

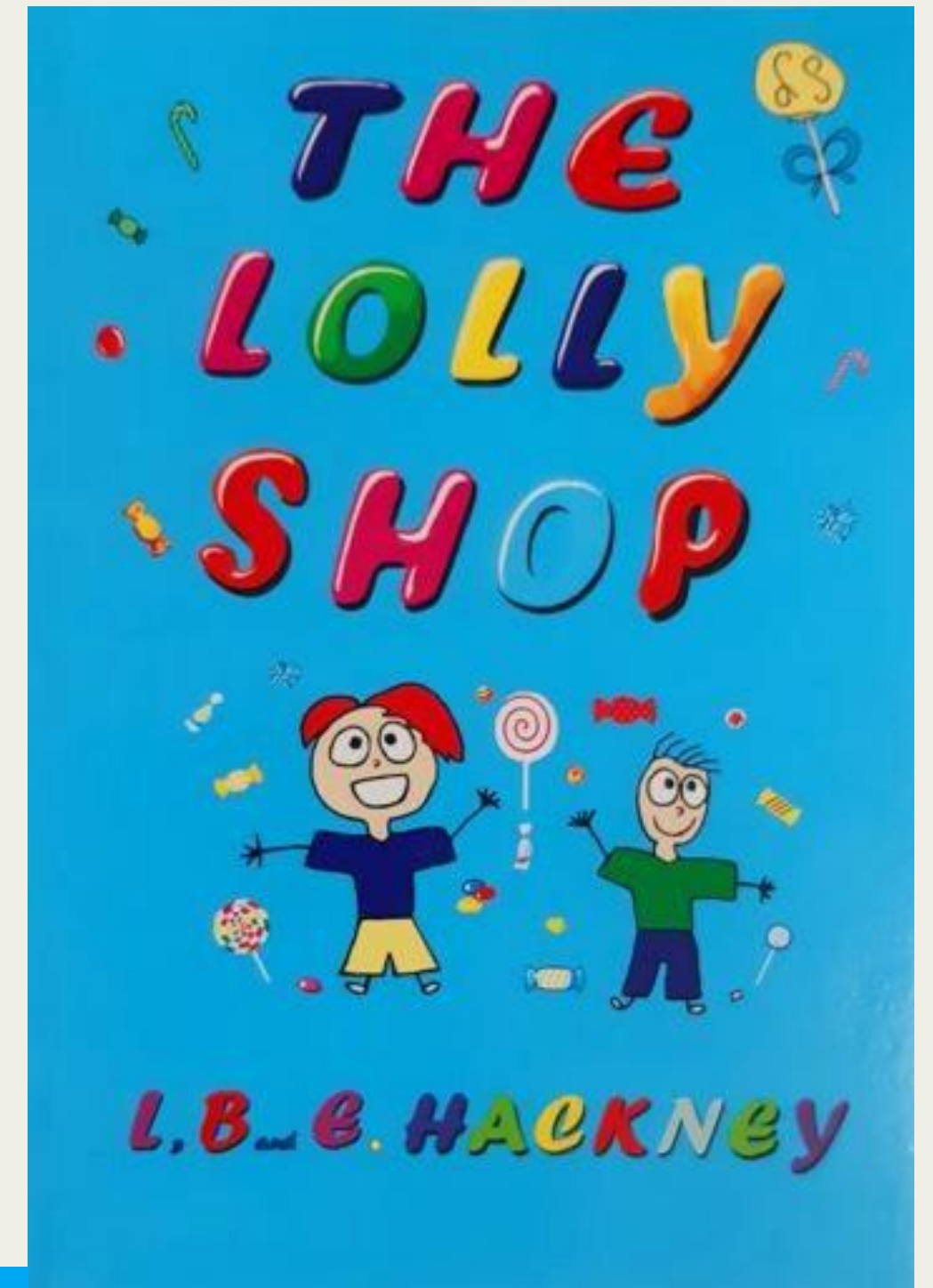
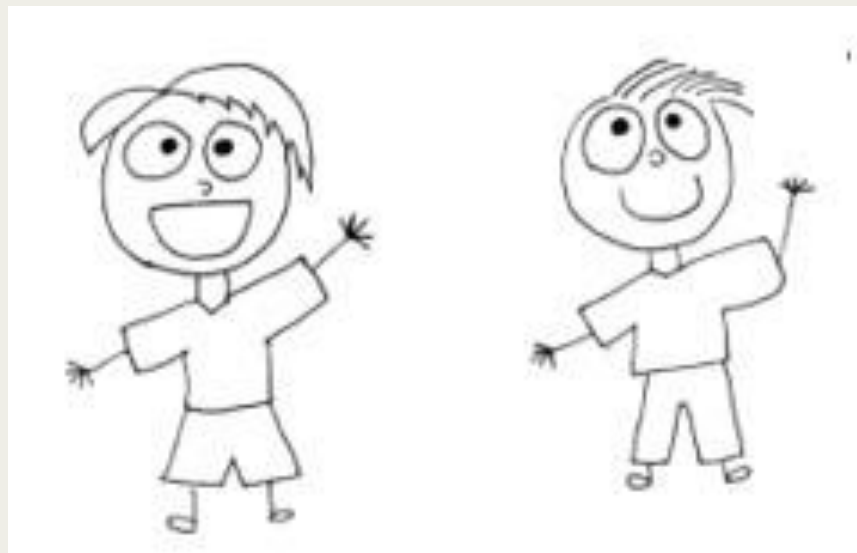
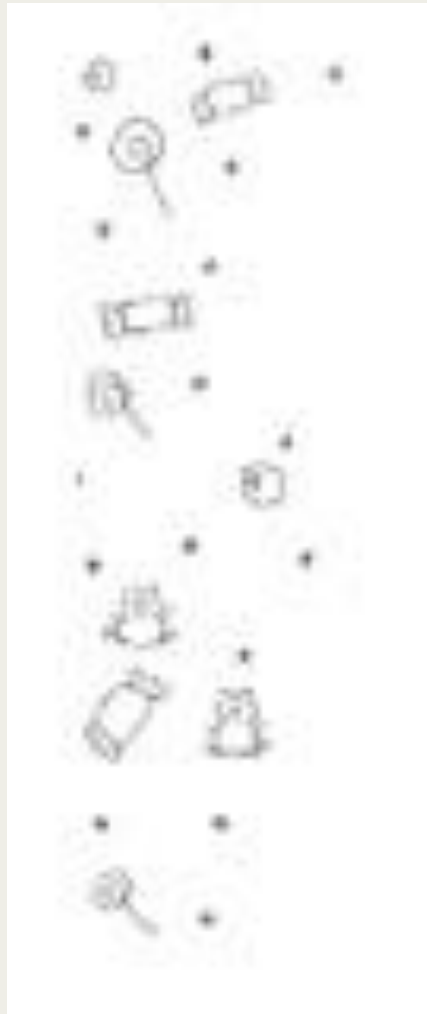
# Pitch Deck

