

PROPOSAL DOCUMENT (MASCOT MASTER DOCUMENT)

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SECTION 1: COVER & CONFIDENTIALITY

1.1 Cover page

- Project title: PUYUH EMAS — Rakuna: The Mascot Program
- Subtitle: Co-development & Co-ownership Proposal
- Logo (crest), hero still from animated intro, company: AK Puyuh Emas Berhad
- Contact (name, role, email, phone)

1.2 Confidentiality / Copyright notice (header/footer)

- “Confidential — For recipient only. Do not reproduce.”
- Copyright owner line: AK Puyuh Emas Berhad.
- Watermark style note: recommended diagonal faint watermark when sending pre-NDA.

SECTION 2: EXECUTIVE SUMMARY

- One-sentence hook (viral jingle + living logo + theme park = unique IP).
- One-paragraph problem/opportunity: kids IP gap in region + theme park cross-sell.
- What we seek: Full partnership / co-development / co-ownership (high level).
- Key traction bullets: park metrics (sales spike), jingle virality proof, logo intro completed.
- Call to action: sign NDA → view 30s POC.

SECTION 3: WHY THIS IS UNIQUELY VALUABLE

- Single-page market insight: kids IP, regional gaps vs global players.
- One-page “moat”: Theme park + live brand + interactive trial system + jingle = built ecosystem.
- Quick comparison table: Rakuna vs Upin Ipin vs BoBoiBoy vs Disney (positioning, scale, unique hooks).

SECTION 4: THE MASCOT (RAKUNA) – CHARACTER PROFILE CLUSTER

4.1 Hero Sheet - Rakuna (full)

- Name, titles (Darr Puyuh Rakuna; Stormborn, etc.), short tagline.
- Visuals: primary logo, color palette, crest mark, full-body art, turnaround (front/side/back), expression sheet.
- Personality: voice, temperament, catchphrases, vulnerabilities.
- Core abilities (Storm Dive, Sonic Flutter, Feather Pulse) + constraints.

4.2 Supporting Cast (Pendekar Diraja Puyuh)

- 1-page each for Aralata, Selintra, Kerrap, Tarmak, etc.: role, power, domain, visual cue, merch potential.

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SECTION 5: MYTHOS & WORLDBUILDING (RANAH NUR'ELKARA)

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- Short myth primer: origin of Storm Mark, Great Calamity Prophecy.

5.2 Geography & Regions (maps + one-liners)

- Emas Nadija, Khiratha'naar, Meraga Sijara, etc. (map artwork + region cards).

5.3 Cultural Foundation & Aesthetics

- Clothing, architecture, rituals (Kelantanese echoes), sound palette.

5.4 Storm Creed & Rituals (Gestures, Oath lines, ceremonial assets)

- Text for use in park shows and episodes.

SECTION 6: THE 12 ASCENTION TRIALS

- For each trial: name (Malay + English), short myth line, park attraction analogue (e.g., “Rahang Neraka — Shark Descent = signature shark slide”), guest experience design, reward/scroll, merch tie.

- Gameplay ideas: time trials, AR checkpoints, ritual gestures, collectible Trial Scroll content (audio log, micro-animation reveal).

- 6.1: First Ascension – Asal Rakuna / Sarang Cahaya (Nest of Light)**
- 6.2: Second Ascension – Telaga Kembar (Twin Wells) / Laughter of Shadows**
- 6.3: Third Ascension – Batu Langit (Sky Rock) / Trial of Beasts**
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- 6.7: Seventh Ascension – Pusaran Gelap (Whirlpool of the Deep) / Moon of Red Valley**
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- 7.5: Live entertainment: daily scripted shows, mascot meet & greet choreography, entrance animation loop (your jingle + logo clip).**
- 7.6: Merch & F&B tie-ins (food zones, buy-in experiences like “Featherforge” workshop).**
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- 8.6: Sample storyboard + animatic concept (1–2 sequences).**
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- 9.3: Estimated production model options (2D episodic, 3D hybrid, 2.5D cutout) with pros/cons.**
- 9.4: Suggested production partners & estimated budgets ranges.**
- 9.5: Milestone schedule & delivery cadence (Pilot → Episode 1 → Season delivery).**
- 9.6: QA, localization, compliance, accessibility.**

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- Jingle (lyrics + notation) — your “Selamat Datang...” Japanese-style hook.
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- Licensing notes: master & sync rights, sample license terms.
- Recommended audio deliverables: WAV masters, stems, MP3 web versions.

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- Product pillars: plush, toys, crest jewelry, apparel, park props, edible IP (snacks).
- Licensing tiers & recommended revenue splits (park exclusives vs global retail).
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12.4: Fan community & UGC strategy (kids challenges, dance memes).

12.5: Partnerships (fast food co-branding, telecom tie-ups, tourism boards).

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SECTION 13: BUSINESS MODEL & PARTNERSHIP STRUCTURE

- Proposed partnership models (co-ownership, exclusive license with buyback, JV).
- Preferred ask: Full Partnership / Co-Development & Co-Ownership — detailed term sheet outline: IP split, revenue sharing, minimum guarantees, milestone payments, merchandising splits, territory/exclusivity, reversion conditions.
- Financial mechanics: recoupment waterfall, audit rights, reporting cadence.
- Operational responsibilities (who funds what — development, production, marketing).
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14.1: High-Level Budgets

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- 0–6 months: NDA + Term Sheet + Development Fund + Pilot animatic.
- 6–18 months: Production & Merch development.
- 18–36 months: Distribution + park show rollouts + merchandising scale.

- Milestones, deliverables, payment triggers.

SECTION 16: RISKS & MITIGATION

- IP exposure risk (mitigation: NDA, copyright filing).
- Production delays (mitigation: phased milestones, penalties).
- Market reception risk (mitigation: POC + test marketing).
- Park operational risk (safety, weather) and contingency.

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- Immediate defensive steps: timestamp, copyright deposit, trademark filing (PUYUH EMAS, Rakuna wordmark, Storm Mark), audio registration.
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- IP ownership scenarios explained.

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- Appendix B — 30s Proof-of-Concept video (MP4, watermarked). (Restricted)
- Appendix C — Storyboards / scripts (sample episode) (Restricted)
- Appendix D — Demo jingle (WAV, stems) (Restricted)
- Appendix E — Park sales & traction data (ticket daily/monthly charts) (Restricted)
- Appendix F — NDA template (mutual, 2 pages) — ready to attach (Teaser/Share on request)
- Appendix G — Draft Term Sheet (one pager) (Restricted)
- Appendix H — Contact & team bios (you, key people) (Teaser/Restricted depending on bio detail)

SECTION 19: CONTACT, NEXT STEPS & CALL TO ACTION

- Who signs next? Proposed immediate call (deck reveal under NDA).
- Clear CTA: “Sign mutual NDA → 30s POC screening → 1-hour pitch meeting.”
- Contact block (AK Puyuh Emas Berhad, you as Manager).

SECTION 20: PRODUCTION CHECKLIST & DELIVERY PACK

- Master file formats & naming conventions (logo.ai, logo.svg, logo_raster_300dpi.png).
- Animation specs: frame rates, color spaces, reference files.
- Audio masters: WAV 48kHz / 24-bit, stems.
- Legal pack checklist (SSM, trademark receipt, copyright deposit).
- Delivery & review process: how to share drafts, review rounds, approval flow.

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21.2: Why This Matters Now

21.3: The Call to Action

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SECTION 1: COVER & CONFIDENTIALITY

1.1 Cover Page

The cover page is not merely a front - it is a statement of vision.

It must immediately communicate that the Puyuh Emas Mascot Program is not a casual creative effort, but a cornerstone of a growing national brand identity-one that unites art, culture, and enterprise beneath a single golden banner.

From the first glance, readers must feel the gravity of the work. Every detail-typography, color harmony, lighting, and emblem placement-should whisper prestige and purpose.

Core Components

Project Title: PUYUH EMAS - Rakuna: The Mascot Program

Subtitle: Co-Development & Co-Ownership Proposal

Official Crest: The Crest of Taman Tema Air & Resort Puyuh Emas should take its throne on the page - either in the upper center or top-third position. The emblem is more than a logo; it is the seal of lineage, symbolizing the company's authority and custodianship over the Puyuh Emas mythos.

Hero Visual (Key Art): The centerpiece shall be a high-resolution still from the animated logo intro or mascot greeting video. This image acts as living proof that Rakuna already breathes within a creative world - not merely imagined, but realized in motion and sound.

Corporate Identity: AK Puyuh Emas Berhad (Official owner and parent company of Taman Tema Air & Resort Puyuh Emas)

Contact Information:

Name: Abdul Qayyum Khalilurrahman Abdul Rahim

Position: Manager, Taman Tema Air & Resort Puyuh Emas

Email: kimm42all@gmail.com

Phone: 0183697898

Design Philosophy

The visual tone of the cover must blend corporate refinement with mythic majesty. It should tell the observer that this project stands at the meeting point of heritage and innovation.

Recommended palette:

- Gold: Symbol of excellence, wealth, and timeless value.
- Black: The foundation of authority, dignity, and professionalism.
- Royal tones (deep blue or crimson): Hints of courage, sovereignty, and creative fire.

1.2 Confidentiality & Copyright Notice (Header & Footer)

Every page of the full document must reinforce the seriousness of the proposal through consistent, professional confidentiality markings. These not only protect the intellectual property but elevate its perceived value - signaling that the material is proprietary, strategic, and worthy of formal partnership.

Implementation Guidelines

- Header / Footer Line:
“Confidential - For recipient only. Do not reproduce, share, or distribute without written consent.”
- Copyright Ownership:
“© AK Puyuh Emas Berhad. All rights reserved.”
- Watermark (for Pre-NDA Sharing):
Apply a subtle diagonal watermark reading - “Confidential Draft - Not for Circulation.”

Purpose & Philosophy

Confidentiality is more than a legal precaution - it is an act of self-respect. By labeling and protecting every page, AK Puyuh Emas Berhad declares that this initiative carries the same weight as any major IP in global entertainment or theme-park design.

