

THE  
PACHACUTI  
PROJECT



## THE PACHACUTI PROJECT

### EXECUTIVE SUMMARY

The Pachacuti Project is essentially a social awareness campaign that aims to ‘piggy-back’ on the public appeal of screen entertainment to provide operating revenue and to carry its message. It is a project that seeks to highlight global sustainability issues and to help motivate the general masses to action, particularly in the field of resource conservation and footprint reduction.

Around the world there is steadily growing public clamour regarding the size of the human ecological footprint and an increasingly bright spotlight coming to bear on over-population - to date pretty much an ‘elephant in the parlour’, at least in the political arena. The Pachacuti perspective is that these are real issues, that they underpin most if not all of today’s global environmental dilemmas and that the solution to them is footprint contraction and common sense submission to the ecosystem. Public opinion is seen as the most potent force to effect change and it is for this audience particularly that the project seeks to add another voice to the growing chorus.

Conceived less than 12 months ago, the project already has firm foundations. A project website is established and growing. A purpose-designed doco/novel has been published. From this book, story and documentary material has been compiled for adaptation to film, TV, internet and DVD marketing. The project has the interest and support of Australian actor, environmentalist and philanthropist, Jack Thompson who has already narrated and acted for an 8 minute promotional microfilm shot early this year as the first step of a serious pitch to screen producers. Producers in Australia and in the USA have already been primed with the project’s potential by Thompson and others. Universally, there has been an encouraging response.

Currently, the project’s primary focus is being directed at the task of raising seed capital for professional development of a screen play. This will adapt the book’s storyline and embedded philosophies to film. The resulting script and the existing micro-film trailer will be pitched to the movie industry in Australia and internationally.

Though it is seen as the most likely first success for the least seed investment, the making of an epic international film is not the project’s only screen potential. A raft of documentaries and two television series are also proposed. Non-screen project elements are being developed as well, their modest ongoing costs privately funded. These include ongoing development of the website, internet sales of promotional merchandise, development of board and video games and exploration of the potential for ‘Pachacuti’ style promotional music.

The ancient Incan word ‘pachacuti’ has undergone a recent resurgence in use, being synonymous with social transition. It has of recent years become internationally identified with fair-trade commerce, indigenous rights and other cultural aspects that the Pachacuti Project seeks to address. It is also set to become a household word as the year 2012 approaches and the raft of Mayan calendar ‘prophesies’ associated with that year gain public attention. In the internet world of Google, Myspace, Youtube and the like, the Pachacuti Project will undoubtedly benefit from these associations in the near future.

The social setting and the timing for the Pachacuti Project are now both right. It has a diversity of opportunities for significant commercial and social gain. It requires no more than good management to succeed.



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### 1 THE PROJECT IN OVERVIEW

The Pachacuti Project is essentially a community service program with the simple philosophical aim of contributing to long term human sustainability. With that ultimate objective in mind, its more immediate, practical aims are;

- to provide information, raise awareness and promote public debate on the complex global issues confronting humanity in the 21st Century,
- to encourage individuals and communities to view environmental and social issues from fresh, productive perspectives,
- to foster public engagement with the global issues by providing readily accessible facilities and forums for discussion, and
- to provide an effective hub for connecting enquiring people with appropriate knowledge and resources.

The project has no political or religious affiliations and aims to engage all levels of society. Its ‘bread and butter’ subject issues might loosely be categorised as humanitarian, environmental, social and philosophical, though in reality these are all regarded as sub-sets of the one topic, sustainability.

It is founded on the view that the greatest good will be achieved through holistic perspectives based on physical evidence, pragmatic science, reasoned logic, common sense and the treatment of causes rather than symptoms.

It plans to tap into the altruism of individuals but to avoid reliance upon charity or voluntary effort. Fundamental to the project’s methodology is the recognition that it operates within a capital based social arena and that it must maintain overall economic viability. Hence, project activities are generally designed to produce income as well as meet the objectives of message promotion and service provision. All who contribute directly to the project’s operations receive financial



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remuneration in whatever form is appropriate to the circumstances of their engagement. Hence development is generally limited only by financial constraints and not by availability of volunteer personnel.

