Clouded Clementine
Business Proposal
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Executive Summary

Through the use of story telling devices and 3d printing, this product incorporates transmedia as a tool that focuses on the process in which an interactive media is created. Choose your own adventures (CYOA) were first published by Edward Packard in the 1970’s, as an alternative way of telling children’s stories with an interactive element. It was as though the readers had control over what happened and how their stories would end (Kraft, 1981). I have created a short novel in the CYOA format that has a 3d printable file that is sent to the reader of the ending they have found themselves at. This has not been completed before and with this format of non-linear storytelling being developed as mobile applications and You Tube web series, it could be any day now, that this format is added as well. The following report discusses why this would be successful and how I would be best to execute the project. I understand I will need at least two others to complete what I want to achieve and if funding were to be successful, it will primarily go towards fulfilling this necessity.
Business Description

Through the use of story telling devices and 3d printing, this product incorporates transmedia as a tool that focuses on the process in which an interactive media is created. Choose your own adventures (CYOA) were an alternative way of telling children’s stories with an interactive element throughout. It was as though the readers had control over what happened and how their stories would end (Kraft, 1981). Pick your path adventures are a form of participatory narrative and are now being developed into YouTube videos and smart phone applications. I have created a ‘pick your path’ adventure through a website platform that upon completion, sends the user an STL, or 3d printable, file of the character or artefact they have followed in the story. I believe this product would be successful as firstly there is nothing like it elsewhere that follow the CYOA mechanic as well as including a printable artifact at the end of each pathway. It would also be somewhat of a novelty that people are able to touch and hold the journey they have been on for however long they take to read the story.

I have created a storyline that is based in a back of town, smoky alleyway, Jazz Lounge named The Clementine. It has set the scene with varying paths that can significantly change how the character is developed and where they conclude upon completion of the story. I hope to develop this as a mobile application, and this is the main consideration for expansion beyond creating further stories in this setting. The 3d printable file is a new endeavour that at this stage has not been publicly available by other companies and therefore is a new and valuable addition in this market. I wished to add this extra element to a simple pick your path adventure, by being able to take away a character of your own than can be printed at a 3d printer. It was something discussed with my own nephew who has a love of models and Lego and wished novels had the same or similar feature. Being able to hold something tangible that you may have had a mental relationship with for a moment in time, means so much more after closing the book or in this case the webpage or application (Stangl, Kim, & Yeh, 2014).

I have very fond memories of reading these forms of novels as a child and can see the potential this has with advancing technologies. It appears You Tube is the area where it is being developed largely at this point, with connecting videos and prompts at the end of each clip of where the viewer might go next. I, however, want to see its interaction when the end result is something tangible and can be taken away as a token of the journey and time spent in the world developed by the reader.
There isn't any data available on this factor and I hope to analyse both the web analytics as well as gaining feedback through various social mediums for this kind of development.

This sort of product, I hope to develop extensively, crosses multiple industries. There is an aspect of the technology or gaming application industry, novels and literature industry and the fairly new and up and coming rapid prototyping industry. There haven't been many products that have crossed all three platforms, or they have a heavier emphasis on one aspect such as with Disney's Infinity Characters, Sony's Harry Potter Magic Book or Nintendo's Skylanders. I plan to create a much simpler or down to earth product that is accessible to young adults that want to be able to take something from the imagination and be able to hold, touch and place significance in.

Marsha Kinder finds that transmedia is “a powerful strategy for survival” (Tenderich, 2014) in today's always connected media market. With the rise of technology and readily available gadgets, transmedia has been able to become more prolific than ever (Falzon, 2012). Transmedia will be a key focus in the marketing and promotion of The Clouded Clementine series as it will aid in the interactivity between myself and those that read the stories. Jenkins’ (2007) believes transmedia to be “a process in which integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience” (Jenkins, 2007). As I intend Clouded Clementine to cross many platforms as a story telling approach, following a transmedia strategy is where Clouded Clementine would be able to expand and give depth to stories where if it were a linear story it would not be as possible.