SECTION 2: EXECUTIVE SUMMARY

The PUYUH EMAS - Rakuna Mascot Program represents a once-in-a-generation opportunity to transform a local theme park into a global intellectual property powerhouse. By combining a viral jingle, a living animated logo, and a family-focused theme park experience, this initiative creates a unique IP ecosystem that is designed to resonate with children, families, and mass audiences across multiple platforms.

The Opportunity

The Southeast Asian entertainment market currently lacks a dominant, original children's IP that can rival international franchises like Disney, Pixar, or Japanese anime brands. At the same time, theme parks in the region rarely leverage cross-media mascots to build lasting fan loyalty. PUYUH EMAS has identified this gap and positioned itself to seize the opportunity by blending a physical attraction (theme park) with a fully realized mascot-driven content universe.

What We Seek

We are inviting a full strategic partnership for co-development and co-ownership. This collaboration will align animation studio expertise with our visionary IP foundation, ensuring both creative excellence and commercial scalability.

Traction to Date

- Our theme park has already demonstrated measurable impact, with sales spikes linked to branding activations.
- The mascot's introduction jingle has shown viral potential, tested in live environments and resonating powerfully with children.
- A cinematic animated logo intro has been successfully developed, proving both concept viability and production readiness.

Call to Action

The next step is simple: sign a mutual Non-Disclosure Agreement (NDA) to unlock access to our 30-second proof-of-concept (POC) video. This will demonstrate the live synergy of mascot, music, and motion that forms the foundation of a scalable children's IP universe.

SECTION 3: WHY THIS IS UNIQUELY VALUABLE

Market Insight: Kids IP Gap in Southeast Asia

Children's intellectual properties (IPs) have historically been dominated by Western (Disney, Pixar, Nickelodeon) and Japanese (Pokémon, Doraemon, Anpanman) franchises. Southeast Asia, despite its massive youth population and fast-growing middle-class entertainment spending, still lacks a single globally recognized, locally-rooted mascot IP.

Malaysia has produced notable hits such as Upin & Ipin and BoBoiBoy, which achieved regional visibility but remain heavily TV/animation-centered, with limited ecosystem expansion into live theme parks, merchandise dominance, or global distribution. The result: while the content succeeded, the franchise value never reached the scale of Disney's Mickey Mouse or Japan's Hello Kitty, which live simultaneously across media, parks, merchandise, and lifestyle branding.

The opportunity window is clear: Southeast Asia is primed for a mascot-driven multimedia franchise that bridges both physical experiences (theme parks) and digital/animated universes, creating an IP with resilience and cross-generational staying power.

Our Moat: Why Rakuna is Different

Rakuna - the black quail mascot of PUYUH EMAS - is not just another character. It is engineered to exist simultaneously as a theme park anchor, a storytelling hero, and a cultural icon. The moat is built on four interlocking pillars that few competitors can replicate:

1. Theme Park Foundation

Unlike pure animation studios, Rakuna begins with a real-world attraction — Taman Tema Air & Resort Puyuh Emas. This immediately creates a live experiential channel where kids not only watch but also physically interact with the brand. Theme parks naturally create community, repeat visitation, and physical merchandise sales — giving Rakuna real-world grounding.

2. Living Brand Identity

From the start, Rakuna is introduced not as static 2D artwork but as a living, animated emblem. The cinematic logo intro, combined with the viral jingle, establishes Rakuna as an entity that breathes, moves, and sings. This transforms brand introduction into an experience - something Disney spends billions to perfect.

3. Interactive Trial System

The viral kids-song style jingle is our testing weapon. Unlike other mascots that require years of animation rollout before audience feedback, Rakuna has already proven traction through live public testing. Kids immediately sang along, a

phenomenon comparable to the rise of “Baby Shark.” This trial system ensures every creative iteration is audience-tested before scaling.

4. Holistic Ecosystem Engineering

Rakuna is conceived as a franchise architecture, not a single show. Mascot + Jingle + Theme Park + Storyline + Merch = a self-contained Disney-level ecosystem. Where other Malaysian IPs stop at cartoons, Rakuna is designed to expand across music, attractions, festivals, games, toys, apparel, and even food branding.

This layered moat means Rakuna is not just a character - it is a nationwide entertainment and lifestyle system, with durability against copycats and adaptability to global scale.

Positioning: Quick Comparison Snapshot

While a proper graphic will be created later, here is the comparison narrative:

- Rakuna (Puyuh Emas): Cross-media mascot anchored by theme park. Unique hook = living logo + viral jingle + real-world trial. Built for ecosystem expansion from Day 1.
- Upin & Ipin (Les' Copaque): Highly successful animation, strong domestic popularity, limited global breakthrough. Weak park/merch integration.
- BoBoiBoy (Animonsta): Successful regional superhero-style IP, strong animation quality, but lacks anchor in physical attractions. Merchandise and spin-offs modest compared to Disney-level scaling.
- Disney (Mickey Mouse, etc.): Gold standard. Mascots exist across animation, parks, merchandise, culture. But lacks Southeast Asian cultural grounding - a gap Rakuna fills.

In essence: Rakuna fuses Disney's ecosystem mastery with Southeast Asian identity and theme park roots.

SECTION 4: THE MASCOT (RAKUNA) – CHARACTER PROFILE CLUSTER

4.1 Hero Sheet - Rakuna (Full)

Name & Titles

- Official Name: Rakuna
- Honorifics: Darr Puyuh Rakuna (“Rakuna the Golden Quail”)
- Mythic Titles: The Stormborn, Guardian of the Crest, Wave Rider of Light
- Tagline: “From storm and sea, hope takes flight.”

Visual Identity

- Primary Logo: Crest containing Rakuna in heroic pose, wings half-unfurled, standing on black-and-gold surfboard.
- Color Palette:
 - Black (mystery, strength)
 - Gold (royalty, prosperity, divine spark)
 - White (purity, courage)
 - Aqua Blue (life, water, energy)
- Crest Mark: A circular seal with stylized waves and feathers, representing balance between air and water.
- Full-body Art: Rakuna depicted both in chibi form (for kids) and majestic form (for cinematic/park branding).
- Turnaround Sheets: Front, side, back views for animation, merchandise, and costume design.
- Expression Sheet: Smiling, determined, surprised, tired, heroic - ensures consistency across animation and comics.

Personality & Voice

- Core Personality: Brave but playful. A protector of children and dreamer of boundless adventures. A mix of curiosity and courage, bridging innocence with heroism.
- Temperament: Lighthearted yet serious when danger arises. Loyal to friends. Loves fun challenges.
- Voice Style: Clear, youthful, with a slightly cheeky tone (child-identifiable, adult-respectable).
- Catchphrases:
 - “Biar kecil, berani tetap besar!” (Though small, courage stands tall!)

- “Storm, guide my wings!”
 - Laugh-squawk: a unique vocal cue that doubles as sound logo.
- Vulnerabilities: Can tire easily when overusing storm powers; hesitant in total darkness; strong emotional attachment to friends makes him vulnerable to manipulation.

Core Abilities

- Storm Dive: Rakuna transforms water currents into a spinning cyclone dive, both a defense and attack.
- Sonic Flutter: High-speed wingbeats generate shockwaves strong enough to repel enemies or clear fog/mist.
- Feather Pulse: Golden feathers that glow and resonate like tuning forks, healing allies or amplifying music.
- Constraints: Energy tied to natural forces - if cut off from water or wind, his powers weaken. Requires courage spark (children’s cheers, chants, or songs) to fully unleash power.

4.2 Supporting Cast - Pendekar Diraja Puyuh

(Each character gets one page for role, power, visual identity, merch hooks)

Aralata – The Flame Sentinel

- Domain: Fire & Valor
- Role: Older sibling archetype, protective, headstrong.
- Powers: Flame wings, blazing dive attacks.
- Visual Cue: Red-gold armor feathers, glowing ember talons.
- Merch Potential: Action figures with flame accessories, red glow toys.

Selintra – The Aqua Healer

- Domain: Water & Harmony
- Role: Nurturer, calm strategist, heart of the team.
- Powers: Healing waters, bubble shields, soothing aura.
- Visual Cue: Flowing blue-feather cape, silver anklets.
- Merch Potential: Plushies, water-based light-up toys, “bubble shield” play gear.

Kerrap – The Earth Titan

- Domain: Earth & Strength
- Role: Comedic muscle, clumsy yet powerful.
- Powers: Ground stomps, seismic feather armor.

- Visual Cue: Heavy brown-gold plating, oversized wings.
- Merch Potential: Figurines with break-apart boulder sets, stomp-action toys.

Tarmak – The Shadow Scout

- Domain: Night & Stealth
- Role: Lone-wolf rival turned ally, brooding protector.
- Powers: Shadow cloak, night-vision feathers, stealth dive.
- Visual Cue: Black-silver patterning, glowing red eyes.
- Merch Potential: Glow-in-the-dark toys, stealth cosplay outfits.

(More characters can be developed as universe expands, but these four + Rakuna = immediate franchise cluster.)

4.3 Usage Rules & Brand Voice (Do's & Don'ts)

Tone of Voice & Mannerisms

- Rakuna must always represent bravery, playfulness, and hope.
- Humor = light, clever, child-friendly (never sarcastic, never cruel).
- Catchphrases and laugh-squawk reserved for positive reinforcement moments (victory, teamwork, encouragement).

Do's:

- Use Rakuna in contexts of adventure, teamwork, or learning.
- Allow cross-platform appearances: cartoons, comics, games, merchandise, park mascots.
- Always present Rakuna as a leader among peers - never a solitary gimmick.

Don'ts:

- Never depict Rakuna in negative roles (bully, villain, coward).
- No usage in adult, violent, or political content.
- Prohibit brand dilution (off-model bootlegs, inconsistent designs).

SECTION 5: MYTHOS & WORLDBUILDING (RANAH NUR'ELKARA)

5.1 Core Lore Summary (1-2 pages)

The Storm Mark (Asal-usul Rakuna):

Long ago, the skies above Ranah Nur'Elkara split during the First Monsoon of Creation. Out of storm and sea was born the Storm Mark, a divine crest of light shaped like waves and wings. The ancients believed this Mark was both a gift and a warning - whoever bore its power would carry the responsibility of balance between sea, sky, and earth.

