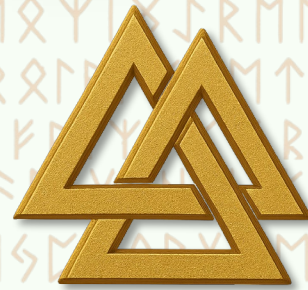


# THE VIKING WAY



**An animated family action-adventure**  
**Mythic roots. Modern heart.**

# THE VIKING WAY

A grieving teen hockey player is hurled into Viking times, where he must rescue his brother and unlock a runestone's ancient power — discovering “The Viking Way” that can change their world.

**Genre:** Animated Family Adventure / Fantasy Coming-of-Age

**Audience:** Ages 8+ (4-quadrant appeal)

## Key Selling Points:

- Fresh IP: Norse mythology reimagined for today's families
- Dual-world narrative: modern emotional truth meets epic fantasy
- Franchise-ready with cross-media potential









# THE VIKING WAY

**An Unlikely Hero. Myth Meets Hockey.**

**Jimmy Svensson** isn't the kid you'd expect to save the world. When his brother vanishes beneath the ice, Jimmy dives in — and lands in the Viking Age.

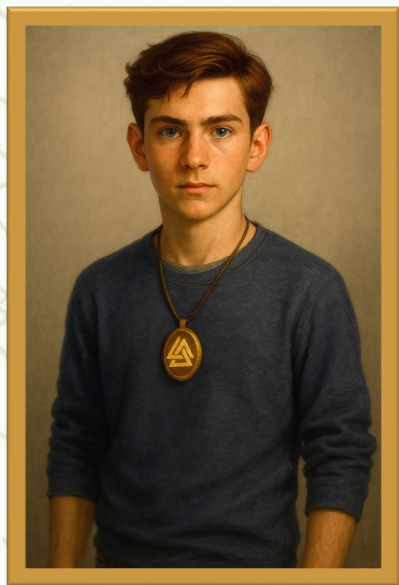
*The Viking Way* is a bold animated epic about brotherhood, bravery, and forging your own path — a coming-of-age story for anyone who's ever wondered if they were enough.



-  **Legacy & Identity:** You forge a legacy, not inherit it.
-  **Brotherhood & Forgiveness:** Two brothers fall apart — then find their way back.
-  **Unity Over Division:** True strength lies in unlikely alliances.
-  **Redefining Bravery:** A hero is made through focus, not fists.

# THE VIKING WAY

**It starts with a family worth fighting for.**



**Jimmy (14), his brother Billy (10), their Mom, and Dad.**

**A year ago, their world shattered. Dad died suddenly, leaving the family adrift. Now, in small-town Minnesota — where hockey is more religion than sport — Jimmy's story begins.**

**Before monsters, runes, or Viking magic... this is the family he's trying to save.**



# THE VIKING WAY

## Another Family... The Gods Themselves



**Meet another family: Odin, King of the Gods, and his wife Frigg, Earth-Mother. Their son Thor — God of Thunder (and muscles).**

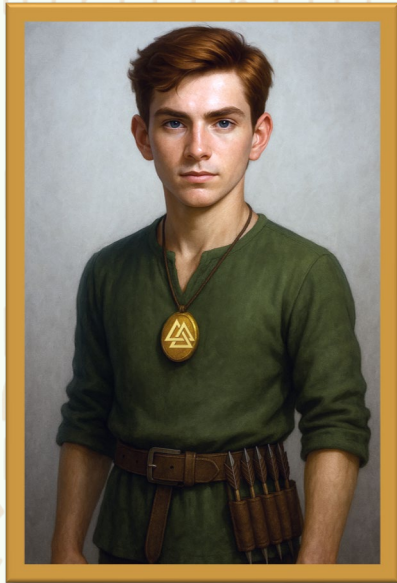
**Their adopted son Loki — half-Giant, God of Trickery — with his talking pet snake ShimSham, who only shows up for the banquets.**



# THE VIKING WAY



**Transformed by Time: Forged in the Viking Age**



**Odin hurls Jimmy and Billy into the Viking Age — dressed as Viking boys, knee-deep in trouble.**

**There, they meet Nadian, a sharp-witted young druid, and Norgaard the blacksmith — all muscle and mischief, but with a heart that surprises even Jimmy.**