## THE LOLLY SHOP

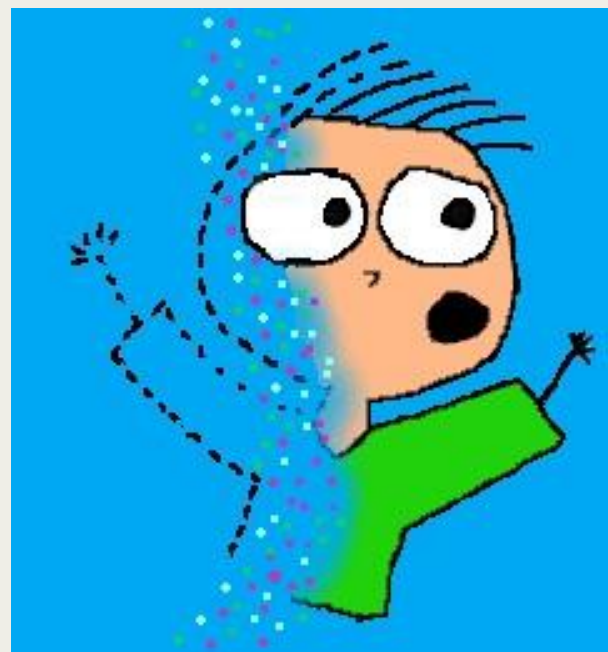
LBE Hackney

@lbe.hackney

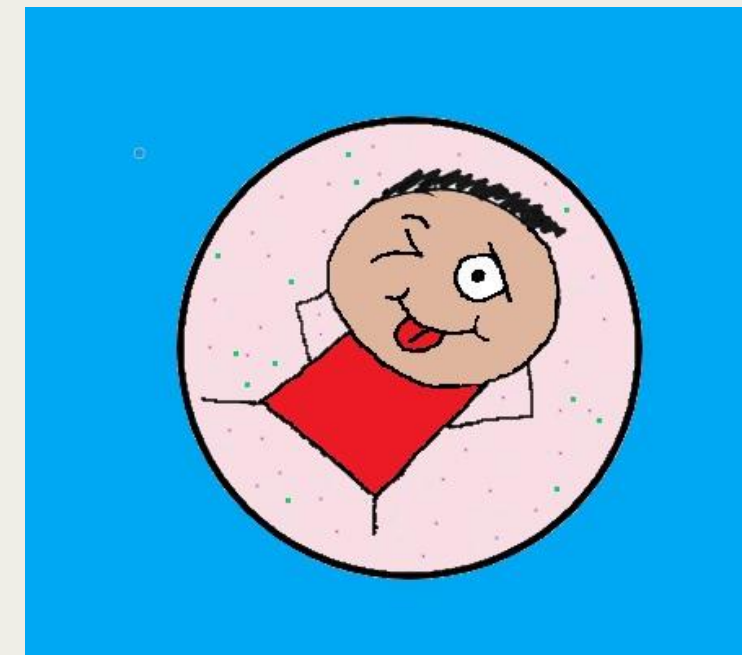
Facebook.com/TheLollyShop



What would you do if  
you could be invisible?



Imagine,  
floating  
in a bubble...



What would you do if  
you could jump  
**HIGHER** than a house?



What if you  
had magical powers but only for a minute...

# THE LOLLY SHOP – MOVIE 1

Step into the enchanting world of Baxter and Ethan's magical Brisbane lolly shop, where ordinary sweets hold extraordinary powers, if only for a fleeting moment.

