

The Afterlife of Whales

A Dramatic Animated Series

世比古矢刺
セビクシラ

*Night; and once again,
the [whales] I wait for you, cold wind
turns into rain.*

— (AFTER MASAOKA SHIKI (1867-1902))

The Afterlife of Whales

A Dramatic Animated Series

GOAL:

*A lucrative anime series
to combat anti-Asian hate
whilst benefiting*

ZLI'S ADAPTATION CAMPAIGN

*To advance scientific research,
exploring and demonstrating
life's environmental limits.*

Summary:

Film Title

The Afterlife of Whales: An Inhumanities Series Production

Genre

Epic Slice of Life Drama / Historical Fiction set across the 1990s, 2000s, and 2010s

Logline(s)

Story "A"

Aya, an Ainu girl, rises from tragedy, poverty, and stigma by seeking out whales, dolphins, & porpoises across modern Japan, New Zealand, the Americas, and China.

Story "B"

Aya's sister Miki rises to great fortunes after vilomah and abandonment, whilst protecting her siblings from opportunists as she builds a new life.

Production Method

Animation (Slice of Life Anime Style), Live Action Educational Component with thirty-three episodes released over three seasons.

Source

ZLI's Adaptation Campaign, an initiative of The Zoological Lighting Institute

Intended MPAA rating

MA, PG-13

Web Site

www.zoolighting.org

Production Budget

US \$1.5 million per episode,
US \$16.5 million per season, and
US \$49.5 million in total for the entire series.

PROACTIVE CETOLOGIST



MAIN CHARACTER: OKIJIMA AYA
REFERENCE: SACHIKO HIDARI



OKIJIMA Aya (protagonist)

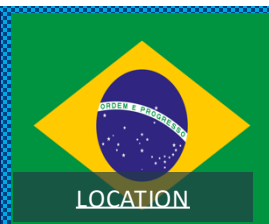
struggles to endure her father's death to protect the family, sailing aboard a scientific whaling ship to pursue a global adventure of understanding.



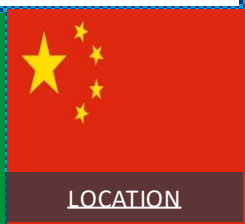
LOCATION



LOCATION



LOCATION



LOCATION

The Afterlife of Whales

A Dramatic Animated Series

PEARL DIVING ADMINISTRATOR



SECOND LEAD: OKIJIMA MIKI
REFERENCE: SETSUKO HARA

CETACEAN ADVOCATE



GATEKEEPER: TILLY LILLY
REFERENCE: KEISHA CASTLE-HUGHES

OKIJIMA Miki (narrator)

survives her father's death as a dutiful older sister, managing her sibling's affairs while coping with vilomah and whaling moratorium related economic pressures.

TILLY LILLY (gatekeeper)

an entrepreneurial Kiwi supermodel with compassion for all, who becomes Aya's constant companion and diplomatic liaison to the greater world around her.

MAIN CHARACTERS

remembered and reimagined

Cinematic universes and intertwined references solidify and explore identity beyond the viewing screen.

The Afterlife of Whales
quotes iconic media while calling attention to forgotten contexts to build buzz and conversation.

The Afterlife of Whales

A Dramatic Animated Series

Cetacean Culture Matters for Welfare

How we think of animals in death, conditions how we treat them in life. That is the meaning of our title, which celebrates Japanese and Indigenous perspectives on whales and dolphins.

The Afterlife of Whales addresses the physical, economic, and cultural challenges surrounding cetacean management while supporting those around the world that work with such animals.

Related Values and Aspects of the Project:

Research

Research into cetacean life, including husbandry, conversation, and biology.

Data Collection

Collection of data related to cetacean husbandry, conservation, and biology.

Education

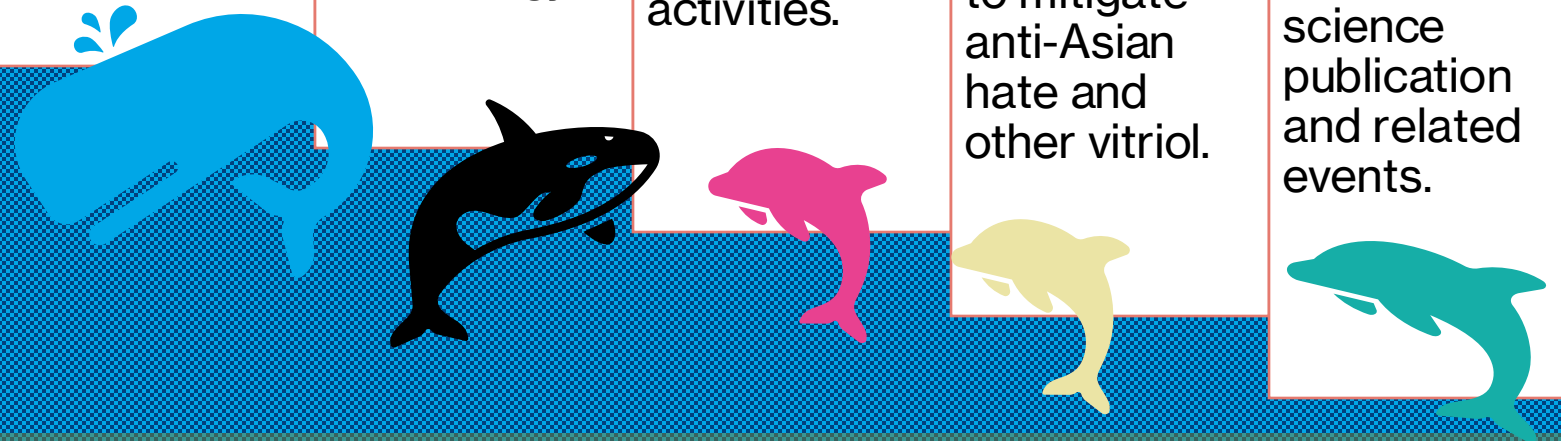
Staff training and other professional educational activities.

