



Project Showbible **cotale**
studio

www.monomars.com

introduction



Meet **mono** the Robot Astronaut

The Story of
Exploration, Development and Growth on
Mars

Introduction – what is mono?





Mono is a character based animated story, made exclusively to be broadcasted on social media platforms.



 @mono_mars

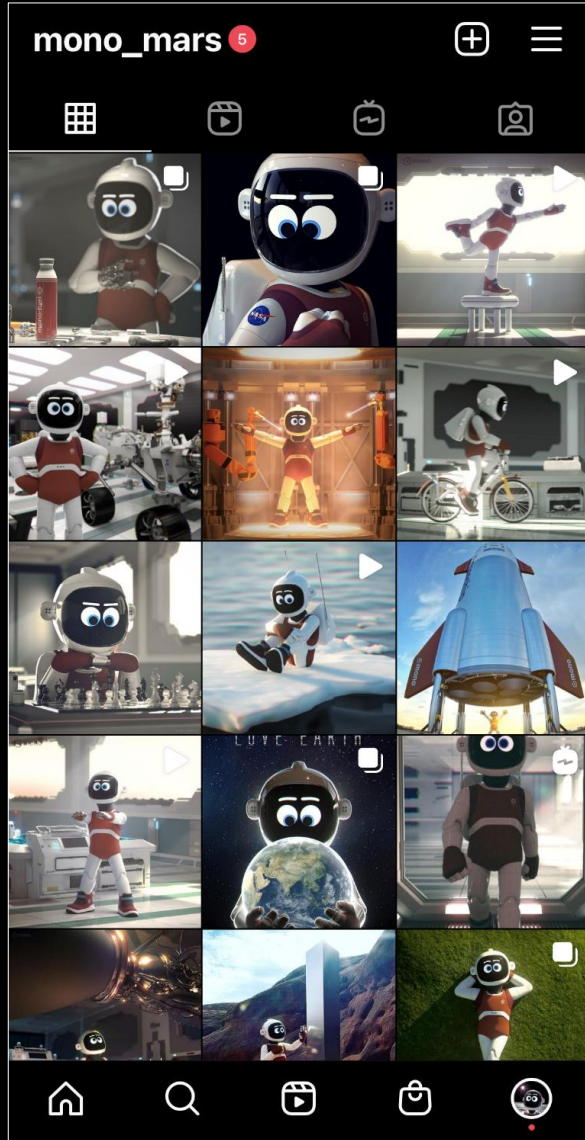
Visit our Instagram Page



  Mono mars trailer

Watch the Teaser Trailer on Youtube

Introduction – Structure



Social Media

Short animation clips
Virtual Influencer Concept
Mono's Daily Vlog
Mono's daily life and growth
Sponsored Posts
Marketing Content



Youtube

Short animated Series
Music Content
+ α Content



Introduction – What are the benefits of using social media for animation?

		<p>The Comparison</p>
<p>Summary</p>	 <p>Available on Social Media Platforms New type of animation broadcasting</p>	<p>TV series animation Steaming series animation</p>
<p>Format</p>	<p>10 seconds x daily + mini series</p>	<p>Approx. 10 min episodes weekly</p>
<p>Advantages</p>	<p>Cost effective character exposure = Improved character awareness</p>	<p>High cost and high risk for little character exposure</p>
	<p>Fast exposure and growth Comparatively low cost Flexible production and broadcast Early revenue generation from Sponsors/Merchandising</p>	<p>Long production timeline High cost Limited broadcast/distribution Limited merchandising/revenue options</p>



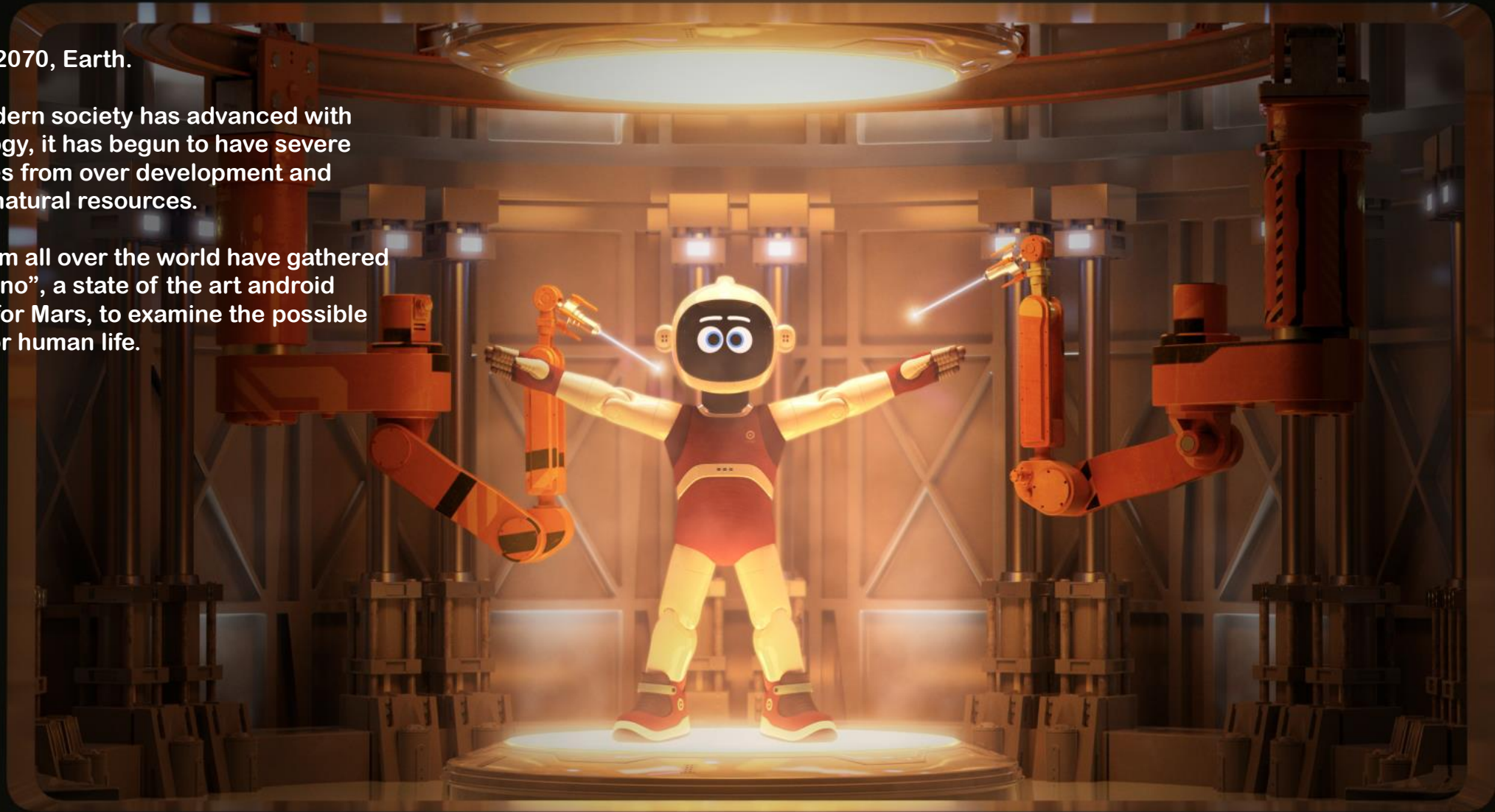
Story & Concept

Story / concept

It is the year 2070, Earth.

Although modern society has advanced with high technology, it has begun to have severe consequences from over development and depletion of natural resources.

Scientists from all over the world have gathered to create “Mono”, a state of the art android robot bound for Mars, to examine the possible habitability for human life.



Story / concept

Humanity's last hope, Mono.