**When Billy vanishes, Norgaard becomes Jimmy's reluctant mentor — teaching him to forge not steel, but courage.**



# THE VIKING WAY



## Family Defines the Stakes...



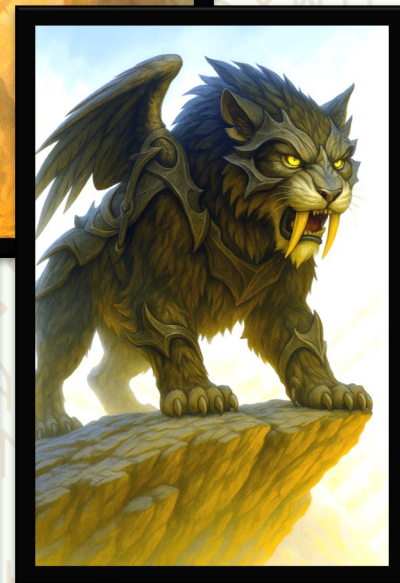
Norgaard's family includes burly **Sven** (15) and Norgaard's gentle wife, **Ingrid**. Their energetic eight-year-old twins, **Klagg** and **Sklagg**, are never far behind.

Nadian's father, **Kylem**, is King of the Druids. Proud, distrustful — yet his love for his daughter knows no bounds.



# THE VIKING WAY

**Evil will Stop at  
Nothing.**



**Galen is a vengeful Giant with one goal: the annihilation of Gods, men, and everything in between.  
His monstrous army — Fire Warriors, Frost Soldiers, and Flying War Cats — ravages all in its path.**



# THE VIKING WAY

## ACT ONE — LOSS, LEGACY AND THE LEAP

**Setup:** In modern-day Minnesota, **Jimmy Svensson** (14) struggles to live up to his late father's hockey legend. **Karl Svensson**, inventor of the "Svensson Slap-Shot," died suddenly a year ago, leaving Jimmy, his grieving **Mom**, and spirited younger brother **Billy (10)** adrift. After a brutal tryout and a family argument, Jimmy discards his father's carved runestone necklace — calling it an "unlucky rock."

**Inciting Incident:** Billy picks up the necklace and claims it as his own ("It should have been mine all along.") When the brothers argue, **Odin** — King of the Norse Gods — appears, declaring that the true bearer of the necklace is destined for glory. Billy eagerly accepts... and is pulled into a portal through time. Jimmy jumps in after him.

**Key Turning Point:** Jimmy lands alone in the Viking Age, determined to find Billy. He crosses paths with: **Norgaard**, a gruff Viking blacksmith, **Sven** (15), Norgaard's hot-headed son, and **Nadian** (14), a sharp-witted young Druid.

Mistrust runs deep between the Vikings and Druids, but with Billy missing — and a powerful Giant named **Galen** on the rise — Jimmy must convince them to help him... before it's too late.

# THE VIKING WAY

## ACT TWO — THE MYTHIC MIDDLE & “POWER OF THREE”

**Rising Action:** Jimmy and his unlikely team — Norgaard, Sven, and Nadian — venture toward Jotunheim, the land of Giants. Along the way, they face obstacles from **Loki**, the trickster God, and his talking snake **ShimSham**, both secretly allied with the villainous Galen. Their goal? A world fit for monsters after the fall of both Gods and Humans. As Jimmy faces physical and emotional trials, he begins to discover that strength isn't just in size or steel — it's in strategy, focus, and heart. His growing skills begin to matter more than brute force.

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**Midpoint:** The Heroes reach the sacred Druid stronghold and meet **Kylem**, ruler of the Druids — and Nadian's father. The revelation that Nadian is a princess changes the group's dynamic. Kylem is cold and mistrustful, especially toward the boys — and dismisses Nadian's leadership because of her gender. But time and again, Nadian proves herself. Meanwhile, Sven grows jealous of Jimmy — not just for his skills, but because Nadian begins to notice him.

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**Second Turning Point:** After Jimmy masters a special weapon — a set of Viking darts that require precision and focus — his confidence grows. He begins to understand that “**The Viking Way**” and “**The Code of Druids**” are different paths to the same goal: protecting those you love. Norgaard helps Jimmy unlock the runestone necklace's hidden “**Power of Three**” — one that may some day tip the balance of fate.



