

Being Alive

Are you Alive or just living?

Pitch Deck, April 2024



Synopsis

"Being Alive" is a documentary series designed to capture the intimate and profound experiences of young adults aged between 19 and 45 who are navigating the complexities of terminal illnesses. The series will focus on their day-to-day lives, emotional journeys, and their pursuit of dreams despite facing life's ultimate challenges. It aims to provide viewers with a deep, emotional look into the resilience and courage exhibited by these individuals as they confront mortality.

Target Audience:

Demographics: Aimed primarily at young adults and middle-aged viewers, the series will also resonate strongly with families, providing valuable insights into dealing with terminal illness within family dynamics.

Broader Appeal: Healthcare professionals, educators, and a general audience interested in powerful human interest stories will find the series enlightening and moving.

Unique selling points

Authentic Personal Narratives: "Being Alive" offers intimate and authentic portrayals of individuals navigating terminal illnesses in their prime years. Unlike other documentaries that may focus on medical treatments or statistics, this series puts a spotlight on the personal stories, aspirations, and day-to-day experiences of its participants. By sharing their raw emotions, struggles, and triumphs, viewers gain a profound insight into the human spirit's resilience in the face of adversity.

Bucket List Achievements: A distinctive feature of "Being Alive" is its emphasis on showcasing participants as they pursue and achieve their bucket list goals. Whether it's embarking on adventurous travels, completing significant personal projects, or fulfilling lifelong dreams, the series captures these moments of joy and fulfillment amidst the challenges of terminal illness. This focus on celebrating life's milestones and accomplishments serves as a source of inspiration and empowerment for both participants and viewers alike.

Thoughtful Reflections on Life and Legacy: Beyond just documenting the day-to-day realities of living with terminal illness, "Being Alive" provides a platform for participants to reflect on life, legacy, and the meaning of existence. Through candid interviews and heartfelt conversations, viewers are invited to contemplate their own values, priorities, and relationships, prompting profound introspection and discussions about mortality, purpose, and what truly matters in life. This aspect of the series sets it apart as not just a documentary but a catalyst for meaningful dialogue and personal growth.

Visual Style and Feel:

Color Palette: Utilize a palette of soft, muted tones such as pastel blues, soft grays, and gentle pinks, complemented by warm earth tones like browns and muted golds, with subtle accents of more saturated colors to highlight significant emotional moments.

Natural Lighting and Intimate Framing: Employ natural lighting to keep the visual tone grounded and realistic, with close-ups and intimate framing to capture the emotions and personal moments of the subjects.

Cinematic Techniques: Incorporate film grains or slight desaturation to give the documentary a timeless feel, using slow-motion to enhance moments of significant emotional weight and time-lapses to illustrate the passing of time.

Distribution Plan

Broadcast and Streaming Partnerships: Leverage partnerships with major broadcasters and streaming platforms such as PBS, CBC, HBO, Netflix, and Hulu to ensure the series is accessible across North America and potentially globally, maximizing its impact and reach.

Funding Strategies

Grants and Foundations: Pursue funding from organizations like the NFB, CMF, Sundance Institute, The Ford Foundation, and the MacArthur Foundation, which support socially relevant and creative documentary projects.

Public Broadcasting and Crowdfunding: Approach public broadcasters like PBS and utilize platforms like Kickstarter for grassroots support.

Private Sector and Health Organizations: Seek partnerships with corporations and health organizations whose CSR initiatives align with the themes of the documentary.

The Team



Todd "Max" Carey

Producer / Director



Arie Van Dam

DOP



Shoshana Samole (Zisk)

Music Director / Legal



Stefan Chamberland

Sound Design

Conclusion

"Being Alive" aims to transcend traditional storytelling by offering an insightful, inspiring, and profoundly emotional look at young lives marked by terminal illness but defined by courage and the human spirit. This series promises not only to educate but also to inspire viewers to appreciate every moment and embrace life's challenges with a renewed perspective.

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