ADD NEW DIGI-PITCH

Create a Digi-Pitch

A five-step walkthrough to define your idea, outline resources, identify work, and review the launch screen.

Before you begin

Have a working name, a short description, a budget estimate, and a list of deliverables ready. You can enter details directly or use the on-screen assistant.

Sign in > New Digi-Pitch in the top header.
The Dashboard's **Create a Digi-Pitch** button opens the same wizard.

01	02	03	04	05
Define Digi-Pitch	Budget, Cap Table & Rights	Pitch Elements	Royalty Outline	Review & Sign

Navigation: Use NEXT STEP to continue and BACK to revisit a step. Inside a Pitch Elements module, DONE returns to the module list.

1 Define Digi-Pitch

Describe your idea to the NOS AI Assistant, then review the **Digi-Pitch Definition** live preview. You can also type or change the fields yourself.

ILLUSTRATIVE ASSISTANT PROMPT

"I'm creating a short animated film about a courier exploring a floating city."

Check any suggested text before continuing.

DIGI-PITCH DEFINITION · EXAMPLE

Name: Sky Courier

Category: Narrative Content
Genre: Animated Shorts
Stage: Concept / Idea

Illustration, not an application screenshot.

Field	Quick reference
Name / Description	Give the project a recognizable title and explain the idea, audience, and intended output.
Category / Genre	Choose Category first; it unlocks the matching Genre list. Changing Category clears Genre.
Stage	Choose Concept / Idea, Pre-Production, Development, Production, or Distribution.

Check the definition before advancing. NEXT STEP

2 Target Budget, Cap Table & Rights

Enter the **Target Budget**: your estimated total production cost. Then review the displayed ownership pools and intellectual-property (IP) framework.

50%	25%	25%
Creator Retained	Talent Pool	Reserve Pool

Current preset allocations shown in the wizard; total = 100%. These are not editable sliders.

Example budget input: 100,000 (the field shows $). NEXT STEP

3 Pitch Elements

Open a module, review or enter its details, then select **DONE** to return to the list. Select **NEXT STEP** from the list when ready.

$ Investor Framework FEATURE PREVIEW

Use the assistant or edit **Funding Request** and **Equity Offered**. Review **Use of Funds** tags suggested through chat; remove unwanted tags with ×. Optional **Governance Rights** checkboxes include **Board Observer Seat** and **Pro-Rata Rights**.

Quick distinction: Funding Request is the amount being sought; Target Budget is the total estimated project cost.

W Talent Requirements

1. Describe a deliverable in the **Scope Assistant** and send it (for example, “I need a script draft”).
2. Review **Identified Jobs**: titles, descriptions, deliverables, and expected assets.
3. Repeat for other work. Use × on a job to remove it.
4. Select **DONE**. At least one identified job is needed for Talent Requirements to show as configured.

Cash Budget and Equity Pool indicators are estimates. Do not treat them as confirmed payments or negotiated compensation.

P Strategic Partnerships FEATURE PREVIEW

This module is disabled in the current wizard. It previews co-production and distribution planning; no setup action is available here yet.

Pitch Elements can be skipped with NEXT STEP, even though the introductory text says all three components must be configured. Review the modules relevant to your project; the disabled partnership preview does not block progress.

4 Royalty Outline FEATURE PREVIEW

Review the **Royalty Structure** screen. It illustrates revenue deductions and distributions; there are no editable terms on this step.

Displayed item	Example shown
Gross Revenue	100% before deductions
Deductions	NOS platform fees: 5% · Operating expenses: 20% · Third-party distribution: 15%
Distributable Net	60% after the example deductions
Distribution labels	Talent Pool: 25% of Net · Creator Retained: 50% of Net

> **Preview, not a payment promise:** The screen also describes a 20% expense cap and example distribution terms. These are sample terms, not active payment automation or an agreed royalty schedule.

Read the outline and continue. NEXT STEP

5 Review & Sign

Review the project summary, risk disclosure, and signature area. The final action becomes available after both acknowledgement and name entry.

FINAL SCREEN · QUICK REFERENCE

1. Review the summary and any displayed example financial terms.
2. Read the **Risk Disclosure**; it includes a warning that projections are not guaranteed.
3. Check **“I have read and accept the Risk Disclosure Statement.”**
4. Enter your full name in the digital-signature field.
5. Select SIGN & LAUNCH

What happens next?

SIGN & LAUNCH closes the wizard and opens the newly created Digi-Pitch to continue adding details to your idea.

Studio > Digi-Pitch Summary > Make Digi-Pitch Live

Discoverability is a separate Owner action. Finishing the wizard does not automatically make the pitch visible under Explore Digi-Pitches.

> **Keep your draft:** Form entries are held only while the wizard is open. Keep a separate copy of your description, budget, and work list before closing or refreshing the page.