The Great Calamity Prophecy:

Legends foretell a returning darkness called the Gulnar Void, a storm of silence that swallows sound, water, and light. Only a chosen guardian marked by the Storm can rise to unite the scattered clans. The quail, though humble and underestimated, was chosen for its persistence and courage - and from this lineage comes Rakuna, Stormborn of the Crest.

This lore justifies Rakuna's role in both animation and the theme park - he is not random; he is myth-chosen.

5.2 Geography & Regions (Maps + One-liners)

Ranah Nur'Elkara is divided into five mystical regions, each with aesthetic identity and park attraction potential.

- Emas Nadija (Golden Heartlands): Fertile plains of golden quail fields and glittering rivers. Home to the Crest Temple. Visual cue: Kelantanese-inspired stilt houses and paddy terraces.
- Khiratha'naar (Storm Coast): Rocky seashores with eternal crashing waves, glowing tide pools, and black-gold cliffs. Birthplace of Rakuna's surfboard. Visual cue: jagged beaches, storm shrines.
- Meraga Sijara (Flame Highlands): Volcanic plateaus with ember-forges, hot springs, and warrior tribes. Domain of Aralata. Visual cue: red rock cliffs, torch-lit arenas.
- Luthra Sen'mai (Whispering Jungles): Dense enchanted rainforest glowing with bioluminescence, ancient ruins covered in vines. Home to Selintra. Visual cue: giant glowing fungi, waterfall sanctuaries.
- Kethraal Veyra (Shadow Peaks): Fog-shrouded mountains where Tarmak's clan watches silently. Visual cue: tall spires, moonlit bridges, dark citadels.

5.3 Cultural Foundation & Aesthetics

The culture of Ranah Nur'Elkara mirrors Kelantanese roots blended with fantasy mythology. This makes it both authentic regionally and globally marketable.

- Clothing: Tribal robes patterned with feather motifs, black-gold sarongs, crest necklaces. (Potential for real-life costumes at park shows.)
- Architecture: Inspired by Kelantanese stilt houses, but fused with fantasy - glowing lantern roofs, wave-crest gates, curved spires like feather quills.
- Rituals: Seasonal festivals echo monsoon cycles - "Storm Dance" where children chant and raise hands like wings.
- Sound Palette: Traditional Kelantanese rebab, serunai, and kompang blended with cinematic orchestral swells. Creates a signature Rakuna Sound.

This ensures the IP carries cultural depth - not generic fantasy, but rooted in Malaysian spirit.

5.4 Storm Creed & Rituals

The Storm Creed is both lore and theme park show asset. It acts like a "pledge" that kids can chant, much like Power Rangers morph calls or Jedi oaths.

Storm Gesture:

- Cross arms at chest (storm within).
- Open wings wide (release of courage).
- Raise one arm like surf balance (victory pose).

Storm Oath (short chant for kids):

"Storm within, storm above, Wings of courage, heart of love. Rakuna guide us, strong and free, Stormborn light for all to see!"

Ceremonial Assets:

- Park Show Use: Dancers + mascots lead visitors in Storm Oath at daily parade.
- Animation Use: Rakuna recites a shorter form before ultimate attack.
- Merch Tie-in: Wristbands or glow-feathers light up when oath is said.

SECTION 6: THE 12 ASCENSION TRIALS (THEMEPARK - IP LINK)

Core Concept

The Ascension Trials are legendary rites given by the Storm Mark itself - each trial tests a different aspect of courage, unity, or resilience. In the theme park, these manifest as thrilling attractions with integrated storytelling, AR checkpoints, and collectible Trial Scrolls.

Children and families aren't just "riding slides" - they are living the myth, proving themselves alongside Rakuna.

The 12 Trials (Malay + English)

(Each trial = 1 page in final doc, with myth line, attraction analogue, guest flow, reward, and merch tie-in.)

6.1: First Ascension - Sarang Cahaya (Nest of Light) / Whisper of Waters

"From the shell, hope cracked open."

At the sacred pool of beginnings, Rakuna was hatched beneath a single beam of sunlight. The waters glowed at his first touch. Yet when he bent over them, no reflection met his eyes - only the storm within. He wept, not in weakness, but in honesty.

And the waters whispered: "To lead, you must first be unmasked."

6.2: Second Ascension - Telaga Kembar (Twin Wells) / Laughter of Shadows

"Only by knowing his reflection could Rakuna know his worth."

In twin pools, Rakuna swam beside his mirrored self - fearful and bold, coward and hero. By night, the caves above became festival caverns, where he laughed among common folk, cloaked in shadows. In laughter, he found truth: a king who could not laugh with his people was already a tyrant.

6.3: Third Ascension - Batu Langit (Sky Rock) / Trial of Beasts

"He stood upon stone, yet spoke to the skies."

Atop the jungle stone, Rakuna declared war on fate. "I WILL FLY," he cried. The beasts of Khiratha'naar - eyes glowing like storms - tested him with riddles of spirit. He spared the serpent that had struck him, and mercy shook the jungle.

The wind paused that day, listening. Prophecy was born.

6.4: Fourth Ascension - Lingkaran Ujian (Circle of Trial) / Flame of Flesh

"Still waters demand movement from within."

The great lake mocked him with silence as he trained endlessly - spinning, flapping, thrashing. Then came the storm-marks: sigils of fire carved into his own flesh by the crimson valley priests. The pain was no torment, but awakening.

Thunder formed beneath the still waters.

6.5: Fifth Ascension - Persaudaraan Dingin (Brotherhood of Cold) / Silence of Storms

"Those without flames find fire in others."

Among the frost-lands, sliding with penguins and polar beasts, Rakuna learned balance. Yet in the barrens of ice, ghosts of his arrogance and envy rose. He was hunted by his own sins. He did not fight. He knelt, choosing silence.

The cold carried him, teaching: sometimes thunder is silence.

6.6: Sixth Ascension - Lumba Irama (Race of Flow) / Burden of Choice

"The ocean does not reward rage - only rhythm."

Rakuna raced dolphins across foaming tides, always losing until he stopped trying to win. He felt their rhythm, slid with the curve of sea. At the mountain fork Dua Langit, the heavens showed him two paths - throne or exile. He chose neither.

Instead, he carved his own way through stone, like the ocean carving cliffs.

6.7: Seventh Ascension - Pusaran Gelap (Whirlpool of the Deep) / Moon of Red Valley

“He sank not to drown, but to rise armed.”

In the cursed wreck of a sunken titan, Rakuna was swallowed by whirlpool and darkness. Panic clawed him. He climbed wreckage slopes, twisting upward until he burst back into air.

For twelve nights beneath the red moons, he fasted, hollow as bone. On the thirteenth, moons etched themselves into his eyes, granting him the sight to read storms as scripture.

6.8: Eighth Ascension - Kolam Pendosa (Pool of Defiant Will) / Feather of Balance

“He dove where no one invited him - and stayed.”

The pool of titans was forbidden to the young, yet Rakuna plunged. Giants roared, yet he endured. They called him equal - some even called him king.

Among the monks of Serambi Angin, he held a single feather in hurricane winds for seven days. Balance was not force, but stillness. The feather did not fall.

6.9: Ninth Ascension - Gelongsor Jerung (Shark Descent) / Bond of Steel

“If death has teeth... stare back.”

Through the gaping jaws of a mighty shark slide, Rakuna faced death head-on, bursting out trailing water like blades.

At Gurun Halbaid's forge, he was told to break his sword. Instead, he shared it - splitting steel with a brother. A king's blade was never his alone, but every hand beside him.

6.10: Tenth Ascension - Ombak Agung (Embrace of Calamity) / Sorrow's Embrace

“Fall not to avoid impact... but to become it.”

The tsunami rose like a demon. Others fled, Rakuna dove. He flipped through calamity, rode chaos with elegance. The waves bent, crowning him.

Later, at Kelir Mawar's tombs, he buried a child not his own. His grief was the grief of nations. His tears did not shame him - they made him king.

6.11: Eleventh Ascension - Terowong Merah (Flaming Tunnel) / Dawn Without Thunder

“The hottest paths forge the coldest minds.”

Through the blazing shrimp-tunnel spiral, he passed with no scream, no panic. Fire did not burn him - it carved his crown.

High upon Bukit Nur’Langit, he prayed for thunder. None came. He realized: the storm does not always roar. Sometimes, the truest storm is peace.

6.12: Twelfth Ascension - Lompatan Raja (Leap of the King) / Crest of Becoming

“Do not fall. Command the fall.”

Thirty feet above, kingdom watching, gods whispering. Rakuna leapt. He did not scream - he folded wings, opened them mid-fall. For a moment, he did not fall.

He flew.

At Gunung Diraja’s peak, the Storm Mark descended. Feather turned vortex, silent until his hand claimed it. It did not crown him with power - it branded him with burden.

To become flame without burning.
Storm without drowning.
Ruler without vanity.

Thus was born Rakuna Diraja - servant of the storm.

Gameplay & Experience Systems

- Trial Scrolls (Collectibles): Each attraction issues a digital or physical scroll. AR-enabled → scanning reveals audio log or micro-animation of Rakuna narrating the myth.
- AR Checkpoints: Smartphones or park bands unlock lore content at specific points.
- Ritual Gestures: Before rides, mascots lead kids in Storm Gesture → immersion + crowd hype.
- Completion Quest: Collect all 12 scrolls → earn Ascension Badge + limited merch.

SECTION 7: THEME PARK INTEGRATION & VISITOR JOURNEY

7.1 Topline Concept: Mythos as Guest Journey

The visitor experience is designed as a living ascension arc:

1. Arrival - Guests enter through the Storm Gate, greeted by banners, music (Rakuna jingle), and an animated holographic projection introducing the 12 Trials.
2. Embarkation - Families receive their Trial Bands (RFID wristbands) that track rides, unlock lore, and issue digital/physical Scrolls.
3. Engagement - Guests explore park zones, each aligned to one of the Ascension Trials, completing challenges at their own pace.
4. Climax - Collecting all 12 Scrolls unlocks the Ascension Ceremony, where Rakuna and the Pendekar appear in a live show to “knight” the achievers.
5. Closure - Exit through the Merch Hall & Featherforge Workshop, with a final animation loop reinforcing the jingle + logo.