Outreach

Public engagement to mitigate anti-Asian hate and other vitriol.

Publication

Cetacean science publication and related events.



Wildlife Conservation is an Economic Issue, Impacting Households Directly

The Afterlife of Whales

A Dramatic Animated Series

Precedent and References:

Female Characters Dominate *Slice of Life* Anime

AAP

Support through Anime
Combats Hate &
Promotes Science

Anti-Asian hate continues to plague international life. Anime offers an established genre to push back, featuring empathetic characters facing real world challenges.

The Afterlife of Whales will engage audiences hungry for recognition, improving expatriot creative / financial participation on the production side.



Kyosuke Kosaka
(Oreimo)



Kaori Miyazono
(Your Lie in April)



Haruhi Suzumiya
(The Melancholy of Haruhi Suzumiya)



Mai Sakurajima
(Rascal Does Not Dream of Bunny Girl Senpai)



Noe Isurugi
(True Tears)



Kaguya Shinomiya
(Kaguya-sama: Love is War)



Nagisa Furukawa
(Classroom of the Elite)



Madoka Homura Sayaka
(Puella Magi Madoka Magica)



Komi Shouko
(Komi Can't Communicate)



Chihiro Hashima
(A Sister's All You Need)



Red Blood Cell
(Cells at Work!)



Shouko Nishimiya
(A Silent Voice)



Rikka Takanashi
(Love Chunibyo & other Delusions)

Enormously Popular, *Slice of Life* Anime Confronts Difficult Issues

The Afterlife of Whales

A Dramatic Animated Series

Strategies:

Familiar Quotations
to build upon IP and create a universe

*Cinematic universes and intertwined references solidify and validate identity beyond the viewing screen. Much like the **Marvel Cinematic Universe** and shows such as **Family Guy**, **The Afterlife of Whales** quotes and revisits iconic media to build a space for buzz and conversation.*

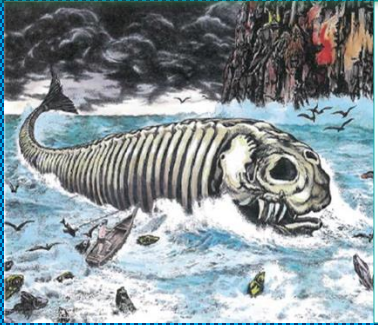
*Directly referencing and at times contradicting **Moby Dick**, **Orca**, **Blackfish**, **The Cove**, **Snow Falling on Cedars**, and **Whale Rider**, **The Afterlife of Whales** occupies a science defined world to build its own brand of compassionate *Slice of Life* media productions.*

The Afterlife of Whales

A Dramatic Animated Series

Season One

Set in Ise & Farewell Spit



Of Morals and Money...

Bakekujira by Mizuki Shigeru

Mikimoto Brand 18K White Gold Black South Sea

Cultured Pearl and Diamond Ring



Image Source: *When Marnie Was There*

“A” Story

Introverted Okijima Aya loses her job after being injured by dolphins. Compelled to take a job aboard a scientific whaling ship, she travels to New Zealand and makes new friends as a whale researcher and conservationist.

“B” Story

Older sister Miki loses her unborn baby and is abandoned by her lover. Taking responsibility for the Okijimas, she builds security with the Ame Pearl Divers and Mikimoto in Ise.

