

GOOD IDEA. NOW EXPLAIN IT.



01 / GET IT OUT OF YOUR HEAD.

A practical course for getting the idea out of your head and into a room that can do something with it.

An idea can feel completely obvious to its creator and completely invisible to everyone else. A pitch closes that gap: what happens, why it matters, how it could work and what you want next.

YOUR FIRST MOVE / 2 MINUTES

Finish this without using “innovative”, “authentic” or “cinematic”:

We make _____ happen, so _____ can feel or do _____.

Bring one idea. These three free pages give it a shape. The full course and interactive builder turn it into a pitch pack.

LESS VIBE. MORE PICTURE.

If we cannot picture it, we cannot pitch it back to someone else.

THE FOG MACHINE

“A cinematic celebration of creativity through the transformative power of self-expression.”

Sounds expensive. Still no idea what happens.



POINT / fictional stationery campaign. AI-generated sequence, not production footage.

Try this: A red pencil escapes a mountain of crumpled drafts, reaches a blank sheet and draws one imperfect line. End line: “Make a mark.” The product turns hesitation into a first move.

STEAL THE STRUCTURE, NOT THE SENTENCE

Name the thing we watch, the change that happens and the last moment. Replace a mood word with an action: “creative freedom” becomes “a pencil draws its first imperfect line”.

YOUR FIRST PITCH. RIGHT HERE.

Five lines. One clear next step. You have enough to start.

01 / THE JOB

Who is this for, and what should change?

02 / THE IDEA

What happens? Use concrete nouns and active verbs.

03 / THE EXPERIENCE

How does it begin, turn and land?

04 / THE REASON

Why does that experience answer the job?

05 / THE ASK

What specific decision would move it forward?

WATCH THE FIVE LINES WORK

POINT wants emerging creatives to notice its pencils. We propose a 30-second film: a pencil escapes a pile of rejected drafts and makes one imperfect mark. The first line makes starting feel possible. Approve script development and a costed tabletop test as the next step.

WRITE YOUR VERSION / 8 MINUTES

Say it aloud. Cut anything you would not say to a person. Ask a friend to tell it back. If they miss the idea, fix the sentence before you design the deck.

The full course adds the visual treatment, scope, presentation and follow-through. Write directly in the included Pitch Builder and export your own pitch pack.