Amidst the whimsical shelves, mischievous children discover newfound courage, forging unexpected friendships and weaving spells of mischief in their wake.

As the town buzzes with the allure of magic, concerned parents and teachers, including their mother, Laura, rally to banish the enchantment that has captured their children's hearts.

Join us on a captivating journey as two brothers navigate the trials and triumphs of wielding magic, learning valuable lessons about responsibility and the consequences of their enchanting creations.

In this tale brimming with wonder and mischief, discover the true magic lies within the bonds of family and the power of newfound friendships

The conclusion of this feature film makes way for the sequel - The Lolly Shop – Dex the Bilby. This then explains where the magic comes from and why Baxter and Ethan have been given these powers.

The third book – Calm Before the Snow – dives even deeper where the magic comes from.



## Book 1 / Movie 1 Overview:

Title: **The Lolly Shop**

*Synopsis:* The first instalment in *The Lolly Shop* series centres around two young boys, Baxter and Ethan, who unexpectedly discover their family's lolly shop has a hidden secret: the ability to infuse their sweets with magical powers. This revelation brings both excitement and chaos as the enchanted treats spark a wave of playful mischief among the town's children. In response, the adults attempt to put an end to the magic, but the kids find clever ways to keep it alive.

While the story's primary conflict is light, it sets the foundation for the evolving storyline and character development in the sequels. Throughout this story, the boys navigate challenges in responsibility, teamwork, and family dynamics, preparing them for the more substantial conflicts ahead.

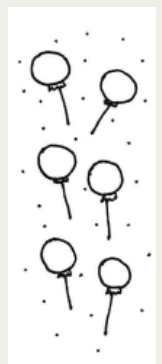
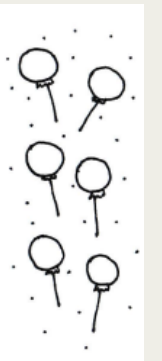
*Key Elements:*

- **Themes of family, friendship, and responsibility**—The boys learn valuable lessons as they balance the allure of magic with the importance of responsibility and cooperation.
- **Series Foreshadowing**—Dex the Bilby, a mystical character, makes subtle appearances, ultimately leaving a key in the final scene, hinting at his central role in the next adventure.

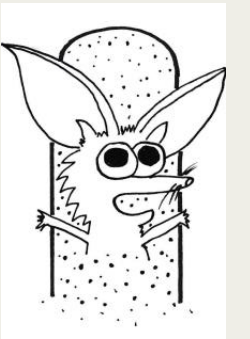
This movie sets up a world of wonder and discovery, preparing audiences for deeper conflicts and storylines in the following installments.

## Book 2 / Movie 2 Overview:

Title: **Dex the Bilby**



*Synopsis:* In the second chapter of *The Lolly Shop* series, audiences are introduced to the magical realm from which Dex the Bilby hails. Revealing his intent, Dex had planted the magical powder to test Baxter and Ethan's abilities. Unknowingly, the boys have created enchanted treats that Dex's world desperately needs as defences against invasive species threatening to destroy his native habitat.

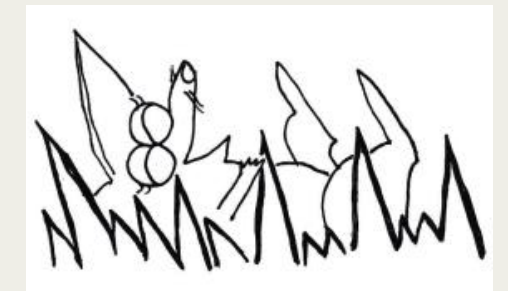


As the magic spills into the everyday lives of the village, adults now find themselves grappling with its powerful effects. This reversal requires the children, led by Baxter and Ethan, to step up and guide the adults in responsibly wielding magic. This instalment deepens the series' themes by examining environmental impacts on Australian landscapes and the importance of unity.

*Key Elements:*

- **Environmental Awareness**—Spotlighting the environmental impact of invasive species on Australia's natural habitats, particularly through Dex's struggles.
- **Cross-Generational Responsibility**—Adults and children must join forces, illustrating the power of cooperation, even across different perspectives and generations.
- **Embracing Differences**—The story emphasizes the value of understanding and collaboration, as both children and adults learn to navigate the challenges of their differences for the greater good.

This sequel enriches the series with its exploration of environmental conservation, teamwork, and the complexities of wielding power, making it a compelling bridge to the concluding story in the trilogy.



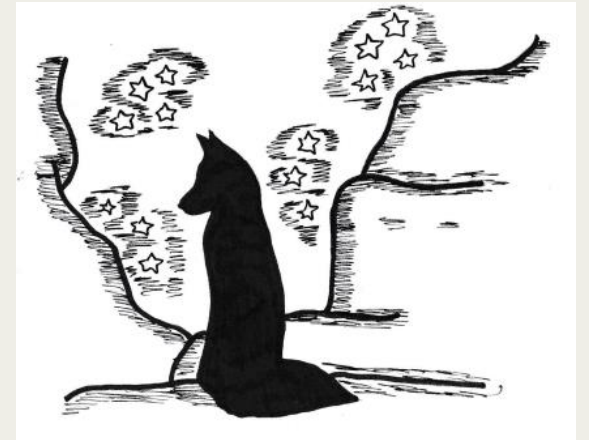
### **Book 3 / Movie 3 Overview:**

*Title:* **Calm Before the Snow**

*Synopsis:* In the thrilling third sequel of *The Lolly Shop* series, Baxter, Ethan, and Dex the Bilby unite more fully than ever to restore Dex's endangered world. However, their formidable adversary, Vulpes—the leader of the invasive villains—discovers the bilbies'

newfound allies. As the boys juggle the mounting responsibilities of running the lolly shop and fighting to protect Dex's realm, they face the challenges of burnout and doubt, realising the limits of their strength.

