

Tiger Heart

Format: Animated Series (10 min x 16 episodes)

Genre: Action / Drama / Fantasy

Target Audience: Tween to Young Adult (10+)

Creator & Director: Mr. Surapong Wetsuwanmanee

Studio: Kanya Animation, Thailand

Logline (Short Version):

In a divided multiverse of warriors, a young businessman who rejects violence must reclaim his family's lost honor and wield the legendary Tiger Heart power to prevent chaos across four battling realms.

One-Sheet Summary (Expanded Pitch):

Premise:

In a mythic world divided into four realms of warriors — **Humans, Beasts, Machines (A.I.),** and **Spirits** — a sacred power known as the **Tiger Heart** grants unimaginable strength to those who possess moral courage and physical mastery. However, this power comes with a painful cost: the wielder must sacrifice personal desires, love, and attachments.

The Protagonist:

Megdara, a determined young man and the son of a legendary Muay Thai champion **Thongklaa**, has no interest in fighting or violence. Traumatically affected by the loss of his mother, caused by his father's misuse of Tiger Heart power, Megdara turns away from the path of a warrior and chooses to become a peaceful businessman.

But destiny finds him. When his father disappears and chaos threatens the realms, Megdara is forced to confront his past and accept the inherited Tiger Heart. He enters the legendary multiverse tournament governed by **Xephiad**, the god-judge of the four realms, to prevent a tyrant from seizing absolute power.

The Antagonist:

Shaimon, son of the infamous **Bernard**, was once a rival of Thongklaa. Their feud over Tiger Heart destroyed friendships and lives. Now, Shaimon seeks to reclaim what he believes was stolen from his lineage, even if it means corrupting the power to dominate all realms.

The Love Interest:

Aira, daughter of John — an English expat and lifelong friend of Thongklaa — is Megdara's childhood companion. She becomes the emotional compass of the story. Her presence challenges Megdara's inner conflict between love and duty.

Supporting Characters:

Megdara is joined by **Redmouse**, a witty, loyal warrior from the Beast realm who acts

as both comic relief and battle mentor. Through their friendship, Megdara learns the value of teamwork and emotional strength.

Core Themes:

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Inner strength over physical dominance

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Forgiveness and healing from generational trauma

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Sacrifice and personal growth

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Multicultural values and coexistence

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Unique Selling Points:

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Rich world-building across four distinct realms

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Strong blend of Southeast Asian martial arts and universal mythologies

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Modular storytelling that allows each episode to explore a different realm or challenge

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High co-production potential: adaptable across cultures, visually driven

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Current Status:

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16 episodes storyboarded (10 minutes each)

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Concept artwork, character designs, and world maps completed

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Seeking co-producers, broadcasters, and creative financing partners for animation and international packaging

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Production Techniques:

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2D frame-by-frame with hybrid digital tools (Toonboom Harmony, Paperless Workflow)

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Use of traditional Thai visual motifs fused with modern tech-aesthetic for Machine Realm

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Goals at ATF 2025 and Other Pitches:

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Find international partners and creative collaborators

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Secure financing and distribution pathways

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Present Tiger Heart as a globally relevant original IP rooted in Thai storytelling but universally resonant

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For further information or pitch material, please contact:

Surapong Wetsuwanmanee

Director & Creator

Kanya Animation Co., Ltd.

Thailand

Tiger Heart: Pitch Deck (8+ Pages)

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PAGE 1: Title Page

Tiger Heart

A Battle Across Realms. A Power That Demands Sacrifice.

Animated Series

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PAGE 2: Logline + Core Concept

LOGLINE

In a divided multiverse of warriors, a young businessman who rejects violence must reclaim his family's lost

honor and wield the legendary Tiger Heart power to prevent chaos across four battling realms.

CORE CONCEPT

A sacred power—**Tiger Heart**—grants unrivaled strength to warriors with moral clarity and personal sacrifice. In a mythic world where Humans, Beasts, Machines, and Spirits battle for dominance, the weakest race may hold the key to ultimate balance.

PAGE 3: Synopsis / One-Sheet Summary

PREMISE

Megdara, son of famed Muay Thai champion **Thongklaa**, wants nothing to do with fighting. Scarred by the tragedy of his mother's death due to his father's misuse of the **Tiger Heart**, he rejects combat and chooses a quiet life as a businessman.

But when darkness rises and his father disappears, Megdara must confront the legacy he fled. Forced to enter a deadly multiverse tournament governed by **Xephiad**, the celestial judge, Megdara must awaken the Tiger Heart within and stand against a rival from his family's past to save all four realms.