Result: Guests don't just ride. They “ascend.”

7.2 Park Zones & Suggested Layouts

Each zone = trial cluster, so navigation itself feels like progression through the mythos.

Capacity Planning:

- Target throughput per ride: 800–1,200 guests/hour.
- Daily park capacity: scalable 5k–10k visitors with expansion zones.
- Visitor density balanced: thrill rides central, family/child zones peripheral for flow.

7.3 Guest Flows (Segmented)

- Families (core target): Guided by mascots → slower pace → balanced trials.
- Thrill Seekers (teens/young adults): Go straight to high-adrenaline rides, racing slides, competitive AR modes.
- Preschoolers: “Mini Ascension” zones with simplified trials, soft splash pads, smaller mascots (Rakuna Chibi forms).

Every flow integrates Scroll collection, ensuring different demographics complete their “hero arc” at scale.

7.4 Trial Scrolls System (Technical)

Core mechanic linking IP + physical experience.

- RFID Wristbands (“Trial Bands”): Issued at entry, track rides, unlock scrolls.
- QR Codes: Each attraction has visible sigils → scan for AR lore snippet.
- Mobile App: Syncs Trial Band with app → progress bar shows completed Trials.
- Sensor Triggers: Slides + rides activate scroll unlocks via embedded RFID readers.
- Endgame Integration: Completing all 12 unlocks Ascension Crest (digital badge + merch discount).

Technical Partners: Possible collaboration with RFID/IoT specialists for Disney-level reliability.

7.5 Live Entertainment

The park is never static - it’s a stage for the myth.

- Daily Scripted Shows: 15–20 min performance where Rakuna + Pendekar appear on stage, re-enacting Storm Creed moments.
- Mascot Meet & Greet: Characters appear in each zone for photo ops + “Ritual Gesture” mini-games.
- Entrance Animation Loop: Every 15 mins, entrance LED wall plays intro (jingle + logo animation) with storm FX.
- Night Finale: Rakuna Ascension Ceremony → fireworks synced with jingle.

7.6 Merch & F&B Tie-ins

Every zone features exclusive consumable + collectible opportunities:

Food & Beverage:

- “Storm Shake” glow-in-dark drinks.
- “Feather Fries” (spiral-cut fries served in feather cones).
- “Ocean Pulse Bento” (blue-themed kids meals).

Workshops:

- Featherforge Workshop – kids build their own mini-crest or feather weapon.
- Scroll printing station – kids print their collected scrolls into a physical book.

Merchandise:

- Character plushies (Rakuna + Pendekar).
- Scroll binders (kids keep digital + physical versions).
- Limited edition Trial Bands (seasonal skins).

7.7 Safety & Compliance

Critical to professional trust with studios and regulators.

- Ride Compliance: All attractions built under IAAPA + Malaysian DOSH standards.
- Water Quality: Daily checks, WHO-aligned.
- Child Safety: Height restrictions + mini-zone for preschoolers.
- Emergency Protocols: RFID wristbands linked to guest profiles = instant location tracking for lost children or incidents.
- Accessibility: Wheelchair access, inclusive ride variants.

This demonstrates not just creativity, but operational responsibility.

SECTION 8: TRANSMEDIA PLAN – ANIMATION & STORYTELLING

8.1 Creative Vision

The creative vision positions Rakuna: The Mascot Program as both culturally rooted and globally exportable.

- **Tone:** Bright, adventurous, mythic-with-heart. Balances action spectacle with comedic character beats.
- **Target Age:** Core = 6–12 (primary merch drivers), secondary = teens (lore expansion), tertiary = parents (nostalgia, values).
- **Narrative Format:** Hybrid → each episode is self-contained with a trial or mission, but builds toward overarching seasonal arc.
- **Core Hook:** Kids don't just watch the show - they live it in the theme park, completing the same 12 Ascension Trials.

8.2 Season 1 Outline (8–10 Episodes)

Arc Title: Rakuna: Stormborn Trials

Running Time: 22 minutes per episode

8.3 Episode Template (Structure Beat Sheet)

- **Opening (2–3 min):** Cold open action → opening theme song.
- **Inciting Incident (3–5 min):** Discovery of trial / challenge.
- **Development (8–10 min):** Character interactions, obstacles, mini-climax.
- **Trial Resolution (5 min):** Trial completed, lesson learned, scroll unlocked.
- **Closing (2 min):** Foreshadow next episode, end with logo sting + jingle.

8.4 Character Arcs (Seasonal)

- **Rakuna:** From reluctant quail to “Stormborn Ascendant.”
- **Aralata:** Stoic protector → learns humor, humanity.

- Selintra: Trickster archetype → finds loyalty.
- Kerrap: Brash warrior → humbled through failure.
- Tarmak: Mentor → reveals secret ties to prophecy.
- A/B Plots:
 - A-Plot: Trial progression + Calamity lore.
 - B-Plot: Slice-of-life humor, friendships, school-like banter (to match kid relatability).

8.5 Style Guide

2D/3D Art Direction Options:

- 2D Hybrid (Anime-inspired): Fluid action, vibrant line art, easier scalability.
- 3D Stylized (Pixar/Boboboi benchmark): Merch synergy, higher global appeal.

Color Scripts:

- Core palette = Black, Gold, Teal-Blue (storm aesthetic).
- Emotional beats shift palette: danger = crimson skies, triumph = golden aura.

Animation References:

- BoBoiBoy (local action beats).
- Pokémon Journeys (episodic → myth arc).
- Kung Fu Panda: Legends (balance of humor & action).

8.6 Sample Storyboard & Animatic Concept

Sequence Example: Episode 1 - Rakuna at night by a glowing river, hears the Storm Crest whisper, first feather lights up, wave crashes in golden tsunami → logo transition.

Storyboard frames:

1. Close-up feather glow.
2. Wide shot wave rising.
3. Rakuna silhouetted against golden surge.
4. Crest lock-up → logo jingle.

Animatic concept: simple camera pans + music cue to demonstrate pacing.

8.7 Voice Direction

- Lead Voice (Rakuna): Youthful, spirited, slightly comedic tone.
- Supporting Cast: Each Pendekar tied to unique rhythm/cadence (stoic, mischievous, bold).
- Signature Element: Japanese kid-song tone for park greeting + opening theme. This contrast of “cute jingle” vs “epic trials” = unique identity.

8.8 Music & Sonic Identity

Jingles & Leitmotifs:

- Opening Theme: Cute Japanese-style kids jingle (already proven viral).
- Rakuna’s Leitmotif: Short storm-flutter melody, played when he grows.
- Pendekar Themes: Each character introduced with their own micro-motif.
- Storm Creed Chant: Ritualistic, can be performed live in park shows.

Sound Design Cues:

- Water = always “alive” → tsunami roars layered with bird flutters.
- Storm energy = low sub-bass rumbles paired with golden chimes.
- Comedy = feather squeaks, bouncing percussions.

SECTION 9: PRODUCTION PLAN & TECHNICAL SPECS

9.1 Recommended Pipeline (Pre-Production → Production → Post)

Pre-Production (2–3 months)

- Scriptwriting: Episode beat sheets, scripts, and dialog locked.
- Storyboarding: Rough frames → animatic creation.
- Character & Environment Design: Finalized turnaround sheets, props, world layouts.
- Voice Casting & Recording: Core voice talent recorded before animation.

Production (6–12 months, depending on format)

- Layout & Blocking: Camera positions, shot planning.
- Key Animation / Modeling: Core poses or 3D rigs established.
- In-Betweening (2D) / Animation Cycles (3D).
- Backgrounds & Environment Textures.
- Lighting, FX, Particle Systems (for storm, water, energy).

Post-Production (2 months overlap)

- Compositing: Layers assembled, VFX added.
- Music & Sound Design: Synchronized with visuals.
- Editing & Color Grading.
- Quality Assurance (render check, continuity check).
- Localization passes (subtitles, dubs, cultural edits).

9.2 Format & Resolution

To maximize both broadcast and streaming compatibility:

Primary Delivery:

- Resolution: Full HD (1920x1080).
- Frame rate: 24fps cinematic standard, with 25fps option for regional TV, 30fps option for digital streaming.
- Aspect ratio: 16:9.
- File format: ProRes 422 HQ (master), MP4 H.264 (distribution).

Future-Ready Delivery:

- 4K UHD version (3840x2160) prepared for premium OTT (Netflix, Disney+, Viu).

- HDR color grading option for theatrical or streaming events.

Audio:

- Stereo + 5.1 Surround.
- Master in WAV 48kHz, 24-bit.

9.3 Production Model Options

Option A: 2D Episodic (Anime-inspired digital ink & paint)

- Pros: Lower cost, faster iteration, culturally resonant (ties to anime & Upin Ipin).
- Cons: Limited depth for merch synergy (toys, VR).

Option B: 3D Stylized (Pixar/Boboboi benchmark)

- Pros: High global appeal, easy merch translation (figures, games).
- Cons: High budget, longer pipeline, heavier rendering.

Option C: 2.5D Hybrid (Cutout + 3D Environments)

- Pros: Middle ground - faster than 3D, more dynamic than 2D.
- Cons: Needs careful direction to avoid “cheap look.”

9.4 Suggested Production Partners & Estimated Budget Ranges

(based on Malaysian/ASEAN benchmarks + international co-production models)

Local Titans:

- Monsta Studio (BoBoiBoy) - action-comedy expertise.
- Les' Copaque (Upin Ipin) - cultural authenticity & preschool appeal.
- Animasia Studio - international coproduction experience.

Regional/Global Studios:

- Silver Ant (Malaysia) - high-end 3D pipeline.
- Toei Philippines - anime-adjacent production capacity.
- Polygon Pictures (Japan) - 3D global copros.

Estimated Budgets:

- 2D Episodic: USD 80k–120k per 22-min ep.

- 3D Stylized: USD 200k–400k per 22-min ep.
- Hybrid: USD 120k–180k per 22-min ep.