# THE VIKING WAY

## ACT THREE — EPIC WARS AND EPIC WINS

**Pre-Climax:** In Jotunheim, Jimmy and his companions discover that Billy — along with many other children — is being held prisoner by Giants preparing for a deadly ceremony. Galen, the monstrous Giant, commands an army of **Fire Warriors**, **Frost Soldiers**, and terrifying flying **War Cats**, aided by Loki and the stolen Eye of Odin. Odin appears to Jimmy and offers him a wish—if he can recover the Eye. Jimmy infiltrates the stronghold, but though he escapes, his companions are captured. Sven believes Jimmy's a traitor.

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**Climax:** Frigg reveals to Jimmy the truth: Sven and Nadian are not just allies — they are his and Billy's distant ancestors. Their destinies are intertwined. The family Jimmy's trying to save isn't just in the present — it's *in the past that shaped him*. Armed with this knowledge, Jimmy finds his courage. Using his specially-forged darts, he rescues Billy, the other kids, and the captured Heroes. On a frozen lake, the final showdown begins: a mythic hockey match, using the Eye as the puck. Jimmy unleashes the legendary **Svensson Slap-Shot**, forged in fire and lineage, to destroy Galen once and for all. Sven tames the War Cats. Nadian leads the Druids. Loki and Galen's army fall.

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**Resolution:** Jimmy passes his runestone necklace to Sven, honoring the ancestor who became his friend. He tells Nadian he's not her true love — it's Sven. Odin grants a final wish: Jimmy and Billy spend a final night with their Dad in Valhalla. Back in modern-day Minnesota, the family of three finds peace. On the ice, Jimmy scores again — but this time, it's for the young man who's finally figured out who he is and where he belongs.

# THE VIKING WAY

**Dad's runestone necklace.**

**Three interlocking triangles.**

A cryptic message passed down through the ages:

***“Look in the center. What do you see?  
When all come together — the power of three.”***

This is the heart of our story.

With three, anything is possible.

Gods. Vikings. Druids. A shared world.

A triangle doesn't break — it holds. It endures.

Find your own Power of Three.

Because survival isn't strength alone —  
it's **who** you stand with.





# THE VIKING WAY

## Set Piece: Odin's Stolen Eye, Unleashed

**The battlefield explodes in chaos.**

Galen, leader of the Giants, unleashes *Odin's stolen Eye*.

From atop a ridge, he unleashes bolts of divine lightning — vaporizing the Vikings in fire and ash.

Warriors scatter in terror.

A sequence of staggering scale — visceral, operatic, unforgettable.





# THE VIKING WAY

## Set Piece: Dad's Cryptic Gift

**A frozen lake. Sunset.**

Jimmy struggles to master the legendary Svensson Slap-Shot.

Then — Dad offers something unexpected: a mysterious *runestone pendant*, passed down through generations.

The quiet moment fuses coming-of-age emotion with mythic foreshadowing — planting the seed of Jimmy's link to ancient Viking power.

A scene of legacy and burden — where family, mystery, and destiny collide.





# THE VIKING WAY

## Set Piece: Time Portal on the Hockey Rink

**The ice shatters beneath a boy's feet.**

Billy is ripped into a glowing whirlpool carved from Odin's spear — a modern rink torn open by ancient magic.

The image combusts with emotion and surreal wonder, as Jimmy watches his brother vanish before his eyes.

Despite their bitter argument moments before, Jimmy knows: if Billy's gone, he's going to find him... *wherever he is.*





# THE VIKING WAY

## Set Piece: The Halls of Valhalla

**Odin's grand hall erupts in an immortal feast.**

Glowing Fallen Warriors roar with joy as their king strides across a conjured banquet table — each step igniting fire, food, and fury. Goblets rise. Meat appears. Destiny hangs in the smoke. Then Odin bellows the truth:

**“War with Galen is coming.”**

An epic reveal of the major Gods — blending humor with awe, raising the stakes, and turning the feast into a storm of glory, prophecy, and looming war.





# THE VIKING WAY

## Set Piece: Jotunheim — Galen's Army Awakens

**In the molten wastelands of Jotunheim, Galen rallies his monstrous horde to annihilate the Gods.**

From a rotting cage, terrified children watch. Loki arrives — not to stop Galen, but to manipulate him. He whispers of a young warrior chosen by Odin... strong enough to change fate.

Flames ignite. Shadows rise. Betrayal crackles in the air. This moment fuses tension, dark humor, and mythic spectacle — a pivotal turn that unleashes war between realms.





