

A magical forest at night. A large, glowing full moon hangs in a dark blue sky filled with stars. Wispy, glowing clouds drift across the moon. The forest floor is covered in green grass and moss, with several large, gnarled trees. Small, glowing yellow lights, possibly fireflies, are scattered throughout the scene. The overall atmosphere is serene and enchanting.

THE

# NOCTURNALS

SEASON ONE PITCH DECK  
ANIMATED SERIES | 10 EPISODES

# THE NOCTURNS SERIES SNAPSHOT

In a hidden forest world that only comes alive at night, a brilliant but fearful raccoon named Howard discovers that the greatest things in life — courage, friendship, belonging, and love — can't be solved.

They can only be found, one moonlit adventure at a time.

## FORMAT

ANIMATED SERIES  
10 X 22 MIN EPISODES

## AUDIENCE

AGES 6-11  
FAMILY CO—VIEWING  
PARENT APPROVED

## SEASON ONE

10 EPISODES FULLY  
WRITTEN  
COMPLETE CHARACTER  
ARCS  
REPEATABLE EPISODE  
ENGINE  
SATISFYING SEASON  
PROGRESSION

## MATERIALS

MANUSCRIPT  
ESTABLISHED BOOK  
FOUNDATION  
FINAL CHARACTER DESIGNS  
CORE ENSEMBLE + WORLD  
ANIMATICS  
TRAILER

M A I N C H A R A C T E R / H E R O

# MEET HOWARD

Born in the Big Woods, Howard is a young raccoon — sharp-minded, quick-witted, and built with the kind of brain that never stops asking why. By birthright he is a Nocturn, a creature of the night.

There is just one problem. He won't go outside after dark.

He'll tell you why, if you ask. In the night you cannot see things as they really are. Any conclusion drawn without proper light is, by definition, unreliable. It's a reasonable argument. It's well-rehearsed.

And it's only half the truth.

Yes, Howard is afraid of the dark — of the unknown it carries, the questions it raises, the answers it might force him to face. But there is something deeper still. Howard's father was a legendary Keeper of the Night who gave his life protecting the Nocturns of the Big Woods. His name is spoken with reverence. His courage is the standard by which every Nocturn is quietly measured.

Howard carries that name. And he isn't sure he deserves it.

So instead of stepping into the night and finding out, he stays in the light. Somewhere deep inside he feels the pull of something larger than himself — a purpose he can sense but not locate, a calling he suspects is real but cannot prove.

He stays in the light. And waits for a life that won't come to find him there.



T O N E & T H E M E

The image shows three anthropomorphic animal characters in a dark, misty forest at night. On the left is a grey raccoon-like character with a white chest. In the center is a black and white striped skunk-like character. On the right is a white and grey mouse-like character with a long, bushy tail. They are all looking towards the right. The background is a dark forest with some glowing green spots, possibly fireflies or moon lilies.

T O N E S & T H E M E S

**Cozy suspense** — thrills with a **warm blanket underneath**. Every adventure in the Big Woods carries a little mystery, a gentle shiver, and just enough "what's out there?" to keep young eyes wide open. The night is full of secrets — but they're the kind that make you lean in, not hide under the covers.

**Friendship that finds the funny in everything**. Howard, Petey, and Bo tumble into scrapes the way best friends always do — loudly, together, and usually because someone had a plan that seemed much better at the time. The mishaps are real, the laughter is bigger, and every misadventure pulls them a little closer.

**Bedtime magic that makes the dark feel safe**. The night in the Big Woods is not something to fear — it's a living, breathing playground of wonder. Fireflies. Moon lilies. Stars that feel close enough to touch. Howard teaches kids that the dark holds beauty, not just mystery, and that curiosity is always braver than worry.

**Every story lands somewhere true**. When something goes wrong — and something always does — Howard and his friends face it honestly. A mistake leads to a real consequence. An honest conversation clears the air. A sincere sorry heals what was broken. Kids leave every episode feeling seen, safe, and quietly confident that things can be made right.

TO N E & T H E M E

# WHAT THIS SHOW IS REALLY ABOUT

AT ITS HEART, THE NOCTURNS IS A SHOW ABOUT  
GROWING UP WITH COURAGE, HONESTY,  
AND A GOOD MORAL COMPASS

**COURAGE IS A CHOICE, NOT A FEELING.** Howard is never fearless. He is simply willing to take the next small step anyway. Every episode gives kids a model of bravery that doesn't require a superpower — just a decision, made again and again, that something matters more than the fear.