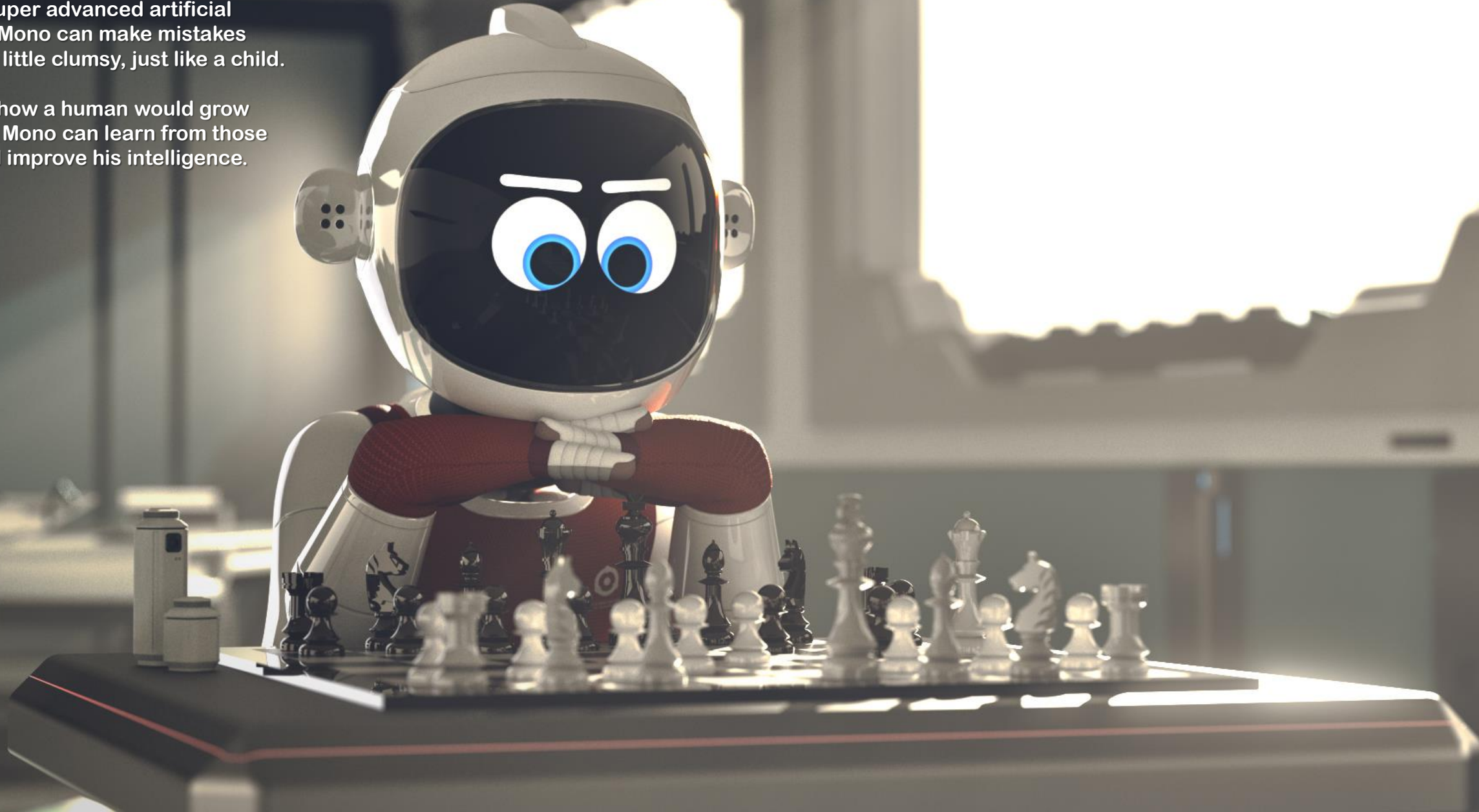
Although state of the art, like all first generation technology, Mono is not perfect.



Story / concept

Although a super advanced artificial intelligence, Mono can make mistakes and can be a little clumsy, just like a child.

And just like how a human would grow and develop, Mono can learn from those mistakes and improve his intelligence.



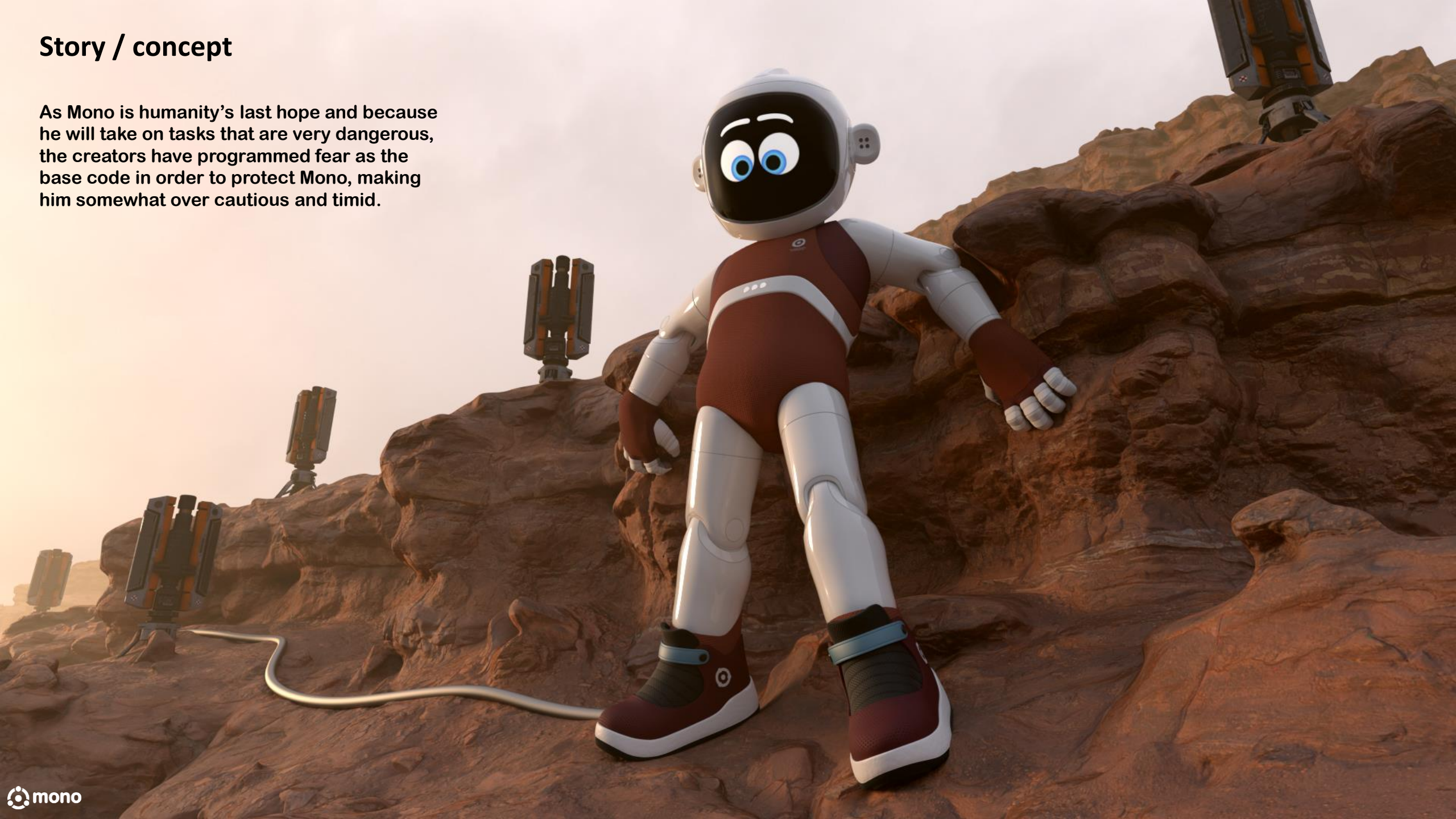
Story / concept

Mono gets periodical OS updates, as well as physical upgrades.



Story / concept

As Mono is humanity's last hope and because he will take on tasks that are very dangerous, the creators have programmed fear as the base code in order to protect Mono, making him somewhat over cautious and timid.



Story / concept

Mono and Friends

Mono's main sidekick "Robo". With high speed and four wheel drive motors, Robo can go further and faster than Mono, providing valuable insight to its surroundings. Robo has a storage compartment, being able to store various research samples.



robo



mono

"Dot" is Mono's soil analyzer. Dot follows Mono everywhere, analyzing the surrounding soil, looking for water and microbes.



dot

"Hello" the drone. Hello can fly high into the Martian atmosphere, becoming the lookout for Mono.



hello

Story / concept

Made up of scientists from all around the world, Mono headquarters develops the largest spaceship ever constructed – The Monoship.



Story / concept

With the world watching, Monoship finally takes off for Mars.