The Afterlife of Whales

A Dramatic Animated Series

Season One

Cetaceans - Each Featured by Episode and Linked to Educational Media



Bottlenose
Dolphin



Sato's
Beaked Whale



Sei
Whale



Striped
Dolphin



Dwarf Sperm
Whale



Cuvier's
Beaked Whale



Bryde's
Whale



Humpback
Whale



Spinner
Dolphin



Arnoux's
Beaked Whale



Hector's
Dolphin



False Killer
Whale

Cetaceans - Each Featured by Episode and Linked to Educational Media

The Afterlife of Whales

A Dramatic Animated Series

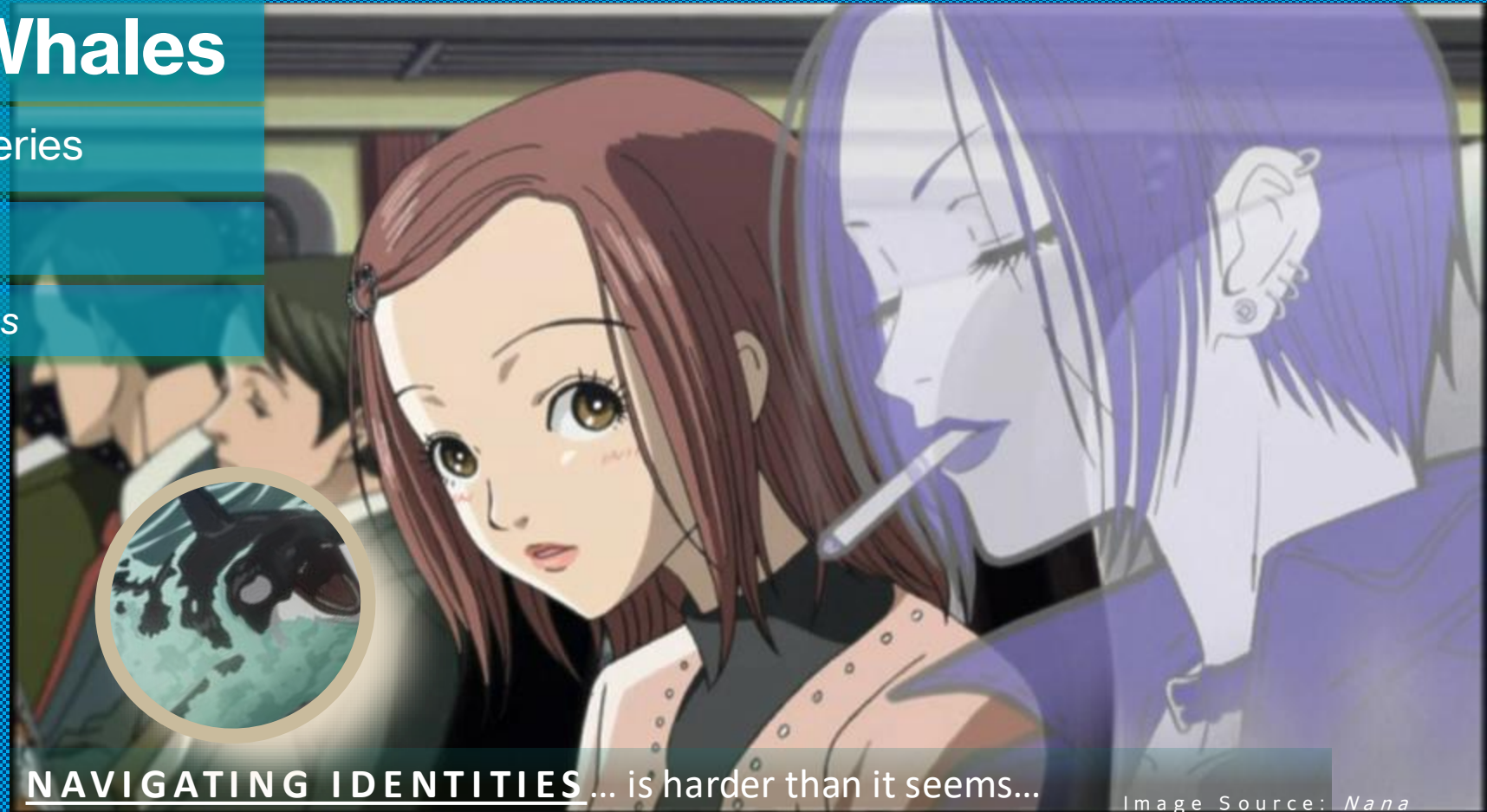
Season Two

Set across the Americas



Fashion and Identity...

Aya is treated as Ainu in Japan, Japanese in New Zealand, and Asian across the Americas...



“A” Story

Connecting with the iconic fashionista Tilly Lilly, Aya represents the Not-so-mystical Aquarium as a diplomatic liaison to cetacean interacting First Nation communities across the Americas. After presenting results at the Explorer’s Club, a violent hate crime forces unwanted marriage and a Hokkaido return.

“B” Story

Miki takes on a managerial role for her younger sister Eriko, chosen to be the first blind model for Mikimoto. Protecting the pretty girl from predators sets Miki on a new path leading to new love with Shen Zhi.

