



But First...

About Us....



Mark Greenbaum
Concept & Graphic Design

Mark Greenbaum is a Graphic Designer based in Boston. He has worn many hats over the years, from Toy designer to Animator. He has had the pleasure of working alongside industry Veteran Bob Camp as part of Boblab Studios, creating game apps and TV pitches. He has been working in and around the toy industry for 15+ years, enjoying packaging design work with Jazwares and servicing clients like Marvel, Disney, Funimation etc.

If it has a flat surface, you can bet he will draw on it. He loves great design in all it's forms and is always striving to create fun, memorable experiences.



Jude Pullen (CEng, MEng, BSc, AFOL).
Concept & Physical Gameplay

Jude Pullen is an Award-Winning Prototyping Expert and Technologist. He has worked for the likes of LEGO and Dyson creating new (and often patented) ideas, as well as helping startups like Sugru and Mayku, scale-up and expand their brand and production capabilities. When not working on top secret stuff, he has featured on BBC Two's Big Life Fix, and Channel4's Sir David Jason's Great British Inventions. He now consults for companies looking to innovate products and experiences, and has a keen interest in nature and sustainability. He has recently build a 'Hot-Wheels' inspired loop the loop out of cardboard for his son.

Mini Backstory...



Grew up in USA. Moved to UK and then came back again.

Inspired by my Mom (signpainter) and by comics. There was no question, I wanted to be an artist when I grew up. Dad of a small human and a smaller pug.



Monster mania

Penrith kids on T Rex trail

DINO-mania is sweeping a Penrith play scheme ahead of the blockbuster film Jurassic Park hitting town on Friday.

Ten-year-olds Jude Pullen, left, and George Steven created their T-Rex out of cardboard and threaded together 100 yogurt pots for the tail.

Other youngsters made monsters, masks, and kites based on the movie.

The scheme is a joint venture between the town's Abacus Pre-School Nursery and Ullswater Community College.

Eden Arts sponsored local artist, Sue Wardle to work with the children.

ing out as part of their YT caring course.

The holiday play programme runs until August 20 and includes trips to Wetheriggs Pottery, Ullswater, and Tulle House, Carlisle.


Project manager John Pullen has details of this and an after-school club which is starting in September.

Grew up in rural Cumbria, UK.

Always loved working with card/junk, nature, and being curious about how things worked...

Dad of 4yo boy. Love making stuff together.

How It Started...



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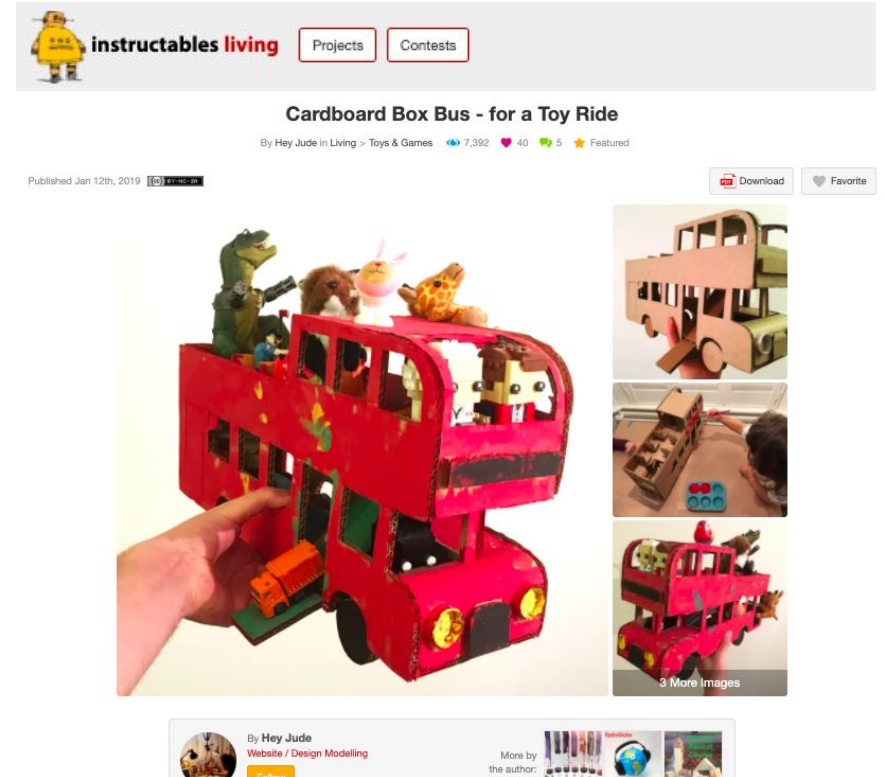
Mark Greenbaum • 1st
Graphic Designer / Creative Director
8mo • Edited •

I made a Teenage Mutant Ninja Turtle hideout playset for my 3yr old. A cheap way to keep him entertained on a winter weekend and inspire him to engage in imaginative play. ...see more



245 - 67 Comments

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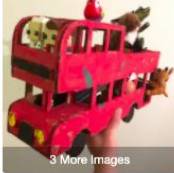