To bolster their defences, Dex encourages the boys to imbue new items with magic, such as the bilbies' iconic smoke bombs, accidentally triggering unusual weather in the boys' world—including a sudden snowfall in the height of an Australian summer. Meanwhile, Vulpes's forces, recognising the strength of the bilbies' alliance, double down, setting the stage for an impending clash between the two worlds.

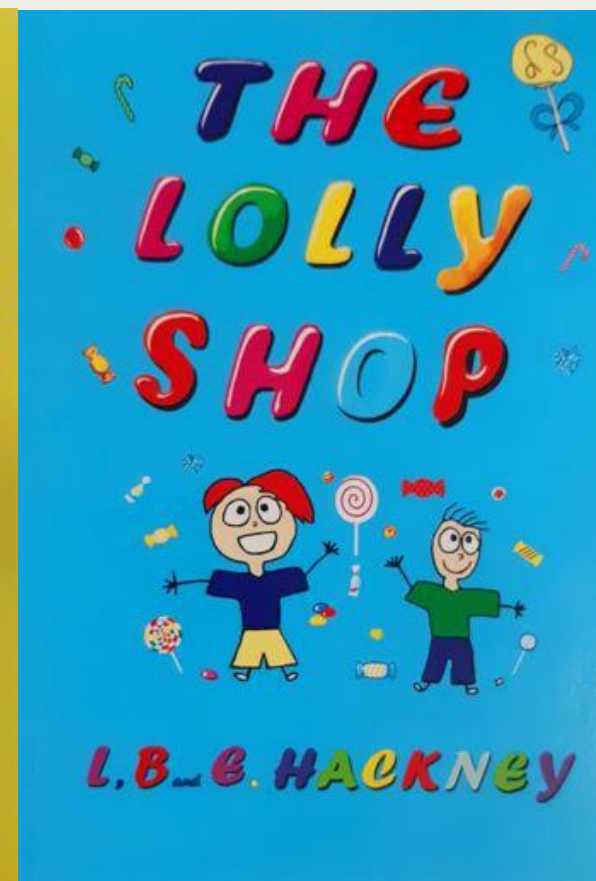
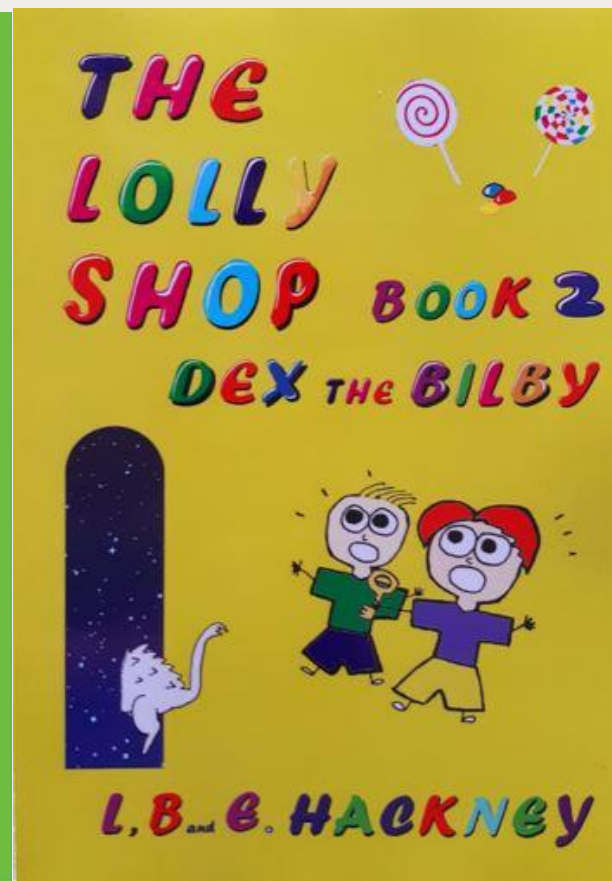
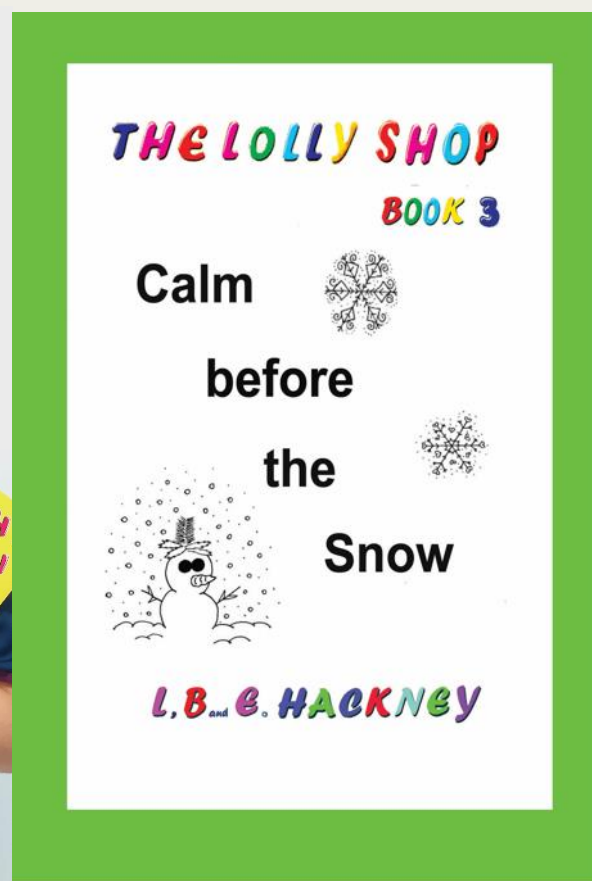


