

# Pitch Deck Template

This template has been created by Australian Production House to help turn your Film & TV projects into a pitch deck.

Be sure to think about and answer prompt questions in each section when describing your project.

Please be sure to change layouts and duplicate pages as needed for your project.

To create your own editable copy of this template please click the **USE TEMPLATE** button above or go to **File > Make a copy > Entire presentation**.

## Things to note before starting:

Try to keep it concise and professional, with relevant information that you consider necessary.

Visual References: Throughout the document place visuals that show how you imagine the project to look and feel. Think about the cinematography, tone, location, costume and aesthetic of the project and use visuals that match. It is better to create a document that has the look and feel throughout, rather than create one visual reference page.

This template layout on each page is an example, feel free to play with the layouts to make this pitch deck your own. I.e. when adding visual references, fonts, backgrounds throughout the slides. It is preferable to keep the pages in the order we have prescribed.

Please ensure your pitch is thoughtful and honest. If there are actors or crew that you would like to have please list them as a wishlist not as an attachment. Attachments must have signed documentation when submitting.

## Checklist - have you:

- Written a Logline?
- Mentioned Format/Genre/Duration?
- Written a Synopsis?
- Written your Creative Vision to the best of your ability?
- Done your Characters/Casting slide?
- Selected your 3 Comparables?
- Done your Attachments/partnerships slide (if needed)?
- Completed your Creator/Creative Team slide?
- Added your Contact information?
- Delete this page once you have completed this checklist.

# Project Title

**Note:** Add a background image that represents your project.

Logline: A couple of concise sentences that summarise the screenplay. ( [See examples - link](#) )

Format  
(TV / Film)

Genre  
(No more than two)

Duration  
(Preferably in mins)

# SYNOPSIS

Concisely explain the essence of the story. WHO, WHAT and HOW.

A Synopsis should set out whose story it is (the protagonist), what their problem is, what they do about it and the outcome of the story. Remember, your Synopsis is an outline to sell your story idea, so keep it short and try to avoid telling the whole plot.

See Screen Australia's guide on writing a synopsis for examples - [link](#)  
You can also Google examples for other Film / TV Synopsis, in the genre of your project.

This is the main pitch for your project, so keep it engaging and to one page.

Remember to add your Visual References to each slide.

Try to choose visual references that match the style and tone of your project.

# CREATIVE VISION

Write a paragraph using the following as prompts. It does not need to be in Question / Answer format. (this is not a form)

For the Creative Vision, here are a series of questions you should think about and answer when explaining the project:

What is the Creative Vision? i.e. Where did the idea come from and what keeps you invested in working on the project?

Who is the audience? i.e. demographic (Age? Gender? Culture?)

What themes, ideas and challenges do you want the audience to experience when they watch the finished production?

Do you expect AI to be used to make the project?

Remember to add your Visual References to each slide.

# STRATEGY

Write a paragraph using the following as prompts:

Estimated / ballpark total budget? Look at the cost of similar shows if unsure.

Why have you chosen the project being pitched in its current format?

How far along in development is the project?

Has a treatment, show bible or script been written?

Who has ownership of the IP?

Has the script been written by a person or using AI?

Remember to add your Visual References to each slide.

# CHARACTERS / CASTING

Try to keep this to the six main characters with three per page. So two pages max.

Cast photo or  
graphic here

Name

A short paragraph about each character. [Introduce character as: NAME \(AGE\)](#)  
(For example: [JANE \(20\) is our main protagonist and...](#))

- Who are the protagonists and antagonists?
- What are their defining characteristics and what is their purpose?

Who would you like to play the role? [Mention if they are attached \(signed on\) to the project or a 'Wishlist'](#).  
[Add link to their IMDB or Three major credits.](#)

Cast photo or  
graphic here

Name

A short paragraph about each character.

- Who are the protagonists and antagonists?
- What are their defining characteristics and what is their purpose?

Who would you like to play the role?

Cast photo or  
graphic here

Name

A short paragraph about each character.

- Who are the protagonists and antagonists?
- What are their defining characteristics and what is their purpose?

Who would you like to play the role?

# CREATOR / CREATIVE TEAM


If you don't have a creative team attached, and you are the sole creator just answer on your own behalf. If you do have a creative team attached please list them here with a headshot etc.