**REAL FRIENDSHIPS BREAK, AND THE GOOD ONES ARE WORTH FIXING.**

Howard, Petey, and Bo don't always get it right. They mess up, let each other down, and have to find their way back. Kids learn that loyalty isn't about being perfect. It's about showing up after you weren't.

**HONESTY HAS A WEIGHT AND A REWARD.** Facts aren't always the whole truth, and the truth isn't always comfortable. Howard discovers that the bravest sentence in any language is a simple one: *I was wrong*. And that saying it out loud is always the beginning of something better.

**LEADERSHIP MEANS SHOWING UP WHEN IT COSTS YOU SOMETHING.** Howard doesn't become a leader because he's the smartest one in the woods. He becomes one because he learns to be the most accountable — to do the right thing quietly, consistently, and even when no one is watching.

**WISDOM MEANS KNOWING WHO DESERVES YOUR TRUST.** Not every voice is worth following. Not every friendly face has friendly intentions. Howard learns to listen carefully, think clearly, and hold his boundaries with kindness — without becoming hardened to the world.



# THE WORLD OF THE BIG WOODS

VISUAL SIGNATURE: MOONLIT WONDER

TWILIGHT: THE ENCHANTED BOUNDARY BETWEEN DAY AND NIGHT. IT GOVERNS THE RHYTHM OF NOCTURN LIFE. IT IS A WORLD OF BEAUTY, DANGER, COMMUNITY, AND PURPOSE THE EVIL OF WHICH WE DO NOT SPEAK: IT LURKS AT THE EDGES; HUNTERS, FIRE, TRAPS, AND A DARKNESS DEEPER THAN THE NIGHT ITSELF. IT DOES NOT ROAR. IT REASONS.

## TWILIGHT

THE MAGICAL THRESHOLD THAT IS NEITHER DAY OR NIGHT. WHERE EVERY NOCTURN STORY BEGINS.

## NOCTURNS

THE NOCTURNS ARE CREATURES OF THE NIGHT, GUIDED BY ANCIENT WISDOM, COMMUNITY AND PURPOSE.

## KEEPERS

THE KEEPERS OF THE NIGHT ARE ELITE GUARDIANS OF THE BIG WOODS. IT IS HOWARD'S INHERITED AND FEARED DESTINY.

# HOWARD'S SEASON ONE ARC

FROM AVOIDANCE TO ACCOUNTABILITY



**If I can't see it in the daylight, it isn't real."** Howard controls his world through logic and keeps the night at arm's length. Every argument he makes is sharp, reasonable, and a wall. Underneath it is a boy who lost his father to the dark and has decided that staying in the light is safer than finding out who he really is.

**Fear becomes information, not a stop sign.** Alone in the Big Woods for the first time, Howard's logic fails him completely. He cannot reason his way out of fire or argue with coonhounds. What he discovers — slowly, reluctantly, and with considerable bruising — is that fear doesn't have to end the sentence. It can begin one. He doesn't become fearless. He becomes fluent in his fear. And that changes everything.

**The boy who wouldn't go outside after dark becomes the Keeper who watches over everyone who does.** Howard doesn't lead like his father — bold and built for the dark. He leads like Howard — observant, questioning, and precise. He shows his community something they have never quite seen before: a leader who admits what he doesn't know, owns what he got wrong, and shows up anyway.

# HOWARD AND HIS NOCTURN FRIENDS

## ALLIES, AGITATORS AND WILD CARDS



### HOWARD

MAIN CHARACTER | RELUCTANT HERO  
PROTAGONIST | NARRATOR

FROM AVOIDING THE DARK  
TO LEADING THROUGH IT.



### PETEY

THE O'POSSUM | HEART | BFF

PETEY SHOWS HOWARD  
THAT THE BRAVEST THING  
ISN'T FACING THE DARK  
ALONE, BUT SIDE BY SIDE.



### ROCK

THE BADGER | BOUNDARY TESTER

A BULLY, ROCK TESTS HOWARD'S  
LIMITS, PROVING STRENGTH LIES  
IN KNOWING YOURSELF.



