



SLON



Pitch bible about

EXTRAORDINARY KITTENS





Have you
ever dreamed
of becoming a
superhero?





**Now anyone
can fulfill their
lifelong dream
alongside our
heroes!**

SYNOPSIS

WELCOME TO THE SCHOOL FOR TRUE SUPERHEROES!

Each student is learning to handle their superpowers not only in the classroom, but also in real-life situations. Just like our viewers, all the students have their own superpowers, their own features, their own personalities. But the kittens still don't know how to control their powers, and of course, sometimes their talents cause more harm than good.

Now, when you've got superheroes, you're sure to have supervillains too! Just between us: this country has a whole Academy of Supervillains. It may not have any students yet, but its principal, Arnold, really wants to lure students away from the Superhero School. Once he gets them in his clutches, he'll be the most powerful supervillain of all!



GENRE:

adventure,
entertainment,
fantasy, comedy

TARGET AUDIENCE:

preschool, 5–7 years

EPISODE LENGTH:

7 minutes

NUMBER OF EPISODES:

52, 1st season

OUR MISSION

Every child is different, no matter what anyone says. And we believe there's a hidden superpower in every child: some know how to run fast, some can climb trees, and some can build amazing castles out of any toy blocks. They just need to discover it in themselves and develop it. Of course, if you want to develop your powers, you need an experienced mentor: parents, a friend, a grandfather, a grandmother, or even just an older brother or sister.

So our kittens will be developing their super-abilities alongside the viewers, and Superhero

School is there to help them both. This project will tell children that each of us is unique, that we should preserve and develop what makes us unique, and that friends and family are there to help. The main superpower we all have is attention, mutual assistance, and love.



OUR WORLD

The action takes place in a fictional country inhabited by anthropomorphic animals. The world is just like ours, except it's populated by animals! Just like us, they live in houses and go to school. They go to work and face the same sorts of problems we do, along with a few others: after all, this is a world where real superheroes and supervillains live.



BACKGROUND

Five totally different kittens have been invited to attend a school, but totally unusual classes await them there, because it's a School for Supercats! It used to be that, when a supercat retired, their powers transferred to a single future hero-cat. But this time the superpowers broke apart, and now the kittens, despite all their differences, have to become a single team to unite the superpowers.

**SUPER
MEOW!**

**MEOW!
MEOW!
MEOW!**



Main Characters



A lion cub, a young Arab boy. Solid athletic build. He's a protector by nature and is always ready to defend his friends.

Age: 9 years old.

Personality: optimistic by nature. A very ambitious boy who dreams of winning glory for great deeds. He's independent and headstrong, which makes it hard for him to work as part of a team. He's physically well-developed, but his stubbornness is even more developed, as is his pride.

Superpower: voice. His "meow" intensifies to wavelengths imperceptible to the human ear, but strong enough to knock windows from houses, whip up a hurricane, and make stone walls crumble.

Fatal flaw (what makes it difficult for him to find a common language with others): stubbornness and an inability to listen to other people's opinions. He always does what he thinks is right, so he runs into problems when it comes to teamwork.

Achilles' heel: pride.

Skills: he wins every athletic event regardless of the sport.

Favorite gesture: beating his chest and stretching his arms wide. The "I'm a hero" gesture.

Gadgets:

- his cat-house for sleeping and his scratching post;
- his Superhero School student badge;
- his superhero suit;
- gloves for channeling sound.

Vehicle: gyro-scooter.

Catchphrase: Now give the floor to the power of the roar!



A black panther girl. The real female leader of the team.

Age: 9 years old.

Personality: cheerful. The team also associates her with words like “energetic,” “emotional,” “noisy,” and of course “brave.” But at the same time, Nia can often be carefree and frivolous, just like any girl her age. She’s always looking for a creative approach to any endeavour.

Superpower: magnetism. Nia can attract metal objects. She can even attract herself to metal if there’s enough of it.

Fatal flaw (what makes it difficult for her to find a common language with others): excessive naïveté. Nia often underestimates her opponents and the circumstances because she believes everyone and thinks that everyone is just like her.