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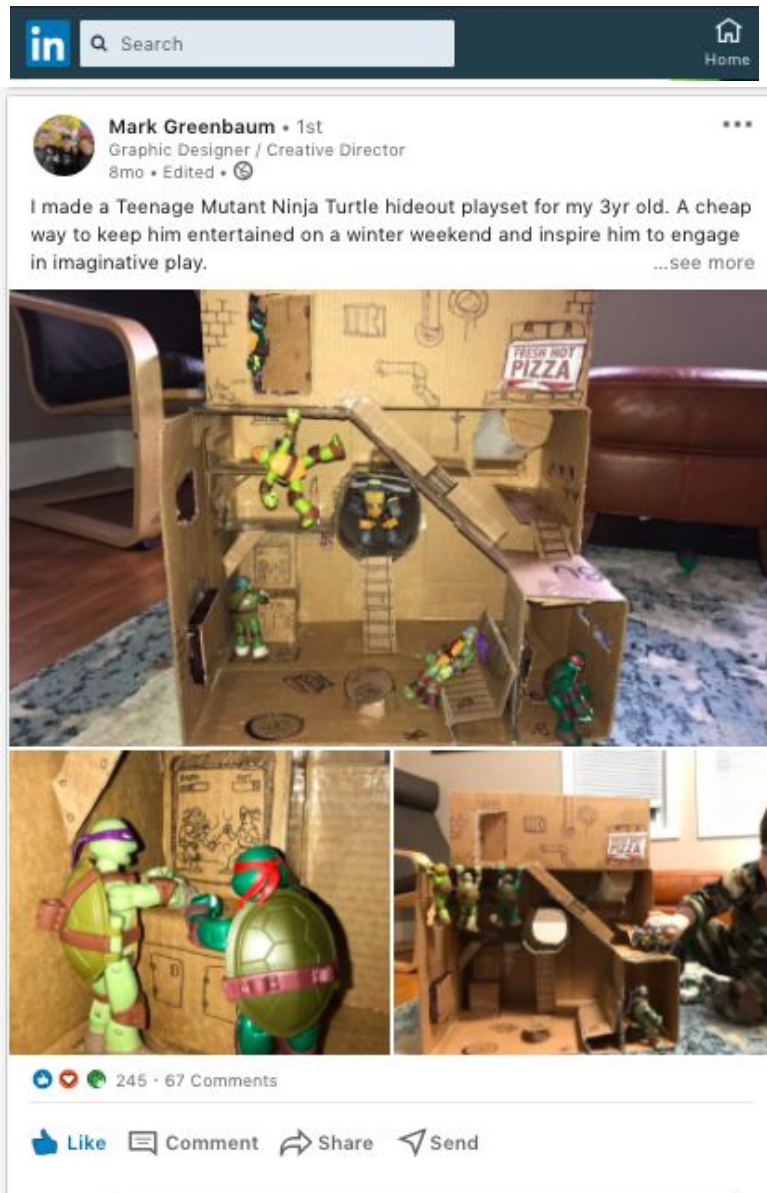


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How It Started...



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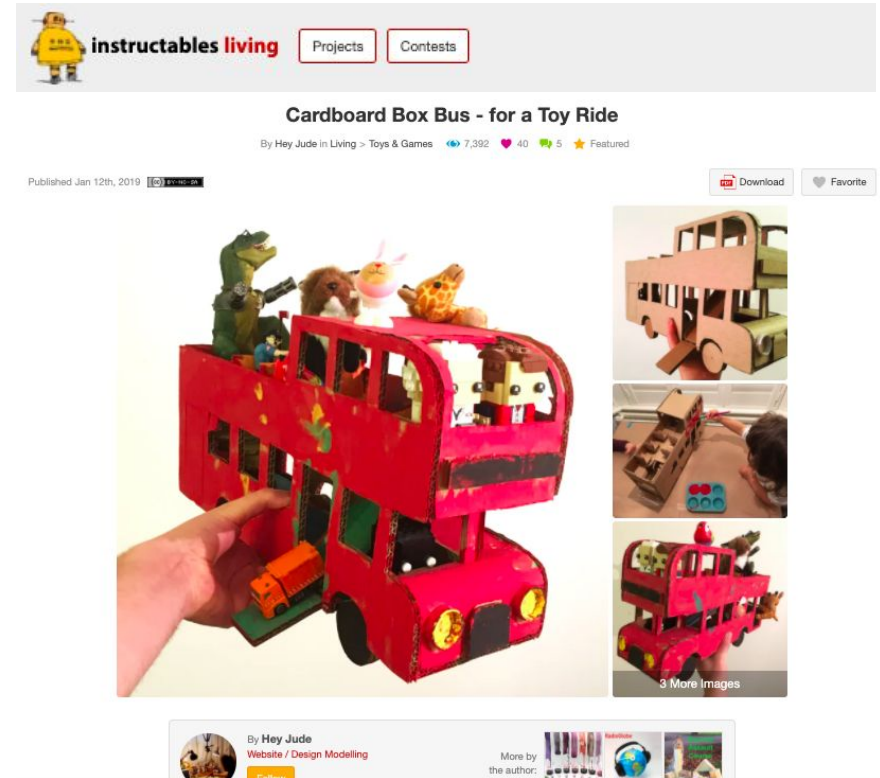
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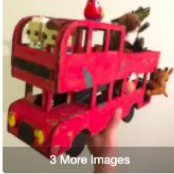



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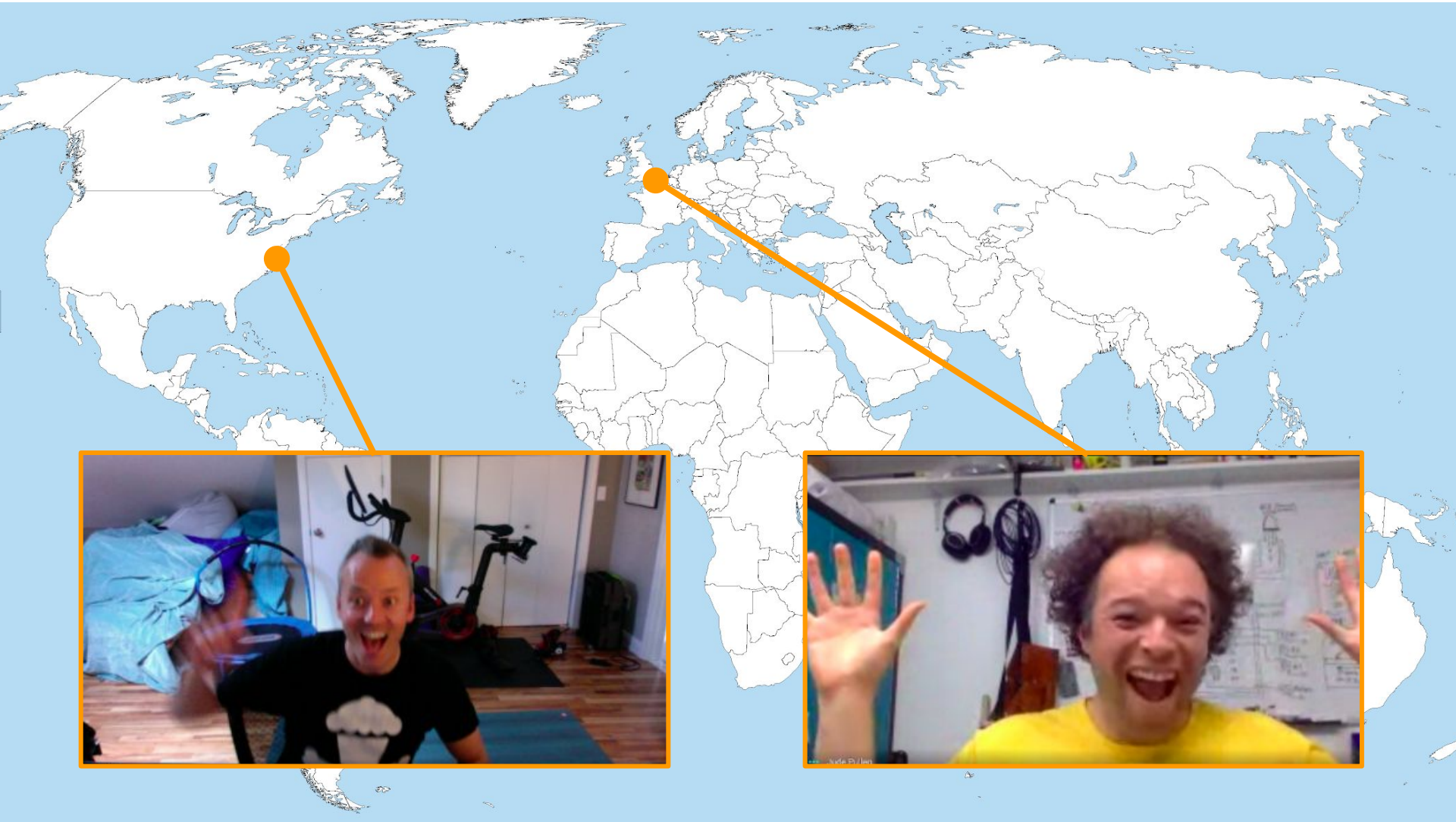