# THE VIKING WAY

## Set Piece: Nadian Trains Jimmy in her Cavern Home

**Deep beneath the forest,  
Jimmy enters Nadian's  
glowing sanctuary — a cavern  
lit by moss and waterfalls,  
humming with ancient power.**

Here, Nadian teaches him the  
Druidic arts: archery, focus,  
restraint... and the Code of  
Druids. Jimmy struggles. She  
steadies him.

Lessons sharpen into moments  
of quiet connection.

In this hidden world, strength  
takes on new meaning. The  
bow. The Code of Druids.  
Together they reshape the way  
Jimmy sees everything —  
including himself.





# THE VIKING WAY

## Set Piece: Zombie Reindeer Stampede — “Be a Tree!”

**In an open field, flaming, undead reindeer — ridden by Loki — thunder toward the Heroes. Certain death gallops closer.**

With no cover in sight, Jimmy hatches a crazy plan: stack themselves into the shape of a tall tree.

The herd splits and charges past, fooled by instinct.  
Absurd. Daring. Miraculous.

It works — and in that moment of ridiculous triumph, the Heroes are bonded forever.





# THE VIKING WAY

## Set Piece: The Turpox Attacks!

**In the glowing caverns, Jimmy is seized by the jelly-limbed Turpox — a nightmare of writhing tentacles and gnashing jaws.**

Arrows fail. Panic spreads. Then Norgaard and Sven charge, unleashing Viking fury. Tentacles are severed. Jimmy is torn free — and Nadian races into his arms.

But triumph curdles into tension. Her father Kylem, wounded and grim, condemns her trust in outsiders.

A monstrous battle that becomes a turning point of loyalty, defiance, and heart.





# THE VIKING WAY

## Set Piece: Valkyrie Ambush

**On Mount Beowulf, beauty becomes horror. Four Valkyries ride in — radiant maidens on white steeds — then twist into skeletal shrieking warriors.**

Norgaard and Sven collapse under their spell. But Jimmy doesn't flinch.

He draws Odin's darts. One strike — a Valkyrie falls.

A second — her blade clatters to the ground.

Jimmy stands tall, a scared boy no longer.

The ambush transforms into a rite of passage — where myth meets muscle, and a legend is born.





# THE VIKING WAY

## Set Piece: Jimmy Crushes the Savage Vines

In a desperate escape from the Giants, chaos erupts in a jungle of living vines.

Carnivorous blossoms snap at the Heroes, devouring all in their path.

Jimmy leaps into action — blades flashing, darts flying — carving a way through the writhing plants. Each strike grows bolder. Each cut, more confident.

By the time they reach safety, Jimmy is no longer just surviving.

He's bloodied, fierce, and fully in command.





# THE VIKING WAY

## Set Piece: Sven Commands the War Cats

Under moonlit skies, the Heroes face the fire-breathing War Cats. Norgaard steps up first — and is struck down.

**Then Sven rises. Fearless. Defiant. He locks eyes with the lead Cat, draws blood with his blade... and silence falls. The beast bows. The herd submits.**

As Giants thunder closer, Norgaard draws both swords for a final stand — but it is Sven who leads the Viking charge. His destiny ignites, his father's legacy burning within him.





# THE VIKING WAY

## Set Piece: The Slap Shot that Kills the Beast

**On the frozen lake, Jimmy stands at center ice.**

At his feet glows Odin's Eye — a burning puck of ancient power. Around him, Nadian, Sven, and the others brace for Galen's monstrous army. The world holds its breath.

Jimmy plants his feet. Grips his stick. With one breath — he unleashes the legendary Svensson Slap Shot.

Focus. Power. Destiny.  
The puck screams through the ice and shatters Galen's weakness — and evil explodes into dust.





# THE VIKING WAY

## Set Piece: The Epic Battle to Save the World

**Night ignites with fire and fury.  
Vikings, Druids, and Gods unite for  
their final stand.**

Above, Jimmy and Sven blaze  
through the sky on fire-breathing War  
Cats, turning Frost Soldiers to slush.  
Below, Nadian unleashes Druid  
magic that drowns Fire Warriors in  
mud. Giants fall back as Viking  
berserkers roar into the fray.

And in the storm of chaos, three  
young warriors rise —  
Jimmy, Nadian, and Sven —  
soaring high above the battlefield,  
legends in flight.





# THE VIKING WAY

## Set Piece: Valhalla Banquet Farewell

In Odin's great hall,  
golden fire glows.  
Jimmy and Billy raise  
their horns beside  
Norgaard and their  
father — one last time.

It's a sacred goodbye  
after the storm.

