

One Haircut. One Adventure. One Community at a Time.

A NEW ANIMATED SERIES



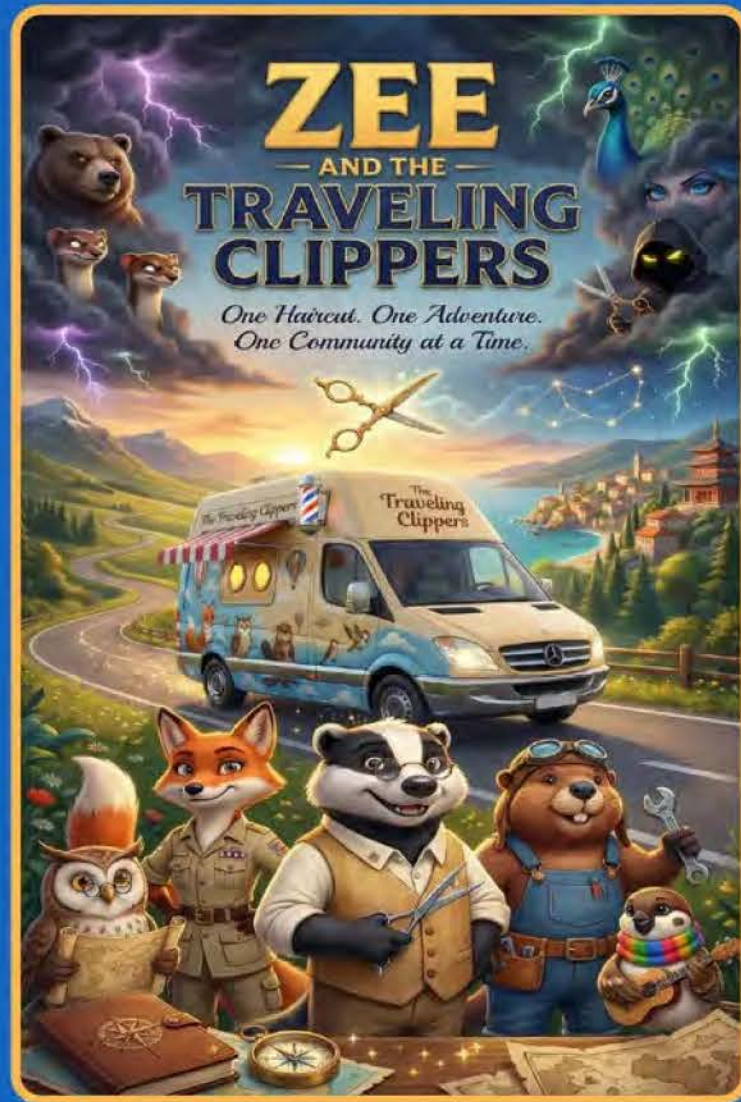


Concept

FIVE FRIENDS. ONE VAN. A WORLD OF STYLE.

Join Zee and his crew of Traveling Clippers as they roam the globe, solving problems with style, song, and a fresh haircut.

"It's like Paddington meets Queer Eye... on wheels!"





The Protagonist **MEET ZEE**



"A haircut isn't just about how you look. It's about how you feel inside."

A charming, optimistic badger with a gift for listening. Zee doesn't just cut hair; he helps people find their confidence, solve their problems, and discover their true selves.

♥ Empathic Listener

✂ Master Stylist

🎵 Baritone Singer

👥 Natural Leader





The Crew

FIVE FRIENDS. ONE MISSION.



Zee

Master Stylist

The visionary leader with a heart of gold.

BARITONE



Penelope

Navigator

Adventurous fox who maps the journey.

TENOR



Ferdinand

Mechanic

Beaver who fixes anything with a wrench.

BASS



Willow

Trendsetter

Sparrow with an eye for the next big thing.

SOPRANO



Barnaby

Historian

Owl who knows the legends of the Shears.

ARRANGER





The Vehicle

THE TRAVELING CLIPPER



More than just a van, the Traveling Clipper is a mobile home, a state-of-the-art barbershop, and a magical vessel all in one.



The Magic Chair

A barber chair that can spin, lift, and transform to suit any client—big or small.



Acoustic Engineering

The interior is designed to amplify the quartet's harmonies perfectly.



Global Navigation

Equipped to handle any terrain, from cobblestone streets to mountain passes.





The Antagonists

SHADOWS IN THE STORM



Rufus Grizzleton

The Corporate Barber

Efficiency over style. Wants to franchise every shop.



Weaselwind Twins

The Saboteurs

Chaotic duo who create messes for Zee to fix.