The project utilises a diversity of tools to achieve its aims but recognizes in particular that the internet, the arts and entertainment are probably the most effective portals by which to interface with the public purse and consciousness.

In the field of film and television, the potential for public influence, as well as for financing the project, is particularly strong. Opportunity and potential abound in this field because the subject matter is current and touches all of humanity across all borders and classes.

## 2 THE PROJECT IN DETAIL

### 2.1 Pachacuti.com – The Business

Pachacuti.com is a Queensland, Australia registered business that currently provides a legal and administrative framework for organising and controlling the project's day to day running. As the project's activities diversify, more complex company structure/s will be required and such instruments as are appropriate will be set up as need dictates.

Trademark registration of the logo at the head of this document is pending. Registrations cover the operation of the business for several purposes including;

- publishing,
- retail of goods and services,
- screen script-writing and production,
- internet advertising, and
- charity works.

### 2.2 The Internet Website

'Pachacuti – The Community' was launched in February 2009 to provide an internet presence and a hub for the project's activities. It has been established on a high quality ISP server with large capacity for site expansion. It utilises and contributes to the development of free public-domain software.

The website's many features include a high quality forum for discussion and debate, a more casual blog, a growing list of links to resources, services and practical organisations, an e-commerce shop retailing a growing list of high quality promotional merchandise, and regular news updates for subjects particularly relevant to the project's activities. User interest is enhanced by the inclusion of various polls, quotations, blog and statistics. From the latter, it is obvious that interest in the subject matter is already international with nearly half of all visits coming from sources outside Australia. This multinational appeal is enhanced by an embedded facility which translates the site, on request, into one of 39 languages.

Further development of the website, either currently under way or planned, includes an advocacy program, regular newsletters for registered users, a gallery section specifically dedicated to relevant television style articles and still images and a section for user uploads of material for shared information and entertainment. A Pachacuti presence on Youtube is established and intellectual dialogue with high profile forums is being established. Both of these strategies will enhance the Pachacuti site's public profile. Interaction with other sites like Twitter, Myspace and Facebook is also planned.



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The website brings a number of major advantages to the project;

- It provides 'connectedness' by being a platform for a Pachacuti community, a focused source of information and a soapbox for individual voices to be heard.
- It will raise revenue through advertising.
- It gathers and maintains a ready made audience for screen and other revenue raising projects.
- It is a mechanism by which to gauge the project's ongoing public impact and to optimise direction.

Asset value accrues to this website from its being a ready market base for Pachacuti products and an audience for screen and other entertainments, as well as its potential for advertising revenue.

### 2.3 The Book

The ideas and viewpoints underpinning the project are collected together within the pages of *Pachacuti – mankind in the coming re-genesis*, no ordinary book.

In form, the book is fiction. Its story chronicles the lives of a few key characters and the global circumstances between 1980 and 2080, a century dominated by environmental and social decline, the collapse of civilization and re-emergent pockets of primitive society in the aftermath.

In function, the book is a documentation of current environmental matters and an exploration of our society's apparent incapacity to deal with them. Salted throughout with philosophical and social insights, it steers the reader to consider holistic and pragmatic views of global civilization and the part of the individual within it.

The book was published in May 2009 by Pachacuti.com. Distribution at the time of writing is via internet sales and selected independent bookstores. It has been submitted for review to a number of major newspapers and magazines. No major promotional advertising has yet been undertaken.

The asset value of the book lies in the copyrighting of its content as well as in its capacity to generate revenue through sales. All publishing rights are held by Pachacuti.com and all sales contribute directly to the project's gross income.

### 2.4 Screen Elements

#### 2.4.1 The Film

The greatest potential for public influence and for funding the project lies within the proposed screen works.

Pachacuti contains more than mere storylines that script writers might adapt for screen. With its unique geographical and social backdrops, it invites the production of screen works for cinema as well as a whole series of works for television. In scope, this screen element of the project embraces the entertainment, current affairs, education and documentary genres.

As a film, the proposed storyline is of three generations of characters living through the heyday, decline and collapse of civilisation, preparing a group of communities around the world to ride out the social storm, and then moulding a re-emergent society in a world of rapid environmental change. It offers opportunity for a topical cinema epic with international relevance.