Achilles’ heel: she brings bad luck if she crosses your path: panther or not, she’s a black cat after all! She doesn’t know who her parents are. She came into the school as an orphan. She dreams of finding her parents and envies the other kittens for having families.

Gadgets:

- her cat-house for sleeping and her scratching post;
- her Superhero School student badge;
- her superhero suit;
- magnetic bracelets that can strengthen and focus her superpower.

Vehicle: skateboard.

Catchphrase: Magnetize!



NIA

A Chinese tiger-cub. He's nearsighted and wears glasses.

Age: 8 years old.

Personality: quiet and calm, even a little downcast. Bao is sometimes in his own world, so he can often be found alone. But behind that calmness and possibly outward sadness, there's an intelligence and gravity. He sees potential opportunities in any situation and can find ways out of even the most difficult circumstances, since he's a walking encyclopedia. He knows everything except how to express his thoughts briefly, and he sometimes overcomplicates the simplest things.

Superpower: mimicry. Whenever he feels like he's attracting too much attention, he becomes transparent, merging with the landscape or background.

Fatal flaw: (what makes it difficult to find a common language with others): he's inattentive to thoughts and feelings of others. He may launch into a lecture without noticing that everyone around has fallen asleep.

Achilles' heel: a bit unsociable, with a habit of hiding and disappearing at the slightest rustle.

Gadgets:

- his cat-house for sleeping and his scratching post;
- his Superhero School student badge;
- his superhero suit.
- his super-glasses. Bao's glasses don't just help him with his myopia, they also function as binoculars, microscope, and thermal imager.

Vehicle: bicycle.

Catchphrase: Time to blend!



A snow leopard girl, Vasya's sister. A really charming kid.

Age: 6 years old.

Personality: emotional, uneven, ever-changing. Sonya's probably the most curious of all the kittens, which is mostly due to her age, but also to her personality. Like many children her age, our little student admires everyone and watches everyone with her mouth agape. So her desire to imitate someone often jumps from person to person. Constancy isn't her strong suit. It's hard enough for her to concentrate on things or go too deeply into anything. She plunges headfirst into her feelings. When she feels discouraged, she takes it completely over the edge. When she laughs, she laughs until her belly hurts. She's always possessed by some idea or desire. But she has not trouble switching from one thing to another.

Superpower: freezing time. When time is stopped, everyone and everything freezes except for Sonya herself. For her, time flows as usual.

Fatal flaw (what makes it hard for her to find a common language with others): too clingy.

Achilles' heel: she can't bear being left by herself.

Gadgets:

- her cat-house for sleeping and her scratching post;
- her Superhero School student badge;
- her superhero suit;
- a watch that allows her to measure how long time's been stopped.

Vehicle: kick scooter.

Catchphrase: Stop time!



A charming snow leopard boy.

Age: 7 years old.

Personality: so calm that it sometimes seems like Vasya's really slow, but in fact, he's just a very dreamy and good-natured kitten. At times he'll take everything at face value, so the villains think he's easy prey, but because Vasya moves so slowly, it's hard to push him to do anything active. Vasya's an unflappable slacker. Because he's so lazy, he has zero persistence. He thinks everything's just fine as it is. He avoids conflicts. At the same time, nobody can resist his smile, not even his schoolteachers. Charisma is another one of his unofficial superpowers.

Superpower: he can change his size. Vasya can grow rapidly and shrink rapidly, which means he can always remain his "ideal" shape regardless of what and how much he eats.

Fatal flaw (what makes it difficult for him to find a common language with others): Vasya's inclined to view everything through rose-colored glasses and refuses to acknowledge problems. It's the defence mechanism of a chronic, unbeatable laziness.

Achilles' heel: sleep. If he overeats, he falls into such a deep sleep that it's impossible to wake him.

Gadgets:

- his own cabin for sleeping and his own scratching post.
- his Superhero School student badge;
- his superhero suit;
- his growth-regulator ring.

Vehicle: hoverboard.

Catchphrase: Grow fast!



A house cat and a true lady. She's a supercat with a full set of superpowers.

Age: 30 years old.

