

CREATIVE PARTNERSHIP OVERVIEW

Partner with **GRIT**

An original story world.

A practical place to build together.



**We create
stories.**

Books. Characters. Worlds.

STORIES. PRODUCTS. LONG-TERM BRAND BUILDING.

Development stage: story and concept development, with short-form scenes proposed as the next production step.

THE EXPERIENCE

Many lives. One changing world.

Grit brings dinosaurs, human ambition and character psychology into a world shaped by the consequences of earlier choices.

01

FOUNDATION*The beginning, set in 1998*

A powerful storm exposes ignored structural warnings inside a vast research facility. As systems fail in sequence, an ensemble of civilians and specialist teams must find a way out. Different animals behave differently; survival is never one person's story.

02

GRIT*The consequences continue*

The wider story follows connected character paths across a changed Earth. Military installations, civilian life, territory and environment create the pressures through which courage, loyalty and leadership are tested.

03

INEVITABLE*The connected universe*

Grit belongs to Inevitable, an overarching universe of multiple worlds and perspectives. Other stories are in development, with connections that allow a small event in one story to matter much later in another.

A story world designed for continuity, with each production scoped on its own merits.

THE CREATIVE FOUNDATION

Craft comes first.

Fat Rabbit Network takes a patient approach: build the story, the references and the production relationships before expanding the release.



APPROVED VISUAL CONCEPTS

Research & reference

Use source material, professional or enthusiast input, and shared reference databases to inform the work.

Artist-led interpretation

Translate research into original characters, creature designs and environments. Fictional inventions remain clearly part of the story.

Coordinated development

Bring artists and production resources in China into a consistent process spanning concepts, products and brand design.

Technology-assisted refinement

Use AI to assist organization, concepts and refinement while keeping human creative direction and the role of artists explicit.

WHERE WE ARE NOW

Start with scenes. Build with evidence.

The identity and story pathways are established. Concept work and rough scripts are in development; scripts are being refined.

THE NEXT PROPOSED STEP

A manageable batch of short scenes or skits, developed with a clearly defined partner contribution.

01 Define a focused pilot

Select the scene, sponsor fit, production needs and release channels. Agree the budget, deliverables and schedule before production.

02 Produce, release and listen

Make lower-cost short-form work to test tone, character interest and audience connection while retaining the original creative direction.

03 Decide what earns expansion

Review the work and observed response together. Use that evidence to decide whether to renew, adjust or grow the collaboration.

This overview describes a development-stage opportunity. Release reach, sales performance and audience response have not been established for the proposed pilot.

CHOOSE THE RIGHT FIT

Three ways to join.

Support one defined project first. Broader product, game or licensing collaborations can be discussed under a separate scope.

CONCEPT PARTNER

Shape an appropriate brand presence early.

PARTNER CONTRIBUTES

Funding, relevant brand assets and clear creative objectives.

FAT RABBIT PROVIDES

Agreed concept previews, a placement proposal and selected approved presentation materials.

SHORT-FORM SPONSOR

Support a named batch of scenes or skits.

PARTNER CONTRIBUTES

A defined production contribution toward the agreed release.

FAT RABBIT PROVIDES

Agreed brand integration, sponsor recognition, promotional assets and release reporting.

PRODUCTION / MATERIALS PARTNER

Contribute practical production capability.

PARTNER CONTRIBUTES

Specified materials, equipment, services, manufacturing or distribution support.

FAT RABBIT PROVIDES

Agreed acknowledgement, demonstration opportunities and approved assets relevant to the contribution.

All benefits depend on the agreed scope, feasibility and permissions. No package implies exclusivity or rights across the entire universe.

AN ILLUSTRATIVE PILOT

A clear exchange.

A starting point for discussion, subject to production feasibility and a written scope. These quantities are examples, not committed deliverables.

A SMALL RELEASE CYCLE WITH DEFINED ASSETS

3

SHORT VIDEOS

3

PROMOTIONAL POSTS

2

APPROVED STILLS

THE PARTNER PROVIDES

Agreed cash support or specifically valued goods and services, plus approved brand assets, usage permissions and a designated contact for reviews.

THE PROPOSED RETURN

The agreed short-form batch, approved brand presence where appropriate, end-card credit, the specified promotional posts and stills, and acknowledgement on the project webpage.

THE REVIEW

A concise report proposed for 30 days after the final release: delivered assets, publishing links, available platform metrics and the lessons that guide a renewal decision.

No guaranteed views, sales, return on investment or appearances in a future film. Dates, channels, approvals and usage rights are agreed before work begins.

FROM INTRODUCTION TO RELEASE

Make it easy to say yes.

A useful proposal connects the partner's goal to a specific creative opportunity, with responsibilities clear on both sides.

1

DEFINE

Choose the project, the audience objective and the contribution. Confirm a practical scope and production budget.

2

CONCEPT & APPROVE

Develop the concept and placement approach. Agree who approves brand use, how many review rounds are included and when decisions are due.

3

PRODUCE & RELEASE

Create the agreed assets and release them through the named channels within the agreed schedule.

4

MEASURE & DECIDE

Document delivery and available audience response. Review what worked and whether a further collaboration makes sense.

THE WRITTEN SCOPE COVERS

Contribution and value; quantities and placement; timing; reviews; usage rights and duration; reporting; and any separately agreed exclusivity.

LET'S BUILD THE NEXT STEP.

Partner with GRIT

Bring a brand, a useful capability or a clear objective.
We'll shape the right first project together.

START A PARTNERSHIP CONVERSATION

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Explore Grit and its story world

fatrabbitnetwork.com/grit/

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Grit is in development. Partnership terms and final deliverables are agreed separately.