*Key Elements:*

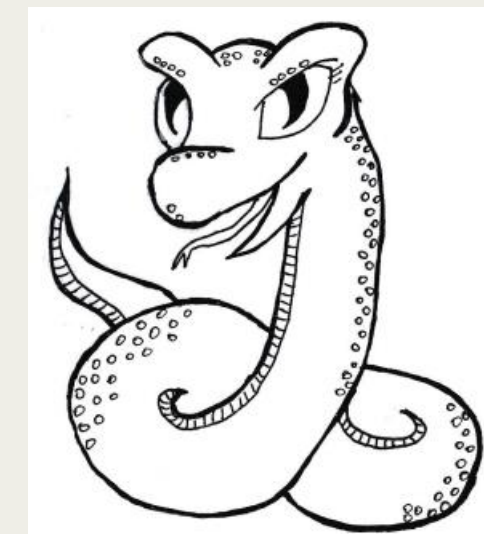
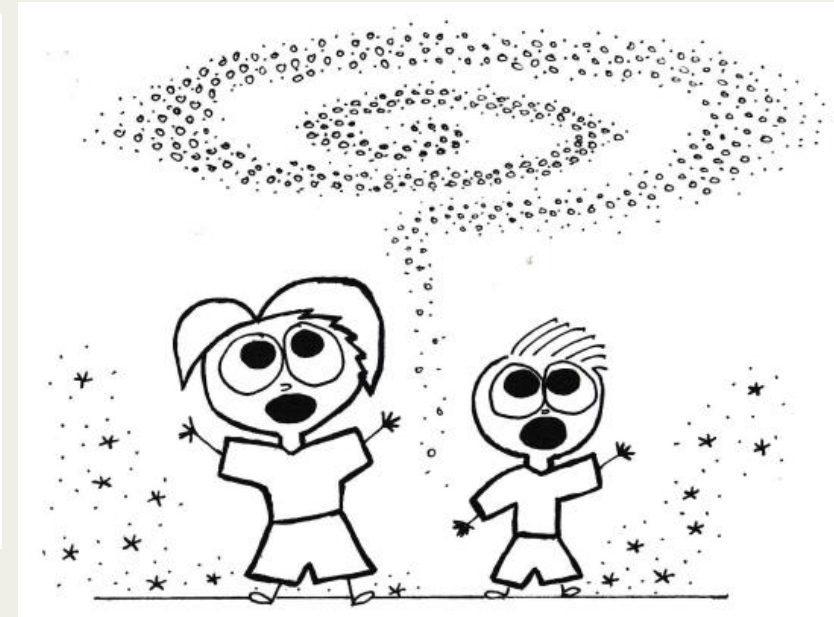
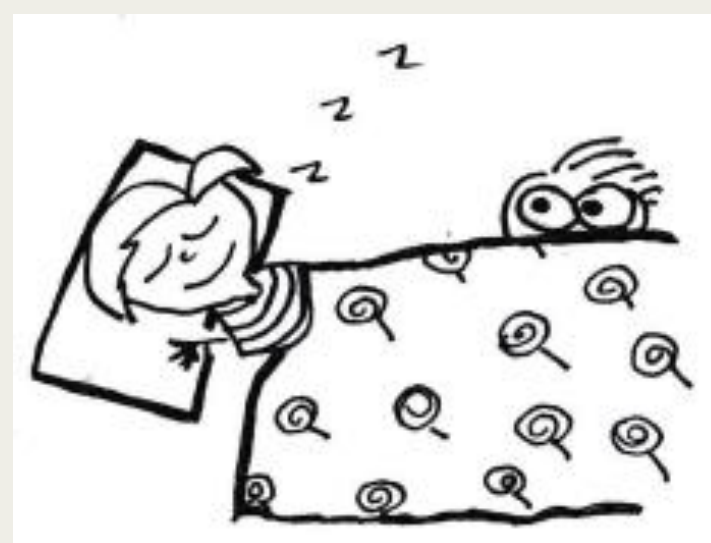
- **Environmental Preservation**—Reinforcing the series' environmental focus, this instalment emphasises the necessity of defending native ecosystems.
- **Responsibility and Resilience**—Baxter and Ethan confront the weight of their roles, showcasing the strain and growth that come with balancing personal and moral commitments.
- **Interworld Conflict**—The stakes escalate, as Vulpes and his followers prepare for an all-out battle, bridging both worlds in a high-stakes showdown.

