But First...
About Us....

Mark Greenbaum
Concept & Graphic Design

Mark Greenbaum is a Graphic Designer based in Boston. He has worn many hats over the years, from Toy designer to Animator. He has had the pleasure of working alongside industry Veteran Bob Camp as part of Boblab Studios, creating game apps and TV pitches. He has been working in and around the toy industry for 15+ years, enjoying packaging design work with Jazwares and servicing clients like Marvel, Disney, Funimation etc. If it has a flat surface, you can bet he will draw on it. He loves great design in all it’s forms and is always striving to create fun, memorable experiences.

Jude Pullen (CEng, MEng, BSc, AFOL).
Concept & Physical Gameplay

Jude Pullen is an Award-Winning Prototyping Expert and Technologist. He has worked for the likes of LEGO and Dyson creating new (and often patented) ideas, as well as helping startups like Sugru and Mayku, scale-up and expand their brand and production capabilities. When not working on top secret stuff, he has featured on BBC Two's Big Life Fix, and Channel4's Sir David Jason's Great British Inventions. He now consults for companies looking to innovate products and experiences, and has a keen interest in nature and sustainability. He has recently build a 'Hot-Wheels' inspired loop the loop out of cardboard for his son.
Grew up in USA. Moved to UK and then came back again.

Inspired by my Mom (signpainter) and by comics. There was no question, I wanted to be an artist when I grew up. Dad of a small human and a smaller pug.

Grew up in rural Cumbria, UK.

Always loved working with card/junk, nature, and being curious about how things worked...

Dad of 4yo boy. Love making stuff together.
How It Started...

I made a Teenage Mutant Ninja Turtle hideout playset for my 3yr old. A cheap way to keep him entertained on a winter weekend and inspire him to engage in imaginative play.
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Jude Pullen • 1:41 PM
So Mark! Seems we have a bit in common. I'm guessing beyond the boxes - somewhat of an ethos also. Are you at London Toy Fair by any chance?

Mark Greenbaum • 1:42 PM
Yes, I realized that as soon as I started reading your rocket ship stuff. As my kid would say 'Same, same! I'm just outside of Boston, so won't be going to London - but I'll be going to NY toy fair. I don't suppose you'll be going to both?
How It Started...
9 Months Later...
Exploring the Gameplay
Play Mix: 3-Dimensional ‘quest’, with Jeopardy, and Silly Family Fun

Innovation & Stimuli
Simplicity of Snakes & Ladders
Play Mix: 3-Dimensional ‘quest’, with Jeopardy, and Silly Family Fun

**Simplicity** of Snakes & Ladders

**3-Dimensionality** of Mousetrap
Play Mix: 3-Dimensional ‘quest’, with Jeopardy, and Silly Family Fun

**Simplicity** of *Snakes & Ladders*

**3-Dimensionality** of *Mousetrap*

**Participation** of *Cranium*
Play Mix: 3-Dimensional ‘quest’, with Jeopardy, and Silly Family Fun

Simplicity of Snakes & Ladders

3-Dimensionality of Mousetrap

Participation of Cranium

Power-ups of Super Mario Bros
Play Mix: 3-Dimensional ‘quest’, with Jeopardy, and Silly Family Fun

**Simplicity** of
Snakes & Ladders

**3-Dimensionality** of
Mousetrap

**Participation** of
Cranium

**Power-ups** of
Super Mario Bros

**Accessories** of
LEGO Friends
Play Mix: 3-Dimensional ‘quest’, with Jeopardy, and Silly Family Fun

- **Simplicity** of Snakes & Ladders
- **3-Dimensionality** of Mousetrap
- **Participation** of Cranium
- **Power-ups** of Super Mario Bros
- **Accessories** of LEGO Friends
- **Epic Y-Fronts** of Captain Underpants
Unique Selling Points
Unique Selling Point: 3D Stacking

Early Visual Identity & Narrative...
Unique Selling Point: 3D Stacking

Early Prototypes...

Flat Pack  
(30mm/1.25"")

Big Stack  
(~200mm)

Prizes
Unique Selling Point: Flat Pack

30mm Layers
Give 120mm Pyramid
+Temple + Pants = 200mm Game!
An image featuring several sketches of animal characters, emphasizing customization and collectibility.

- **Funny, Collectable, Customizable Game Pieces**: A note indicating the availability of customizable game pieces for animal characters.
- **Paint Your Own**: An option to paint the characters with blank game pieces provided.

Characters exhibit various accessories and features:
- Switch hats
- Tail rotates
- Single color Air-Fix (lower cost)
- Accessorize your beastie w/ expansion kits

The images show characters in different poses, with one character wearing a boot hat, and another with a goat vs llama theme.
Unique Selling Point: Powered by Lazy Susan Mechanism

Dyson Plastic Ball Bearing
~ 100mm Diameter
~ Under 50 cents
Gameplay:

Goat & Llamas
- Aztec Temples were in fact built by Aliens
The Goal:

- Goats & Llamas have battled for years to win the sacred Underpants
The Play (*Forward* Momentum):

- **Take Turns to Roll Dice, to Advance.**
- **Use Jumping Blocks to go up a ‘Level’.
- **Get Power-ups from Loot Crates**
- **Do Silly Dances to Advance Faster**
The Play *(Backward Momentum)*:

<table>
<thead>
<tr>
<th>Battle (Head vs Butt)</th>
<th>Hit by Judgement Stones</th>
</tr>
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<tbody>
<tr>
<td>Have Bling Stolen</td>
<td>The Gods Are Against You</td>
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The Precious: Loot Crates
The Goal: The Sacred GOLDEN Underpants!
Wider Applications & Variations
3D Gaming Theme Variations (Examples)

Monopoly Variant:
3D Gaming Theme Variations (Examples)

Bears & Penguins

BEARS VS PENGUINS

DON'T FALL DOWN
THE PIT!

3D GAMEBOARD MECHANIC!
But we’re the best!
Goat and Llama

Thanks You!

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Appendix
Appendix 1: Accessories
Appendix 2: Plastic / Ball Bearing System
Appendix 3: Head Butt (Matrix)

<table>
<thead>
<tr>
<th>Head</th>
<th>Butt</th>
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<tbody>
<tr>
<td>![Head 1]</td>
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<td>![Head 4]</td>
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Appendix 4: 1024 Game Permutations

4 Layers & Temple
> Each with 4 Sides
= 4x4x4x4x4
= 1024 Configurations