

Dean Rinaldi

Story to Screen Architect

What Movie Producers Really Look for in IP (intellectual property).

In today's film and TV landscape, IP is currency, but not all IP is created equal.

When producers evaluate a book, article, podcast, game, or original concept, they're usually asking a few key questions:

1. Is there a clear, compelling hook?

Producers want ideas that can be explained in one sentence and instantly spark curiosity. If the core concept isn't easy to grasp, it's hard to sell to financiers, studios, or audiences.

2. Does it have a built-in audience?

Existing fans matter. A loyal readership, strong online following, or cultural relevance reduces risk and signals market demand.

3. Is it cinematic?

Great IP doesn't just have a good story, it has visual moments, emotional stakes, and characters that demand to be seen, not just read.

4. Can it scale?

Producers look for worlds that can expand: sequels, series, spin-offs, or franchises. Longevity is just as important as originality.

5. Is the timing right?

Even brilliant IP can miss its moment. Producers track trends, cultural conversations, and audience appetite. The right idea at the right time is powerful.

6. Is there room to adapt?

Ironically, the best IP isn't "perfect." It leaves space for reinvention, reinterpretation, and creative collaboration.

At the end of the day, producers aren't just buying stories, they're investing in *potential*

If your IP can promise an audience, a vision, and a future, you're already ahead of the game.

Thank you for reaching out. I help authors and original story creators architect their stories for the screen, so producers and studios can immediately see the cinematic value.

Message me to book a short consultation on WhatsApp.

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