#### 2.4.2 The Documentaries

A number of documentary subjects are seen as suitable material for television and DVD sales. The general title of 'Pachacuti – The Perspectives' has been proposed.



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In a broad sense, the documentary series explores the global circumstances and prospects of our current civilisation from the perspectives of Man as animal and species, inhabiting a finite ecosystem and consuming its finite resources.

Episodes might include;

1. How much of an economic collapse does it take to trigger an irreversible descent into a collapse of law and order? What if we suffered such a total or even near total collapse? Who would survive? What would remain on which to build the next society?
2. Our relationship to our ecosystem, showing past, present and projected near future trajectories of its more critical elements. Largely a factual overview of the status and trends of the global environment, our utilisation of it and our dependence upon it.
3. A detailed look at the physical attributes of the human animal and the mechanisms of human society; the tools and methods by which we out-compete other species. An explanation of the apparent potency of intellect, cooperation and technology in a stable natural world ... and of the Achilles heel that they represent in the event of rapid change.
4. The global footprint situation.
5. Technology the solution or the problem – eg will clean energy merely facilitate a greater consumer footprint?
6. Theology and science – Has our pre-occupation with religion become anachronistic in the face of modern knowledge?
7. Is society controlled or simply evolving without goals – and does it matter?
8. Animal intellect versus species wisdom.
9. If the economy based model of society is flawed, with what do we replace it?
10. The Achilles heel of privatised infrastructure and urban concentration.

The series seeks to promote reflection on how we came to the current, seemingly unsustainable circumstances and what it is about our society that most hinders the necessary changes. With particular emphasis on over-population, political and cultural disunity, economic inflexibility and a human demand that exceeds the planet's capacity, there is great scope for political and social controversy.

### 2.4.3 The TV Series

Two stand-alone television series are visualised;

- “Pachacuti – The Chronicles” - begins where the movie leaves off. A series of episodic programs portraying a fictional society in the post-Collapse world of a morphing environment, of limited technology, of enforced innovation, and new social and political paradigms with sub-plots including ‘what happened to the other Pachacuti communities?’ and ‘the race against hostile other societies to regain lost technologies’.
- “Staying Alive in the 21<sup>st</sup> Century” - A more or less DIY style program based on the practicalities of sustainability and self sufficiency as well as the transition to fossil energy independence, including an exploration of the various organisations engaged in the pursuit of sustainability.

### 2.5 Board and Video Games

Board games and video games are both visualised. They are seen as potential income streams and excellent vehicles for the Pachacuti message.



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Given their lower production cost, board game concepts are already being developed. Experimentation with themes and concepts on the board will be a major aid to getting high-penetration formulae for the evolution of video models and may even provide material and ideas for TV series episodes.

Video gaming could be developed with real-time connection via the website so that various players could engage simultaneously from remote locations.

iPhone applications are already being planned.

### 2.6 Goods and Services

**Goods** for retail consist initially of promotional merchandise but potentially growing more commercial as markets and suitable stocks are developed. Internet shopping is already functional.

**Services** will include publishing, charity facilitation, promotion and publicity, project management, screen production and the like and will be provided preferentially for causes that are aligned to the Pachacuti ideals and message. For this purpose, services may be provided at cost to selected causes that aid promotion of the Project. Service products have yet to be developed and some will require a certain level of project momentum and public awareness before they could be successfully launched. Publishing, however, could be established at short notice.

### 2.7 The Advocacy Program

To help progress the project's aims, the development of a team of voluntary advocates is being pursued.

By and large, anyone willing and able to promote the Pachacuti aims would meet our criteria for membership of the program, but the following few attributes would maximize an advocate's effectiveness;

- Social interest and social conscience,
- Concern for the welfare of future generations,
- Capacity and opportunity to communicate and to facilitate discussion,
- Pragmatism and openness to evidence based reasoning,
- Willingness to question the future value of present traditions, and
- Interest in exploring new social frontiers.

Involvement would be on a volunteer basis, so obviously the level of individual activity would be self imposed. Following are some examples of activities in which a Pachacuti advocate might find him/herself engaging;

- Facilitating community awareness of the reality and direction of the global environment,
- Promoting discussion generally about the environment and society's interaction with it,
- Providing feedback to improve our methods of interfacing with the broader community,
- Engaging with the evolving refinement of our philosophical viewpoint,
- Promoting individual and organisational involvement with the website,
- Researching and submitting appropriate material to further develop the site as a community facility and resource,
- Interacting autonomously with other advocates, and
- Providing information and assistance, on a case basis, for specific queries that we might receive.