Silas Vain

The Narcissist

Thinks only he deserves to be beautiful.



Madame Eleonora

The Critic

Harsh reviews can close a shop instantly.



Phantom Snipper

The Mystery

Steals the joy from haircuts. A dark legend.





The World
A GLOBAL JOURNEY





The Pilot

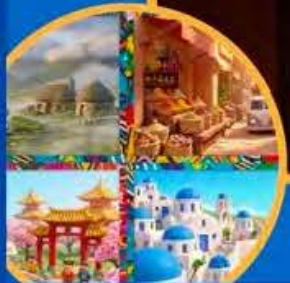
THE GRUMPY GIANT WITH A FLOWERY HEART



A Transformation Story

In the misty village of Grumblewood, a misunderstood giant named Bristle is feared for his wild appearance. Zee sees past the tangles to the gentle gardener beneath. Through a haircut and a song, the crew reveals Bristle's true nature, teaching the town not to judge a book by its cover.

THEME: EMPATHY





Core Themes

MORE THAN A HAIRCUT



Empathy & Listening

True style starts with understanding. Zee teaches kids the power of listening to others' stories.



Community & Harmony

Just like a barbershop quartet, we are stronger when we blend our unique voices together.



Cultural Appreciation

Exploring the world with curiosity and respect, celebrating traditions from every corner of the globe.



"Style is about expressing who you truly are on the inside."



The Look

VISUAL IDENTITY



Grumblewood

Cozy, textured forests with warm lighting.



Neon City

Vibrant, futuristic glow with clean lines.



Crystal Cove

Sparkling waters and translucent gems.



Sky Temple

Ethereal clouds and ancient stone textures.





The Business

MERCHANDISING GOLDMINE



Toys & Playsets

Transforming Traveling Clipper van, plush characters, and collectible figurines.

Roleplay Gear

Zee's golden shears (light & sound), Penelope's compass, and Ferdinand's tool belt.

Publishing

Storybooks, activity guides, and "Zee's Guide to Friendship."





The Numbers

FINANCIAL OPPORTUNITY

Production Budget

Per Episode Cost:	\$500,000
Episodes:	12
Season 1 Total:	\$6,000,000

Total Investment **\$6.0M**

Projected Revenue (3-Year)

Streaming License:	\$4.2M
Merchandising:	\$5.3M

Total Revenue **\$9.5M**

Projected ROI: **159%**





The Partners

PLATFORM STRATEGY



Apple TV+

Perfect for high-quality, family-focused originals like "Snoopy" and "Fraggle Rock."



Disney+

The ultimate home for character-driven stories with heart, matching the "Bluey" audience.



Netflix

Massive global reach for animated adventures like "Hilda" and "The Sea Beast."





The Opportunity

MARKET TIMING

Demand for SEL

Parents and educators are actively seeking content that teaches Social-Emotional Learning (empathy, kindness) post-pandemic.

Co-Viewing Rise

Streaming data shows a massive spike in "family viewing" content that appeals to both kids (adventure) and parents (heart).

Global Appeal

The "traveling" format allows for diverse cultural representation, making the show easily localizable for international markets.





The Benchmarks

SERIES COMPARABLES

Hilda

Captures the same spirit of magical adventure and cozy, textured world-building.

Critically Acclaimed

Bluey

Shares the focus on emotional intelligence, family dynamics, and gentle life lessons.

Global Phenomenon

Doc McStuffins

Mirrors the "problem-solver" format where a caring hero helps friends in need.

Merchandising Giant





The Journey

SEASON ONE ARC

01

The Departure

Zee discovers the map fragment and assembles his crew, leaving their comfort zone for the first time.

02

The Trials

Across diverse lands, they face challenges that test their skills and teamwork, collecting clues along the way.

03

The Revelation

They reach the location of the Golden Shears, only to realize the true treasure is the community they've built.





The Creators

POTENTIAL CREATIVE TEAM



Alex Chen

Showrunner & Writer

Award-winning writer with credits on major animated series, specializing in heartfelt adventure.



Sarah Miller

Art Director

Visual development artist known for creating immersive, textured worlds with distinct palettes.



Marcus Johnson

Composer

Classically trained musician with a passion for blending orchestral scores with folk instruments.



Studio Nova

Animation Partner

Boutique animation studio delivering high-quality 3D animation with a unique, painterly style.





The Proposal

INVESTMENT ASK

\$6M

Series A Funding

We are seeking \$6M to fund the production of Season 1 (12 episodes), covering development, animation, voice talent, and initial marketing. This investment positions us for a Tier 1 streaming deal and immediate merchandising opportunities.





Thank You

LET'S MAKE MAGIC

Contact Us

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