9.5 Milestone Schedule & Delivery Cadence

Phase 1 (3 months):

- Pilot short (3–5 min) → test market response.

Phase 2 (6 months):

- Episode 1 full delivery.
- Feedback + adjustments to production pipeline.

Phase 3 (12–15 months):

- Batch delivery every 2 episodes (bi-monthly).
- Season 1 (10 episodes) completed within 15–18 months.

Distribution Cadence:

- Local TV broadcast (weekly).
- Simultaneous YouTube/OTT drops (global rollout).
- Park integration: Episodes projected in “Storm Hall” as live audience screenings.

9.6 QA, Localization, Compliance, Accessibility

Quality Assurance

- Frame drop, render check, lip-sync QC.
- Color continuity, branded asset integrity.

Localization

- Subtitles: English, Malay, Mandarin, Tamil.
- Dub potential: Japanese, Korean, Arabic (global markets).

Compliance

- Content review against MCMC guidelines, ASEAN broadcast standards, and child-protection acts.
- Toy safety (if linked merch planned).

Accessibility

- Closed captions for hearing-impaired.
- Audio description track for visually impaired.
- Simplified English version for global YouTube release.

SECTION 10: AUDIO & JINGLE IP

10.1 Jingle Concept (Lyrics + Notation)

Creative Vision:

The jingle is the auditory logo of the entire IP. It should be short (10–15 seconds), instantly recognizable, and replayable across park entrance loops, TV spots, and merch. It should combine Malay warmth with Japanese anime-style melody hooks — energetic, uplifting, slightly nostalgic.

Sample Hook (Conceptual – not final lyrics):

- Malay Opening: “Selamat datang, wira muda...”
- Japanese-style rising melody: a bright, pentatonic scale progression with upward lift.
- Call-and-response chorus: mascots chant “Kharvath! Kharvath!” in childlike voices.
- Outro chime: orchestral swell resolving into a single bell note, symbolizing ascension.

Musical Notation Reference (High-Level):

- Key: C major (bright, universal).
- Tempo: Allegro (120–128 bpm).
- Instrumentation: mix of mallet percussion (gamelan tones), strings, synth pads, Japanese taiko hits for emphasis.

10.2 Voice Assets: Vocal Directions & Multilingual Options

Core Direction:

- Children’s Voices (Primary): Energetic, high-pitched, with slight “choir” blending. Tone should resemble Japanese anime openings (bright, hopeful, adventurous).
- Adult Narrator (Secondary): Deep, resonant male/female voice used sparingly - e.g., “The Trials Begin...” for ride intros or trailers.
- Mascot Voices: Distinct character voices recorded for catchphrases, greetings, and live show audio cues.

Multilingual Variations:

- Malay (Core): Jingle lyrics stay in Malay, but simple and clear for kids.

- English Version: Direct translation, retaining melody but adapted syllable counts.
- Japanese Version: Anime-style adaptation for international promos.
- Optional Mandarin/Tamil: Regional expansions, keeping rhythm intact but adjusting phrasing.

10.3 Licensing Notes: Master & Sync Rights

To protect the jingle as proprietary IP, two key legal assets must be locked:

1. Master Rights: Ownership of the actual recording (audio file). Ensures no third party can distribute or monetize without license.
2. Sync Rights: Rights to pair the jingle with moving images (ads, trailers, theme park videos).

Sample License Terms (Pre-NDA, Simplified):

- Usage Grant: Exclusive, perpetual rights for all Khalz IP projects (theme park, animation, merch, ads).
- Artist Credits: Session vocalists and musicians work-for-hire; no residual royalties unless negotiated for star talent.
- Third-Party Use: Any outside license (brands, partners, TV stations) must pay sync fee + obtain clearance.
- Watermarked Masters: Only demo versions shared before full NDA lock.

10.4 Recommended Audio Deliverables

Professional Studio Output Must Include:

- WAV Master (48kHz, 24-bit): Archival quality, used for all broadcast and park systems.
- Instrumental Stems: Separate tracks (vocals, percussion, synths, strings) for remixing, dubbing, or live performance sync.
- MP3 Web Versions: Compressed versions for YouTube, TikTok, and park app.
- Lyric Sheet PDF: Multilingual lyric book with notation lines.
- Voice Casting Brief: Includes vocal tone references, audition script, and pronunciation guides (especially for Malay/Japanese).

SECTION 11: MERCHANDISING & LICENSING STRATEGY

11.1 Product Pillars

The Rakuna IP merchandising plan rests on six primary product pillars designed to cover both low-barrier entry items (snacks, plush) and premium collector items (crest jewelry, limited edition props).

Pillars:

1. Plush & Collectibles: Soft toys of Rakuna and the supporting cast; blind-box mini figures; seasonal event editions (festive wear, metallic finish).
2. Toys & Playsets: Action figures with light/sound, small play environments replicating the 12 Ascension Trials (mini slides, AR markers).
3. Crest Jewelry & Accessories: Necklaces, pins, charm bracelets featuring Storm Mark, region crests, and rare “Ascension badges.” Target both kids (affordable resin) and adults (premium silver/gold).
4. Apparel & Lifestyle: T-shirts, hoodies, school bags, hats, slippers, raincoats with storm motif; integrated RFID/QR patches for exclusive digital unlocks.
5. Park Props & Roleplay Gear: Toy swords, staff wands, feather crests, Trial Scroll replicas, AR-linked “Ascension Bracelets.”
6. Edible IP (Snacks & F&B): Branded quail nuggets, feather-shaped candy, storm-flavored ice pops, instant noodles featuring characters on packaging.

11.2 Licensing Tiers & Revenue Splits

The strategy separates exclusive park retail from global licensing, ensuring both control of premium experience and scale of international reach.

Tier 1: Park Exclusives (40–60% gross margin to park operator)

- Limited edition Trial Scroll merch, storm-forged jewelry, live-show-only plush.
- Exclusivity builds “pilgrimage” factor (fans must visit park).

Tier 2: National Retail (Royalty-based, 10–15% wholesale cut)

- Mass toys, school apparel, snacks distributed via hypermarkets & toy chains.
- Higher volume but lower margin.

Tier 3: Regional/Global Partnerships (Royalty-based, 8–12%)

- Strategic alliances with global toy manufacturers (Bandai, Hasbro, Mattel) and fashion co-brands (Uniqlo-style limited drops).
- Huge scale, controlled by brand guidelines to preserve identity.

Digital Layer (5–10% microtransactions cut):

AR unlocks, mobile app cosmetics, digital trading cards tied to physical purchases.

11.3 Retail Roll-out Phases

Phase 1 (Year 1): Park-First Launch

- Exclusive plush, shirts, edible IP (storm candy, quail nuggets).
- Trial Scroll replicas and storm crest jewelry limited runs.

Phase 2 (Year 2–3): National Expansion

- Roll out to Malaysian hypermarkets (Tesco, Aeon, Mydin), toy stores, Lazada/Shopee official flagship store.
- Partnerships with F&B manufacturers for licensed snacks.

Phase 3 (Year 3–5): Regional & Global Licensing

- ASEAN rollout: Singapore, Indonesia, Thailand, Vietnam.
- Licensing deals with global toy players (Mattel/Bandai).
- Global fashion collabs (Uniqlo, H&M kids line).

11.4 Pricing Bands & Margin Expectations

Entry Range (RM5–RM30): Snacks, blind-box minis, pins, stickers, candy.

Mid Range (RM40–RM150): Plush toys, shirts, school bags, roleplay gear.

Premium Range (RM250–RM600): Crest jewelry, AR-enabled wearables, limited edition props.

Collector Range (RM1,000+): Storm-forged replicas, signed art prints, premium apparel collabs.

Margins:

- Park exclusives: 45–60% gross.
- Retail toys/apparel: 25–40%.
- Snacks: 15–25%.
- Premium collabs: negotiated case-by-case (10–20% royalty, but prestige uplift).

11.5 Sample Mockups & Priority SKU List (10 SKUs)

Top 10 Priority SKUs (Launch Year):

1. Rakuna Plush (Standard Edition, 30cm)
2. Storm Crest Necklace (Resin, LED glow version)
3. Trial Scroll Replica (with AR unlock code)
4. Ascension Bracelet (rubber wristband with RFID chip)
5. Rakuna Hoodie (black/gold storm pattern, park exclusive)
6. Pendekar Mini Figure Blind Box (set of 6, randomised)
7. Quail Nugget Snack Pack (edible IP tie-in)
8. Storm Candy (feather-shaped lollipop, branded wrapper)
9. School Backpack (Rakuna crest, glow-in-the-dark stitching)
10. Stormblade Toy Sword (light-up, sound effects)

Mockup Concepts (described for deliverables):

- Plush: Soft, big-eyed Rakuna with removable storm crest accessory.
- Jewelry: Pendant crest in gold/silver finish, packaged in themed box with lore card.
- Scroll Replica: Parchment-style packaging with AR code linking to animated lore snippet.
- Snacks: Storm candy in feather shape, metallic wrapper with Rakuna art.

SECTION 12: MARKETING & GROWTH PLAN

12.1 Launch Strategy

The launch must feel like an event, not a product drop. Rakuna enters the world through a story moment that links directly to the park and bleeds into digital platforms.

Phases:

Phase 1: Soft Launch at Park (Month 1)

- Surprise “logo reveal” jingle performance at entrance gate.
- Mascot costumed meet-and-greet: kids sing jingle, receive feather token sticker.
- Small-batch plush and candy released exclusively at park store.

Phase 2: Viral Drops (Month 2–3)

- 15-second animated Rakuna intro clip seeded on TikTok/YouTube Shorts.
- Hashtag challenge: #StormDiveDance → kids mimic mascot move.
- Micro-influencer seeding (parent bloggers, kid creators).

Phase 3: Animation Teaser (Month 4)

- Short teaser trailer (30s–60s) showcasing Rakuna’s voice, world intro.
- Released via YouTube + park screens.

Phase 4: Merch Preorders (Month 5–6)

- “First storm” preorder campaign (plush, necklace, candy bundle).
- Incentive: preorder comes with digital Trial Scroll unlock.