The final film intertwines adventure and profound messages of responsibility, resilience, and environmental care, creating a powerful, unforgettable third movie to this series.





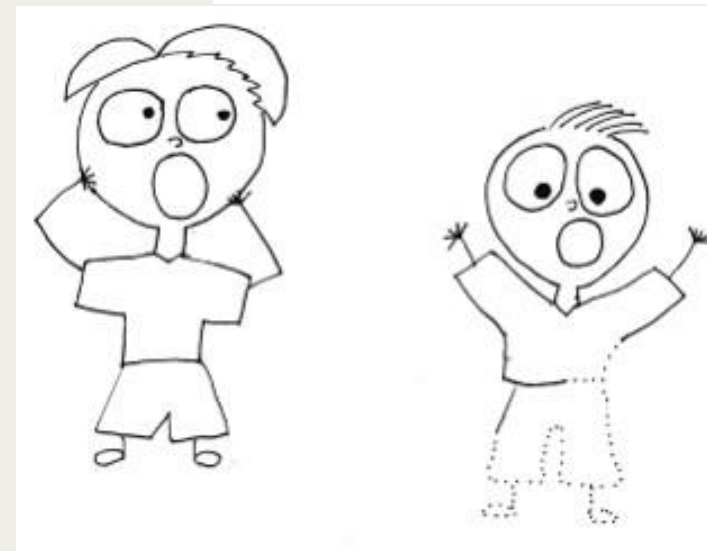
Book 4 is currently being written – the magic powder runs out causing the towns people to stay permanent in which ever magic they chose to take that day. Dex can no longer supply powder as Vulpes has interfered with it's production. This story has not been finished yet.



## OUR STORY

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I started writing after a horrid year in 2020. Covid put an end to my aviation career and only a few months later, my husband of 41 suffered a life-threatening heart attack that left him diagnosed with heart failure. Refusing to have those events as my main memories, I made up stories with my children and together we created, wrote, illustrated and published our family bedtime story 'The Lolly Shop'. This is our family story. This story has now been put into a screen play. As a family, we would love to know what you think.



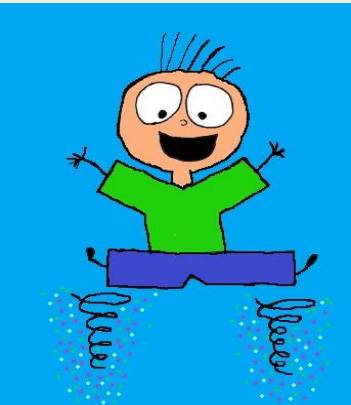
# MEET SOME OF THE MAIN CHARACTERS

## BAXTER



Baxter is the older brother. He's very sensible. He likes to keep his cheeky younger brother in line. He learns along the way, laughter can be the best medicine.

## ETHAN



Ethan is the younger brother who likes to have a laugh and doesn't take life too seriously. He learns many lessons along the way. Giving people magic comes with responsibilities

## ELLA

Ella discovers bravery through the magic and learns not to be embarrassed with her burn scars. Ella becomes part of the Lolly Shop crew after proving the magic should stay than be taken away.



## LAURA-AUTUMN

Laura is the boys Mum who doesn't like all the new pranks Ethan is doing at home with the magic. She is happy to agree with the other parents to take the magic away. But Ella convinces her to keep it.



## TARGET AUDIENCE

Attention caregivers and guardians! Get ready to treat your young ones to a whimsical adventure like no other with "The Lolly Shop" film. Designed specifically for children aged 6 to 12, this comedy is tailor-made for those who delight in the magic of laughter. Dive into a story brimming with enchantment and humour that will captivate your child's imagination and leave them giggling with delight. Join us on this hilarious journey where every sweet moment is savoured, and laughter reigns supreme.



# COMPARATIVE FILMS

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**MATILDA**



**WONKA**

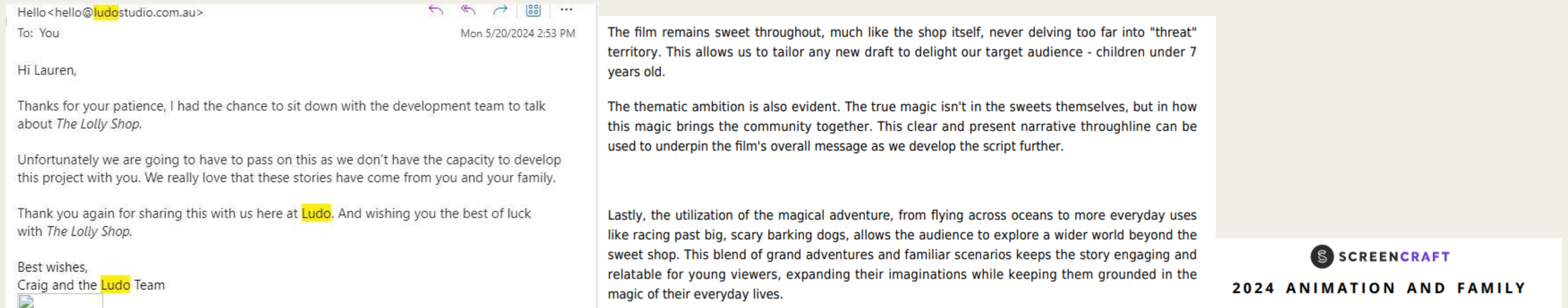


**MARY POPPINS RETURNS**



The Lolly Shop film is similar to these films. Subtle magic for children to dream, lessons learned and bonds strengthened. The Lolly Shop could be considered as an animation or live-action.