The Afterlife of Whales

A Dramatic Animated Series

Season Two

Cetaceans - Each Featured by Episode and Linked to Educational Media



North Atlantic
Right Whale



Risso's
Dolphin



Amazon
River Dolphin



Tucuxi



Bowhead
Whale



Pantropical
Spotted Dolphin



Beluga



Orca (1)
Ecotype - Bigg's



Sperm
Whale



Pilot Whale
Long Finned



Blue
Whale



Narwhal

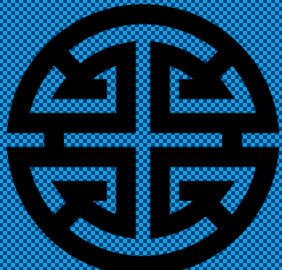
Cetaceans - Each Featured by Episode and Linked to Educational Media

The Afterlife of Whales

A Dramatic Animated Series

Season Three

Set across the Indian Ocean to China



Stigmas Burden Prosperity...

*Tokyo's Whale Celebration Medalion—
Akishima Citizen Whale Festival...*



CHALLENGES REMAIN... resources do not ensure privilege...

Image Source: Jujutsu Kaisen

“A” Story

Happily widowed thanks to an aggressive bull sperm whale, Aya must keep the Péngyǒu - Tomodachi Oceanarium afloat and give it credibility as its new Director. With the backing of the Shen siblings, Aya joins partner Tilly and sister Eriko in a quest to save the remaining finless porpoises of China's Yangtze River.

“B” Story

Returning to Hokkaido to marry the eccentric Shin Zhi and to be with Aya again, Miki manages the Péngyǒu - Tomodachi Oceanarium while creating a new festival with the local fishing communities that quells the ghosts of her past while supporting the Shen's political ambitions.

The Afterlife of Whales

A Dramatic Animated Series

Season Three

Cetaceans - Each Featured by Episode and Linked to Educational Media



Baiji - Yangtze
River Dolphin



Chinese
White Dolphin



Vaquita



Gervais's
Beaked Whale



Short-Beaked
Common Dolphin



Southern
Right Whale



Orca (2) Ecotype -
Subantarctic



Indian Ocean
Humpback Dolphin



Irrawaddy
Dolphin



Ganges
River Dolphin



Pygmy
Sperm Whale



Yangtze
Finless Porpoise

Cetaceans - Each Featured by Episode and Linked to Educational Media

The Afterlife of Whales

A Dramatic Animated Series



OUTCOMES

Confront Anti-Asian Hate

Obviate Racism(s)'s Personal Effects

Celebrate Ex-Pat & Indigenous Heritages

Advance Multi-cultural Animal Welfare

Promote International Dialogue

Emphasize Family Bonds

Champion Science

Champion Art

The Afterlife of Whales

A Dramatic Animated Series

THE PRODUCT

High Emotional Intensity
in a genre famous for its
emotional intelligence.

Verified Quality Combining
SCIENCE and **ENTERTAINMENT**
Creates Lasting Value

THE MARKETS

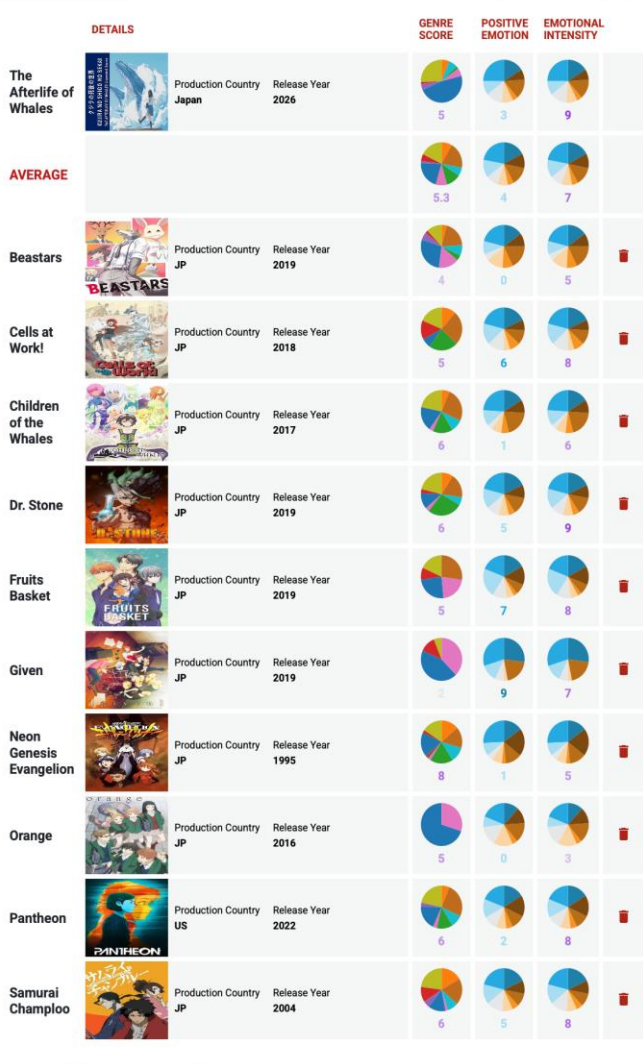
6.6 Million on Average
ANTICIPATED STREAMING VIEWERS
per episode across six targeted countries.