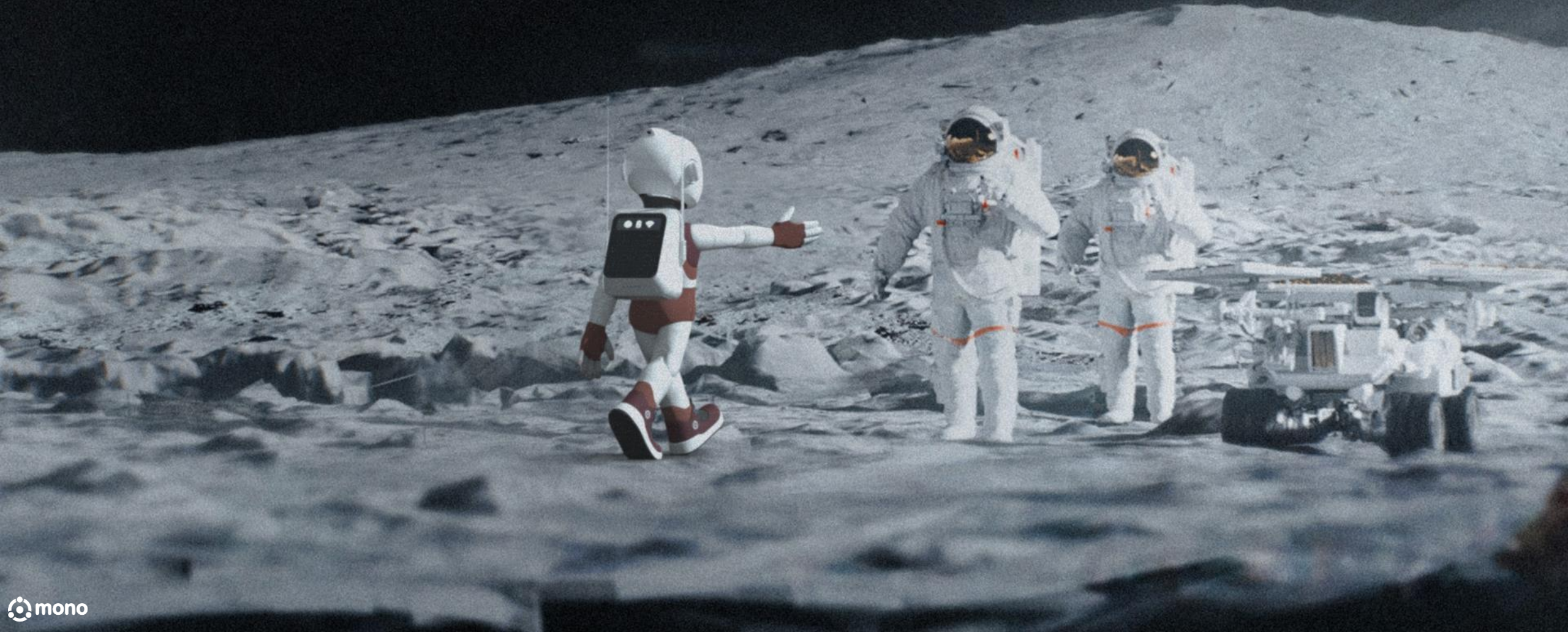
Mono's mission is to establish a self sustaining base, search for past or current life, and eventually terraform Mars.



Story / concept

On the way to Mars, Mono drops by the Moon base for refueling.

Mono visits the first Apollo landing site, and is once more determined to make it to Mars.



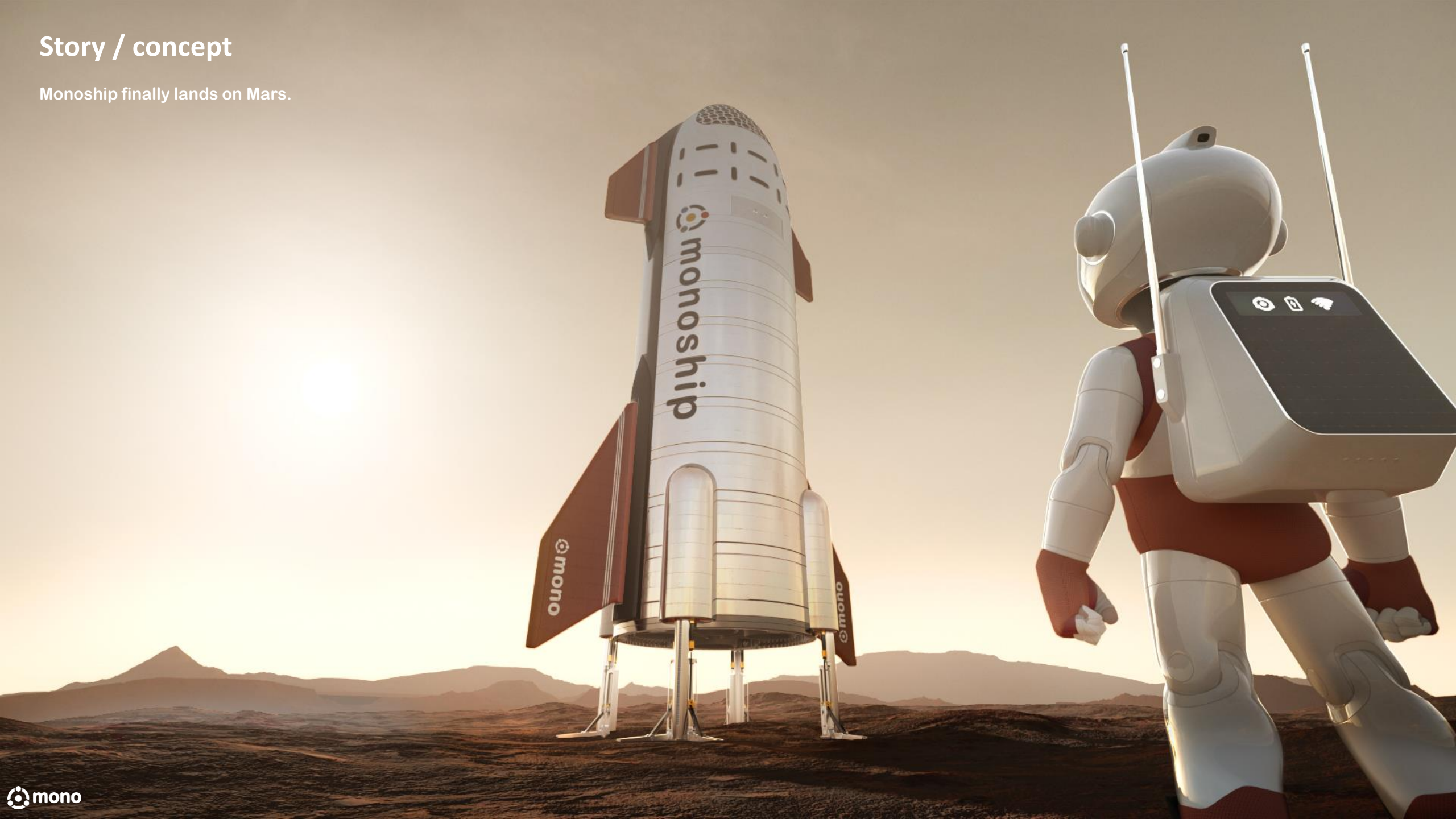
Story / concept

Mono starts his 7 month long journey to Mars. After various space experiments and maintenance, Mono enjoys the vastness and peacefulness of space. However, the Monoship runs in to a solar storm, and is in danger of damaging the ship and being stranded in space.



Story / concept

Monoship finally lands on Mars.



Story / concept

Representing humans, Mono takes his first step on Mars. Upon looking at the expansive Martian view, Mono feels an intense sense of duty.



Story / concept

Mono begins his mission, starting with setting up the research base.



Story / concept

Mono eventually builds up his home and research facilities.



Story / concept

Mono searches for signs of water. Digging through the vast Martian landscape, Mono spends his day to the fullest.



Story / concept

Mono starts a greenhouse, running experiments to see if the Martian soil can support life.



Story / concept

Mono has the responsibility to build out the base and infrastructure for future human settlement.



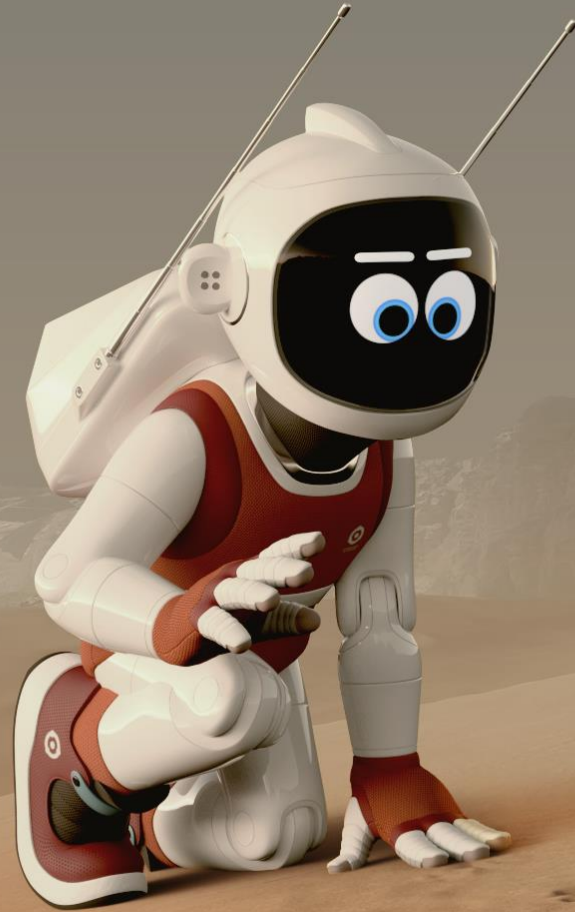
Story / concept

A mechanic and engineer at heart, Mono takes on all aspects of building up the Martian base.