Personality: restrained. She sticks to the rules and the daily schedule. Routine and proper nutrition, a daily schedule, morning exercises, hygiene... Grace's is peculiar about all these things, and she sticks to them vigilantly. Grace schedules exactly 1 minute of flossing for 9:15 p.m. each evening. If she ever gets delayed, she anxiously picks her teeth with her claws until she can get to her bathroom sink.

Superpowers: a little bit of everything.

Fatal flaw (what makes it difficult for her to find a common language with others): imposter syndrome. Her grandmother was an alley cat, and Grace can't get rid of her imposter syndrome, which she carefully disguises under good manners.

Achilles' heel: an overabundance of kindness. Grace hides her softness behind severity, but she doesn't always succeed.

Gadgets:

- a watch that allows her to communicate with the school's robot assistant.

Vehicle: a 7-seater minibus that can transform from simple car to helicopter or boat.



A leopard. He's the gym teacher, a strong-cat and inventor, a jack of all trades with a wrench in his hand.

Age: 29 years old.

Personality: temperamental and spontaneous. He's very messy and scatterbrained, which drives Grace up the wall. He's self-confident, and sometimes too much so. He has a bunch of brothers, tough guys like him, and their relationship is very close. He loves showing off his family photo album. At school he's in charge of teaching martial arts, sports, and shop class. Since he's scatterbrained, could his inventions not always work the way they are supposed to. The drone tennis-ball launcher that they kids train with could have its wires crossed so it starts launching rotten fruits and vegetables. He's physically fit and very strong.

Superpowers: a little bit of everything.

Fatal flaw (what makes it difficult for him to find a common language with others): Leon is the youngest in a family of heroic leopard brothers, hence his complex. Long used to being the younger brother, Leon goes out of his way to prove his worth.

Achilles' heel: dares. It's easy to lure him into bets and competitions that he'll turn himself inside-out to win to prove that he is not weak.

Gadgets:

- A PE teacher's whistle.
- A wrench and a set of screwdrivers.

Vehicle: a high-speed two-seater car that can drive on vertical surfaces.



LEON

A fennec fox and principal of the Academy of Supervillains. He's his own boss: a businessman and one-man mafia. A techno-supervillain. Arnold has no powers so he invents all kinds of technical alternatives. Principal of Supervillain Academy.

Age: 29–30 years old.

Personality: he's taken on all kinds of negative traits: he's envious, calculating, fussy, assertive, and short-tempered, but he's also articulate and persuasive. An excellent manipulator, he senses his enemies' weaknesses and hits them right where it hurts. He's smart and ambitious. But he also lacks the luck and malice of a real supervillain, not to mention the organizational skills of a principal. He's too arrogant and impatient. He dreams of leaving a mark in history as a supervillain, but his ambition outpaces his abilities. He can't refrain from committing bad deeds even against his accomplices.

Superpower: technical genius. He's able to assemble machines at any level of complexity and invent unreal substances. He would be invincible if it weren't for one compensating quality: Arnold is a walking disaster, so his villainous superpowers end up mostly aimed back at himself.

Fatal flaw (what makes it difficult for him to find a common language with others): snobbery and contempt for the people around him.

Achilles' heel: a walking disaster. He suffers from loneliness. He wants to have friends, but no one wants to hang out with him.

Gadgets: many. He invents something new each episode. One permanent gadget is a supercane that can change into any long, handled item from umbrella to butterfly net. His super-cane can also shoot lightning bolts and launch freezing charges.

Vehicle: a collection of retro cars. Each car is a super-car with a huge array of functions.

Catchphrases: A dirty trick makes my heart tick!