JAN 8

Jude Pullen • 1:41 PM
So Mark! Seems we have a bit in common. I'm guessing beyond the boxes - somewhat of an ethos also. Are you at London Toy Fair by any chance?

Mark Greenbaum • 1:42 PM
Yes, I realized that as soon as I started reading your rocket ship stuff. As my kid would say 'Same, same!' I'm just outside of Boston, so won't be going to London - but I'll be going to NY toy Fair. I don't suppose you'll be going to both?

How It Started...



9 Months Later...



MOJO NATION

Exploring the Gameplay

Play Mix: 3-Dimensional 'quest', with Jeopardy, and Silly Family Fun

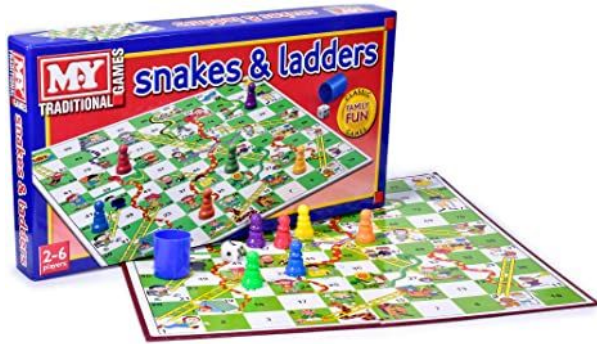
Inspiration & Stimuli

Play Mix: 3-Dimensional 'quest', with Jeopardy, and Silly Family Fun



Simplicity of
Snakes & Ladders

Play Mix: 3-Dimensional 'quest', with Jeopardy, and Silly Family Fun

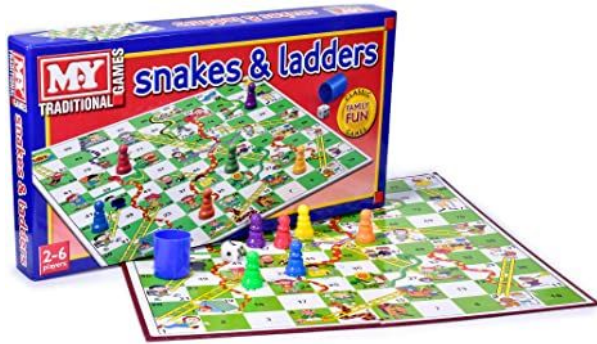


Simplicity of
Snakes & Ladders



3-Dimensionality of
Mousetrap

Play Mix: 3-Dimensional 'quest', with Jeopardy, and Silly Family Fun



**Simplicity of
*Snakes & Ladders***

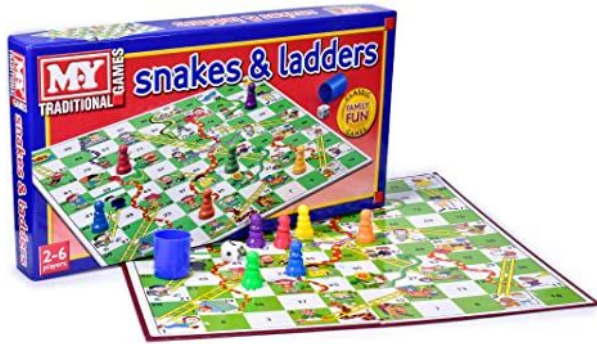


**3-Dimensionality of
*Mousetrap***



**Participation of
*Cranium***

Play Mix: 3-Dimensional 'quest', with Jeopardy, and Silly Family Fun



**Simplicity of
Snakes & Ladders**



**3-Dimensionality of
Mousetrap**



**Participation of
Cranium**



**Power-ups of
Super Mario Bros**

Play Mix: 3-Dimensional 'quest', with Jeopardy, and Silly Family Fun



**Simplicity of
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**3-Dimensionality of
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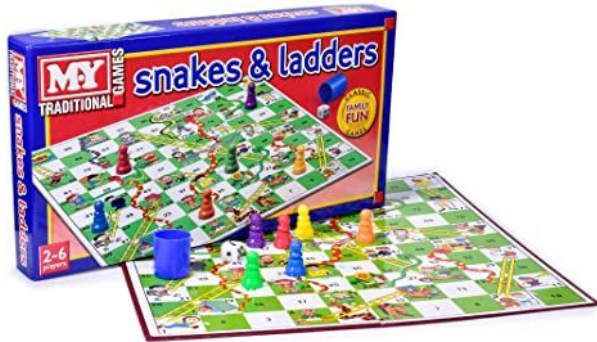


