

Mythouse

Mythouse

Mission

To empower the stories without which we waste by entertaining, educating and hosting community

Market

Market: Storytellers, mythologists and narrative audiences (everyone).

Marketing: Series and documentaries for mythologists and storytellers

Marketplace: Mythouse.org

Revenue

Integrated Productions, Certificate Courses & Merchandise

Financing

Mythouse has closed its first round of funding and is seeking to close the next within the year.

Summary

Mythhouse

Series

7 — *Myth Salon, Myth is All Around Us, Mythosophia, Pulling Focus, The Talks of Lionel Corbett, Poetics & Culture with Dennis Patrick Slattery*

Videos

100+ Live and Online Events

Posts

200+ Original Posts

Portals

150+ on Myth & Story

**Content
Library**

Mythouse

Foundational Operations

Website, Events, Productions, Social Media, Newsletter
Six Years of Hosting, Organizing and Promoting Monthly or Bi-Monthly Events
1.5 Years of Editing & Producing all events on website and social media.

Authoritative Contributors

Hosts, Panelists, Guests of **unwaveringly top tier mythologists and story experts** from a variety of fields: Chris Vogler, John Colarusso, Dennis Slattery, Vanessa Taylor, etc.

Influential Audience

Audience includes leaders of **Pacifica, Esalen, Mythopoeic Society, IACM, Harvard, Jung Institutes, PRS**

Breakthrough Technology

Website & Live Viewer, Registration & Sales, Automated Newsletters & **Story Atlas Virtual Courses** that integrate interactive interfaces with live and recorded lectures, readings, mixed media deep dives and automated quizzes, writing prompts and tracking capabilities.

Foundations

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Mythouse is currently producing an online certificate course for a collaboration between the **Harvard Alumni Society Climate Action Group** and **Climate Reality**. This course will include five sessions with an array of world-class speakers and Harvard professors who aim to transform business leaders into climate protagonists by training them in what they can do where they are right now.

Mythouse' role is to produce the presentations and platform, which enables the automation of course registration, quizzes, discussions and writing assignments.

Climate Bootcamp

Proof of Concept

Climate Bootcamp

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Tentpole

5k Live Viewers with **300k+ Email reach** through partners:
Esalen, Michael Wiese, ScreenCraft, Save the Cat,
Hollihock, Conscious Good

2k+ Facebook

750+ YouTube

400+ Instagram

250+ Mythouse Accounts

Followers

4500+ Newsletter Subscribers (37% Open Rate)

Regular Audience

100+ Live Viewers

150+ Video Views

Most Viewed Videos

3900+ Views

**Proof of
Audience**

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Transformational Narrative

an in-house masterpiece on myth and story entitled,
Transformational Narrative

seeking production and distribution partners

Partnership

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Concept This authoritative immersion in Myth and Storytelling

Characters features the world's leading mythologists, story experts and filmmakers

Themes discussing mythic insights and filmmaking secrets

Narrative to cast light on narrative wisdom and the “monomyth.”

Treatment

Transformational Narrative

Mythouse

- What** A **documentary** that champions the mission of Mythouse.org
- Why** to **empower those stories without which we waste**
- How** by **entertaining, educating and hosting**
- Who** a **community of storytellers, mythologists and narrative audiences**
(everyone)

Mission

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Entertained Entertained by stories, myths and exciting insights

Educated while learning story structure, mythic motifs, approaches to myth and key topics in storytelling

Empowered to achieve narrative empowerment through a profound understanding of stories and how they are crafted

Edutainment

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KEY AUDIENCES

(and partners)

Self Help, Consciousness, Spiritual Seekers (with help of Esalen)

Jung Institutes & Jungians (with help of Pacifica)

Joseph Campbell & Followers (with help of Joseph Campbell Foundation)

Hollywood screenwriters (with help of Michael Wiese, ScreenCraft & Story Experts)

Adult Storytellers of all kinds with help of Writing Centers/Groups

Student Storytellers with teachers and schools at all levels – Film, Literature, etc.