12.2 Digital Plan

The digital-first strategy is designed to meet kids where they are (YouTube, TikTok), while pulling parents into the “safe IP ecosystem.”

YouTube Shorts:

- Weekly drops: Rakuna mini-clips, trial lore bites, music hooks.
- Kid-safe channel compliance (COPPA, YouTube Kids mode).

TikTok Hooks:

- Mascot dance challenges (#StormDiveDance, #RakunaChant).
- Audio snippets: Japanese-style “Selamat Datang” song as viral sound.
- Trend hijacks: mascot mimicking trending dances in costume.

Paid Social Funnel:

- Awareness ads (Facebook/IG: parents, theme park fans).
- Conversion ads (TikTok/YouTube: merch preorders, ticket upsell).
- Retargeting: visitors who saw teaser get discount code for park entry.

12.3 PR & Earned Media

Press Kit:

- Logo video, character sheet, lore primer, plush sample images.
- Packaged with “Rakuna Story” as a Malaysian-originated global IP.

Influencer Seeding:

- Early gifting of plush + candy bundles to mom bloggers, family vloggers, kids TikTok creators.
- Invite-only event at park for influencers (exclusive jingle performance).

School Partnerships:

- Mascot appearances at school events (healthy living, creativity workshops).
- Sponsored competitions: Rakuna art contest, sing-the-jingle challenge.

12.4 Fan Community & UGC Strategy

The strongest growth driver = kids making content for us.

- Kids Challenges: Dance, art, lore quizzes (“Which Trial Are You?”).
- Dance Memes: Mascot costume actor uploads weekly moves → fans replicate.
- UGC Hub: Hashtag aggregation, repost kids’ fan art, showcase in park LED screen.
- Badge/Reward System: Fans uploading content get featured → unlock digital rewards.

12.5 Partnerships

Strategic partnerships will amplify reach beyond park visitors.

- Fast Food Co-branding: Kids meal tie-ins (Rakuna toy with nuggets or candy). Target: KFC, McD, Marrybrown.
- Telecom Tie-ups: Free Rakuna jingle ringtone or AR game unlock with data package (Maxis, CelcomDigi).
- Tourism Boards: Position Rakuna as Kelantan's cultural mascot; integrate into Visit Malaysia Year campaigns.
- Retail Collabs: Exclusive shelf space in Aeon/MyNews with Rakuna-branded snacks.

12.6 KPI Dashboard

We will track growth through three categories: awareness, engagement, and conversion.

Awareness KPIs:

- Video views (YouTube Shorts / TikTok).
- Press mentions & PR reach.
- School outreach events.

Engagement KPIs:

- Hashtag challenge participation (#StormDiveDance entries).
- Fan UGC uploads (art, memes, videos).
- Social media shares, comments, likes.

Conversion KPIs:

- Theme park ticket uplift post-launch.
- Merch preorder volume.
- Average spend per visitor (ticket + merch + F&B).

Dashboard Goal Example (Year 1):

- 5M digital video views.
- 50K hashtag challenge entries.
- 25% ticket uplift at park within 90 days.
- RM 1M in merchandise preorders within 6 months.

SECTION 13: BUSINESS MODEL & PARTNERSHIP STRUCTURE

13.1 Proposed Partnership Models

We outline three structures, but one is our preferred path.

Option A: Co-Ownership (Preferred)

- Rakuna IP jointly owned between AK Puyuh Emas Berhad and partner studio.
- Shared decision-making on creative, production, and global roll-out.
- Full alignment of incentives, both parties committed long-term.

Option B: Exclusive License with Buyback Option

- Partner studio acquires exclusive license for production & distribution for a fixed period (7–10 years).
- AK Puyuh Emas retains ownership; partner has full commercial rights within period.
- Pre-negotiated buyback clause allows reversion or repurchase after term.

Option C: Joint Venture (JV)

- A new JV entity created (Rakuna IP Co.).
- Both sides contribute: AK Puyuh Emas with IP & park integration, partner with production capability & capital.
- Profits distributed according to shareholding (e.g., 50/50, 60/40).

13.2 Preferred Ask: Full Partnership / Co-Development & Co-Ownership

We seek Co-Development & Co-Ownership as the ultimate structure:

IP Split:

- Core IP: 50/50 split (AK Puyuh Emas + Partner).
- Derivative works (e.g., spin-offs): owned under same umbrella.

Revenue Sharing:

- Merchandising: 60% partner (manufacturing/distribution), 40% AK Puyuh Emas (park sales, brand).

- Theme park tie-ins: 70% AK Puyuh Emas (park operator), 30% partner (licensor).
- Media rights (TV, streaming): 50/50.
- Licensing deals: 50/50.

Minimum Guarantees:

Partner commits to a baseline annual royalty advance or minimum spend on production/marketing.

Milestone Payments - Payment triggers:

- Delivery of pilot episode.
- Completion of Season 1.
- Merchandising line launch.

Territory & Exclusivity:

- Global exclusivity for partner (all languages, all markets).
- Reversion clause: if no production within 18 months, rights revert to AK Puyuh Emas.

Reversion Conditions:

If partner fails to meet minimum production/marketing commitments, IP reverts with all improvements retained.

13.3 Financial Mechanics

Recoupment Waterfall:

1. Gross revenues collected.
2. Distribution & marketing costs recouped by partner.
3. Net revenue split per agreed percentages (see above).

Audit Rights:

- AK Puyuh Emas reserves right to independent audit once per year.
- Transparency guaranteed on production cost allocations and merchandising sales.

Reporting Cadence:

- Quarterly financial reports.
- Semi-annual joint business reviews.

13.4 Operational Responsibilities

AK Puyuh Emas Berhad:

- Provides IP foundation (Rakuna character, mythos, park integration).
- Operates theme park integration, live entertainment, park-based merch kiosks.
- Local cultural authenticity oversight.

Partner Studio:

- Finances and executes animation production.
- Handles global distribution, media sales, and international licensing.
- Manufactures and scales merchandising beyond park.
- Leads global marketing with AK Puyuh Emas as regional anchor.

Shared:

- Creative direction (joint approval process).
- Strategic partnerships (tourism boards, FMCG tie-ins).

13.5 Exit & Buyout Mechanics

To protect both parties:

Buyout Rights: Either party may trigger buyout if partnership deadlocks. Valuation formula: 6–8x EBITDA or independent valuation.

Exit Pathways:

- Sale to 3rd party only with both parties' consent.
- IPO spin-off option if IP achieves sufficient global traction.

Survivorship Clause: If partner ceases operation, full IP rights revert to AK Puyuh Emas.

SECTION 14: FINANCIALS & FORECASTS

14.1 High-Level Budgets

To ensure transparency and credibility, the following figures reflect actual production and development costs within Malaysia's creative and animation ecosystem. These estimates are designed to strike the right balance between ambition and practicality, ensuring the Rakuna project remains both inspiring and financially achievable.

The development phase, which covers concept design, story bible, character sheets, teaser trailer, and brand documentation, is expected to cost between RM180,000 and RM300,000. This stage establishes the creative foundation and visual identity of Rakuna as an intellectual property.

The pilot episode, a 22-minute full-production test encompassing scripting, storyboarding, rigging, animation, compositing, and post-production, is projected to cost around RM600,000 to RM900,000, depending on art style and animation complexity.

A complete season production, consisting of approximately ten to twelve episodes of 22 minutes each, is expected to range between RM6 million and RM9 million, assuming an average of RM600,000 to RM750,000 per episode - consistent with Malaysian CGI animation standards for TV or streaming platforms.

For merchandise development, which includes prototype design, tooling, mold creation, and the first production batch of plush toys, figurines, and collectibles, the capital expenditure is estimated at RM300,000 to RM600,000.

The park integration phase - covering the design and construction of Rakuna-themed attractions, mascot costumes, meet-and-greet zones, and decorative props - will likely require between RM500,000 and RM900,000.

Lastly, the marketing and launch campaign, covering digital marketing, influencer engagement, public relations, and the first 18 months of activation, is projected at RM300,000 to RM600,000.

Altogether, the total initial capital requirement is estimated between RM8.5 million and RM12.3 million, which represents a full-spectrum rollout from concept to nationwide market penetration.

14.2 Three-Year Revenue Model

Rakuna's financial model focuses on four interconnected revenue streams: animation distribution, licensing, merchandising, and theme park uplift.

During Year 1, which focuses on brand setup and pilot release, expected revenues will be modest, ranging from RM300,000 to RM700,000 through online monetization, teaser merchandise pre-orders, and early park attraction tie-ins.

In Year 2, the full season release and national rollout phase are projected to generate between RM3 million and RM5 million. This figure includes television and streaming platform licensing, expanded merchandising, and increased park attendance due to Rakuna's growing popularity.

By Year 3, the brand is expected to enter national expansion, leveraging partnerships, retail distribution, and festival collaborations, with projected revenues of RM7 million to RM10 million.

Cumulatively, Rakuna's three-year revenue potential stands between RM10.3 million and RM15.7 million, with the break-even point estimated at around RM9 million, achievable midway through Year 3 under the base-case scenario.

14.3 Sensitivity Scenarios

In a best-case scenario, where Rakuna achieves strong media traction, viral merchandising, and a 25% or higher boost in park attendance, total revenues could exceed RM18 million to RM20 million by the end of Year 3.

The base-case scenario assumes stable distribution deals, consistent merchandising growth, and park uplift between 15% and 20%, yielding between RM12 million and RM15 million.

Even under a conservative case, where distribution remains regional and merchandise growth is slower, the project is expected to maintain positive cash flow with total revenues around RM8 million to RM10 million.

Regardless of scenario, the built-in synergy between Rakuna's IP, merchandising, and theme park operations ensures financial resilience and long-term brand value.

14.4 Funding Ask & Proposed Use of Funds

The proposed funding requirement for the Rakuna project is between RM8 million and RM10 million, structured as a co-development investment or a hybrid equity arrangement.

The use of funds is allocated strategically as follows:

- 40% towards animation production (development, pilot, and partial season funding).
- 25% towards merchandising and manufacturing setup.
- 15% towards park integration and attraction build-out.
- 10% towards marketing, digital campaigns, and public relations.
- 10% reserved for operations and contingency support.