Story / concept

One day on his explorations, Mono discovers what looks like animal tracks. With the thought that a life form could exist on Mars, Mono goes into emergency mode.



Story / concept

Following the tracks, Mono comes to a mysterious looking cave entrance. Upon entering, a new world comes to sight, and sees what looks like ice mineral rocks all over the walls.

With the new information that Mars might be able to support life, Mono has to reach Earth to report this astounding discovery.





Business and Marketing

Marketing



Mono's Instagram Account @mono_mars



51 Posts **23K** Followers **984** Following

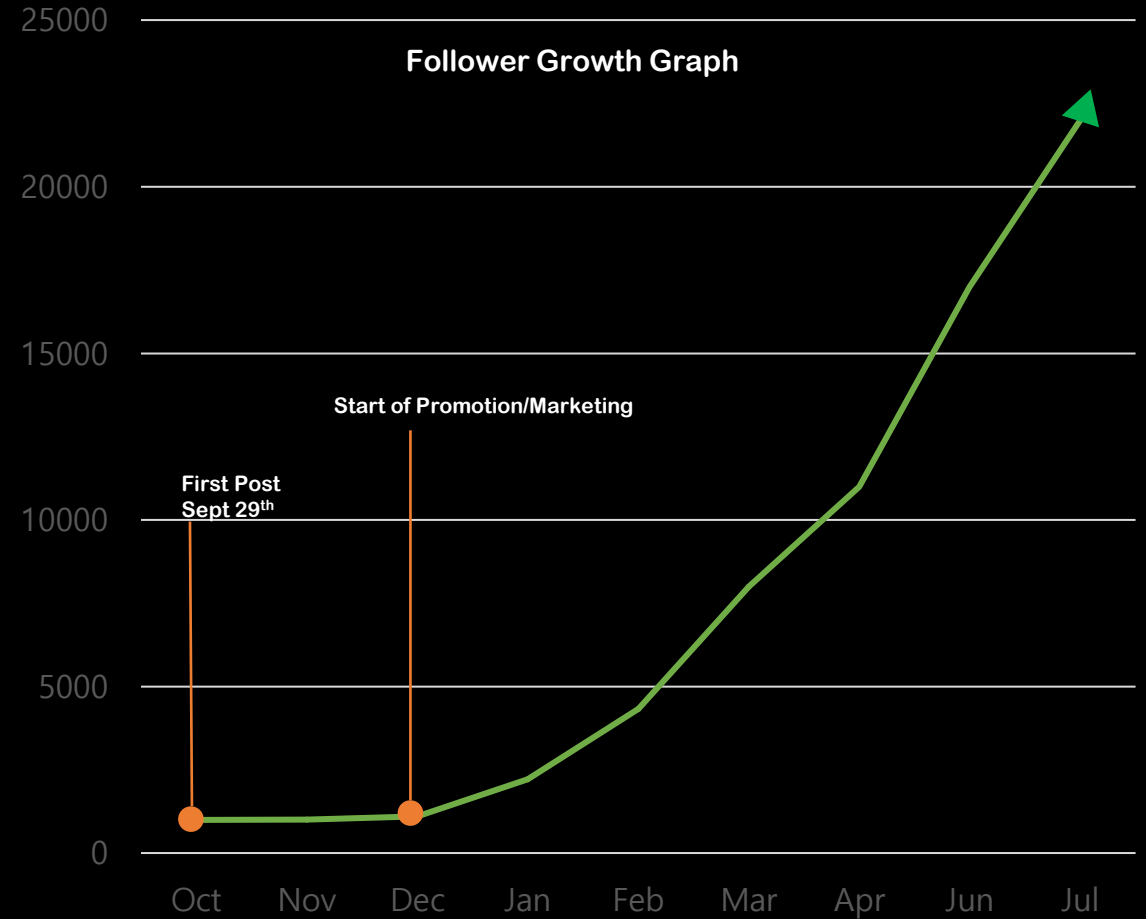
Mono Mars
Digital Creator

As of Jul 30th 2021 (First post Oct 2020)

Average per post (latest 15 posts, as of Jul 30th 2021)

Views **58,473**
Likes **5,155**
Comments **36**


Engagement Rate **21.95%** (Average for popular accounts is < 5%)




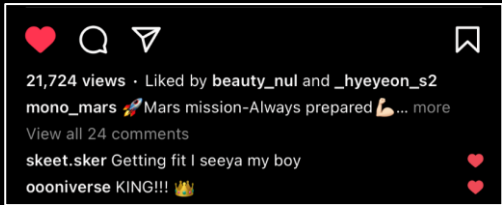
Marketing

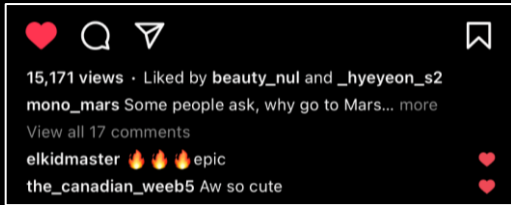
Audience Reactions

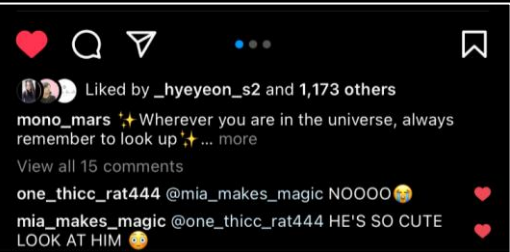
From comments to fan letters and fan art, Mono is seeing healthy and positive feedback despite being only a few months old.

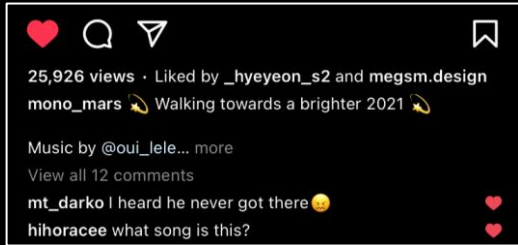
 You will blow up in 1-2 years, don't stop!!! Persevere!!! Love it!!

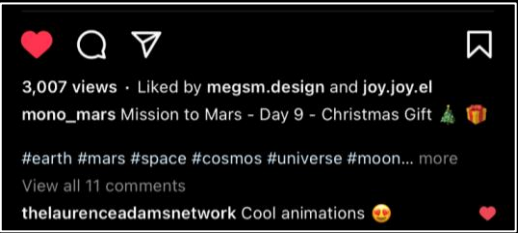
 Just wanted to say that I really love this little guy. hes the best :)


21,724 views · Liked by beauty_nul and _hyeyeon_s2
mono_mars 🚀 Mars mission-Always prepared 🤖... more
View all 24 comments
skeet.sker Getting fit I seeya my boy
ooniverse KING!!! 🙌


15,171 views · Liked by beauty_nul and _hyeyeon_s2
mono_mars Some people ask, why go to Mars... more
View all 17 comments
elkidmaster 🔥🔥🔥 epic
the_canadian_weeb5 Aw so cute


Liked by _hyeyeon_s2 and 1,173 others
mono_mars ✨ Wherever you are in the universe, always remember to look up ✨... more
View all 15 comments
one_thicc_rat444 @mia_makes_magic NOOOO 🤖
mia_makes_magic @one_thicc_rat444 HE'S SO CUTE LOOK AT HIM 🤖


25,926 views · Liked by _hyeyeon_s2 and megsm.design
mono_mars 🚀 Walking towards a brighter 2021 🚀
Music by @oui_lele... more
View all 12 comments
mt_darko I heard he never got there 🤖
hihoracee what song is this?