Audience

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Story Experts

Chris Vogler

5+

Blake Snyder Delegate
John McKee
Dara Marks
Clyde Ford

Mythologists

5+

Maria Tatar

John Colarusso
Dennis Slattery
Jeff Kripal
John Bucher
Bob Walter
Janet Croft
Fabio Merlini

Filmmakers

5+

Jon Favreau

George Lucas
Patty Jenkins
Will Smith
Dan Harmon
Lana Wachowski
J.J. Abrams

Writers' Journey

Save the Cat
Story
Feminine Heroic
Hero with an African Face

Harvard Folklore
IACM Linguistics
Pacifica/Dallas Myth
Chicago/Esalen
Joseph Campbell Foundation
President JCF
Mythopoeic Society Editor
Eranos

Iron Man, Mandelorian
Star Wars, Indiana Jones
Wonder Woman, Monster
The Fresh Prince
Rick & Morty, Community
Matrix, V for Vendetta
Star Wars, Star Trek

Characters & Crowds

Joseph Campbell & Esalen
Carl Jung & Eranos
Chris Vogler & Hollywood
J. R. R. Tolkien & the Inklings

Host

Will Linn

Cast
& Characters

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ACT 1

Surface Excellence: Introduction to Gargantuan presence and influence of myth in film & Culture with emphasis on the Hero's Journey as a breakout success.

Inciting Call: But there are problems with the theory – is there really a universal monomyth? The Hero's Journey has not always been interpreted as inclusive of all cultures or the feminine or post-modern considerations, and it's sometimes been seen as reinforcing martyr and hero complexes that create problematic egos while sustaining status quo power structures.

Mentors & Call: Join the world's leading mythologists, story experts and filmmakers as we attempt to answer the question of whether or not there is a monomyth while looking for updates that respond to very serious critiques.

Cross Threshold – Down the rabbit hole, through the wardrobe, we're going to cross the threshold into ancient memory, where our story starts, where many stories start—with Aristotle.

ACT 2

Scarecrow: Solar Monomyth: Riddle of the Sphinx & Aristotle's Poetics leads to understanding of the alignment of the Solar Day with the Human Life Cycle to present a proto-monomyth. This leads into examples that feature Oedipus, Osiris and Orion in addition to the model known as the *Night Sea Journey*.

Tinman: Nature & Mimesis: Percy Shelley introduced the concept of Mimesis, which is about the recognition that poets are using imagery from nature to evoke correlating experiences (blossoming, growing, etc.). Frazer builds on this to show the mimesis of an individual's death and resurrection with the death and resurrection of their world, which we see in Disney movies like *Sleeping Beauty*. This understanding of Mimesis informed Tolkien's notion of Mythopoesis, which is what converted C.S. Lewis to metaphor and then Christianity through the notion that God is an author who writes with visual metaphors and that the creations of the creator are co-creators who should do the same in their art. Building on Frazer, Tolkien's work deepens the monomythic conversation by presenting an arc from hoarding to flow.

Lion: Eranos: At Eranos, Carl Jung championed an emphasis on Dream Interpretation as an approach to understanding myth. He also championed a theory called individuation, which was a journey to the wholeness of Self. This informed other participants at Eranos like Joseph Campbell and Mircea Eliade, whose *Eternal Return* and *Hero's Journey* take us the next steps in the story of the Monomyth. Eliade's emphasis is on the narrative motifs of renewal.

Midpoint & Via Negativa – This is where we come to the great success of Campbell, Vogler and the *Hero's Journey* only to come back to the problems with which we started. Where is the feminine? African? Is there really a universal? Ego inflation?

Nadir – This is where we discuss Ego Death and the Hero Complex, Anatman and Nirvana, which leads to Emptiness, Sunyata, the New Moon and an all is lost statement that there is no monomyth. After the down beat, we retrieve the elixir of the Nadir itself by aligning Midnight, New Moon, Winter Solstice and the first spark of life.

ACT 3

Return – The mission of Mythouse is to deliver these insights to an increasingly conscious world while creating supporting partner individuals and organizations like Esalen, Pacifica, JCF, MWP whose history continues this lineage and conversation.

