



Skuad Rimba is an animated series in the form of Public Service Announcement (PSA) clips and film episodes with the concept of edutainment with background of tropical forest and nature. This project carries the main message of educating and exposing the community, especially (10-12 years old) to the importance of preserving the forest and the environment. The animation will feature the character of a superhero :PUTRA Rimba with 5 school students (classmate : Haris, Aiesya, Lee, Krisha and Jayum). Those 5 kids have superpower skills based on nature such as plant, water, fire, wind, land and animals to combat damage done by irresponsible parties to the forest and nature. The content of PSA focus on short messages/info on tips or facts regarding nature and forest conservation. Meanwhile, episode film series is for TV shows with specific storyline which highlight issue and solution for nature and forest conservation. These animation approach also will infuse the basic knowledge and skills that each person/individual must have to jointly carry the responsibility of preserving the forest and the environment.



PITCH

PROBLEM STATEMENT

- Environmental Issues
- Awareness
- Environment Advocate and education medium

SOLUTION

Infused animation with the **knowledge and skills** that each individual must have to jointly carry the responsibility of **preserving the forest and the environment**

TARGET MARKET

- B2C : School children (10-12 years old), YouTube platform, social media.
- B2B : GLCs, NGOs, Ministries, Private companies, CSR programme, Broadcaster (TV Series).

UNIQUE SELLING POINT

- The only local edutainment animated film series with the concept of exposure and education to preserve the forest and the environment.
- The animation not only provide entertainment but also educate with related skills and also issue related to forest and environment.



MyRimba Sdn. Bhd.
Institute of Tropical Forestry & Forest Product
Universiti Putra Malaysia
43400 Serdang, Selangor, Malaysia

admin@myrimba.com
www.myrimba.com
<https://www.facebook.com/MyRimbaSB/>
<https://www.instagram.com/my.rimba/>



TRACTION PIPELINE

 2020	PRODUCT DEVELOPMENT & PRE START-UP
 2021	START-UP COMPANY INCORPORATION
 2022	3D CHARACTER AND ASSET DEVELOPMENT <ul style="list-style-type: none"> • Promotion and pitching to targeted funder/investor • Strategic partnership • Secure project and program • Team recruitment and company expansion • Main Character : 6 • Support Character : 7 • Animal Character: 8 • Background : 3 • Assets : 6
 2023	MAINSTREAM MARKET PENETRATION & IMAGE / BRANDING DEVELOPMENT
 2024...	BUSINESS DIVERSIFICATION & COMMUNITY AMBASSADOR



RM 2.63 M
for 3 years operation

TEAM