In addition, to give a better understanding of your project you can have a wishlist of talent i.e. Directors, Cinematographers etc.

Who are the Creative Team behind this project? Do you have any other creatives involved in your project (e.g Producer, Director, Cinematographer, Writer etc)

If you are the sole creator, and have no Creative Team, then you can add your own bio. Please include your IMDB if you have one and any experience if you have any. If there is a Creative Team add bios for the key members.


Please mention who owns the IP of the idea for the project and if the permission / rights have been acquired to produce it.



Headshot or photo of team

Name - Three major credits and IMDB link.

(For credits - please pick biggest credits with at least one relevant and one recent)



Headshot or photo of team

Name - Three major credits and IMDB link.

(For credits please pick biggest credits with at least one relevant and one recent)

# PARTNERSHIPS

Has the project got investors, funding, distribution/sales, other production companies, or any other business or company attached? If you don't have any partnerships, you don't need to use this page.

Logo with link to  
website here

Company Name

Contact name

what experience, knowledge and service will they bring to the project?

Credits with IMDB links.

Logo with link to  
website here

Company Name

Contact name

what experience, knowledge and service will they bring to the project?

Credits with IMDB links.

Logo with link to  
website here

Company Name

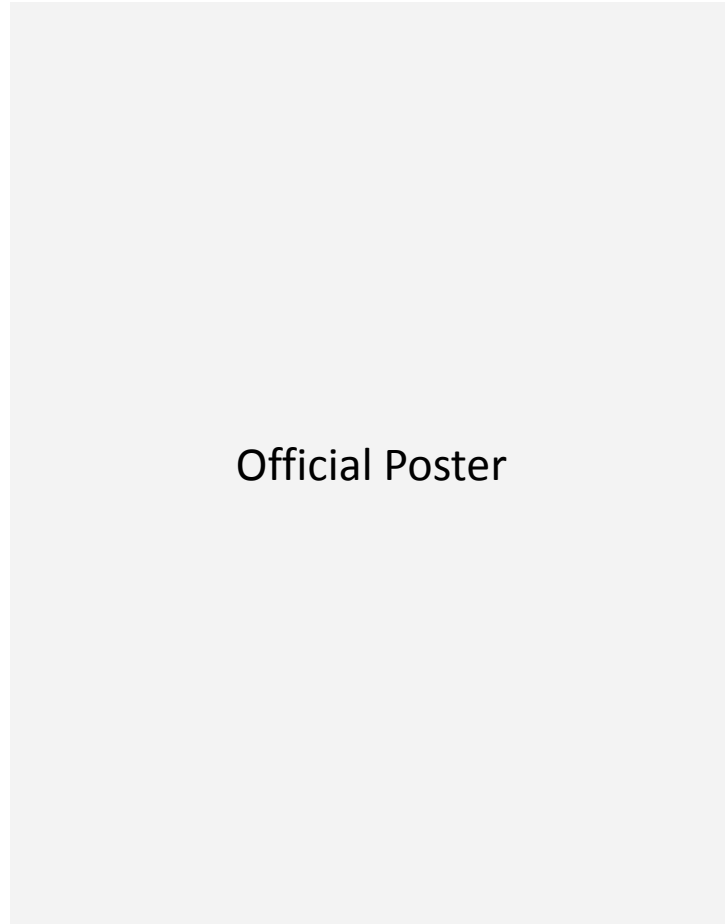
Contact name

what experience, knowledge and service will they bring to the project?

Credits with IMDB links.