3,007 views · Liked by megsm.design and joy.joy.el
mono_mars Mission to Mars - Day 9 - Christmas Gift 🎄📺
#earth #mars #space #cosmos #universe #moon... more
View all 11 comments
thelaureeadamsnetwork Cool animations 🤖


Liked by _hyeyeon_s2 and 593 others
mono_mars Mission to Mars-Day 32-🚀 Engine Build 🚀
#raptorengine #engine #booster #rocket #earth... more
View all 12 comments
nobodysillusion @mono_mars You can do it! 🙌🤖
nammur biii 와 대타해요 귀엽다 ㅠㅠ

Hello, Mono mars.
I'm a space-maniac high school student from somewhere on Earth :) I am writing this message to say that I'm a HUGE FAN OF YOU.
I've been watching your work since several weeks. It was amazing to find on Instagram artworks with the topics that I loooove : Mars & robot. Honestly, your works are EPIC!! The robot is so cute -like everyone else saying- and the disign & the ambience is right up my alley 🤖
I think you're really someone changing the world, or will be, by influencing people to having more attention about Mars colonization.
Sincerely,
Jm.
2월 3일 오전 11:09
Thanks! Greatly appreciated 🙌

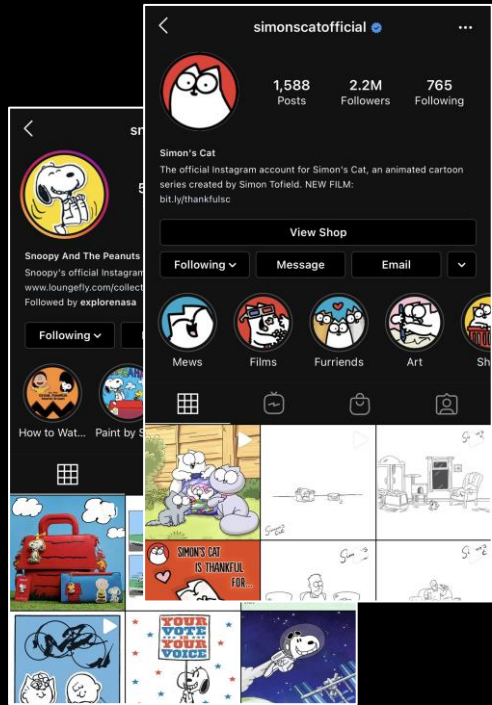

beelzebubb.666
3/4
13 likes
beelzebubb.666 I haven't rilly been motivated lately so have some weird doodles 🤖
Also I adore @mono_mars design its super cute and unique give em a follow 🚀


dollytsuki
A digital illustration of a small, white, rounded robot with large eyes and a red visor, standing against a dark blue space background with white stars.


victoriassolorzano
A digital illustration of a small, white, rounded robot sitting on a sandy surface, looking up at a large, glowing yellow moon in a dark sky.

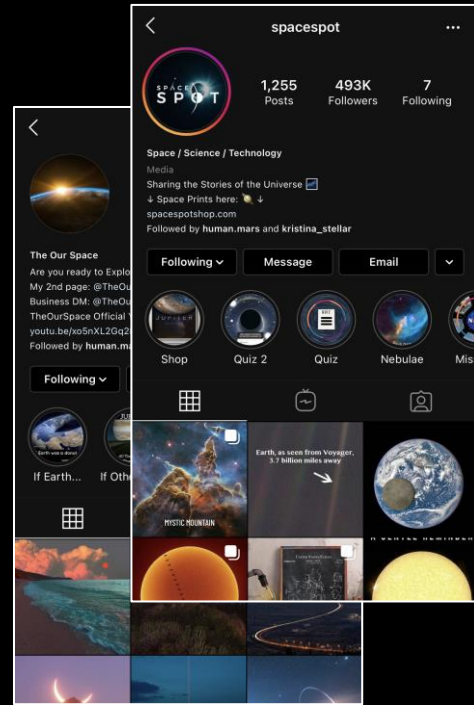
Marketing

Mono is targeting 4 main social media categories for follower acquisition.



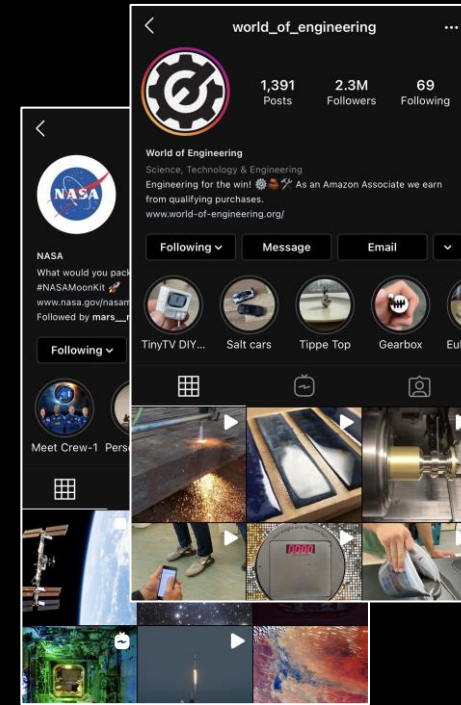
Short Animations

With short but high quality animations and images, Mono's space adventure stories are told in a fun and intriguing way, showing Mono's overall story arc and character growth, attracting followers.



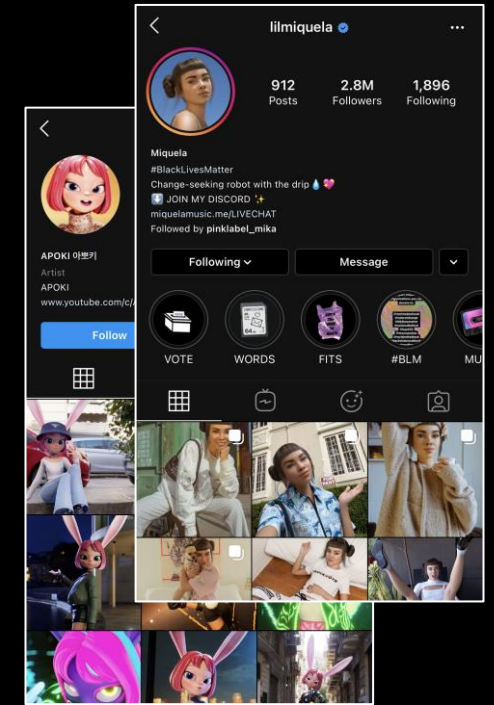
Space Art

As a popular category in the Social Media space, Mono shows high quality space related art work, attracting followers.



Science Technology Education

As Mono's story is parallel with current or near future technology, Mono is a source for space related news and technology.

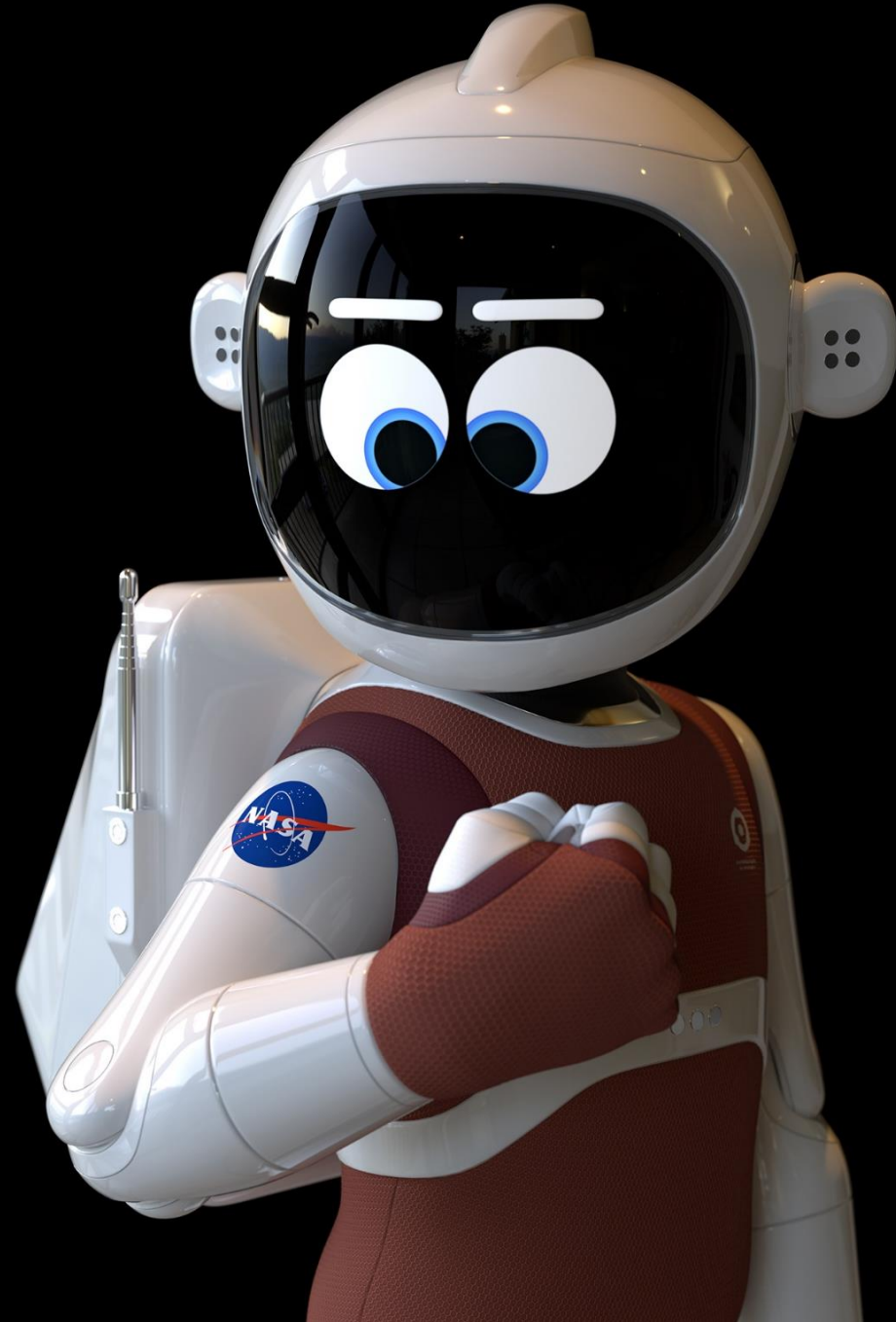


Virtual Influencer

Mono updates the world on the day to day of his journey to Mars. Mono aims to show an attractive lifestyle, attracting followers.