Initial (first year) Average
FAIR MARKET STREAMING VALUE:
\$11.4M episode / \$376.2M series
(Six Countries, Cumulative Value)



THE AFTERLIFE OF WHALES - SIMILAR SERIES ANALYSIS

AN ANALYSIS BY LARGO.AI



generated by
Largo.ai
2025-03-11



THE AFTERLIFE OF WHALES - STREAMING FORECASTS

AN ANALYSIS BY LARGO.AI

STREAMING FORECASTS



Country	Platform	Household Predictions							Fair Value
		(Peak Month)							(First Year)
Germany	Netflix	9.8k	19.9k	29.9k	59.2k	235.2k	419.8k	604.4k	\$242.6k
	Amazon	11.5k	23.3k	35.2k	69.6k	276.5k	493.6k	710.6k	\$661.6k
	HBO	-	-	-	-	-	-	-	-
	Average	10.7k	21.6k	32.5k	64.4k	255.8k	456.7k	657.5k	\$452.1k
France	Netflix	167.1k	320.4k	473.7k	848.5k	1.0M	1.1M	1.2M	\$2.4M
	Amazon	67.6k	129.6k	191.7k	343.3k	419.0k	447.9k	476.8k	\$1.7M
	HBO	-	-	-	-	-	-	-	-
	Average	117.4k	225.0k	332.7k	595.9k	727.3k	777.5k	827.6k	\$2.0M
United Kingdom	Netflix	11.5k	20.2k	28.8k	57.1k	266.5k	491.2k	715.8k	\$300.2k
	Amazon	10.8k	18.8k	26.9k	53.3k	248.7k	458.3k	667.9k	\$815.1k
	HBO	-	-	-	-	-	-	-	-
	Average	11.1k	19.5k	27.9k	55.2k	257.6k	474.7k	691.9k	\$557.6k
Japan	Netflix	676.0k	680.8k	685.6k	1.3M	1.8M	6.3M	7.0M	\$2.8M
	Amazon	840.2k	846.2k	852.1k	1.6M	2.3M	7.8M	8.7M	\$3.8M
	HBO	-	-	-	-	-	-	-	-
	Average	758.1k	763.5k	768.9k	1.5M	2.0M	7.0M	7.8M	\$3.3M
South Korea	Netflix	502.4k	1.5M	2.4M	4.8M	5.1M	5.2M	5.3M	\$3.1M
	Amazon	295.5k	859.3k	1.4M	2.8M	3.0M	3.1M	3.1M	\$3.4M
	HBO	-	-	-	-	-	-	-	-
	Average	398.9k	1.2M	1.9M	3.8M	4.1M	4.1M	4.2M	\$3.2M
United States	Netflix	44.3k	69.5k	94.8k	657.1k	979.9k	2.6M	4.3M	\$2.6M
	Amazon	50.1k	78.8k	107.4k	744.6k	1.1M	3.0M	4.8M	\$5.4M
	HBO	29.8k	46.8k	63.8k	442.2k	659.4k	1.8M	2.9M	\$3.6M
	Average	41.4k	65.0k	88.7k	614.6k	916.5k	2.4M	4.0M	\$3.9M

Streaming Forecasts offer anticipated household engagement metrics for specific content on streaming platforms, particularly during the peak viewing period, typically the first or second month after release. It's important to clarify that these predictions do not equate to the number of views. Instead, they estimate the number of subscriber accounts that are expected to interact with the content in a meaningful way, such as watching more than 20 minutes.

In addition, we perform a Fair Value Calculation for the content across various platforms. Please note that our calculations are not grounded in what platforms have historically paid for different types of content. Instead, we forecast the total revenue of a platform in a specific country, then predict the proportional revenue that the content could generate, assuming half of the platform's revenue is distributed to content owners based on their respective viewership shares.