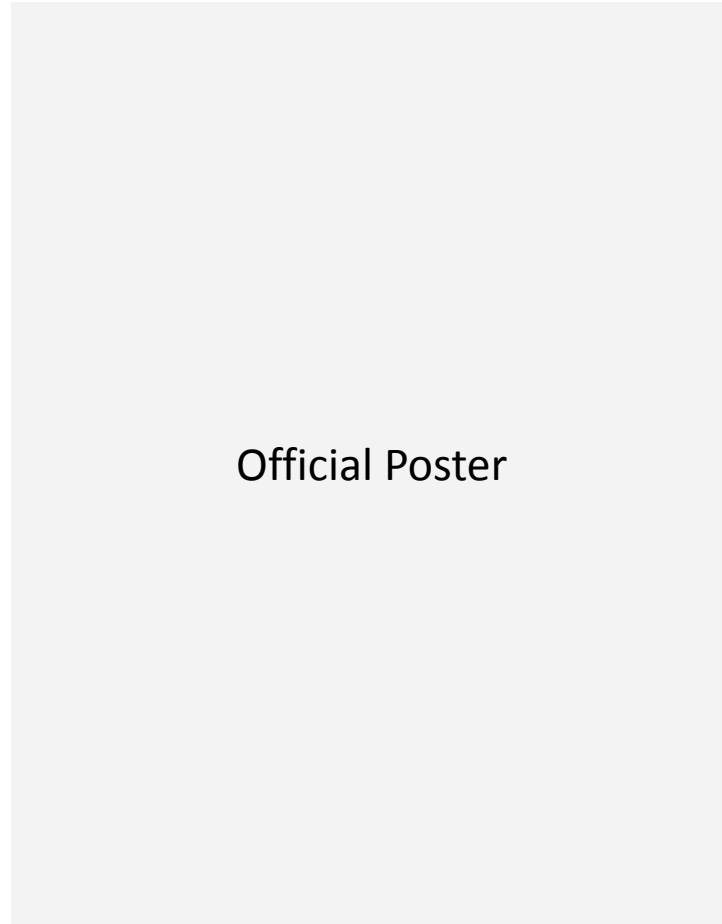


# COMPARABLES



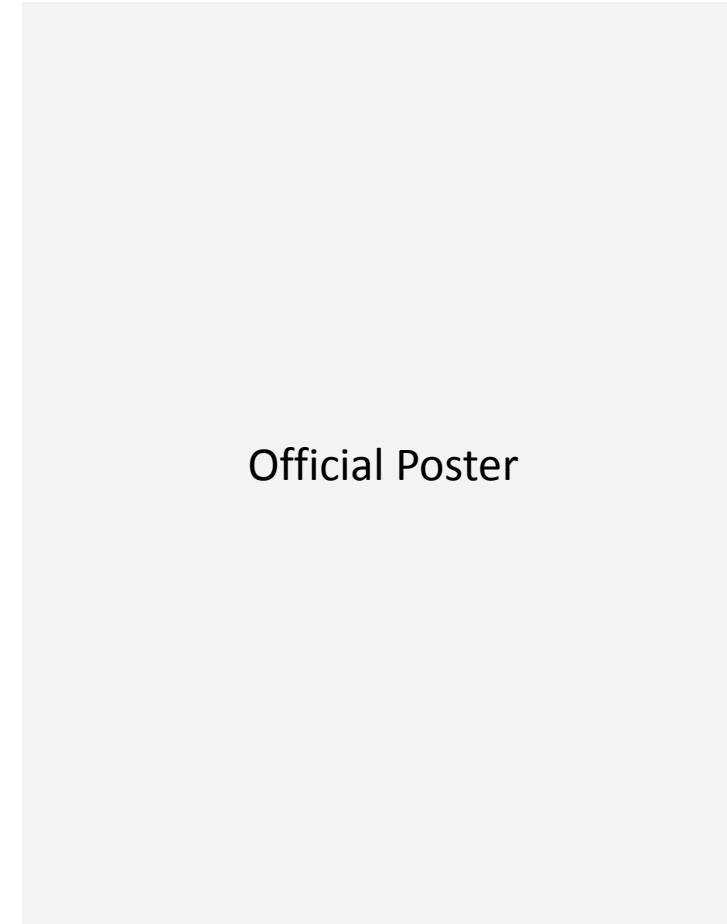
Official Poster

TITLE  
DIRECTOR  
YEAR



Official Poster

TITLE  
DIRECTOR  
YEAR



Official Poster

TITLE  
DIRECTOR  
YEAR

Choose 3 examples of Films/Series that represent elements of your project. These elements include things like: similar tones/themes, cinematography, direction, style/format, finish/colour grading and uniqueness.

It's always good to have projects here that have been successful (return on investment) and at least one example that is recent.

# CONTACT

Contact details of the main person pitching the project. Can be two people if necessary.

Name

Phone Number (Add International Code)

Email

LinkedIN

IMDB

You should mention all rights reserved to you. :)