### NICODEMUS

THE DEER | ELDER GUIDE

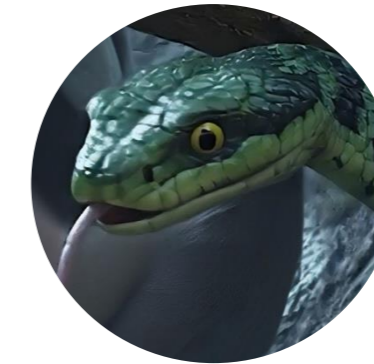
IN THE HUSH OF ANCIENT  
OAKS, HE STANDS WATCH,  
HIS SILENCE SPEAKS  
WISDOM



### BO

THE SKUNK | CHARM | COMIC

BO'S CHEEKY GRIN AND  
QUICK WIT TURNS EVERY  
MISHAP INTO A GIGGLE.



### JAKE

THE GARTER SNAKE | DOUBT TRIGGER

JAKE STIRS DOUBTS SPARKING  
THE INNER STRENGTH HOWARD  
NEEDS TO FACE THE UNKNOWN.



### WALDRON

THE OWL | INTREPRETOR

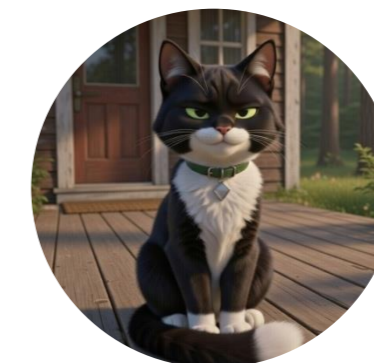
THE NIGHT AND NICODEMUS  
SPEAK, AND WALDRON LISTENS  
AND UNDERSTANDS. HE THEN  
PASSES THE WISDOM ALONG.



### LENA

THE LUNA MOTH | MYSTICAL GUIDE

LENA LIGHTS PATHS WITH A SOFT  
GLOW, TEACHING THE BRAVEST  
STEP IS ASKING 'WHAT IF?' INSTEAD  
OF RUNNING FROM 'WHAT MIGHT  
BE.'



### KIT

THE CAT | HUMAN LINK | BAD INTEL

KIT LINKS THE HUMAN SIDE TO THE  
BIG WOODS—DELIVERING INTEL  
THAT'S ENTERTAINING AND MOSTLY  
OFF BY A WHISKER

ENGINE

# THE EPISODE ENGINE

REPEATABLE  
PROGRAMMABLE  
SCALABLE



# BECOMING BRAVE ON PURPOSE

HOWARD DOESN'T BECOME  
BRAVE ALL AT ONCE. HE  
BECOMES BRAVE ON PURPOSE  
—ONE MOONLIT STEP AT A TIME.

## EXPOSURE

- HOWARD IS THRUST INTO THE UNKNOWN
- DAYLIGHT LOGIC FAILS HIM COMPLETELY
- UNCERTAINTY STOPS BEING SOMETHING TO AVOID AND BECOMES THE TERRAIN

## PATTERN + CHOICE

- EARNED EXPERIENCE BEGINS TO OUTWEIGH REASONED ARGUMENT
- WISDOM HE COULDN'T EXPLAIN KEEPS PROVING TRUE
- DOUBT BECOMES A TOOL INSTEAD OF A WALL

## BOUNDARIES + CONTROL

- HOWARD ENCOUNTERS VOICES THAT USE HIS UNCERTAINTY AGAINST HIM
- HE LEARNS TO TELL THE DIFFERENCE BETWEEN TRUST AND MANIPULATION
- SETTLING LIMITS BECOMES HIS FIRST REAL ACT OF SELF-LEADERSHIP

## IDENTITY

- OTHERS DEPEND ON HOWARD BEFORE HE FEELS READY
- NICODEMUS SPEAKS TO HIM DIRECTLY
- LEADERSHIP ARRIVES NOT AS A FEELING, BUT AS A CHOICE

# SEASON ONE

## E P I S O D E 1



**THE NOCTURN WHO WOULDN'T**  
Howard is summoned to become a Keeper of the Night. He'd rather fake a stomachache.

## E P I S O D E 2



**FEAR WEARING A SMARTER HAT**  
Three friends. One night. Petey accidentally says the truest thing anyone has ever said.