**Power-ups of
Super Mario Bros**



**Accessories of
LEGO Friends**

Play Mix: 3-Dimensional 'quest', with Jeopardy, and Silly Family Fun



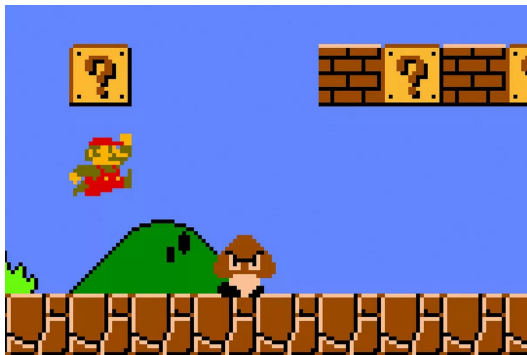
**Simplicity of
Snakes & Ladders**



**3-Dimensionality of
Mousetrap**



**Participation of
Cranium**



**Power-ups of
Super Mario Bros**



**Accessories of
LEGO Friends**

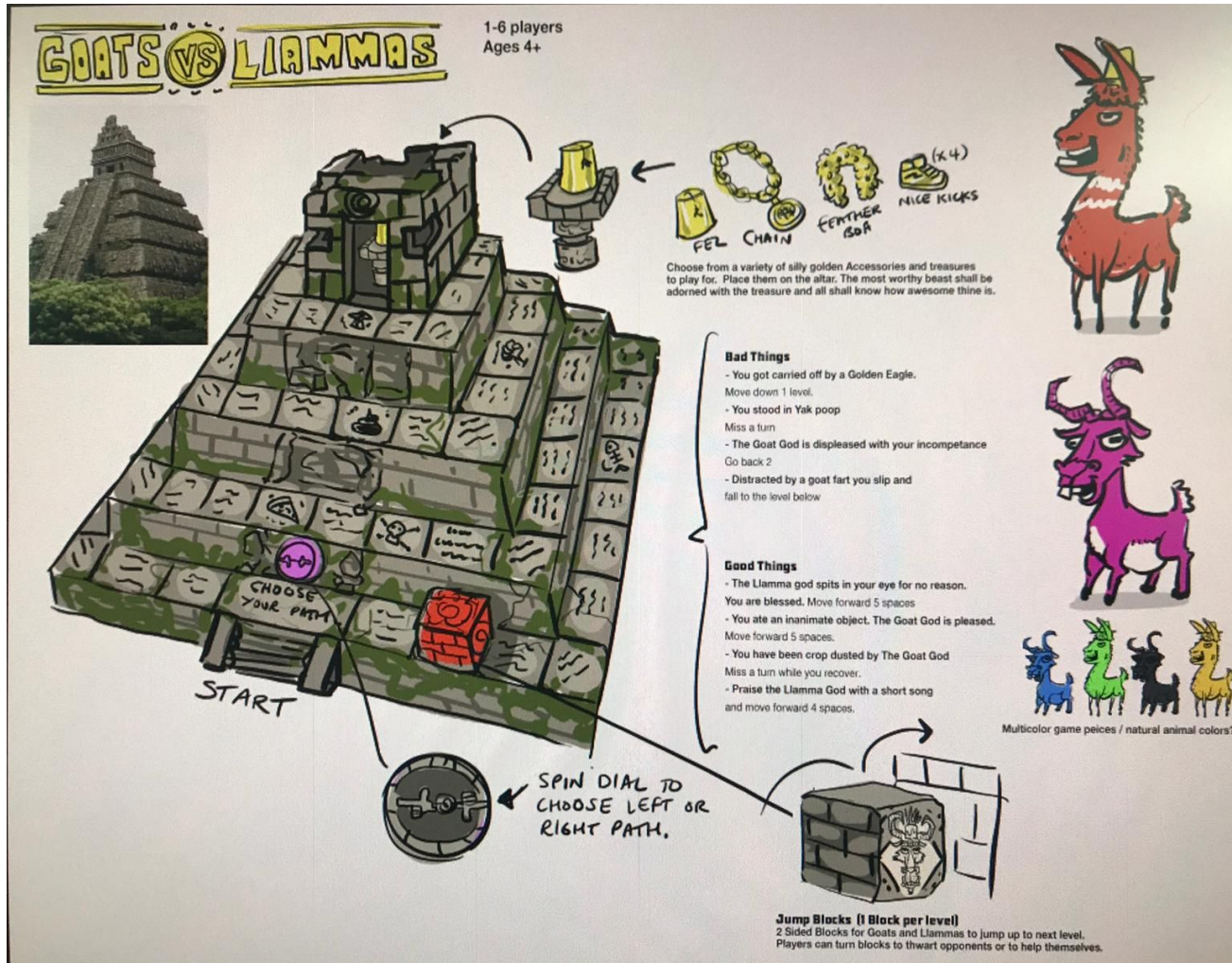


**Epic Y-Fronts of
Captain Underpants**

Unique Selling Points

Unique Selling Point: 3D Stacking

Early Visual Identity & Narrative...