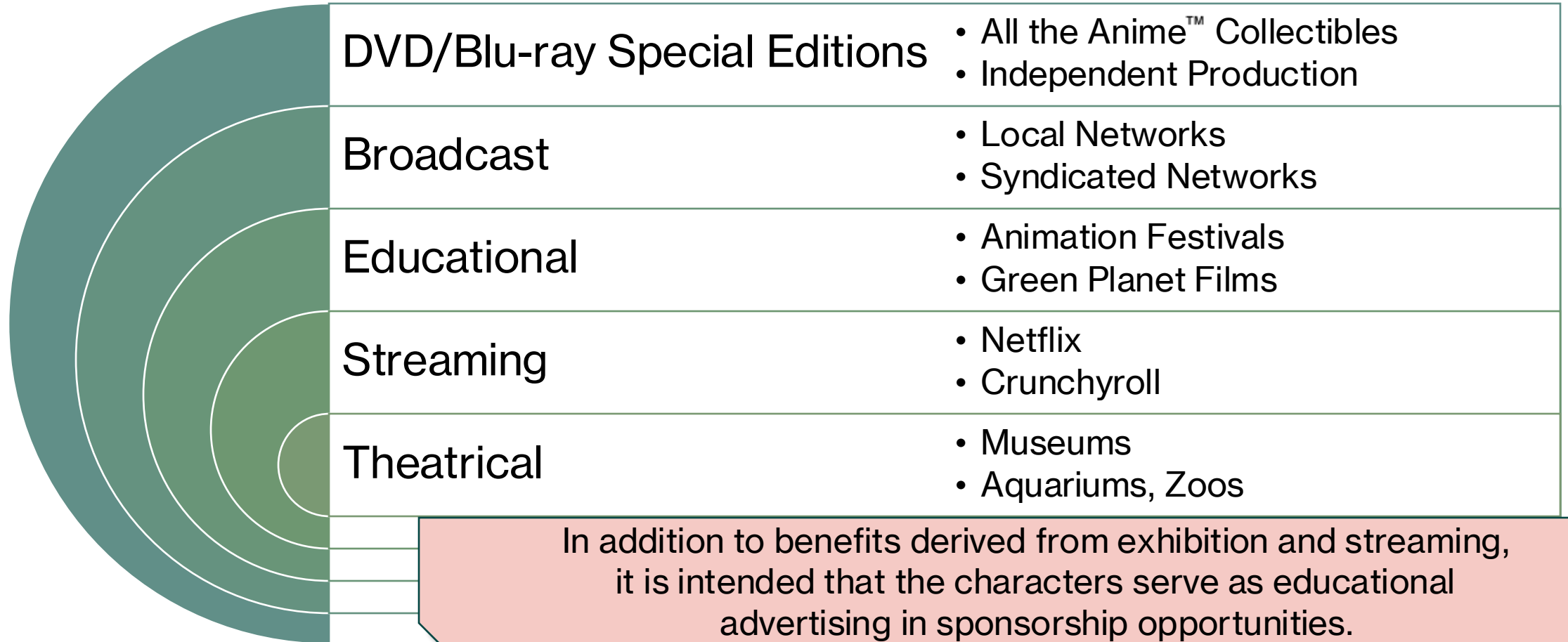
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The Afterlife of Whales

A Dramatic Animated Series

Revenue Streams Sought After Completion

Distribution Avenues



The Afterlife of Whales

A Dramatic Animated Series

Revenue Streams Sought After Completion

Merchandising

- Tilly's Tack® Diving and Swimwear
- Special Editions and Artwork
- Educational Literature and Programming
- Events, Licensing and Community Support

