitches are from people who have clearly prepared, know their stuff, and are open to feedback.
- See the **Sample Pitch** on the next page for a look at basic pitch structure.

Development Meeting

Sample Pitch

Accept

Title: Petite Feet

Creator: Judy Blume

Format: 11 minute live-action comedy

Logline

The hardass matriarch of an organized crime dynasty finds peace and companionship when she fosters a flock of exotic birds in her basement, but her greedy offspring are not so quick to accept this new way of life.

World

Present day Frankfurt, USA, is small town Americana with a twist: everyone is infected. After an outbreak of pinkeye sweeps the tri-county area, Frankfurt rebrands itself as the utilitarian home of over 4,000 pinkeyed families and individuals, making way for cliques, crime, and scandal.

Characters

Hailing from Nashville, TN, Harry Tuft is the guy you want on your team. He's reliable, upbeat, and committed to the squad. He's the talk of the town amongst the ladies, but Harry Tuft only has eyes for one girl - RachelChristina.



Synopsis

Episode 1 - Carly and Sonny have it out over Morgan's marriage. Duke tells Anna his concerns about Ava.

Episode 2 - Alexis is hypnotized and remembers Sam's father's name. Luke gets info on his nemesis from a Swiss officer.

Visuals/Art

Link to art portfolio: <http://ihaveamfa.com/animation-pitch/>