Transmedia is a tool that the larger media corporations such as Mattel, Lego and Disney utilise in order to make their products come alive and become placed more in the user’s hands. Transmedia is able to create a collective or networked society through the use of adding knowledge in differing mediums to one core story (Jenkins, 2007). “Consumers become hunters and gatherers moving back across the various narratives trying to stitch together a coherent picture from the dispersed information” (Jenkins, 2007). The users and purchases of the goods have a choice on whether they delve deeper or take it at face value. This gives me the option to add extra elements such as a Tumblr blog telling the bar manager, Gil’s, story a little further and understand why he is the way he is. Giving the consumer a level of empowerment in how much they engage with the product may very well be the future of most elastic consumer goods. This also works well as a concept for the CYOA stories as “transmedia must be seen as more than a collective of platforms that happen to coincide” (Falzon, 2012). It is an enabler to tell stories, further
character development and breakdown the traditional linear development that standard fiction and non-fiction stories follow.

Looking at the My Little Geek books as a case study has been a helpful tool in understanding how to place my own product in this industry. Theirs would not be a direct competitor to my own but it does touch on how important extending the imagination and possibilities of novels has become in the more technologically aware market. They also took the leap with crowd funding and I believe this would be where The Clouded Clementine Series would need to go for its own funding strategy. Kickstarter funders appear to be widely aware of up and coming technologies and are open to supporting new ventures incorporating these. Those that have a great idea, great video and successfully promote their venture through various mediums are more likely to be picked up and promoted through Kickstarter, like My Little Geek had been (Mitroff, 2012). I would take on board the costliness of attending a big expo as the Spears did with My Little Geek and opt for the new Meet Ups scheme that appear to be a great way to keep in touch with industry professionals in a less costly manner. Once I complete the website and see how web traffic performs through the analytics showing how many individuals completed the story, how many wanted the file at the end and how many came back, I will understand where improvements will need to be made.

Whilst looking at the study on 3d printing a book’s illustrations or descriptions for the visually impaired, they approached Twitter and Facebook to test their analysis of using this method for storytelling. Upon approaching the rapid prototyping community in social media, it increased their product awareness in the market, and doubled the traffic to their website (Stangl, Kim, & Yeh, 2014). As part of my transmedia strategy, model development would be displayed in social media and promoted as a product incorporating rapid prototyping. As I have been building the site and the artifact models, all posts I have made on Tumblr are fed through to Twitter as well. I have had an increase in followers in the 3d printing industry from across the globe. Being able to bounce my ideas and concepts to these groups, companies and individuals will help in finessing my own products. I do know that my 3d files need to be more consistent in quality and more defined, however this will be where any funding will firstly be directed. Employing a qualified, hopefully passionate about storytelling, individual to professionally develop the models would be essential. Having a community wide awareness of my project would aid in this crowd funding strategy and perhaps finding a connection with someone who would want to work with me on this project. Through using social media to promote my product and its development, it would have the right people who are able to spread the word around their own connections who would help in its success.
Market Analysis

The market for CYOA had been declining since the early 1990’s. They were incredibly popular in the 1970’s and 1980’s just because they were different from the normal linear story (Kraft, 1981). Every time the reader could follow a different path, also known as a non linear story path, and enjoy a "different” novel purely by changing their choices (Miller, 2004). The 1990’s were where gaming consoles were more readily available and the market that was reading these stories were moving onto new and better things (Kaplan & Maher, 2009). Now companies are reinventing these stories through applications and e-books since electronic publications are becoming more popular, and easier to carry around on tablets and other mobile devices.