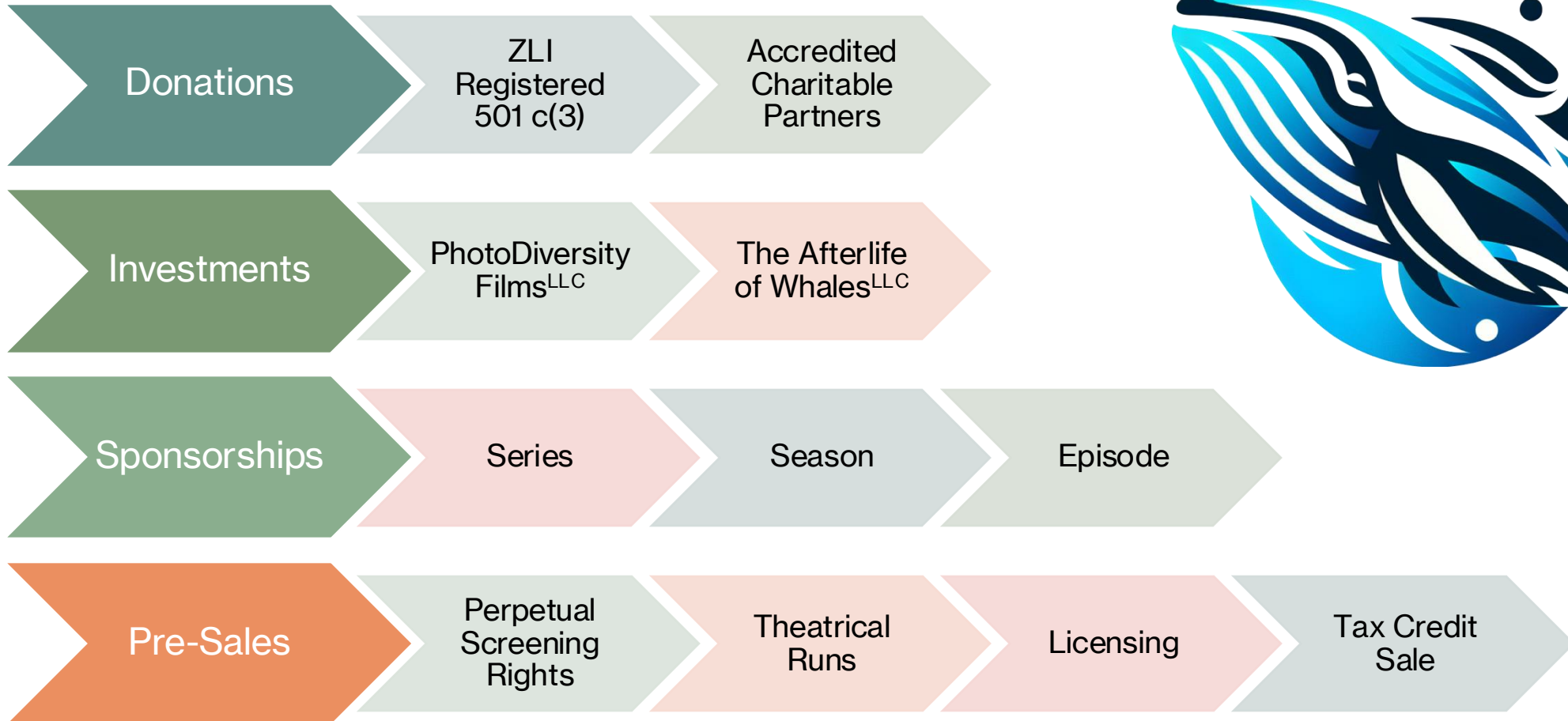


The Afterlife of Whales

A Dramatic Animated Series

Revenue Streams Sought Before Completion

Financial Sources



The Afterlife of Whales

The Afterlife of Whales is intended to be a revenue generating, mission appropriate project in support of the work of a 501 c(3) *The Zoological Lighting Institute* and *ZLI's Adaptation Campaign*.

Earmarking DONATIONS to *ZLI* for *The Afterlife of Whales* secures a full tax deduction, as well as the many and well recognized benefits that charitable support creates for the donor.

SPONSORSHIP for *The Afterlife of Whales* include Series, Seasonal, Episodic, and Product Placement opportunities. These place brands in highly prominent spots within the show itself, for all time.

INVESTMENT in *The Afterlife of Whales* earns participants the right to profits in the highly lucrative anime industry. Early 'Class V' investors also gain additional tax deductions for charitable budget elements.

GET FINANCIALLY INVOLVED

DONATION

Charity

CSR

Tax Rebate

SPONSORSHIP

Positioning

Engagement

Promotion

INVESTMENT

Profits

Legacy

Leadership

The Afterlife of Whales

The Afterlife of Whales was initiated by 501 c(3) *The Zoological Lighting Institute* to facilitate *ZLI's Adaptation Campaign*.

DONATIONS to *ZLI* for *The Afterlife of Whales* secure a full tax deduction, for private and corporate donors of 'Class C' shares. All will be included in the series credits directly, to recognize their charitable contribution.

Additional benefits of charitable giving include mission alignment (with science, the arts, and equity), improved engagement with colleagues, employees, and markets, and the indirect benefits that 'adaptation' creates.

Donations can be made directly at zli.org and distributed over time, doubled through corporate giving programs, or covered by participation in **ZLI'S IN-KIND DONATION INITIATIVES**.



ZLI.ORG

**DONATION
PORTAL
MATCHING
GIFT OPTION
AVAILABLE**

DONATION BENEFITS

SPECTRUM US >\$10,000,000+	AUDIO CREDIT TO CLOSE EVERY EPISODE
VIOLET US >\$5,000,000	Nonaffiliated EP Credit
INDIGO US >\$2,500,000	One in-episode Appearance (live or animated)
BLUE US >\$1,000,000	Personalized Location Tours
GREEN US >\$500,000	Studio Tour and Premier Party Invite
YELLOW US >\$100,000	After Episode Title Credit Listing
ORANGE US >\$50,000	Associated Marketing Credits
RED US >\$1000	Special Donor Edition DVD

The Afterlife of Whales

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PRODUCT PLACEMENTS for co-branded merchandise (1-5% Product Line Revenue upon Agreement) are also available. Selected sponsors may choose to have products featured as prop elements within scenes. These are 'quiet' inclusions, placed without being called out. Inclusion is competitive, subject to Director Approval.

SPONSOR BENEFITS

SERIES

\$12,000,000

One Available

Series Sponsor Logo will precede opening credits, announcing every episode in perpetuity.

Series Sponsor granted licensing rights and 'presented by' credit.

SEASONAL

\$4,000,000

Three Available

Season Sponsor Logos introduce after credits, closing each seasonal episode but preceding next episode preview.

Seasonal Sponsors gain limited licensing rights for one season (e.g., tech, apparel).

EPISODIC

\$750,000

Thirty-three Available

Episode Sponsor Logos included on three scientific or cultural insets, as scene breaks within the show.

Episode Sponsors gain limited rights to co-promote / screen that episode.

The Afterlife of Whales

INVESTOR BENEFITS

Spectrum	Violet	Indigo	Blue	Green	Yellow	Orange	Red
200+ Shares	$199 \leq x \leq 100$ Shares	$99 \leq x \leq 50$ Shares	$49 \leq x \leq 20$ Shares	$19 \leq x \leq 10$ Shares	$9 \leq x \leq 2$ Shares	1 Share	<1 (joint Purchase)

INVESTMENT in *The Afterlife of Whales* earns participants the right to profits in the highly lucrative anime industry.