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### 2.8 Speaking Engagements

Speaking engagements are visualised covering the whole range of topics, with presentations being made by the book's author initially and then later by other advocates. Though these may not generate net income, they are excellent promotional tools. There is a strong market for public speaking and the topics are demonstrably popular.

### 2.9 Music

The potential for the development and sale of 'Pachacuti' specific music has been recognized. Discussions are currently ongoing with an ARIA award winning Australian composer/songwriter concerning this aspect of the project. A draft schedule has been proposed to produce a number of tracks for internet download sales before Christmas 2009.

## 3 PROPOSED DEVELOPMENT STRATEGY

There is a range of possibilities for developing the project to a self sustaining level of activity.

**The 'lottery' scenario** involves sufficient entrepreneurial investment of funds to fully launch the making of a movie and the TV series. This is perhaps the ideal but would require an investment in the several million dollars. It is not called the lottery scenario for nothing.

More definite is the **'eating an elephant'** approach. Taking a bite at a time, small initial investment could generate market interest and sufficient income to defray the costs of ongoing development. In this scenario, the sequence of events (and estimated required investment) would likely be;

**The Community Website** that is already well established and growing. Little further capital investment is required although ongoing development would certainly be accelerated by having a paid administrator sourcing and posting material on a dedicated basis – say 20 hours per week. At some threshold point the website will begin to provide revenue through advertising.

**The Internet Shop** which is now operational selling books and a limited but growing range of promotional merchandise,

**Games** - Already in train is the development of a Pachacuti board game for internet sale, a simple promotional device. The intention is to subsequently develop and expand this game concept into a video and on-line concern; again promotional, but with a little more potential for revenue. Estimated costs are \$5,000 to \$10,000 for the board game. Video and iPhone game production costs are not yet defined as they depend heavily on the technology adopted,

**Music** – The composition and recording of specifically Pachacuti style music is already being negotiated with the principal market target being internet based. This enterprise should at least break even commercially and is a way of getting international promotion relatively quickly. If a truly successful style of music is developed, the potential for both revenue and promotion is large. Estimated production costs for a first album of ten or twelve tracks is \$25,000 to \$30,000,

**Pachacuti – The Film** - Pursuing this proposal represents the first major investment requirement, \$50-\$100,000. It is the subject of a current proposition for syndicate style funding to develop a screen play adapting the Pachacuti story for screen. A successful pitch to movie makers and a subsequent successful film would obviously provide investment returns and an income stream for a more aggressive project plan,

**TV Documentaries** – As a less desirable first step, \$90,000 would finance the production of ten micro-film trailers to showcase the TV documentary series potential. If these were successfully pitched to producers, sufficient investment would become available to shoot the full documentary



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series. A more positive start would be to make the ten micro-film trailers PLUS the first couple of documentary episodes. This would require an up-front investment of some \$180,000 but would result in synergistic benefits from parallel filming,

**Pachacuti – The Chronicles** and **Staying Alive in the 21<sup>st</sup> Century** – These two television series are seen as probably the most durable of vehicles for the message and as sources of project revenue. It is likely that development of these screen projects would be undertaken last of all.

In parallel with project efforts in the screen industry, the development of the project website and the merchandise retail outlet and promotion of the book will obviously continue, progressively building revenue and a prospective screen audience.

### 4 CONCLUSION

There seems little doubt that many of the serious global problems with our ecosystem stem from the general human attitude towards it. Most people who agree also feel there is little time to bring about voluntary change and perhaps even less chance of achieving the global unity required to initiate it. This view could easily inspire despair and begs the question, “Why bother with a Pachacuti Project at all?” The answer is simple. The surest way of enacting the doomsday prophecy is for everyone to go build a bunker in the bush or to continue pretending nothing is wrong. Action really is the only sensible option.

On the other hand, if the shrinking body of optimistic opinion is actually correct and there’s really nothing to worry about, the project may prove to have been a waste of time in social terms but at the very least will have provided some entertaining storytelling and some economic activity for the Australian arts industry.