This allocation ensures strong creative development while maintaining operational flexibility and financial safety.

14.5 Return Potential & Investor Value

Under the base-case model, Rakuna is projected to break even by mid-Year 3. The estimated Internal Rate of Return (IRR) ranges between 18% and 25%, with potential for significantly higher upside should Rakuna achieve viral status or regional licensing success.

The Rakuna IP is uniquely positioned for scalability - integrating animation, merchandise, and live experiences under one ecosystem anchored by Taman Tema Air & Resort Puyuh Emas. This gives investors tangible asset security rarely found in creative ventures.

14.6 Summary

With an initial investment requirement of RM8 to RM12 million and potential cumulative revenues exceeding RM15 million within three years, Rakuna: The Mascot Program represents a high-impact, medium-risk investment backed by a proven ecosystem - the theme park, merchandise line, and narrative universe of Puyuh Emas.

Rakuna is more than a character. It is a new Malaysian icon - born from local creativity, built for global resonance.

15. Timeline & Roadmap (Gantt)

15.1 Overview

The roadmap is designed to balance creative development, production, merchandising, and park integration into a synchronized launch cycle. It spans 36 months, with phased deliverables aligned to funding tranches and investor confidence checkpoints.

This structured rollout ensures cash efficiency, controlled risk, and a steady escalation of IP presence - from pilot proof-of-concept to full commercial ecosystem.

15.2 Phases & Milestones

Phase 1: 0–6 Months — Foundation & Pilot

- NDA & Term Sheet Finalization (Legal framework, partnership sign-off).
- Development Fund Secured (Initial tranche released).
- Creative Bible Delivery (Characters, worldbuilding, lore).
- Pilot Animatic & Proof of Style (Animatic, test rigs, jingle demo).
- Milestone Trigger: Completion of pilot animatic → second funding release.

Phase 2: 6–18 Months — Production & Merch Development

- Pilot Episode Completion (Full 22-min final render).
- Season 1 Production (8–10 episodes in rolling cadence).
- Merch Development (Tooling for plush, toys, crest jewelry, apparel).
- Park Integration Planning (Themed stage design, mascot costumes, zone schematics).
- Milestone Trigger: Delivery of Pilot Episode + merch prototype → mid-funding release.

Phase 3: 18–36 Months — Distribution, Park Shows, Merch Scale

- Season 1 Broadcast / Streaming Launch (National + regional distribution).
- Park Live Show Rollouts (Daily scripted shows, Trial mascots, jingle entrance sequence).
- Merchandising Scale-Up (Retail rollout beyond park; FMCG tie-ups).
- International Licensing Push (Distribution into Southeast Asia, Japan, Middle East).
- Milestone Trigger: Delivery of first 3 broadcast episodes + park show premiere → final funding tranche release.

15.3 Payment Triggers & Deliverables

To protect both partners and investors, payment tranches are tied to tangible outputs:

Tranche 1 (Contract + Development Start): On signing NDA & Term Sheet.

Deliverable: Development Bible + Pilot animatic.

Tranche 2 (Pilot Milestone): On delivery of full pilot episode.

Deliverable: Final pilot episode + merch prototypes.

Tranche 3 (Production Midpoint): On completion of 50% of Season 1 episodes.

Deliverable: 5+ episodes in final rendered form.

Tranche 4 (Distribution & Launch): On broadcast launch & park show premiere.

Deliverable: Public release of Rakuna IP across platforms.

SECTION 16: RISKS & MITIGATION

16.1 Overview

Every large-scale IP venture carries risks spanning legal, production, market, and operational fronts. This section outlines the principal risks identified for the Rakuna Mascot Program and the mitigation strategies in place to reduce impact and ensure stability.

By addressing these risks upfront, the project demonstrates maturity, foresight, and credibility - reinforcing confidence for potential co-developers, co-owners, and investors.

16.2 Key Risks & Mitigation Strategies

1. IP Exposure Risk

Risk: Concept, character designs, and storyworld could be leaked, copied, or cloned before official launch.

Impact: Loss of uniqueness, competitive dilution, brand value erosion.

Mitigation:

- NDA executed with all partners before sharing sensitive content.
- Early copyright filings on character designs, logo, jingle, and key scripts.
- Controlled distribution of proposal (watermarked assets, restricted sections).
- Trademark registration for “Rakuna” and “Puyuh Emas” crest.

2. Production Delays

Risk: Animation or merch development timelines slip due to technical bottlenecks, talent shortages, or budget overruns.

Impact: Broadcast delays, lost marketing windows, increased costs.

Mitigation:

- Phased milestone contracts: funds released only after delivery.
- Penalty clauses for major missed deadlines.
- Redundancy in vendor selection (backup animation and merch partners).
- Lean agile production model: staggered episode delivery instead of waiting for full season.

3. Market Reception Risk

Risk: Audience response may not meet expectations in early rollouts.

Impact: Lower merch uptake, reduced licensing interest, ROI pressure.

Mitigation:

- Early proof-of-concept testing (pilot animatic with focus groups).
- Park-level “soft launch” with jingle, mascot shows, and Trial experience before full broadcast.
- Flexible content model: can adjust tone, pacing, and character arcs based on feedback.
- Viral-first marketing (TikTok, Shorts) to test and refine before committing heavy spend.

4. Park Operational Risks

Risk: Safety incidents, weather disruptions, or crowd management failures during Trial attraction launches.

Impact: Liability exposure, negative PR, visitor churn.

Mitigation:

- Rigorous safety compliance checks on all rides and Trial experiences.
- Weather contingency planning (covered queues, rainproof mascot zones).
- On-site emergency protocols and staff training.
- Insurance policies covering liability, weather risk, and event cancellations.

16.3 Risk Matrix

Risks are assessed by Likelihood vs. Impact to prioritize management focus.

- High Likelihood / High Impact: IP exposure → controlled by NDA + copyright.
- Medium Likelihood / High Impact: Production delays → controlled by milestone funding + vendor redundancy.
- Low Likelihood / High Impact: Park safety → controlled by strict compliance + insurance.
- Medium Likelihood / Medium Impact: Market reception → mitigated with test marketing + soft launch.

SECTION 17: LEGAL & IP ROADMAP

17.1 Overview

Intellectual Property (IP) is the lifeblood of the Rakuna Mascot Program. Unlike typical animation pitches that rely solely on story or visuals, this project integrates theme park branding, jingle audio, and living character IP into one ecosystem. The legal roadmap ensures that every element - from logos to lore - is defensible, monetizable, and enforceable across markets.

The goal is twofold:

1. Immediate Protection: Secure core assets before disclosure.
2. Strategic Expansion: Build a global IP wall that allows merchandising, syndication, and licensing in multiple territories without dilution.

17.2 Immediate Defensive Steps

1. Timestamping & Proof of Creation

- Digital timestamping of logo, mascot art, and lore documents (via MyIPO e-filing or blockchain notarization).
- Private archive (Google Drive/Dropbox with SHA-256 hash verification) as secondary proof.

2. Copyright Deposits

- Register animation scripts, lore documents, mascot art, and audio jingle with Malaysia's MyIPO Copyright Voluntary Notification System.
- Bundle assets (logo files, music stems, character sheets) as grouped filings for lower cost.

3. Trademark Filings

- Core wordmarks: "PUYUH EMAS" and "RAKUNA."
- Symbol mark: The Storm Mark (crest).
- Mascot mark: Rakuna's stylized silhouette + head design.
- Tagline/Jingle: Register as slogan + audio mark if possible.

4. Audio Registration

- Deposit master jingle recording and notation as an audio copyright with MyIPO.

- Retain publishing rights and performer rights via assignment agreements with the AI voice talent provider or human counterpart (future-proofing).

17.3 Recommended Jurisdictions

- Phase 1 (Immediate): Malaysia - via MyIPO for copyright, trademark, and industrial design.
- Phase 2 (Regional Expansion): ASEAN - priority filings in Singapore, Indonesia, Thailand, Philippines, Vietnam (via Madrid Protocol).
- Phase 3 (Global Defense): US (USPTO), EU (EUIPO), China (CNIPA) for toy and merch protection.
- Phase 4 (Optional): Japan & Korea - animation and broadcast hubs.

Strategic logic: secure domestic rights first, expand to regional strongholds, then defend merchandising markets globally.

17.4 Suggested Contract Clauses

To prevent exploitation when partnering with studios, distributors, or merch companies, contracts must include:

- Reversion Clauses: If partner fails to meet agreed production/distribution milestones, IP rights revert back to AK Puyuh Emas Berhad.
- Creative Approval: Final say on character design changes, lore adjustments, or music modifications. No unilateral alterations by partners.
- Minimum Guarantees: Any licensing or co-production must include upfront guaranteed payments, not only royalties.
- Audit Rights: AK Puyuh Emas Berhad reserves the right to audit financial records to ensure proper royalty reporting.
- Territory & Exclusivity: Define clear zones (e.g., SEA broadcast vs. Global Merch). Prevents lock-up without use.
- Termination Safeguards: Option to terminate agreement if breach occurs, with damages capped in AK Puyuh Emas' favor.

17.5 IP Ownership Scenarios Explained

- Full Ownership (Ideal): AK Puyuh Emas Berhad retains 100% ownership of Rakuna IP. Partners get limited license rights (production/distribution).
- Co-Development / Co-Ownership (Negotiated): IP ownership split (e.g., 70/30). Requires watertight clauses defining who controls merch, animation, park usage.
- Exclusive License with Buyback: Partner gets exclusivity for a period (e.g., 5 years), but ownership remains with AK Puyuh Emas Berhad. Buyback option ensures control long-term.

- **Joint Venture Structure:** New entity formed for Rakuna IP exploitation, with shared equity. Useful for titans with strong distribution but requires stronger exit clauses.

Key principle: Never sell IP outright. Always retain ownership or co-ownership.

SECTION 18: APPENDICES 18

18.1 Overview

The appendices serve as the supporting vault of the proposal. They are structured to separate public/teaser-ready assets from restricted assets that are only shared post-NDA. Every file is named, versioned, and referenced in the main document where relevant.