Back when books were only $2.25, the Choose Your Own Adventures were known as what we now call interactive fiction. The main critics of this ‘then’ new form of children’s fiction were psychologists. They believed that in an already violence filled world, why should we willingly prepare them for death through their choices made in these stories (Scaffetti, 1986). Dr Colleen Ryan believed that fear and anxiousness could be heightened by those reading these stories. Edward Packard, the creator of these stories, had shunned these negative arguments of his books stating that there was “nothing repulsive or violent” in them (Scaffetti, 1986). The stories are melodramatic and exaggerated enough for them to appear harsh or nasty. “You as a reader never hurt anyone” (Scaffetti, 1986). I appreciated the note by the librarians, that even though this fiction isn’t the highest of qualities, its better that the children and teenagers are reading them than not reading anything at all (Scaffetti, 1986). These were the arguments in the 1980’s but now the stories have either been turn into light hearted applications or the original stories, modified to electronic novels.

The Choose Your Own Adventure stories were aimed at 10 - 14 year olds where they can choose different paths every few pages that lead to forty or more possible endings (Kraft, 1981). The original concept came to fruition when Edward Packard was telling bed time stories to his children, when he ran out of ideas for how the story he was telling could go. He then gave his children choices as to how the story could further develop or turn (Kraft, 1981). It was noted that the best part of the series was the fact that you never know whether you are going to ‘die’ or not (Kraft, 1981). In Clouded Clementine, I have made several endings occur in a similar fashion where it is necessary for the reader to start over. The choices made, corridors followed, could end up both positively or negatively. In my own novels I want to target those that have read these novels in their youth and want to relive
the delights they had. My own novels, or short stories, will have rather different settings that are more realistic and somewhat relatable. In the first version I have created, it is much smaller to test how receptive the current market is to these stories along with the 3D printing capabilities. These sorts of printers are not available in every home like the standard paper printer; however access to one is becoming easier and simpler. The ending to the first short novel is open enough to carry on but also able to be a stand alone piece.

With the added the element of developing 3D printable objects, differentiating from those current models of storytelling, holds true to the traditional model of the reader making the choices of where the story will go. This is a form of transmedia that has become a popular tool in marketing and advertising. Dena (2009) believes transmedia is a concept that is able to have many different avenues including but not limited to, storytelling, varying narratives and pervasive gaming narratives. The Participatory Narrative, of which the ‘choose your own adventure’ stories follow, “opens the narrative process from the linear, prescribed nature of storytelling to incorporate the creative potential of the narrative’s audience in constructing that narrative” (Ryan & Gilson, 2013).

Currently an extension of story telling and 3D printing for the blind is in development. This is where storybooks are 3D printed so that the blind or visually impaired are able to visualise through touch of how its illustrations are drawn (Stangl, Kim, & Yeh, 2014). This comes back to the tangibility of storytelling and how it is able to offer so much more when it is held. I had considered a similar strategy for Clouded Clementine and it may be an extension once the first book and its delivery has been completed. Having a 3D visualisation or printable object of the jazz lounge and even its apartments above, would add an extra layer to the whole storytelling experience.
Branding Strategy

My unique value proposition of this venture is that no electronic books have been published in the Choose Your Own Adventure style that enable the reader to access a 3d printable file of the story they have chosen after they have completed it. I have considered future expansions from its current state through further side stories and alternative printing options. Following the supporting characters from the first short novel could create further interest and add depth to the story as a whole. This would help in branding the story and giving the readers ownership of where they add depth to their imagination around The Clementine. I hope to offer the story and its assets as a mobile application so that the content is more readily accessible to those taking long trips or needing to fill in time while waiting for public transport (Hjorth & Richardson, 2009).

I have already developed a website to hold the stories where a completed version is being held now. This will be the main access point of the product whereby a social platform such as Facebook and Twitter will be where the main communication between the readers and myself will occur; these are also linked from the website. A tertiary level of communication for this product will be in a Tumblr blog and YouTube channel where there will be character developments, videos and perhaps tutorials on the production process. This may be presenting the design of the models, how to tell a story in this interactive way or following characters that perhaps are not principle or main characters in the stories held on the website. This is a large scale vision and I would need partners to share the work load, including helping in coding, model development and management of the assets. To understand how my own story has been perceived, as a brand awareness strategy, I asked a peer who had read it to the end, to write a blurb of his perception of how the story would be told in 100 words or less. Contextually, I reworded his version along with mine so that it fit with how these stories were exaggerated in the 1970’s blurb format.