ARNOLD

ADDITIONAL CHARACTERS

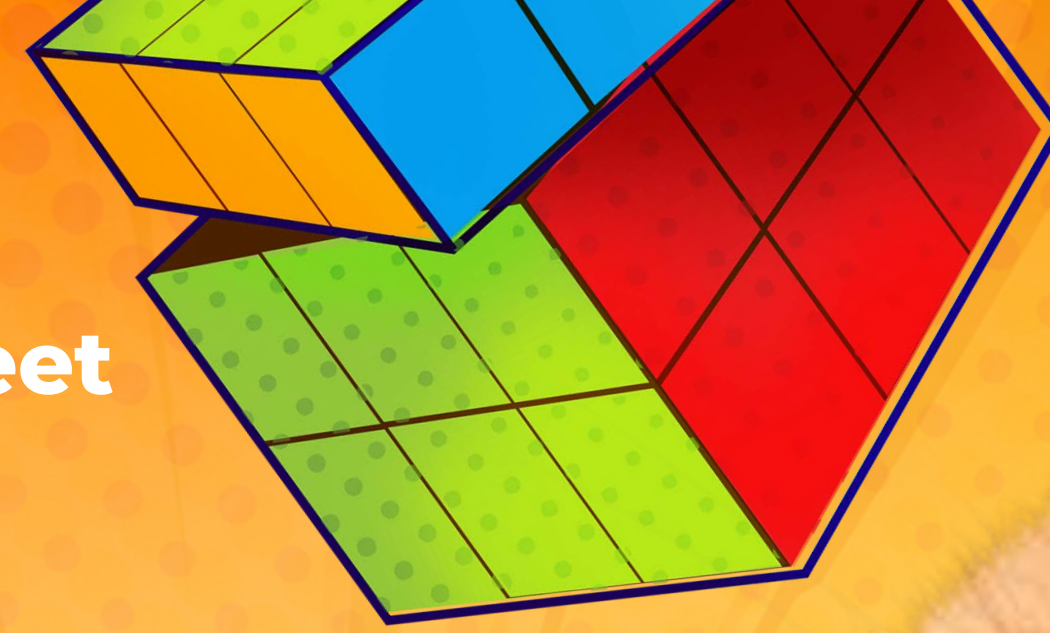
A pastry-chef hamster who owns the Sweet Tooth Cafe and pastry shop.

Age: 35 years old.

Personality: a bit greedy and opportunistic hamster. The main thing for Valerian is profit, though every now and then he's overcome by sentimentality, and that's when the kindness in his soul wins out. He'll cordially welcome the kittens to his shop and treat them to sweets, but the whole time he's calculating the losses in his head. That said, he never keeps count of how much he himself eats, since he's a big fan of sweets, too. He greatly appreciates comfort. Living alone, he loves to talk to himself. There are usually two voices arguing inside him: the opportunist and the philanthropist.

Fatal flaw (what makes it hard for him to find a common language with others): suspiciousness. He sees a potential thief and liar in everyone.

Achilles' heel: sentimentality. It's easy to get sympathy and help from him, but his desire to help people collides with his practicality, causing a deep inner dissonance inside him. Watching philanthropy and practicality duke it out inside a hamster can be interesting and funny.



VALERIAN

ADDITIONAL CHARACTERS

A penguin who runs the Ice Movie Theatre.

Age: 56 years old.

Personality: grumpy and unhurried, proponent of healthy living. He likes to recall his youth and grumble that everything was better in his time. He directs and exhibits his own films in the theatre, but in order to keep people's interest, he sometimes has to show popular movies, too. He keeps boxes of films and video cassettes that he's filmed throughout his life. He readily spends time with the kittens, passing on his rich life experience to them.

Achilles' heel: flattery.



MAIN LOCATIONS

SUPERHERO SCHOOL

The school building isn't located in the city, but it's not too far away, so that its students can do all the training they need without interfering with the city's residents. Near the main building, there's a large tree where the kittens' houses are located. It's not just an ordinary tree: it has "magical roots," because whenever a new student arrives at the school, a new flower blooms on the tree, followed by its "fruit": a new house for the student! There's a schoolyard for the kittens near the main building. They also use it as a training complex where the students can hone their skills.

The Superhero School is an ultra-modern smart building with a holographic interface named APPI, a whimsical character who serves as a constant assistant to the teachers.



MAIN LOCATIONS

SUPERVILLAIN ACADEMY

Located in the mountains near the city. From the outside, it seems like a gloomy and deserted place, but you can tell immediately from the shape of the building who lives there. Inside, the “academy” is a high-tech center, since the building’s owner and the school principal is an actual inventor not only of cunning plans, but also of various devices, even if he is a “walking disaster.”