By placing high-value elements (art, video, data) here, the main proposal remains sharp and digestible while deeper proof is available for serious partners.

18.2 Appendix Breakdown

Appendix A - Character Art Pack (Restricted)

- Contents: High-resolution PNG/SVG of Rakuna, supporting cast, logo variants, crest mark.
- Assets: Full-body turnarounds, expression sheets, PSD/AI layered files.
- Purpose: Show visual maturity of character IP and readiness for merchandising/animation.
- Naming convention: Rakuna_CharacterPack_v1.0_2025.zip.

Appendix B - Proof-of-Concept Video (Restricted)

- Contents: 30-second animated intro clip (Rakuna crest, tsunami wave, quail surfboard, glowing gold aura).
- Additions: Watermarked with “For Proposal Only.”
- Purpose: Immediate impact — demonstrates logo-as-living-brand concept.
- Format: MP4 (H.264), 1080p, ~30MB.
- File name: Rakuna_POCAIntro_v1.0_2025.mp4.

Appendix C - Storyboards & Sample Script (Restricted)

- Contents: 6–10 storyboard frames for Episode 1; 2–3 script pages with dialogue and action beats.
- Purpose: Showcase narrative direction and animation pacing.
- File name: Rakuna_StoryboardEp1_v1.0.pdf, Rakuna_ScriptSample_v1.0.pdf.

Appendix D - Demo Jingle (Restricted)

- Contents: Audio of “Selamat Datang ke Taman Tema Air & Resort Puyuh Emas” sung in Japanese children’s tone with happy melody.
- Deliverables: WAV (44.1kHz), stems (vocals/instrumentals), MP3 web preview.

- Purpose: Viral identity asset, anchor of Rakuna's sonic branding.
- File name: Rakuna_Jingle_v1.0.wav, Rakuna_Jingle_Stems_v1.0.zip.

Appendix E - Park Sales & Traction Data (Restricted)

- Contents: Real sales charts, daily/monthly ticket numbers, revenue spikes.
- Format: Excel + PDF graphs.
- Purpose: Demonstrates real-world traction, proof of market interest.
- File name: PuyuhEmas_ParkData_2024-2025.xlsx.

Appendix F - NDA Template (Teaser / Share on request)

- Contents: 2-page mutual NDA, plain-language but enforceable.
- Clauses: Confidentiality, non-disclosure, no reverse-engineering, no sublicensing.
- Purpose: To be signed before deep appendices (A–E, G) are shared.
- File name: Rakuna_NDA_Template_v1.0.pdf.

Appendix G - Draft Term Sheet (Restricted)

- Contents: 1-page simplified term sheet outlining proposed co-ownership, revenue split, recoupment waterfall, exclusivity limits.
- Purpose: High-level legal/financial alignment.
- File name: Rakuna_TermSheetDraft_v1.0.pdf.

Appendix H - Contact & Team Bios (Mixed)

- Contents:
 - Teaser level: Name, title, role (e.g., Khal - Executive Director, Strategic Growth & Innovation).
 - Restricted: Full CV, personal history, extended bios of core team members.
- Purpose: Builds trust, shows leadership capability and credibility.
- File name: Rakuna_TeamBios_v1.0.pdf.

SECTION 19: CONTACT, NEXT STEPS & CALL TO ACTION

19.1 Who Signs Next

The next step is straightforward: decision-makers move to NDA stage.

This ensures both parties are legally protected before viewing restricted appendices and proof-of-concept materials. The NDA signing marks the formal beginning of the partnership exploration.

- Proposed immediate step: Confidential deck reveal and controlled release of restricted Appendices (POC video, art pack, data).
- Authorized signatory (partner side): Senior executive or legal representative.
- Authorized signatory (our side): Manager, AK Puyuh Emas Berhad (you).

19.2 Clear Call to Action (CTA)

To streamline engagement, the process is reduced into three simple actions:

1. Sign Mutual NDA - Secure confidentiality, protect both parties.
2. 30-Second POC Screening - Immediate visual impact (Rakuna intro clip).
3. 1-Hour Pitch Meeting - Full proposal walkthrough, discussion of creative, financials, and potential deal structure.

This creates a funnel of commitment: fast entry, high-impact teaser, then deep engagement.

19.3 Contact Block

AK Puyuh Emas Berhad


Taman Tema Air & Resort Puyuh Emas


Tanah Merah, Kelantan, Malaysia

Khal (Manager)

Executive Director, Strategic Growth & Innovation (Acting)

✉ kimm4u2all@gmail.com

 0183697898

 www.puyuhemas.my

19.4 Deliverables

- Final one-pager formatted with branding (Rakuna crest watermark, AK Puyuh Emas Berhad letterhead).
- Calendaring link (Google Calendar / Calendly) embedded or included in PDF for frictionless scheduling.

19.5 Share Level

- Teaser: This section is safe to share openly - no restricted data.
- It acts as the “door-opener” page, encouraging immediate action without requiring sensitive disclosure.

SECTION 20: PRODUCTION CHECKLIST & DELIVERY PACK (PRACTICAL APPENDIX FOR STUDIOS)

20.1 Master File Formats & Naming Conventions

Consistency in file formatting and naming avoids confusion across teams and ensures files can be version-tracked, archived, and retrieved at any time.

- Logos & Branding Assets:
 - logo.ai (Adobe Illustrator master)
 - logo.svg (scalable vector for digital/web)
 - logo_raster_300dpi.png (high-res print ready)
 - logo_lockup_color.png / logo_lockup_bw.png (variations for light/dark backgrounds)
- Naming Convention Protocol:

[PROJECT]_[ASSETTYPE]_[VERSION]_[DATE]

Example: Rakuna_Logo_Master_v1_2025-10-02.ai

20.2 Animation Specifications

Animation assets must adhere to consistent production standards to allow compatibility across platforms and broadcast partners.

- Frame Rates: 24fps (cinematic), 25fps (PAL/ASEAN broadcast), 30fps (digital/YouTube).
- Resolution: 4K UHD (3840x2160) master, with downscales to HD (1920x1080).
- Color Space: Rec.709 for broadcast; HDR10/Rec.2020 optional for streaming/archival.
- Export Formats: ProRes 422 HQ for masters, H.264 MP4 for web review.
- Reference Files: Style frames, LUTs (color grading presets), and animation timing guides to ensure visual consistency across episodes and cutdowns.

20.3 Audio Masters

Sound assets are standardized for clarity, compatibility, and future reuse.

- Recording Specs: WAV 48kHz / 24-bit, mono or stereo as required.

- Deliverables: Full mix (mastered track), Dialogue stem, Music stem, & SFX stem
- Naming Example: Rakuna_Jingle_Master_v1.wav / Rakuna_Jingle_Stems_MusicOnly_v1.wav

20.4 Legal Pack Checklist

All foundational legal documents packaged to prove ownership and readiness for commercial exploitation.

- SSM Company Registration (AK Puyuh Emas Berhad certs).
- Trademark Receipts (Rakuna name, crest, mascot).
- Copyright Deposit (animation scripts, logo, jingle).
- NDA Template (mutual, 2-page).
- Draft Term Sheet (one-pager with key points).

20.5 Delivery & Review Process

A professional, phased approval pipeline prevents miscommunication and scope creep.

Step 1: Draft Submission

Files delivered via secure cloud (Google Drive, Dropbox Business, Frame.io for video).

Step 2: Review Round 1 (Internal)

Core stakeholders provide consolidated notes; no scatter feedback.

Step 3: Revision & Review Round 2 (External/Partners)

Studio implements notes, submits refined draft.

Step 4: Final Approval & Master Delivery

Locked files delivered in agreed formats, logged in Delivery Register.

Step 5: Archival

All masters and working files stored in structured folder system

SECTION 21: THE GRAND CONCLUSION: THE DAWN OF RAKUNA & THE PUYUH EMAS LEGACY

Every great empire begins with a spark - a symbol, a myth, and a dream bold enough to rewrite the landscape of culture. For us, that spark is Rakuna, the Stormborn Quail, and the world he inhabits: Ranah Nur'Elkara.

From a village-born theme park in Kelantan to a global IP ecosystem, this blueprint lays the foundation for a storyworld designed not just to entertain, but to endure generations. The integration of mascot, mythos, theme park, animation, merchandising, and transmedia storytelling represents a rare total vision: a cultural brand that moves seamlessly across screens, physical worlds, and hearts.

21.1: This is not simply a business venture.

This is a movement of identity, a fusion of heritage and futurism - where echoes of Kelantanese ritual merge with the aesthetic precision of anime, where families laugh at water slides while children hum jingles that will one day trend across the globe, where plush toys and crest jewelry become symbols of belonging to a new myth.

21.2: Why This Matters Now

The entertainment world is in flux. The next global IP won't come from Hollywood alone - it will rise from new cultural frontiers, grounded in authenticity yet scaled with world-class execution. Malaysia is ready for its first true transmedia titan, and Rakuna is positioned to lead.

- Financially, the blueprint demonstrates sustainable multi-revenue streams: park uplift, licensing, retail, animation distribution, and brand partnerships.
- Creatively, it is scalable: a mascot with charm, a myth with depth, a universe with infinite storytelling potential.
- Operationally, it is structured: every deliverable, file spec, and timeline accounted for, every risk anticipated with mitigation in place.

21.3: The Call to Action

The next step is clear, decisive, and immediate:

1. Sign the Mutual NDA - securing the IP under protection.
2. Screen the 30-second Proof-of-Concept - witness Rakuna in motion.
3. Schedule the 1-hour Pitch Meeting - align on partnership, funding, and execution.

What begins as a call today will, in three years, be a movement recognized in households across Malaysia, ASEAN, and beyond.

21.4: The Legacy Vision

In the decades to come, children will grow up knowing Rakuna as a friend, families will remember trips to Taman Tema Air Puyuh Emas as milestones of joy, and partners will recall the courage it took to believe in a dream before the world saw its inevitability.

This is more than IP.

This is the genesis of the Kharvath Kingdom's entertainment legacy.

This is Puyuh Emas ascendant.

This is Rakuna's storm - and it is about to break.

The Dawn Begins Here.