# Please see feedback from Ludo Productions and ScreenCraft.



## Promotion and Merchandise opportunities:

- The Lolly Shop could expand with real life (non-magical 😞) lollies for sale.
- Colourful backpacks, pencil cases, school stationery etc.
- Colourful homewares such as quilt covers, bed linen, lolly cushions, colourful plates, cups and utensils.

Please see below book reviews and posts from fans all around the globe. This story has sold in Australia, New Zealand, Alaska, USA, UK, France and India. It has constant 5-star reviews on Goodreads.

fionasmyth.writes Title: *The Lolly Shop*  
Author / Illustator: @lbe.hackney and sons

"The Lolly Shop," written and illustrated by the talented trio of Lauren Hackney and her two sons, is a delightful tale brimming with action and cheeky buffoonery. This whimsical adventure is sure to leave readers both young and old in stitches.

The story revolves around Ethan and Baxter, two boys with distinct strengths and weaknesses, who join forces to craft the most extraordinary confections for their charming lolly shop. These delectable treats possess the power to make one float, turn invisible, sprint at lightning speed, or even conjure a hologram. Imagine the adventures one could have when armed with such magical lollies.

Laughter and shenanigans ensue as the children indulge in a world of trickery and pranks. However, the real excitement begins when these extraordinary candies unleash their full potential in the neighborhood.

Who wouldn't be tempted by the thought of marshmallow lollies that could whisk you away to a tropical island with a single bite?

It's evident that an abundance of love and boundless imagination has been poured into the creation of "The Lolly Shop." This charming story is a testament to the magic of family collaboration and the enchanting world that can be unlocked with a dash of creativity and a pinch of sweetness.

fionasmyth.writes




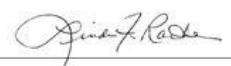
Review Time!


CERTIFICATE of EXCELLENCE  
in LITERATURE

Honorable mention  
CATEGORY – Children's Chapter Books

The Lolly Shop Series  
LBE Hackney

  
2023


  
Linda F. Radke, Contest Director





CERTIFICATE of EXCELLENCE  
in LITERATURE

Honorable mention  
CATEGORY – Children's Chapter Books

The Lolly Shop Series  
LBE Hackney

  
2023

  
Linda F. Radke, Contest Director





WINNER





CERTIFICATE of EXCELLENCE  
in LITERATURE

Honorable mention  
CATEGORY – Middle Grade Fiction

The Lolly Shop Series  
LBE Hackney

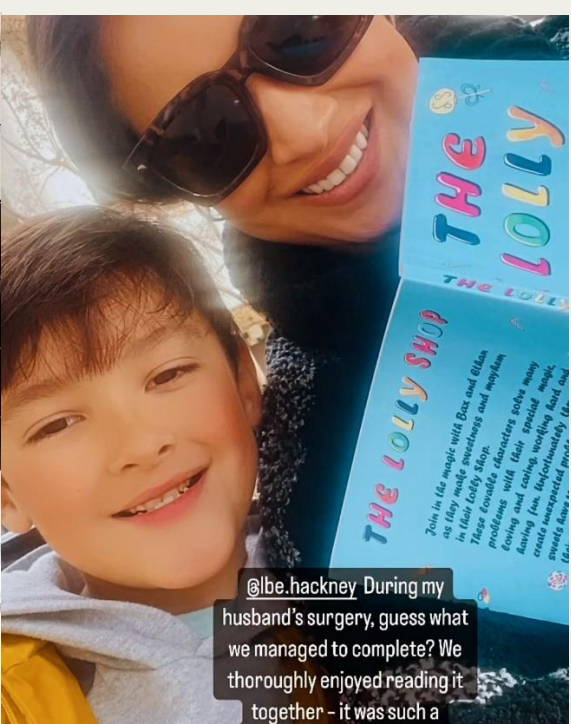
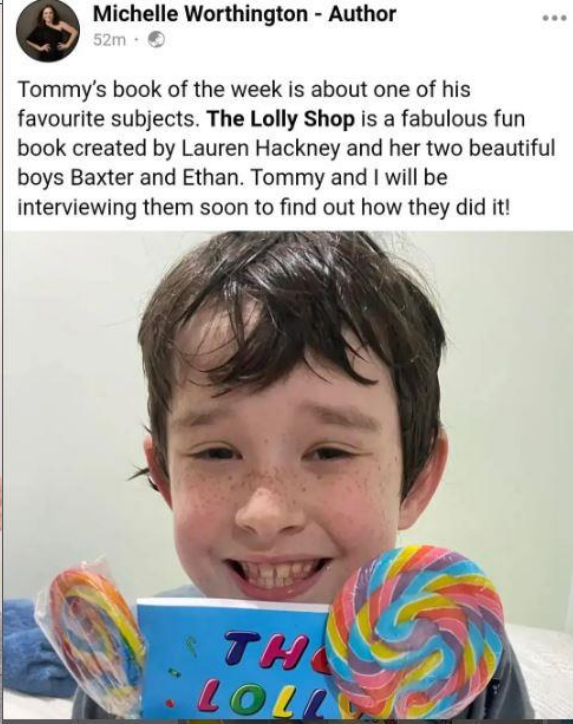
  