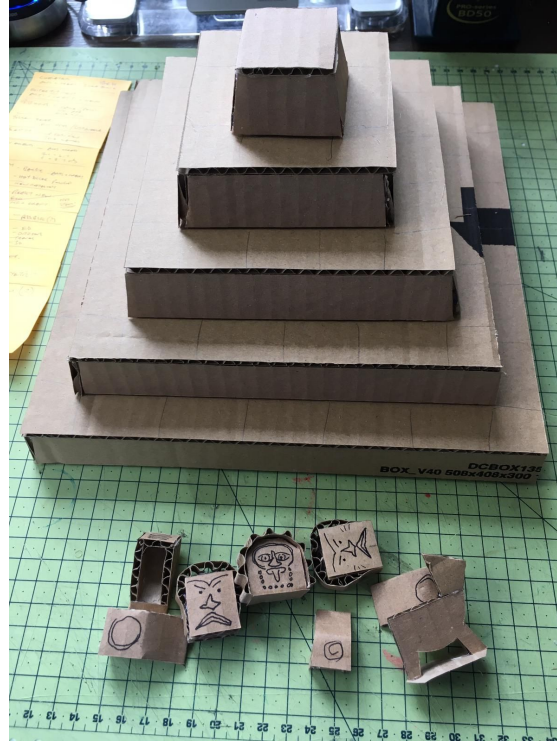


Unique Selling Point: 3D Stacking

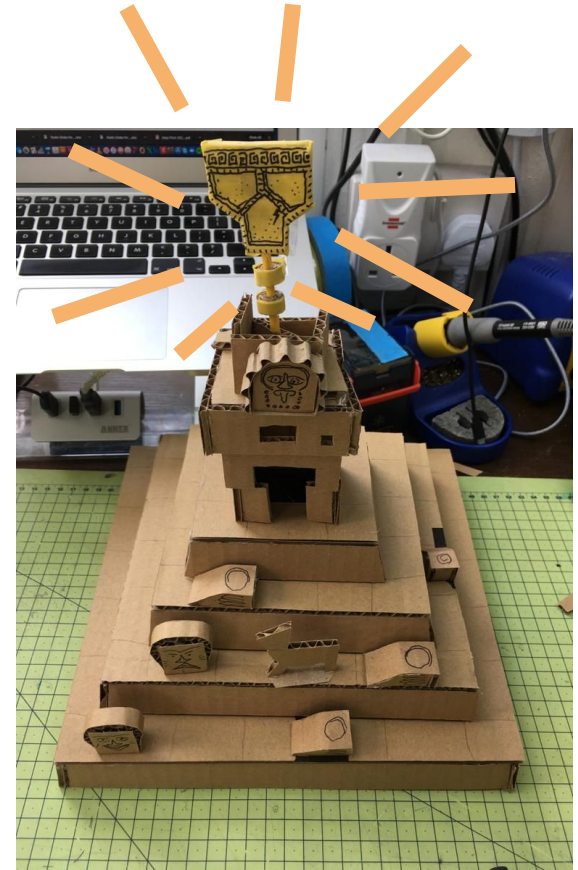
Early Prototypes...



Flat Pack
(30mm/1.25")

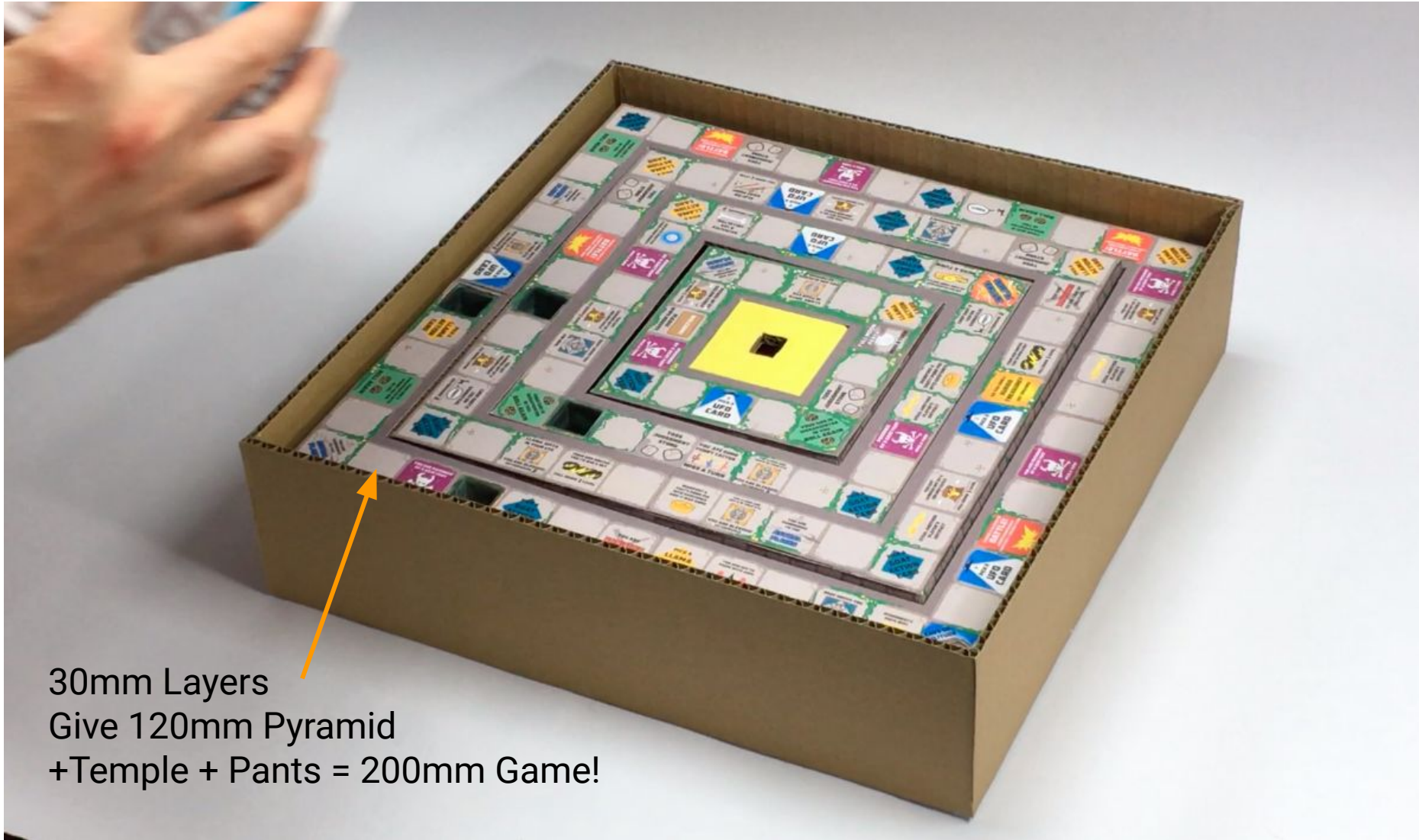


Big Stack
(~200mm)



Prizes

Unique Selling Point: Flat Pack

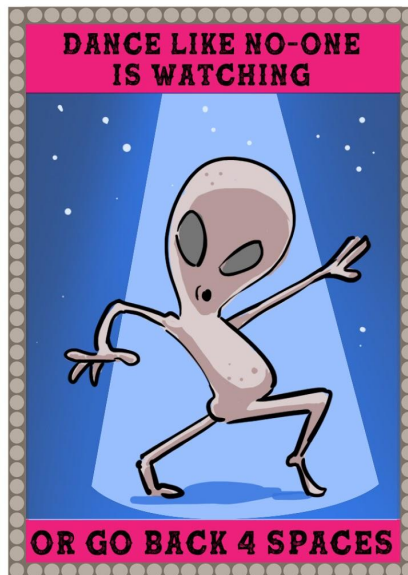
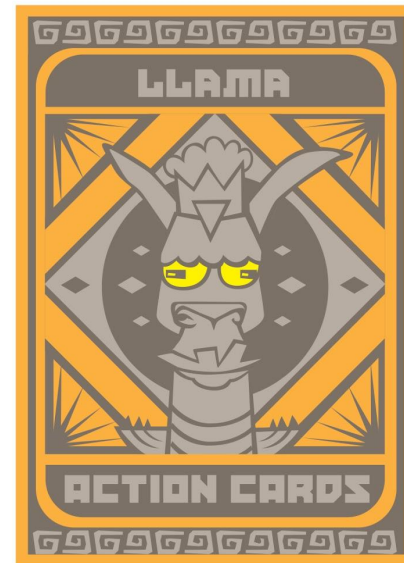


30mm Layers
Give 120mm Pyramid
+Temple + Pants = 200mm Game!