SAMPLE STORIES

Sonya Goes to School

Sonya, Vasya's sister, dreams of studying at the supercat school, but does she have a superpower? Sonya claims she has one, but her super-talent isn't really visible.

One Grace, Two Grace

One day, instead of their strict teacher Grace, another Grace comes to the school. Not only does she let the kittens skip class, but she suggests they walk over to Arnold's academy.

Battle of the Invisibles

Bao can turn invisible through mimicry, while Arnold turns invisible with his super-cane. The fate of APPI, the kittens' holographic caretaker, depends on which invisible character is stronger.

Dangerous Little Pranks

Sonya's friends aren't laughing at her jokes, so Arnold advises her to amuse them with little pranks. But it turns out these pranks aren't so little after all.

Mysterious Seeds

Sonya dreams of growing plants instantly, so Arnold creates and foists some enormous, fast-growing sundews on the kittens.

All Magicians' Day.

Sonya dreams of having other superpowers, and Arnold's prepared to help her in exchange for swiping a real magic wand from the school.

Movie Magic

Arnold's decided to capture the kittens at the movie theater to lecture them on supervillainy. But he's not likely to succeed. After all, today's the day Vasya decided to be super-attentive.

The Secret Super-Helper

Sonya dreams of doing everything at once, so Arnold sends her a mirror-assistant that he intends to use to control her actions.

The Victor's Flag

The kittens are tasked with conquering an obstacle course without their superpowers, while Arnold decides to steal the school's flag for his own insidious purposes.

The Trojan Fox

Do superheroes need good manners? Bao is confident that the answer's yes, and this confidence helps him defeat Arnold, who's turned the rest of the kittens into super-obedient soldiers.

Nice Work

What does it take to steal the holographic APPI? Create a special trap, then stage an invasion of alien werewolves? Arnold thinks this will work, but the students are happy to prove him wrong.

EPISODE STRUCTURE



TOTAL:
7 mins



DIRECTOR STATEMENT



I agree with Leonardo da Vinci who once said “Even the smallest feline is a masterpiece of nature”. As long as I remember I was always crazy about cats. Any type: small, big, domesticated or wild ones. And just as ill luck would have it in the cartoons I watched as I was growing up cats would often be portrayed from the negative point of view, for instance in Tom and Jerry or Chip 'n Dale: Rescue Rangers and other animated series for kids. It seemed unfair that cats were shown as dumb, evil or cunning creatures. So, as a kid I would draw my own comics with cats as main characters. It was my way to make up for what I didn't get to see on TV.

A lot of time has passed since then. Now cats are trending. The whole world is adoring and worshipping them. The animation world finally started producing new stories where cats can be heroes too. The time for cats has come. Of course, I'm happy that I can contribute to the popularization of kitties by working on Super Meow, the animated series about cats! And it's not about just usual cats. They are super cats! Cuteness and coolness combo indeed. Finally, cats can show the world what they are capable of.

While developing this project we created the world way beyond what can be seen now in the series. We wrote the characters' interests, hobbies and even their ancestry. It helped in the further production of the series, especially in writing the new scripts. Besides we tried hard to make each character visually attractive and endearing so it would evoke strong feelings not to ever let go. By the way, we also have a super villain who is actually not a cat but a fennec fox. Perhaps, right now there is a kid somewhere watching our cartoon who loves these animals and I'm really sorry for his childhood trauma. But who knows maybe in the future when he grows up, he can make a new cartoon about fennec foxes just like I got my chance to make a cartoon about cats?

**Tatiana
Mosh**
Jerusalem



L&M



STYLEGUIDE

OVER 90 PAGES



***Together, we're
superpowered!***



Thanks for watching!

Kindest,
Eugene Venkovsky
Sales Director

ev@orientir.bh
+971 50 875 1327 (ae)
ORIENTIR SERVICES

Building 1398, Road 4626, East Tower,
Bahrain Financial Harbour, Manama, Kingdom of Bahrain