Strength alone is not enough. To wield the Tiger Heart, one must sacrifice everything—especially love.

PAGE 4: Characters

Megdara — Reluctant hero, son of a fallen warrior. Business-minded, peace-seeking, but deeply moral.

Aira — Bright, brave daughter of John (an English expat). Megdara's childhood friend and emotional anchor.

Thongklaa — Megdara's father, Muay Thai legend with a tormented past.

Shaimon — Antagonist. Ruthless heir of Bernard, seeking to twist the Tiger Heart into domination.

Redmouse — Beast Realm warrior. Smart, funny, loyal. Megdara's reluctant mentor and trusted friend.

Xephiad — Mysterious god-like judge of the tournament across all four realms.

PAGE 5: World-Building / The Four Realms

1. Human Realm — Technologically advanced, but physically weak. Full of ethical struggle.

2. Beast Realm — Animalistic warriors with instinct, strength, and ancient codes of honor.

- 3. **Machine Realm** — AI-controlled, precision-based combat. Logic over emotion.
- 4. **Spirit Realm** — Illusive, magical, deceptive, and powerful in illusion and mental force.

The **Multiverse Arena** is a shifting tournament battleground where all four realms clash under Xephiad's rules.

PAGE 6: Themes & Emotional Arc

KEY THEMES

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Legacy vs. Individuality

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The courage to choose peace in a violent world

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Sacrifice of love, ego, and comfort for greater purpose

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Family conflict and generational trauma

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Finding strength through connection—not domination

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The hero doesn't win by overpowering enemies. He wins by mastering himself.

PAGE 7: Visual Style & Production

ANIMATION STYLE

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2D frame-by-frame

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Tools: **Toonboom Harmony**, paperless workflow

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Blending **Thai motifs** with fantasy aesthetics

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Each realm has distinct color palettes and motion rhythm

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Inspirations: *Avatar: The Last Airbender*, *Demon Slayer*, *Thai folklore*

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VISUAL MOOD

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Explosive action scenes balanced with emotional stillness

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Multicultural character design, martial arts influence

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Visual motifs: Tiger glyphs, neon circuitry (Machine realm), spirit fog

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PAGE 8: Current Status & Opportunity

STATUS

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16 episodes fully storyboarded (10 min each)

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Concept art, character sheets, realm designs completed

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Ready for **pre-production** and **international co-development**

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LOOKING FOR

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Broadcasters / streamers

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Co-producers (regional or international)

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Creative financiers

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Merchandising / licensing partners

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Tiger Heart is ready to roar onto the global stage. Let's build the legend together.

PAGE 9 (Optional): Unique Selling Points

- ✓ Strong Southeast Asian identity blended with global storytelling
- ✓ Modular episode design (each realm = self-contained arcs)
- ✓ Wide appeal from pre-teens to young adults
- ✓ Expands into transmedia: games, toys, comics
- ✓ Appeals to fans of martial arts, fantasy, and deep emotional arcs

PAGE 10 (Optional): About the Creator & Studio

Mr. Surapong Wetsuwanmanee

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Veteran Thai animator, director, educator

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Over 20 years in the Thai animation industry

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Known for integrating Thai culture with international storytelling

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Kanya Animation Co., Ltd.

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Founded in 2005

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Leading 2D animation studio in Thailand

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Known for both commercial animation and original IP

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Trainers in 2D animation nationwide

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Specialists in Toonboom Harmony & hybrid techniques

Director's Statement – Tiger Heart

Tiger Heart was born from my lifelong passion to blend Southeast Asian martial arts with universal mythologies. Growing up in Thailand, Muay Thai was not just a sport but a symbol of courage and resilience. I wanted to reimagine these values in a

fantasy multiverse where strength is not measured only by power, but by sacrifice, morality, and the courage to choose peace over violence.

At its core, Tiger Heart is a story about legacy and healing. The protagonist, Megdara, represents a new generation that questions the destructive paths of the past. Through his journey, I wish to inspire audiences to reflect on forgiveness, the cost of power, and the strength that comes from connection rather than domination.

Visually, Tiger Heart embraces Thai motifs and cultural depth while speaking the universal language of action and fantasy. My goal is to present an original Asian hero narrative that can resonate globally, proving that stories rooted in local identity can also roar on the world stage.

With Tiger Heart, I hope to invite young audiences to believe in a future where tradition and modernity can coexist, where peace can be stronger than violence, and where every sacrifice paves the way for hope.

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