## E P I S O D E 3



**THE EVIL OF WHICH WE DO NOT SPEAK**  
Fire. Hounds. A whisper in the dark that reasons instead of roars.

## E P I S O D E 4



**THE LEAF AND THE WIND**  
Waldron finds Howard in a tree. You are not a stone. You are a leaf.

## E P I S O D E 5



**A PURRFECT PAIR**  
Howard recruits Kit the Cat as his unlikely spy inside the human world.

## E P I S O D E 6



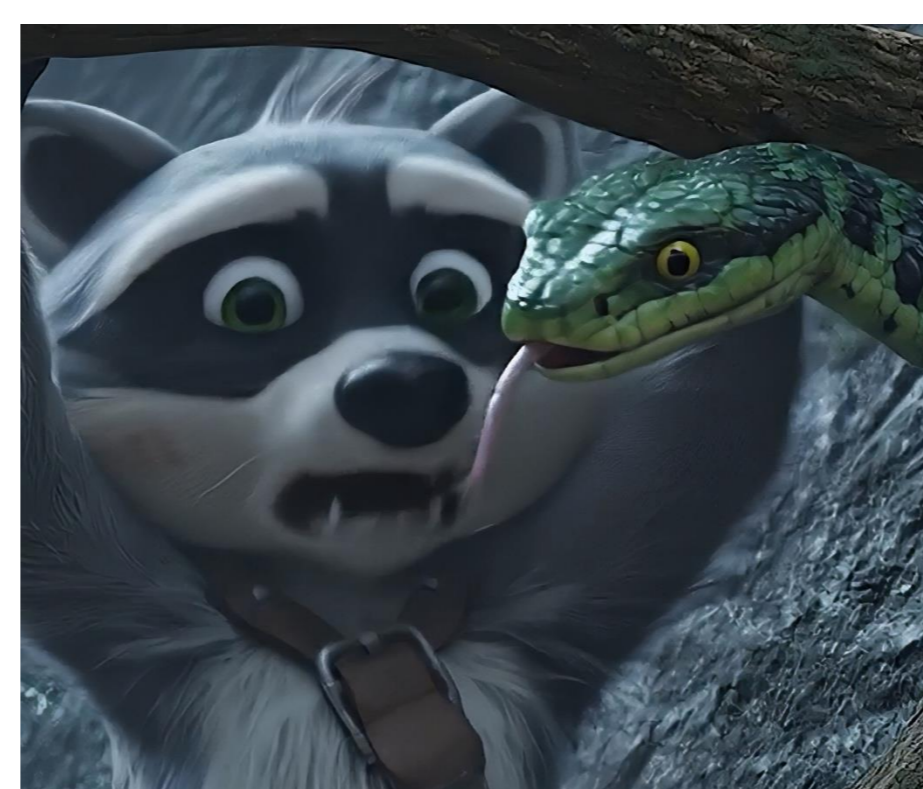
**MAKE THE MOST OF ME**  
Lena appears. She smells of cupcakes. Howard forgets how to speak.

## E P I S O D E 7



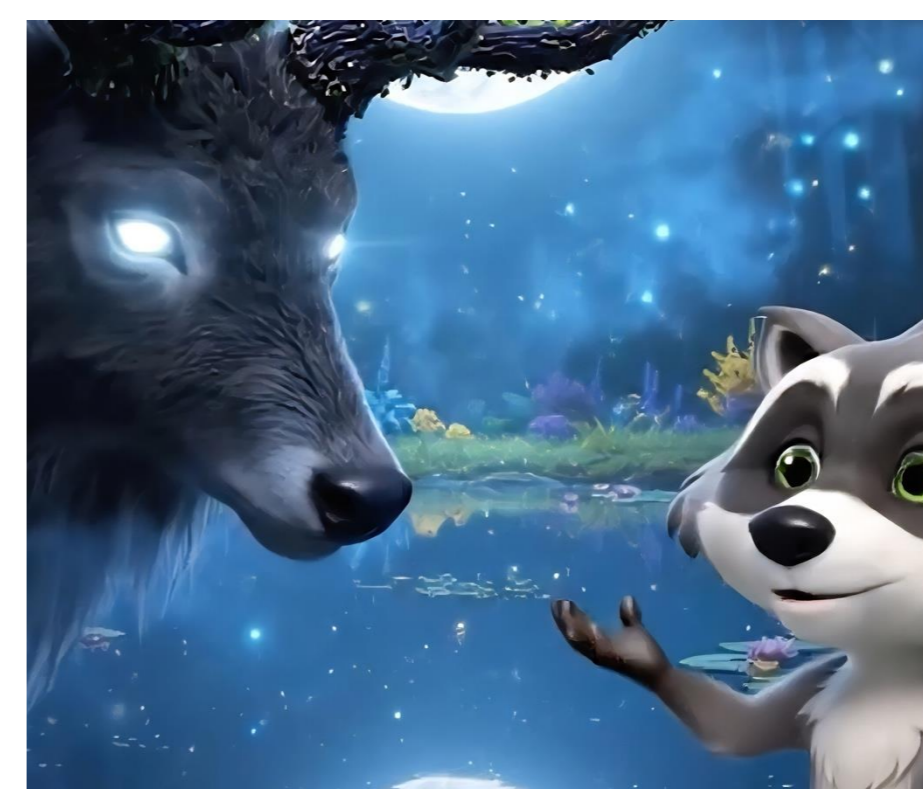
**PULL OUT ITS TEETH**  
Howard traps Rock. Rock tells him the one true thing he knows about fear.

