

# PROOF

DON'T PITCH IT. PROVE IT.

— BUILT ON THE PROOFLAB SYSTEM —



## THE PITCH ASSET CHECKLIST

17 THINGS YOUR FILM PITCH NEEDS  
BEFORE ASKING FOR MONEY.

Before you ask someone to fund, produce, represent, package, or believe in your project, make sure the pitch gives them enough to see it, feel it, and understand why it matters.



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CINEMATIC PITCH ASSETS FOR FILMMAKERS  
AND ENTERTAINMENT PROJECTS.

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# A GOOD IDEA IS NOT ALWAYS **ENOUGH.**

Most filmmakers pitch too early. They have a script, a logline, or a deck, but they haven't given the buyer, investor, producer, or collaborator enough emotional evidence.

A strong pitch needs more than information. It needs clarity, tone, confidence, and proof.

**PROOF** helps filmmakers turn concepts, scripts, and pitches into cinematic assets that make the project easier to understand, believe in, and share.



This checklist is not about making your project perfect. It's about making sure the person across the table has enough to say, "I get it."

# THE 17-POINT CHECKLIST



## 1 A clear logline

The project can be understood in one or two sentences without over-explaining.

### ASK YOURSELF:

Can someone repeat the core idea after hearing it once?

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## 2 A defined audience

You know who the project is for and why they would care.

### ASK YOURSELF:

Who is most likely to respond emotionally to this story?

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## 3 A strong genre promise

The pitch makes the genre clear and gives the listener confidence in the type of experience being offered.

### ASK YOURSELF:

Does the pitch tell people what kind of ride they are getting?

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## 4 A clear emotional hook

The project has a human reason to exist beyond plot.

### ASK YOURSELF:

What does the audience feel before they understand the details?

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## 5 A main character people can track

The protagonist's desire, wound, conflict, or transformation is easy to understand.

### ASK YOURSELF:

Whose story is this, and why now?

# THE 17-POINT CHECKLIST



## 6 Stakes that are specific

The consequences are clear, personal, and emotionally meaningful.

### ASK YOURSELF:

What happens if the character fails?



## 7 A tone that can be felt

The pitch communicates atmosphere, mood, pace, and emotional texture.

### ASK YOURSELF:

Would someone know whether this feels gritty, funny, haunting, elevated, grounded, surreal, or commercial?



## 8 A visual identity

The project has a cinematic language, not just a plot summary.

### ASK YOURSELF:

What images, locations, colors, textures, or contrasts make this world recognizable?



## 9 A shot comparison set

The comps help people understand the market lane without making the project feel derivative.

### ASK YOURSELF:

What two or three projects help explain the audience, tone, or business lane?



## 10 A reason this project matters now

The pitch gives a timely or personal reason the story should exist today.

### ASK YOURSELF:

Why this story now?

# THE 17-POINT CHECKLIST



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## A clean pitch deck or one-sheet

The written materials are clear, visually consistent, and easy to skim.

### ASK YOURSELF:

Can someone understand the project in under five minutes?



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## A proof-of-concept asset or visual sample

There is something beyond text that helps people feel the project.

### ASK YOURSELF:

Are you asking them to imagine everything, or are you helping them see it?



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## A plan for how the asset will be used

The pitch asset has a purpose—investors, producers, talent, crowdfunding, audience testing, proof-of-tone, or packaging.

### ASK YOURSELF:

What decision is this asset meant to help someone make?



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## A realistic budget lane

The project has a believable sense of scale.

### ASK YOURSELF:

Does the pitch suggest a project that can actually be made at the level being discussed?



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## A credibility signal

The pitch includes relevant experience, attachments, contest placements, proof of audience, prior work, location access, producer interest, or meaningful personal connection.

### ASK YOURSELF:

Why should someone trust you with this story?

# THE 17-POINT CHECKLIST



## 16 A clear next step

The listener knows exactly what you want from them.

### ASK YOURSELF:

Are you asking for money, a meeting, notes, an introduction, representation, talent attachment, or production support?



## 17 A reason to believe

The pitch gives people confidence that this is more than an idea. It feels shaped, intentional, and ready for a serious conversation.

### ASK YOURSELF:

What makes this feel real?



Great pitches are not about saying everything. They are about giving people enough to picture the story, trust the filmmaker, and take the next step.

# SELF-AUDIT: HOW READY IS YOUR PITCH?

Mark each item:

**READY**     **NEEDS WORK**     **MISSING**

1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If most items are **“READY”**

Your project may be prepared for producer, investor, or packaging conversations.

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If several items are **“NEEDS WORK”**

Your story may need development before building a visual asset.

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If several items are **“MISSING”**

Start with clarity before spending money on pitch materials.

# WHICH PROOF **ASSET** FITS YOUR PROJECT?



## **PROOF: DEV**

Choose if your story, tone, pitch, or cinematic identity still needs shaping.



## **PROOF: SIZZLE**

Choose if you need quick visual momentum for an early concept, pitch deck, or outreach campaign.



## **PROOF: TRAILER**

Choose if you need to communicate tone, world, stakes, and market promise in a more complete pitch asset.



## **PROOF: SCENE**

Choose if one powerful moment can prove the emotional weight, character dynamic, or execution of the project.



## **PROOF: CONCEPT**

Choose if you need a larger custom package, multiple assets, or a deeper proof-of-concept campaign.

# NOT SURE WHAT YOUR PROJECT **NEEDS?**



Send us your logline, script, pitch deck, or short project summary.

We'll review where the project is now and recommend the PROOF asset that makes the most sense for your next move.

**GET A FREE PROJECT FIT REVIEW**

[prooflab.studio/project-review.html](https://prooflab.studio/project-review.html)

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BEFORE YOU ASK THEM  
TO BELIEVE,  
GIVE THEM **PROOF.**

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