Early 'Class V' investors also gain a tax deductions for charitable elements of the budget.

INVESTMENTS are eligible to benefit from a significant tax credit to achieve profitability faster, with BTL production in NJ and ATL undertaken in Japan.

SPECTRUM + VIOLET SUPPORT LEVEL PERKS

- Front End Nonaffiliated Producer Credit.
- Unlimited Tickets to all Premiers, Festivals and Events
- A Premier Production Studio Tour.
- ZLI Financial Board Position.

COLOR SUPPORT LEVEL PERKS

- Front End Nonaffiliated Producer Credit.
- Invitation to Select Screenings, Festivals, and Events.
- Exclusive *The Afterlife of Whales* Investor tour to Japan.
- Autographed Posters, DVDs/Blurays, and Swag.

Clear Profit Waterfall

Sales Agent

Distribution Costs

Deferrals

Investor 120% Recoupment

Class A Catch-up

Net Profits
(30%-40%-30% Split)

CLASS V+B

Class V investors (Invested before Production) receive a tax deduction for charitable aspects of the budget.

666 shares valued at \$50,000 available, 60 designated as 'Class V' shares.

Investors shall receive onscreen end credit as **'FISCAL PRODUCER'** and listed according to investment level.

Charitable Profit Distribution

30% Net Profits set aside for charitable partner distribution related to series content.

Provides Investor with added CSR Co-Branding Value

Produces Leadership in the fields of nature access, science education, and bird conservation.

The Afterlife of Whales

(Hypothetical) Return on Investment

Spectrum	Violet	Indigo	Blue	Green	Yellow	Orange	Red
200+ Shares	$199 \leq x \leq 100$ Shares	$99 \leq x \leq 50$ Shares	$49 \leq x \leq 20$ Shares	$19 \leq x \leq 10$ Shares	$9 \leq x \leq 2$ Shares	1 Share	<1 (joint Purchase)

ESTIMATED INVESTOR ROI

ASSUMING \$155,000,000 NET PROFIT
(Median Expectation)

Total Budget = \$49,500,000

- First Year Distribution Net Profit = \$155,000,000
- First payout to Investors (120%) = \$59,400,000
- Producer Catch-Up = \$9,900,000

• Remaining Money to be Split = \$85,700,000

\$28,680,000 Class A /

\$38,240,000 Class V+B /

\$28,168,000 Charitable Donation

(FIRST PAYOUT + SPLIT) = \$97.64 M

Clear Profit Waterfall

Sales Agent

Distribution Costs

Deferrals

Investor 120%
Recoupment

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(30%-40%-30% Split)

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conservation.

The Afterlife of Whales

CHARITIES OF CHOICE

Spectrum	Violet	Indigo	Blue	Green	Yellow	Orange	Red
200+ Shares	$199 \leq x \leq 100$ Shares	$99 \leq x \leq 50$ Shares	$49 \leq x \leq 20$ Shares	$19 \leq x \leq 10$ Shares	$9 \leq x \leq 2$ Shares	1 Share	<1 (joint Purchase)

The Zoological Lighting Institute

& Affiliated Charities

With ethical intent, *The Afterlife of Whales* presents a financial participation model that can benefit charitable causes while enriching investors directly.

Donors may donate shares to a pre-approved 'charity of choice', which will receive Class C shares in the project.

The Zoological Lighting Institute will receive any unassigned donations as the prime charity, also creating Class C shares (unattached to further tax deductions).

Class V Investors may alternately select either ZLI or a preapproved 'charity of choice' to receive an assigned portion the budget itself, gaining tax deductions in addition to their own share profits. Unassigned distributions of this 30% Class C share block will be granted to ZLI, with tax deductions granted to Class A investors (the producers).

DONATING Shares

Tax Deduction

Donor Onscreen Credit

Donor Events

Income Earning Potential for Charities of Choice

CLASS V Shares

Class V investors (Invested before Production) receive a tax deduction for charitably distributed net profits

Charity and Investor both receive profits, with added value of tax deduction for any profit charity gains.

Class V Investors shall receive onscreen end credit as **'FISCAL PRODUCER'** and listed according to investment level.

CHARITIES of Choice

All associated charities align with the ZLI Mission and nature access goals.

CSR Value engages BOTH ZLI and Charity of Choice, doubling reach and value.

ZLI Use of Funding supports grants and advocacy efforts.



THANK YOU!

Contact ZLI directly
with any questions and to explore
participation in this project.

James Karl Fischer, PhD

Executive Director, ZLI

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The Afterlife of Whales

is a project initiated by
ZLI's Adaptation Campaign *dedicated to
combatting Anti-Asian Hate while
supporting photobiology research.*

See www.zoolighting.org for more
information.