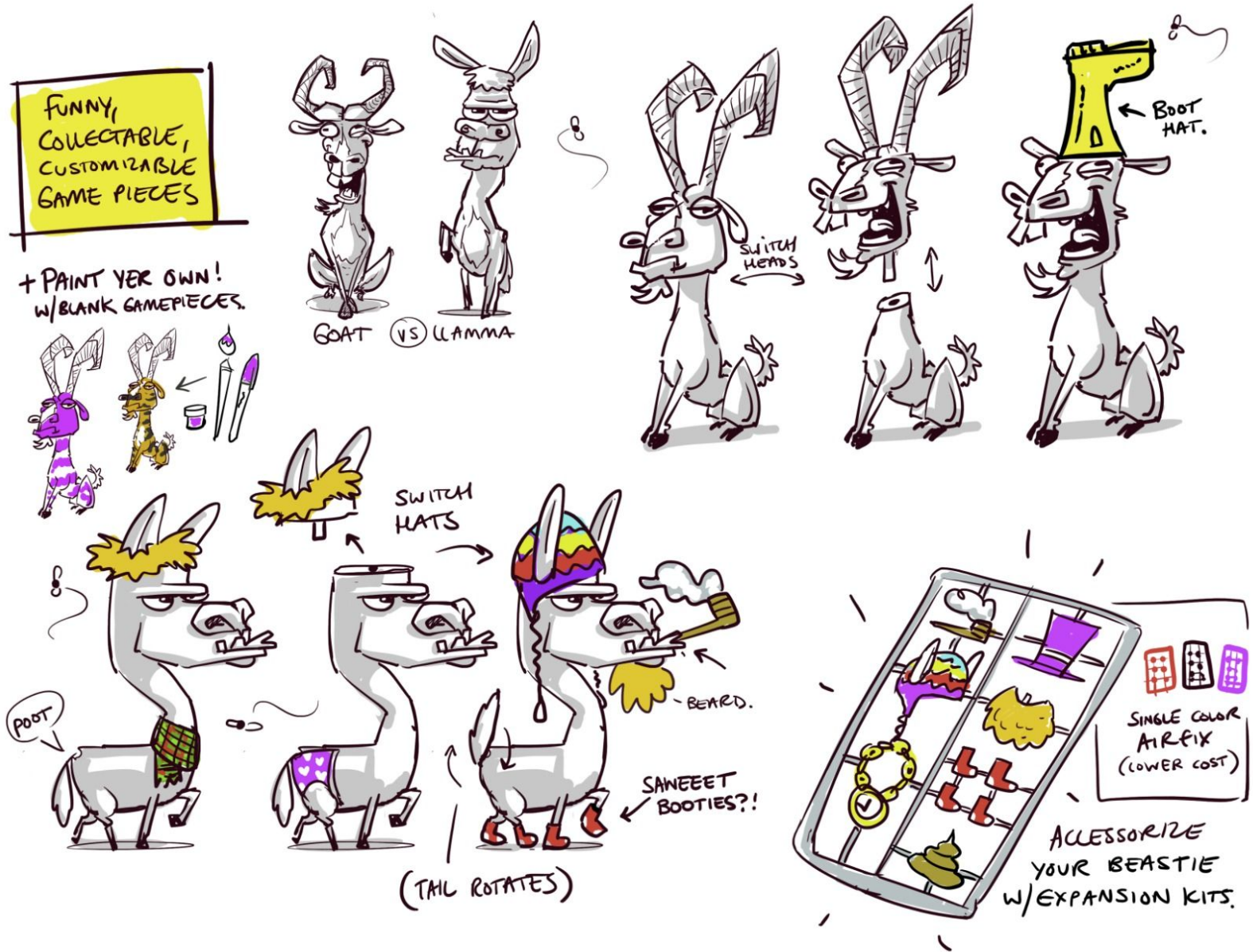
Gallery



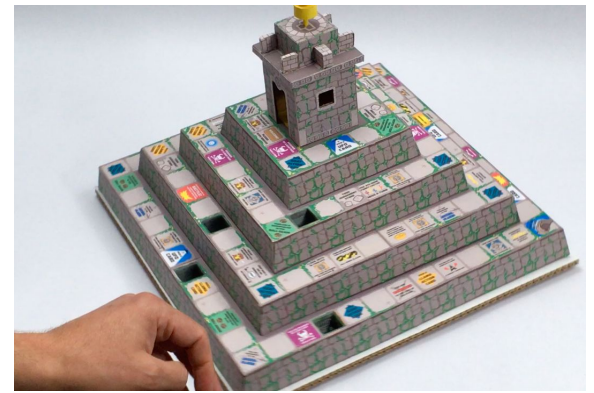
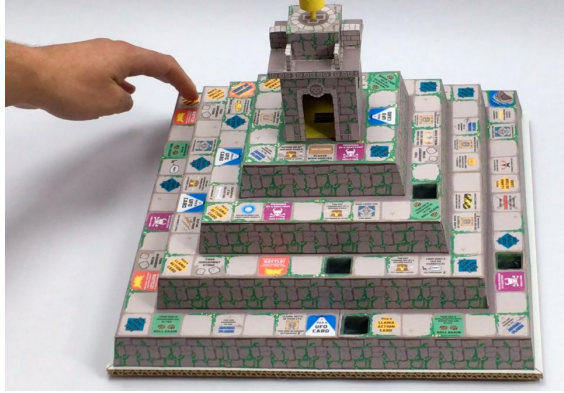
Gallery



Gallery



Unique Selling Point: Powered by Lazy Susan Mechanism



Dyson Plastic Ball Bearing
~ 100mm Diameter
~Under 50 cents



Gameplay:

Goat & Llamas

The Premise:



- Aztec Temples were in fact built by Aliens

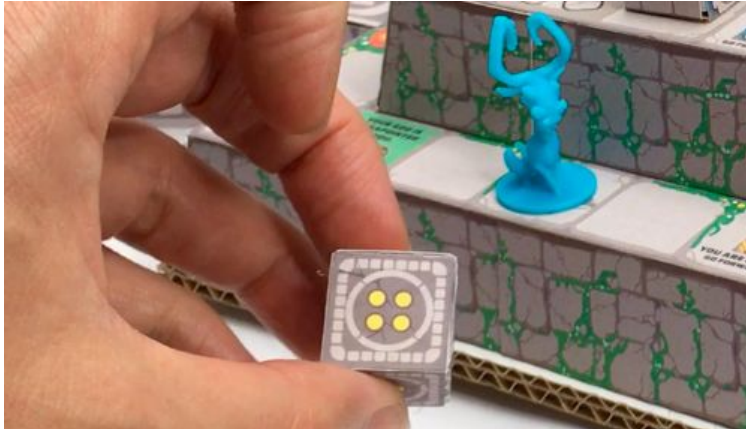
The Goal:



- Goats & Llamas have battled for years to win the sacred Underpants

The Play (*Forward Momentum*):

Take Turns to Roll Dice, to Advance.