## E P I S O D E 8



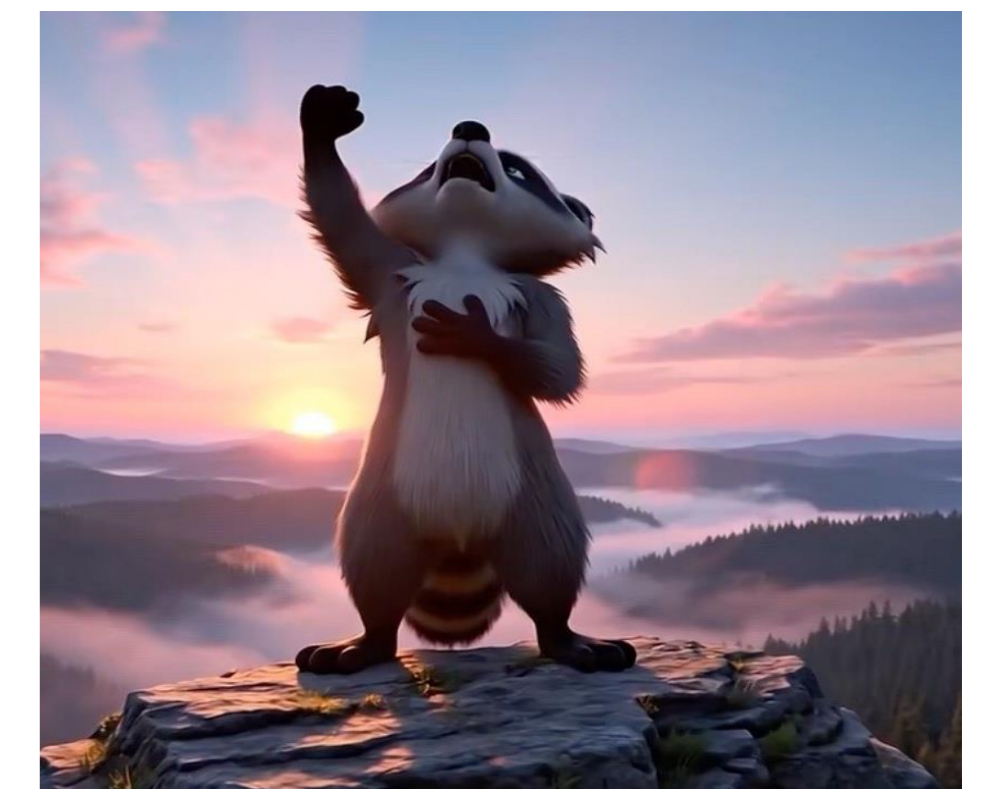
**A LEAF'S CHANCE**  
Jake tries to stop him. Howard climbs anyway.

## E P I S O D E 9



**THE VOICE OF REASON**  
Nicodemus appears at last. The compass is Howard's heart.

## E P I S O D E 10



**HOME**  
Howard stands on the stump and tells his story. He is a Nocturn.

T U R N I N G P O I N T S



## TWO MOMENTS THAT SHIFT THE ENTIRE SEASON

E P I S O D E 7  
P U L L O U T I T S T E E T H

### BOUNDARY & MERCY

Howard outsmarts the most feared creature in the Big Woods, backing him into a humane trap. It's then that Rock delivers the truth to Howard: Your fear controls you.

E P I S O D E 9  
T H E V O I C E O F R E A S O N

### IDENTITY & LEADERSHIP

Howard steps into his true identity: Others depend on him, and Nicodemus reframes every trial as proof of what he's built—resilience, self-trust, and readiness to lead.