A logo has already been developed in line with the Clouded Clementine brand as well as its official font and colours. With funding, I hope to gain a specialist in application or web development for interactive media as well as a 3d modeling designer so that what I have already developed would be amended and made more

1 Blurb research noted in Appendix 1
2 See Appendix 2 for logo example
defined and professional. This would also enable the product to be viewed more favourably by those using the application or printing the object on personal or commercial printers. The current models I have already developed could be tidied or redeveloped to be in line with a brand standard that will compliment the stories and media content. I plan on creating two more stories in the next year that are of high quality and without having to worry about the modeling and web or app coding as well, it would allow a more high quality story to be delivered.
Conclusion

The Clouded Clementine may be the first story I have authored, and has more of a focus on the technology around it rather than the quality of the writing. However, it has potential, with the right people and skills aiding in its success. I have been able to create a strong basis for where to go from this point. The matter of its future is gaining individuals with the passion in this form of story telling, along with the skills I need to achieve a professional and finessed product to be proud of. I would rather have an overseeing position with control of the stories and how they are communicated to their audience. This will enable a higher quality product in an industry that hasn’t experienced this kind of product before. It is almost an extension to what exists in CYOA, but keeping it up to date and moving with new technologies, in particular, new technologies that are now available to the everyday consumer.
References


Appendices

1. Blurb Development and Research

Research into the Blurb for the first CYOA story from www.goodreads.com:

**Blurb for Cave of Time:**
"You’re The Star! 40 Thrilling Endings!"
"Will You Become Trapped In Time"?

You are hiking in Snake Canyon when you find yourself lost in the strange, dimly lit Cave of Time. Gradually you can make out two passageways. One curves downward to the right; the other leads upward to the left. It occurs to you that the one leading down may go to the past and the one leading up may go to the future. Which way will you choose?

If you take the left branch, turn to page 20. If you take the right branch, turn to page 61. If you walk outside the cave, turn to page 21. Be careful! In the Cave of Time you might meet up with a hungry Tyrannosaurus Rex, or be lured aboard an alien spaceship!

What happens next in the story? It all depends on the choices you make. How does the story end? Only you can find out! And the best part is that you can keep reading and rereading until you’ve had not one but many incredibly daring experiences!

Blurb for Space and Beyond:
WHAT IF YOU COULD CHOOSE THE PLANET OF YOUR BIRTH? Born aboard a deep space cruiser on a dangerous research mission, you are asked to choose your home planet. Your parents are from different planets in different galaxies. Their planets are alike enough so that you will not be a freak on either one. But they are different enough so that YOUR choice will have a huge effect on your life. The planet Kenda is visible on the galaxy scanner. Now that you have chosen, your parents announce that Kenda is your father’s home. The crew of the spaceship carefully prepares a spacepod for the journey to Kenda. Seating yourself at the controls and positioning the programmed flight path, you disengage from the mother ship and drift off into space... Something is wrong! You look at the scanner and see a nebula that is not supposed to be on your course. Suddenly the gases and particles of the nebula surround you. If you try to return to the mother ship, turn to page 4. YOU choose what happens next!
Blurb for Who Killed Harloew Thrombey:
Someone murdered Harloew Thrombey. Only you can find out who did it. Millionaire Harlowe Thrombey hired you to find out who was out to get him. But before you even got started, someone laced his bedtime brandy with arsenic. Now you have a murder case on your hand! The suspects include his wife Jane, his nephew Chartwell, and his niece Angela—all heirs to his enormous fortune.