In short there doesn’t seem to be a lot of downside for prospective investment, be it financial, energetic, spiritual or emotional.

### 5 CONTACT

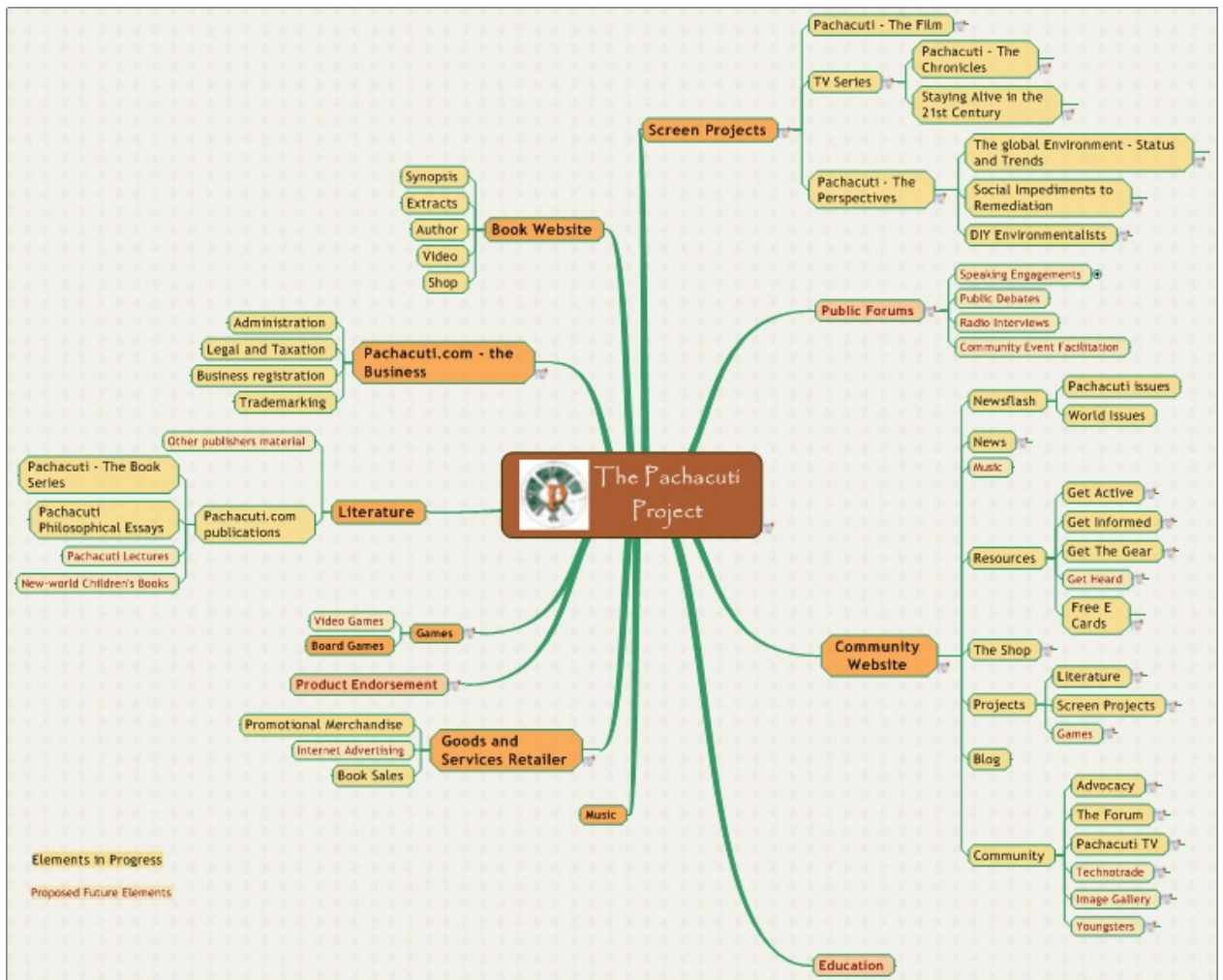
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### 6 APPENDICES

The attached two appendices have been compiled to provide diagrammatic explanation of the overall project and of the structure of the community website.



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