Use Jumping Blocks to go up a 'Level'.



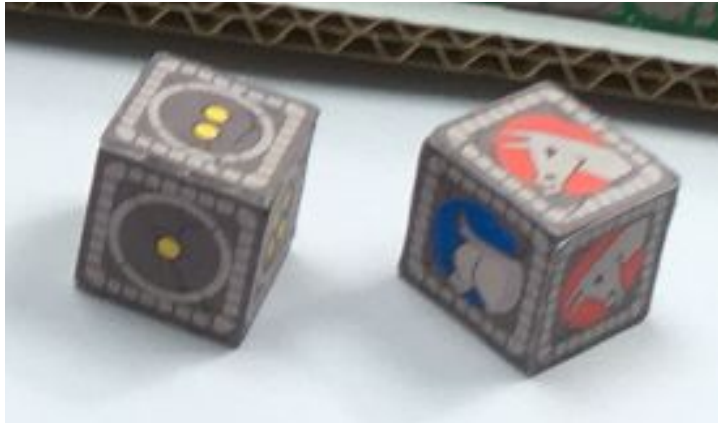
Get Power-ups from Loot Crates



Do Silly Dances to Advance Faster

The Play (*Backward* Momentum):

Battle (Head vs Butt)



Hit by Judgement Stones



Have Bling Stolen

The Gods Are Against You

The Precious: Loot Crates



The Goal: The Sacred GOLDEN Underpants!



Show Reel

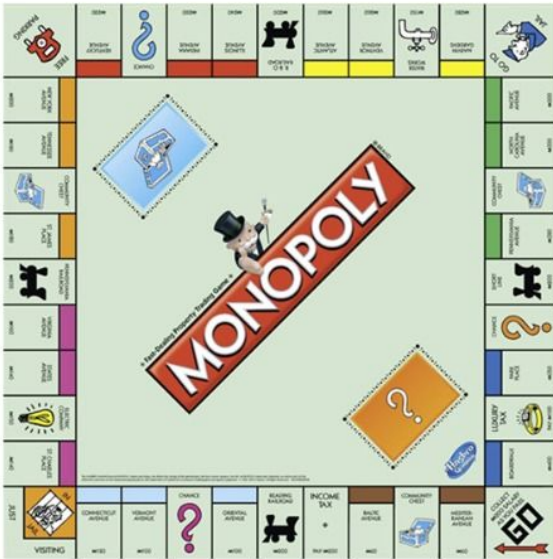


<https://vimeo.com/455322949>
PW: goatsvllamas

Wider Applications & Variations

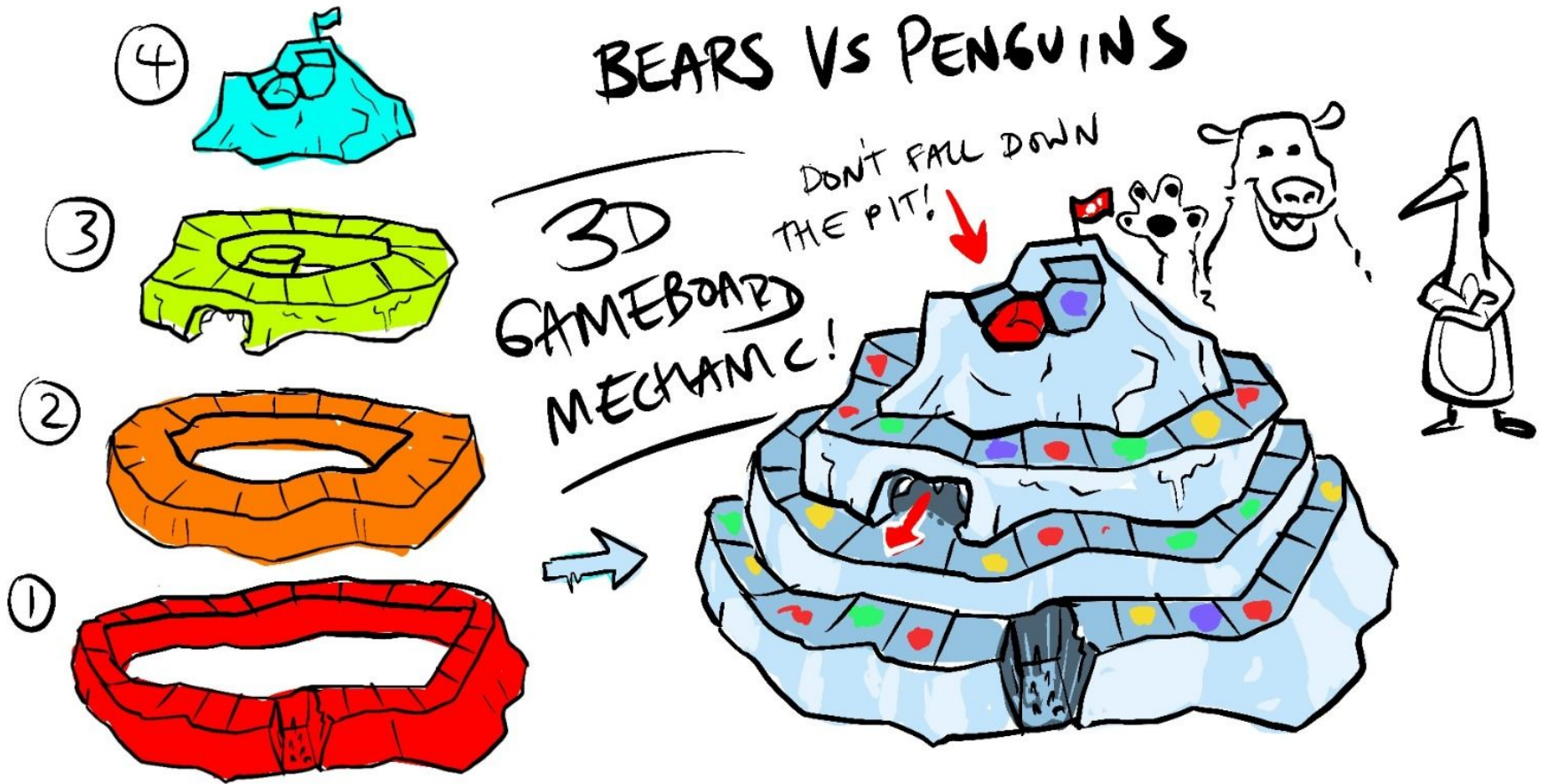
3D Gaming Theme Variations (Examples)

Monopoly Variant:



3D Gaming Theme Variations (Examples)

Bears & Penguins



But we're the best!