Blurb for Clouded Clementine:

Dem Schanzel’s version –

Mystery dwells amidst the frayed lodgings of the Clementine, an ancient Jazz Lounge infused with the forgotten echoes of past tempos, and dusted off by the wisping embers of lit cigarettes. Though dark questions and doubts soon arise with your arrival; what memories remain of the past piano player, and what series of circumstances lead to their vanished?

The answers remain yours alone to discover, and the mystery remains yours alone to solve

My version with historical blurb’s influence:
Something mysterious dwells at The Clementine, an aged jazz lounge, infused with the smooth tempos of past acts, and dusted off by the wisping embers of lit cigarettes. You’ve recently been hired as a new act at this back end of town Jazz Lounge and by no fault of your own, it’s now up to you to discover what happened around the circumstances of Clara’s death.

Was it murder or was it an unfortunate turn of events? Only you can solve this mystery. Will you become the next victim? It’s up to you to put the matter to rest and help the lounge and its residents in the apartments above be safe for another day.

The choices are yours...
2. Screenshots of Media

Logo:

![Clouded Clementine Jazz Lounge Logo](image)

Website:

Home - Story -

![Clouded Clementine Jazz Lounge Website](image)

Welcome to The Clementine

The Clouded Clementine, you could say, was a small dark, smoky, hidden at the edges, jazz lounge in the backstreet of a city as big as to almost too easy to disappear. Its lounge had become the place for the wannabes, the has beens, and those not quite aware of the art. You were perhaps mix of the three.

You knew that you loved jazz and loved and breathed the tempos, the beat and everything in between. So anything or this point will do.

These are play your own statements with differences. Upon completion, submit your email when prompted to receive your very own 3d printable file of your ending. To view what these look like when printed select Character Designs in the top menu.

To Begin your story and see where it will take you, select Clouded Clementine from the menu at the top.

There are still more stories to come, so keep checking back!

The Lady in Red (Coming in 2014)

![Clouded Clementine Jazz Lounge Website](image)

Story -

The Clouded Clementine, you could say, was a small dark, smoky, hidden at the edges, jazz lounge in the backstreet of a city as big as to almost too easy to disappear. Its lounge had become the place for the wannabes, the has beens, and those not quite aware of the art. You were perhaps mix of the three.

You knew that you loved jazz and loved and breathed the tempos, the beat and everything in between. So anything or this point will do. The carpet was a dark red, almost burgundy, a colour that lead the floor and some of the walls. It looked as though it had been a grand feature back in the 80’s but now was more an easy way of hiding shink shank and general filth. The bar was probably the main feature now, looking as though it was renovated at least five years ago with mirror backing making the room look larger than it really was. In fact, posters of the 1970’s filled the wall and there was a semi-active stage which was going to be your performance zone, or happy places, for almost is the writing.

Select your option from press continue:

- [ ] You were a member of the Telegraph, everyone and so.
- [ ] Your phone always sold your hands were built for this.
Characters -

Clouded Clementine Jazz Lounge

Printable Characters

Clouded Clementine

- Piano Player
- Saxophone Player
- Bass Player

Contact top-

Clouded Clementine Jazz Lounge

Please feel free to get in touch if you have any questions or would like me to send you the file as a different type, let me know.

You leave with the lady in red...

Contact Name
First Name
Last Name

E-mail:
example@example.com

Enter the message as it's known. *

Submit
Blurb and Path Outline:

Something mysterious dwells at The Clementine, an aged jazz lounge, infused with the smooth tempos of past acts, and dusted off by the wipping embers of ill cigarettes. You've recently been hired as a new act at this back end of town Jazz Lounge and by no fault of your own. It's now up to you to discover what happened around the circumstances of Clara's death.

Was it murder or was it an unfortunate turn of events? Only you can solve this mystery. Will you become the next victim? It's up to you to put the matter to rest and help the lounge and its residents in the apartments above be safe for another day.

You choose what happens next...