**“You are exactly who  
you are, Howard; and  
perhaps even more  
than you ever dared  
to believe.”**

—NICODEMUS



# SMART PRODUCTION EFFICIENT. CONSISTENT. CHARACTER FIRST.

Reusable assets and a streamlined pipeline keep costs low and quality high—delivering heartfelt nighttime adventures on schedule and on budget.

## REUSABLE BIG WOODS LIBRARY

- Modular sets, rigs, and lighting packages built once, used everywhere
- Pre-built forests, clearings, glowing paths, and boundary edges
- Saves 30–50% on modeling and lighting setup per episode

## CHARACTER CENTRIC STAGING

- Expressive rigs and close-to-mid shots where emotion drives the frame
- Strong silhouettes, minimal background complexity, dynamic posing
- Prioritizes acting over spectacle — in the tradition of Bluey and Daniel Tiger

## NIGHTTIME PALETTE & LIGHTING EFFICIENCY

- Unified moonlight base — cool silvers, subtle glows, soft rim lighting
- Bioluminescent accents for wonder; readable silhouettes on any screen
- Single-source moonlight simulation cuts lighting tweaks across every scene

## DELIVERABLE ASSETS ALREADY IN PLACE

- Animatics, trailer, character rigs, key environments, and lighting templates completed
- Proven pipeline established from proof-of-concept through production
- De-risks production start and accelerates pilot-to-series ramp-up

# MATERIALS AVAILABLE NOW

READY TO GREENLIGHT



## Manuscript Established Book

Source material or detailed series bible as the core narrative backbone—world rules, lore, and character foundations locked in.



## Animatics: Tone + Structure Proof

Rough-to-polished animatics showcasing episode flow, pacing, comedy misadventures, nighttime wonder, and emotional resolutions.



## Clean Rights

Fully cleared ownership, no encumbrances, documented provenance for all IP owned by K.C. Pottorf.



## 10 Fully Written Episodes

Complete scripts with 20–22-minute pacing ready for review—established tone, structure, emotional beats, and kid-safe arcs.



## Character Designs + World

Finalized CGI-ready designs for Howard and all key Nocturns + Big Woods environments.



## Trailer

Polished sizzle that captures the magical nocturnal world, Howard's arc, friendships, gentle thrills, and uplifting resolutions.





SEEKING A PARTNER TO BRING  
SEASON ONE TO PRODUCTION

## RIGHTS ACQUISITION

- Structure: Option to purchase or outright acquisition of underlying rights.
- Partner Role: Finances and produces Season 1 within your existing pipeline.
- Creator Role: Retained credit, consulting involvement on story, tone, and vision.
- Benefits to Buyer: Full ownership/control, low-risk entry with proven package, fast production ramp-up.
- Ideal For: Streamers, networks, or platforms seeking turnkey kids' content with universal values.

## CO-PRODUCTION & FINANCING

- Structure: Studio/production partner finances and produces; co-ownership or revenue share.
- Partner Role: Leads production, handles financing, and secures placement.
- Creator Role: Retained credit, consulting, and participation in upside.
- Benefits to Partner: Shared risk, backend participation, first-look on expansions, co-ownership of a magical, family-forward IP with broad appeal.
- Distribution Potential: Mainstream kids' buyers (Netflix, Disney+, PBS Kids, Apple TV+) + family-oriented platforms emphasizing wonder, friendship, and gentle life lessons.
- Ideal For: Animation studios, co-pro investors, or international partners looking for scalable, heartfelt content.

TRAILER

A raccoon is shown falling through a dark, stormy forest. The raccoon is in the center-right of the frame, falling downwards with its mouth wide open in a scream. Its body is surrounded by a large, billowing cloud of white smoke or debris that originates from a point of impact below. The background consists of dark, gnarled tree trunks and branches, with a blueish-grey sky suggesting a storm. The overall atmosphere is one of chaos and danger.

WATCH THE NOCTURNS TRAILER

# MEET OUR TEAM



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A magical forest at night. A large, bright full moon hangs in a dark blue sky filled with stars. Wispy, glowing clouds drift across the moon. The forest floor is covered in green grass and moss, with large, gnarled tree trunks on either side. Small, glowing yellow lights, possibly fireflies, are scattered throughout the scene. The overall atmosphere is serene and enchanting.

THE

# NOCTURNS

THE IP IS CLEAN. THE WORLD IS BUILT. THE STORY IS READY.  
LET'S GET HOWARD HOME.

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