2023

  
Linda F. Radke, Contest Director





Kids' Chapter Book Reviews: THE LOLLY SHOP :  
by L. B. & E Hackney  
Bobos Babes · 2.1K views · 1 year ago

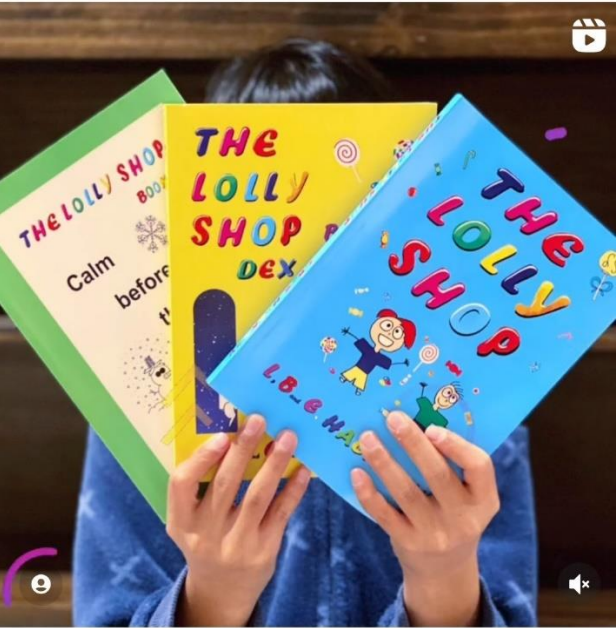
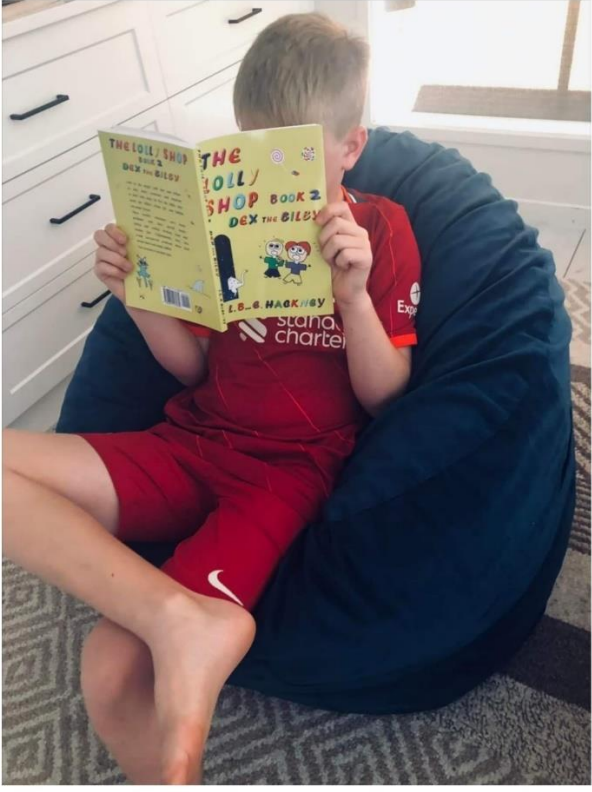


jess.galatola Review: The Lolly Shop by @lbe.hackney and family is a story about two brothers, Bax and Ethan who work in a unique lolly store, making the most extraordinary candy. So extraordinary that it would rival anything that Wonker guy's been cooking up. We loved learning about the brothers and their passion, creations, problem solving skills and their drive to be the best candy makers in Manly. We especially loved the local setting and my kids may still be convinced that this shop really exists... 🤪. As the boys say in their review on the next page... "infinity thousand" stars. ⭐



Set in Australia, this delightful series will enchant both children and adults alike.

These books are a result of Lauren unable to work during the pandemic, and together with her children they put pen to paper and wrote down their family's favourite bedtime story.



Liked by nicolefictionaddiction and others

thebookreviewkid Baxter and Ethan are kids who run a lolly shop but one day, instead of sugar, magic powder gets delivered to them.

And with that, they get to make magic lollies! Eating a gobstopper turns them invisible, sour strips make



In conclusion, "The Lolly Shop" promises to be a delightful escapade into a world where magic, mischief, and responsibility collide. Through the whimsical tale of Baxter and Ethan's

enchanted lolly shop, audiences of all ages will be transported to a realm where ordinary candies hold extraordinary powers, sparking laughter, bravery, and new friendships.

This is a local story, by a local family who created this story when times became tough. Spreading the message that imagination can save the day - no matter what age you are!

Thank you for looking at our pitch deck.

Any feedback you have would be greatly appreciated. We thank you for your time - Sweet dreams!