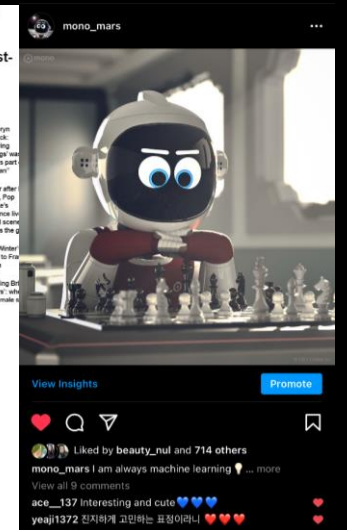
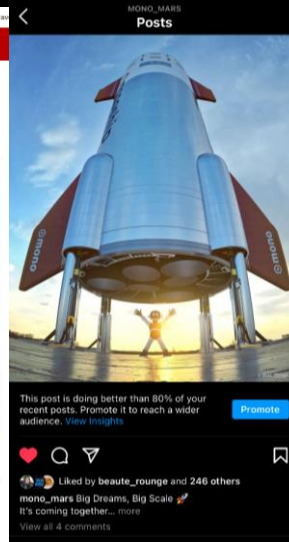
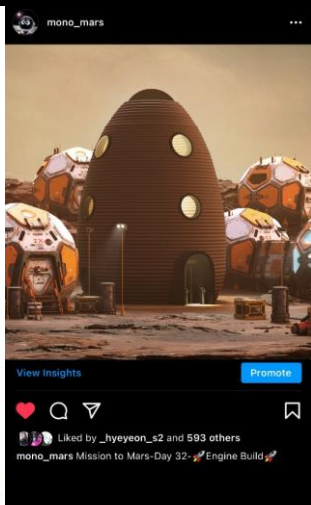
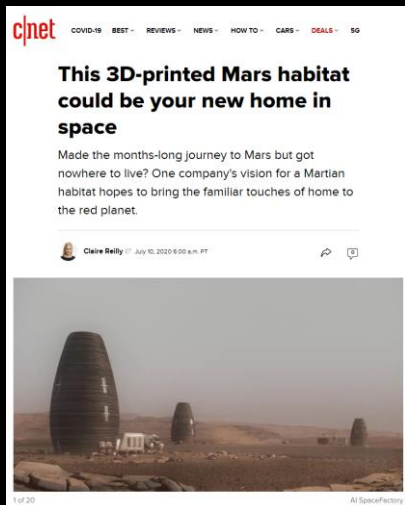
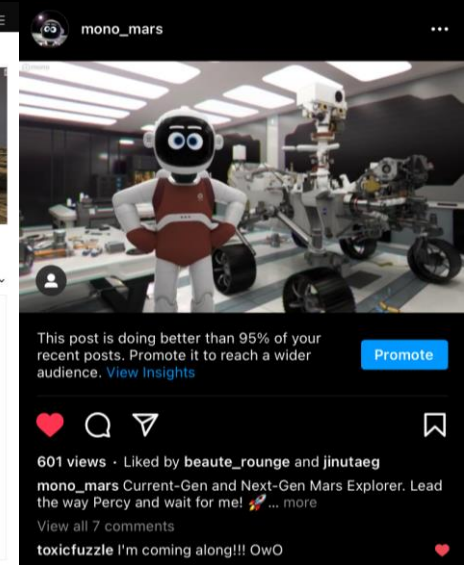
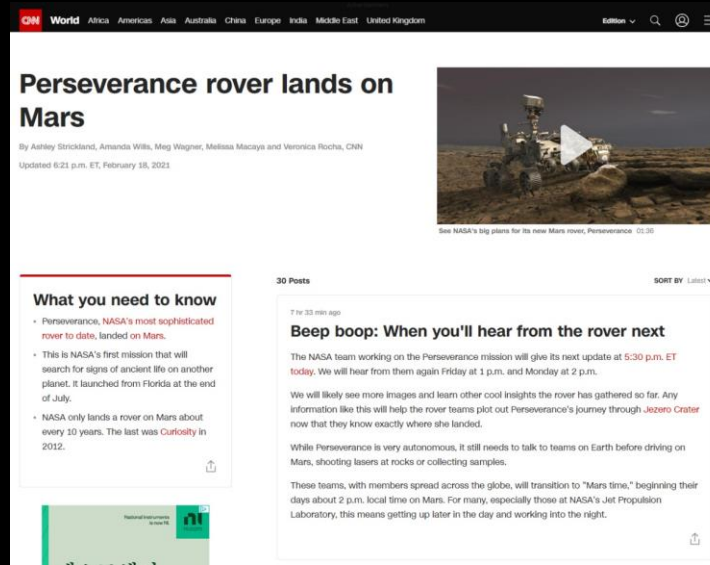
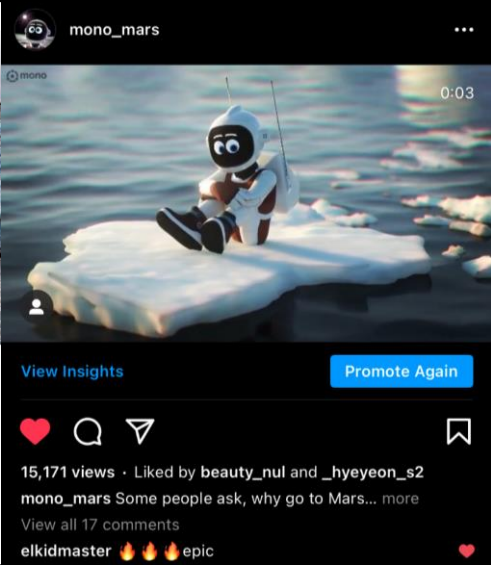
Marketing

As a space themed content, Mono takes advantage of the fact that humans are making large strides towards Mars exploration and space travel, taking inspiration from organizations such as Nasa and SpaceX.