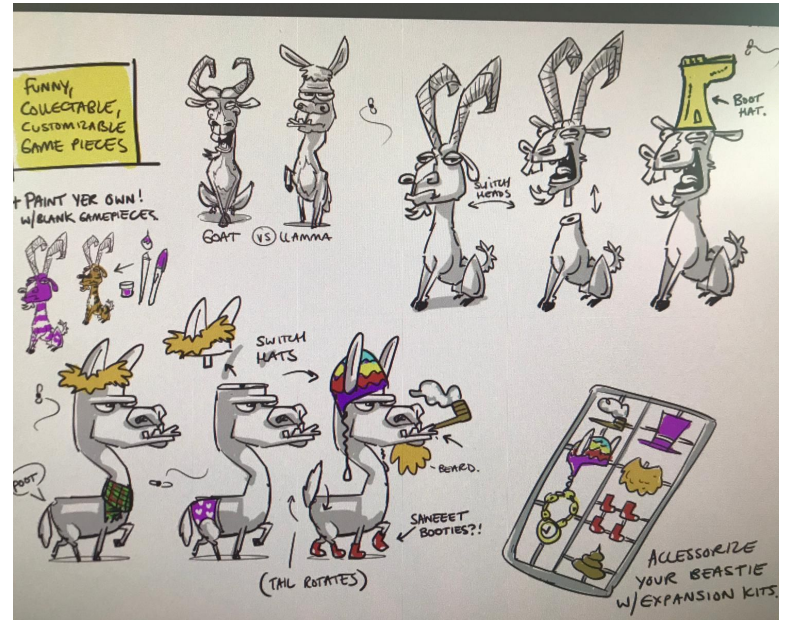
Goat and Llama



Thanks You!

Appendix

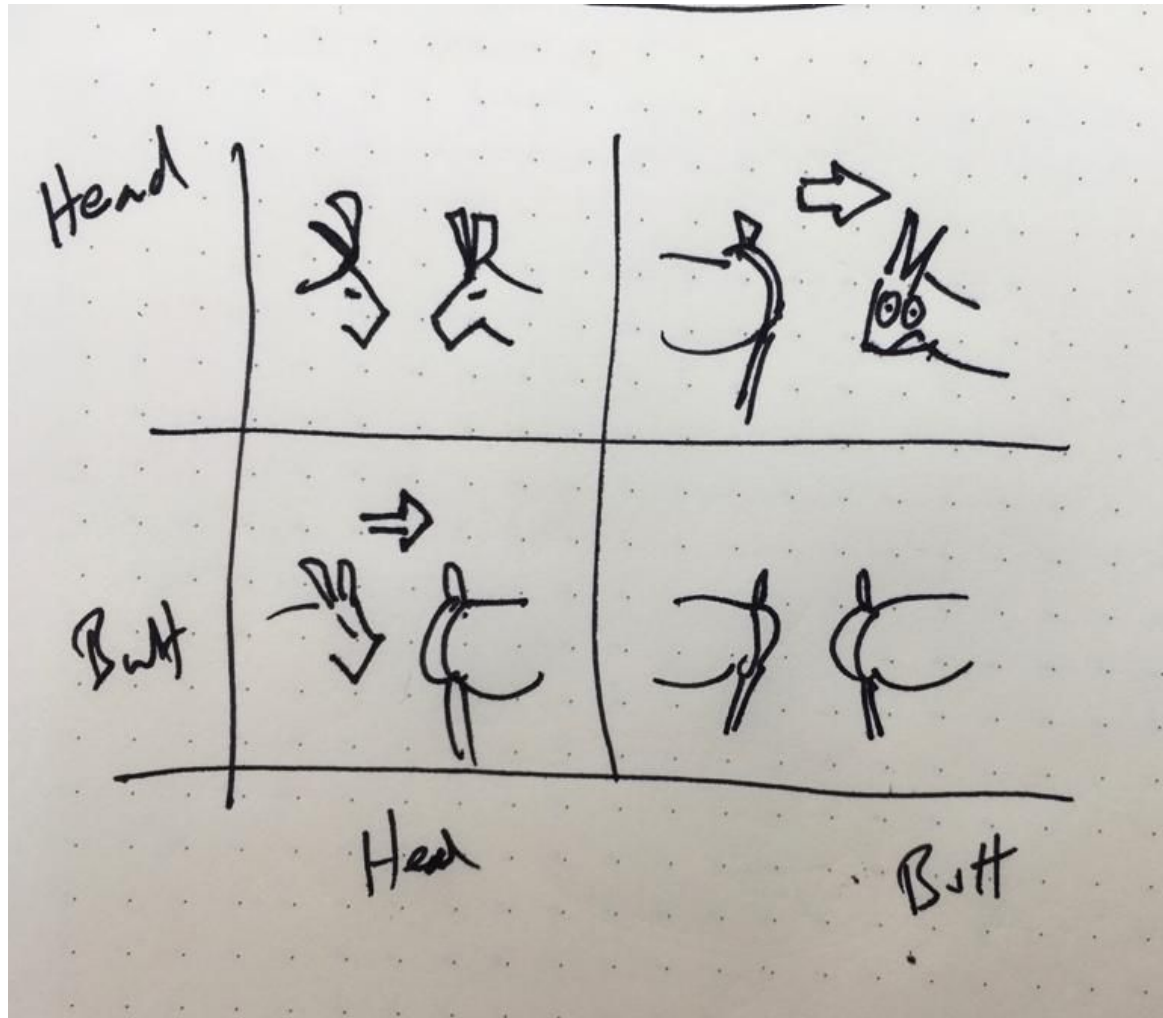
Appendix 1: Accessories



Appendix 2: Plastic / Ball Bearing System



Appendix 3: Head Butt (Matrix)



Appendix 4: 1024 Game Permutations