Climactic Transformation at Wasteland – We hope that this documentary serves our mission and vision to *empower the stories without which we waste* – from ancient stories with the wisdom they offer to repressed stories in our world today. We hope that this documentary and the course offerings at Mythouse bring irreversible consciousness to myths and stories that can help heal our world

Narrative Outline

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**Will Linn,
Ph.D.**

Is the founder of **Mythouse.org** and the **General Education Department** at Hussian College in LA Center Studios, where he **teaches mythology, storytelling and philosophy**. Will has appeared in several **documentaries** and **TV series**. He is the co-creator of a **radio show** for the Santa Barbara News-Press called ***Mythosophia***, and he co-hosts the **Myth Salon**. His collaborators include many of the **world's leading mythologists and story experts**. After working for the **Joseph Campbell Foundation** in a variety of roles for seven years, he supports musicians, filmmakers and brands on the **development of their stories**.

Creator

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**John
Bucher,
Ph.D.**

John Bucher is a renowned strategist, communicator, and cultural mythologist based out of Hollywood, California. Disruptor named him one of the top 25 influencers in Virtual Reality in 2018. He is the author of six books including the best-selling *Storytelling for Virtual Reality*, named by BookAuthority as one of the best storytelling books of all time. John has worked with companies including HBO, DC Comics, The History Channel, A24 Films, The John Maxwell Leadership Foundation and served as a consultant and writer for numerous film, television, and Virtual Reality projects. Currently, he teaches writing and story courses at Hussian College in LA Center Studios. He has spoken on 5 continents about using the power of story to reframe how products, individuals, organizations, cultures, and nations are viewed. Learn more about John at his website, tellingabetterstory.com.

VP Production

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D.J.
Chris
Holmes

Chris Holmes has been working at the intersection of music, technology, and culture for over two decades. Whether as a **DJ, producer, composer, remixer, or brand consultant**, he seeks to elevate how people experience music and the world around them through creative collaborations and solutions. Chris spent the greater part of last 9 years touring the world with **Sir Paul McCartney** as his show-opening DJ, playing remixes of songs spanning McCartney's career. He has also toured djing with **Radiohead** and **Daft Punk** and played keyboards for the **Smashing Pumpkins** in the late 90s. In the studio, Chris has remixed everyone from The **Beatles** to **Radiohead, David Bowie, Britney Spears, Hole, Fischerspooner** and **FUN**. Active in the gaming world, he worked with Disney to develop a parallel remixing platform for their new **Fantasia** game and with Rockstar Games as both a **composer** and consultant on **Red Dead Redemption** and **Grand Theft Auto V**. Chris has hosted and DJ'd events for **Rolling Stone Magazine, NPR, The Black Keys, Atoms for Peace, Virgin Hotels, Daft Punk** and **Questlove** of the **Roots**. He DJs every summer with **LA's Cinespia**, and helped to create the magical **screening** of the **Breaking Bad** finale at the **Hollywood Forever Cemetery**. Due to his passion for **future technologies**, Chris is in demand as a consultant for various tech companies including Native Instruments, Marshmallow Laser Feast, Wolvesmouth, Sonos, Audeze, Shinola Audio and Novation/Focusrite. Chris brings his **love of art and technology** to his community involvement as Co-Chair of the Voice Project, Music Director for the Art of Elysium, and adviser for the **Sundance Institute's New Frontiers Program**.

VP Merchandise

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is a young technician with experience building and using a grab bag of diverse and innovative technology. In particular, his **web-dev**, **media-making**, and **communication-tech** skills have brought him the fortune of working with leaders across the planet with the purpose of changing the world of education and of storytelling. Some highlights include working to innovate technology, media, and education with the **Global Schools Alliance** in New Zealand, **Autens** in Denmark, **Liger Leadership Academy** in Phnom Penh, the city of **Helsinki**, and **HundrEd**.

AJ

Fleuridas

The events surrounding COVID-19, media and global education didn't just change things for a little while: It gave us a glimpse into the future, informing us what technology needs to change in media and education. For the past year, AJ has been working with Mythouse to develop the technology needed for this future.

VP Technology

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