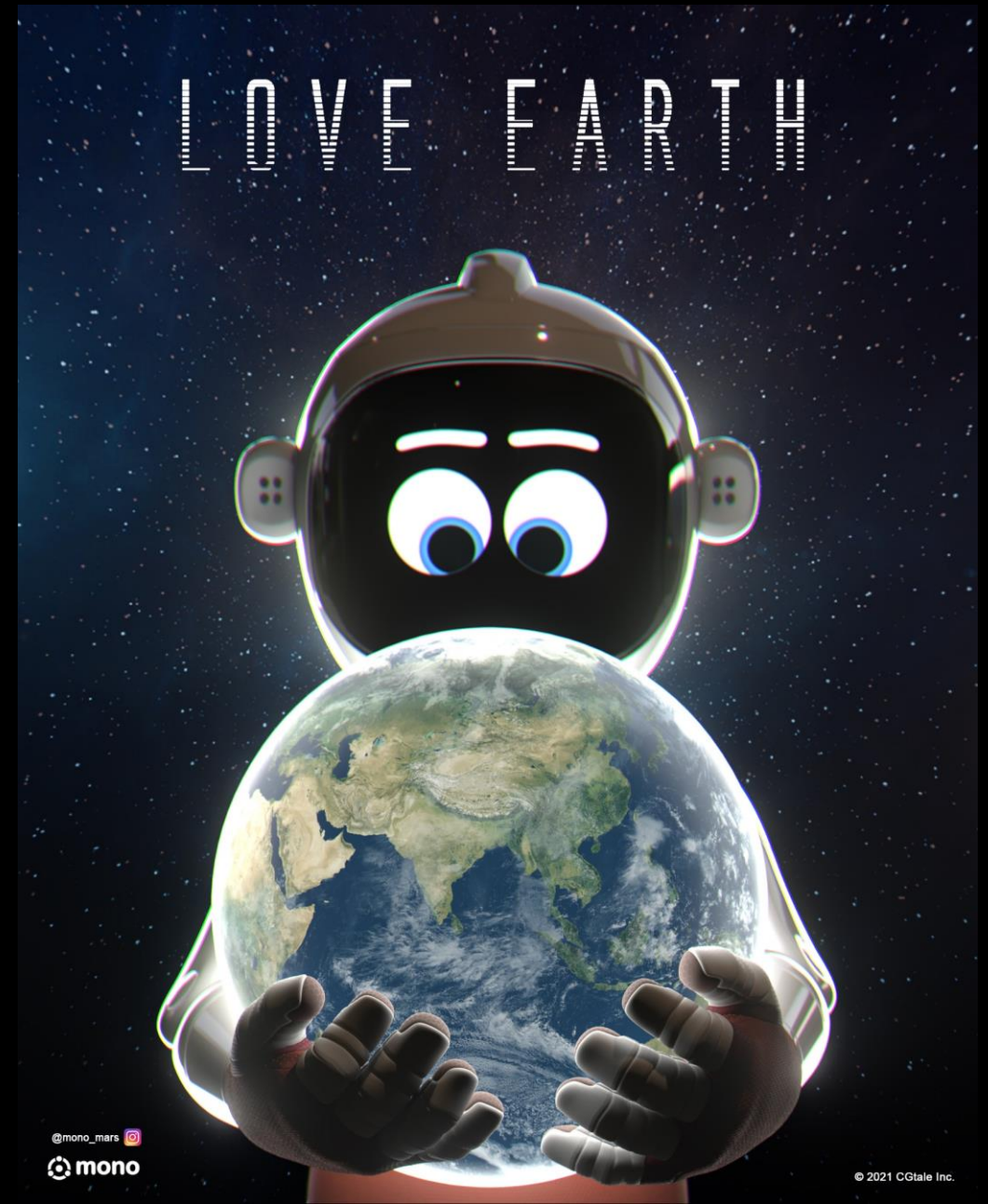
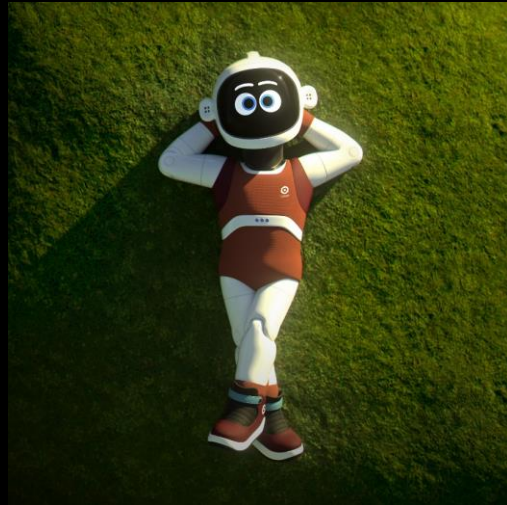
Marketing

Upon completion of one short animation clip (1~3 days), Mono can immediately share the content on Social Media, equaling to fast character exposure. Mono has the ability of taking current social issues, news and trends to make related contents, thus becoming a method of character exposure.



Marketing

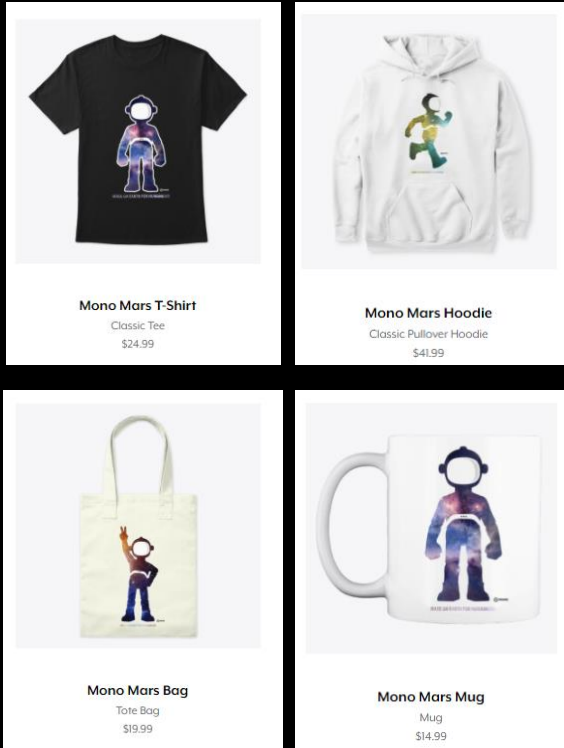
Mono stands for protecting the environment and humanity.



@mono_mars
mono

© 2021 CGTale Inc.

Merchandising



Taking advantage of social media's integration of merchandising, Mono can create early revenue compared to traditional animation.



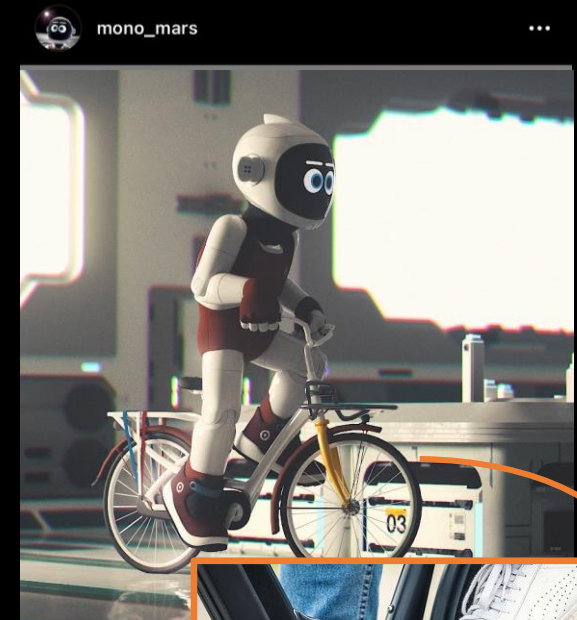
Mono's environment friendly products



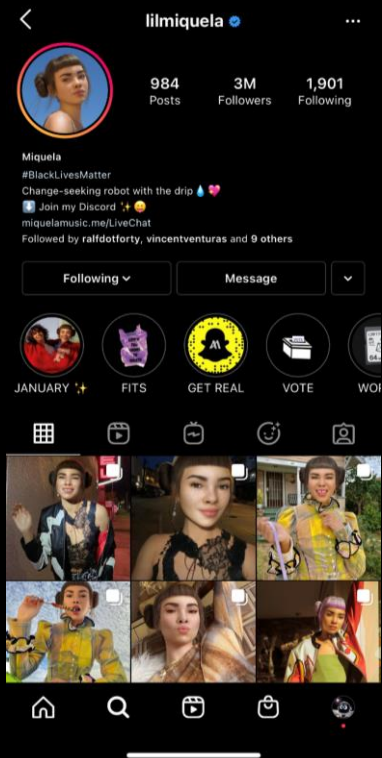
Mono's space related toys and collectibles

Sponsorship / partnership

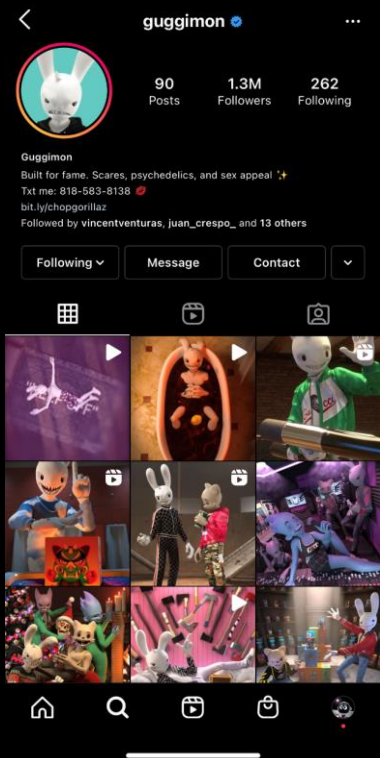
Mono integrates items and elements to the character and story, leaving the door open for possible future sponsored posts.



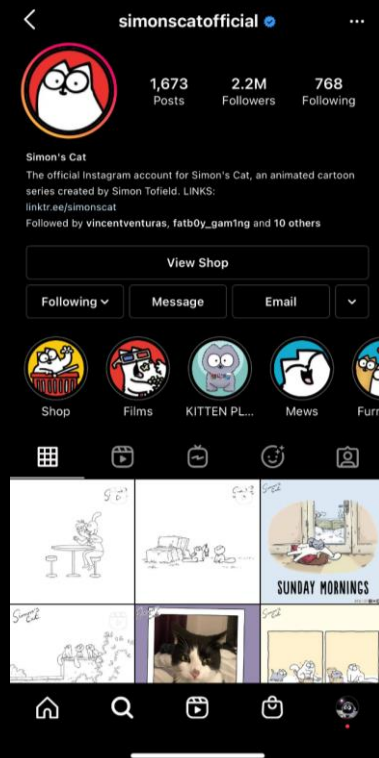
The Competition



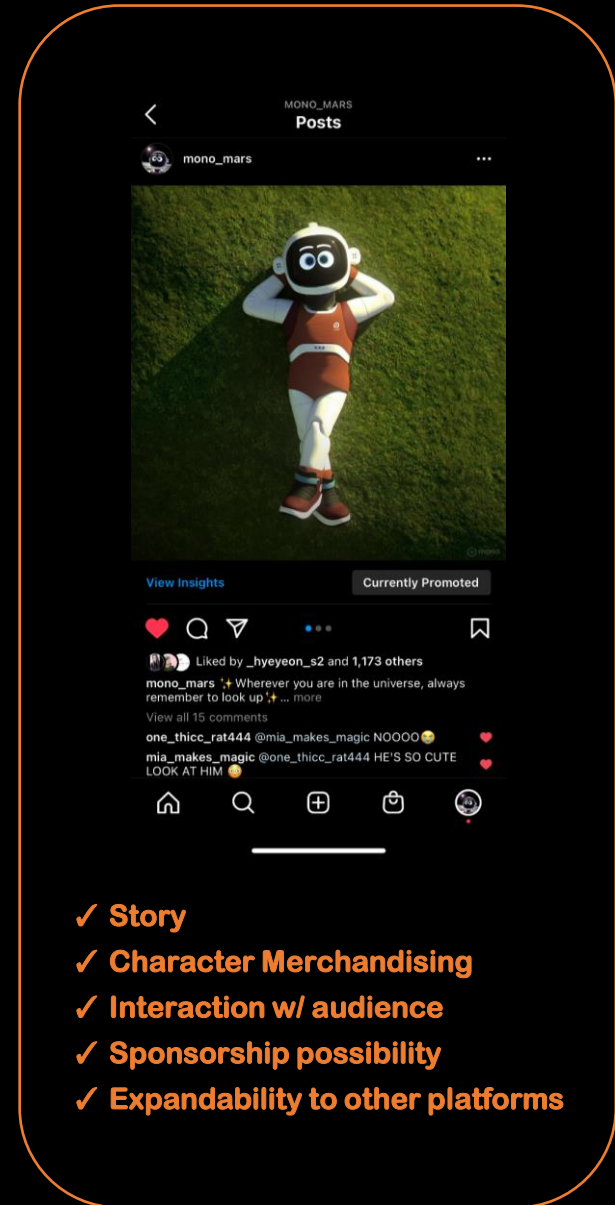
3 million followers
 Realistic fashion virtual influencer
 Music collab, fashion sponsors
 (Prada, Calvin Klein etc)
Approx \$10 million yearly revenue



1.4 million followers
 Cartoonish and hip character
 Character merch, fashion sponsors
Total \$16 million funding
(Google Ventures)



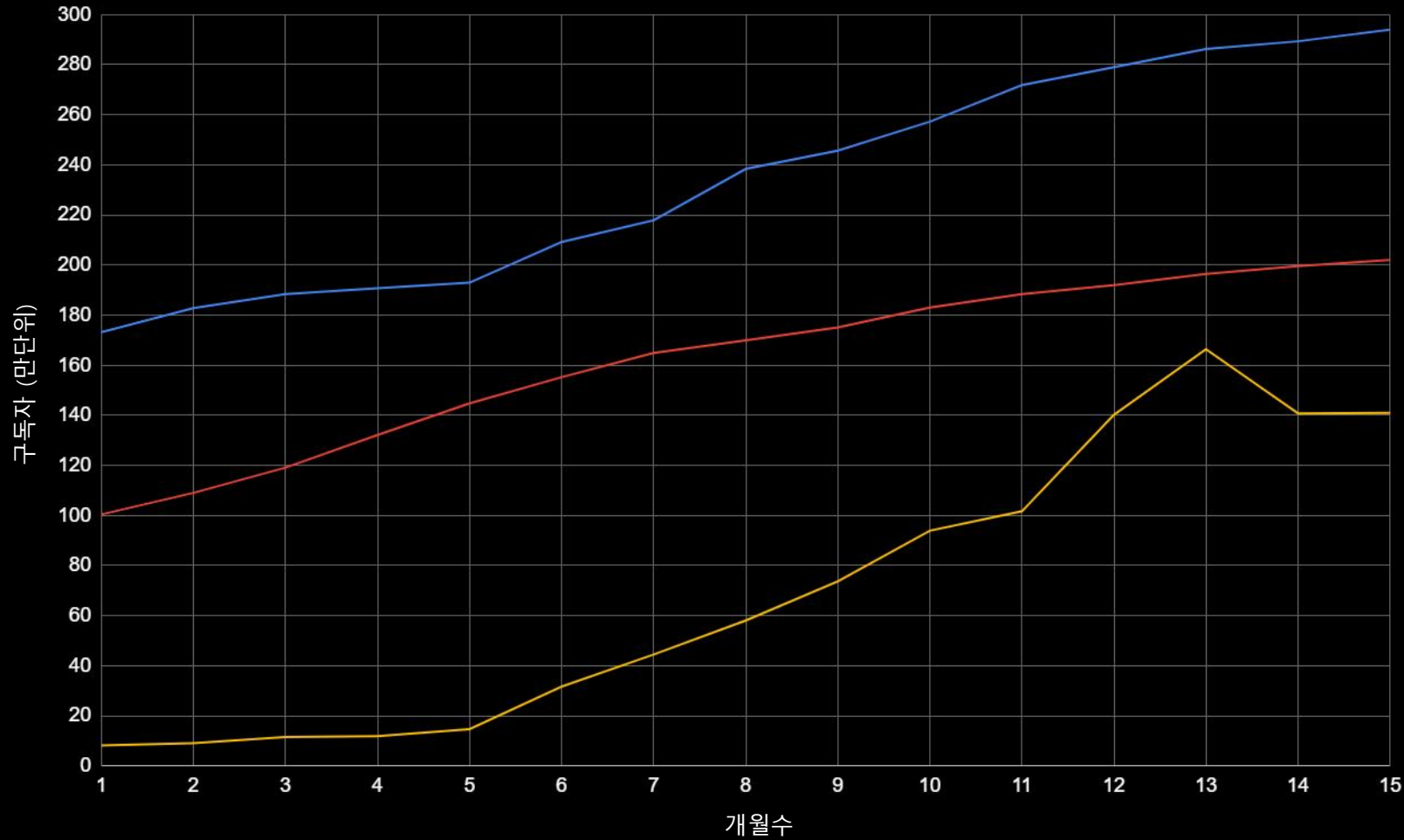
2.2 million followers
 Short animations
 Originally Youtube Channel
 Character merch, Ad revenue
Disney, Sesame Street Partnerships



- ✓ Story
- ✓ Character Merchandising
- ✓ Interaction w/ audience
- ✓ Sponsorship possibility
- ✓ Expandability to other platforms

Business and projection

Follower growth analysis of various Instagram accounts



Miquela
3 million followers
Average 80k monthly follower growth



Simon's Cat
2.2 million followers
Average 70k monthly follower growth



Guggimon
1.4 million followers
Average 90k monthly follower growth



From the examples above, we took the lowest value of **monthly follower growth of 10k**, and set our minimum goal of achieving **100k followers in 10 months**.

Business and projection

Instagram's revenue projection from sponsors based on follower count and engagement rate.



Follower	Revenue per post (approx.)
100k	\$600
1 million	\$3600
10 million	\$24000

Revenue projection based on follower count

Months	Targeted Minimum followers	Yearly revenue from sponsors	Yearly revenue from character merch and licensing	Total Yearly Revenue
8	10k	\$13k	\$9k	\$22k
16	100k	\$62k	\$142k	\$204k
36	1 million	\$357k	\$1.7 million	\$2 million
48	10 million	\$2.5 million	\$4.8 million	\$7.3 million

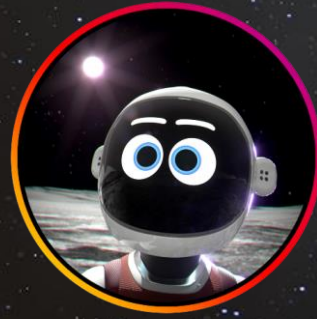
Referencing popular character businesses that are based on user counts in Asia, we can project revenue for character merchandising



	User count	Yearly revenue
Line Friends	186 million	\$180 million
Kakao Friends	45 million	\$90 million

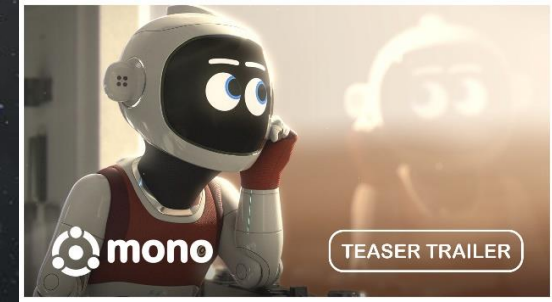
Thank you

Visit our Instagram



@mono_mars

Watch our Teaser Trailer



Mono mars trailer



www.monomars.com