A toast. A farewell.

And in that stillness,  
Jimmy understands: the  
“Power of Three” is his  
family, living and gone.

Their father's embrace  
becomes release.

A rebirth.

All in one perfect, mythic  
moment.





# THE VIKING WAY

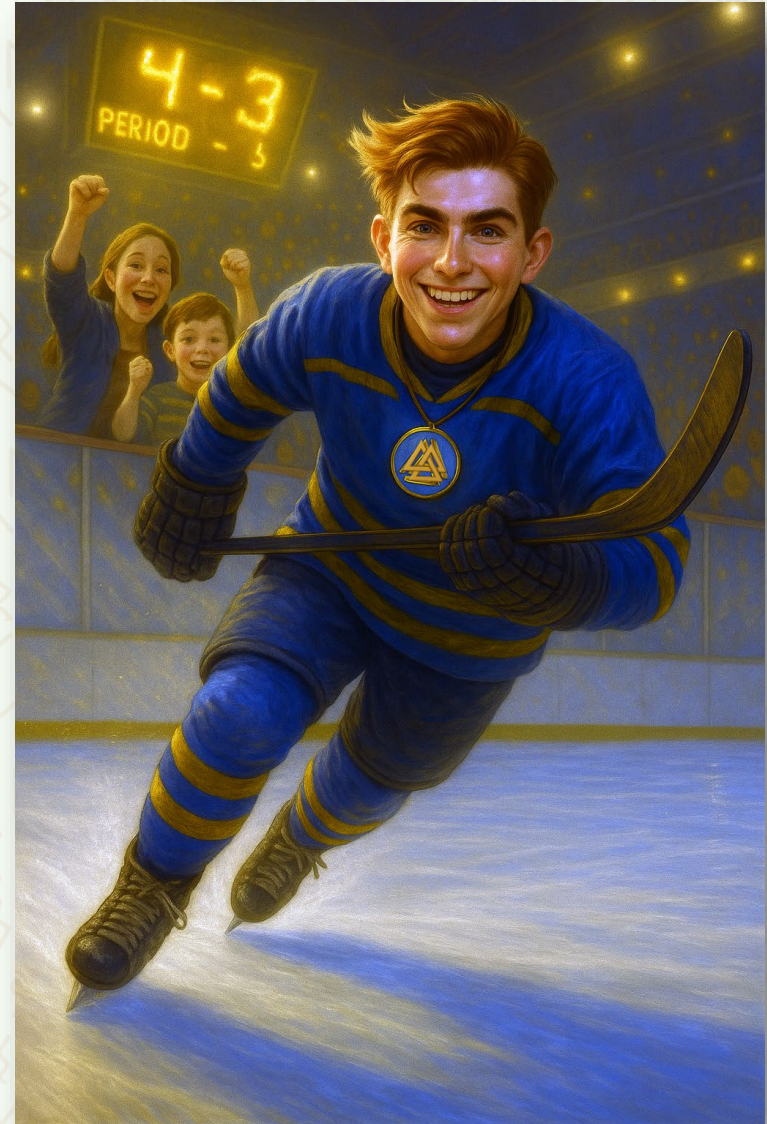
## Set Piece: The Viking Way, and Victory for All

On the ice, Jimmy surges forward — radiant, **unstoppable**. The Valknut gleams against his chest as the crowd erupts.

In the stands, Mom and Billy cheer. The scoreboard burns gold: victory.

Jimmy has landed the Svensson Slap-Shot. More than a goal — it's legacy, love, and self-belief, all blazing in one triumphant stride.

**This is *The Viking Way*.**





# THE VIKING WAY

## Path to Success

- **Festival-ready premiere:** Annecy, Sundance Kids, TIFF Next Wave — heart-first, myth-rich, kid-forward.
- **Norse myth × modern boyhood:** Hockey, Gods, and grief in fresh fusion.
- **High-concept, big-heart adventure:** *The How to Train Your Dragon* baton, passed.
- **Perfect studio fit:** Netflix, Sony Animation, Skydance — soulful originals for families.
- **Resonant, merchandisable IP:** Runestone necklace, Valkyrie action, Shimsham plush.
- **Career-making voice roles:** Tween/teen actors get funny, fearless, emotional material.
- **Cultural spark:** A conversation starter on grief, masculinity, and legacy — for families, classrooms, panels.





# THE VIKING WAY

## Franchise and IP Potential

### Evergreen Family Franchise

Myth-meets-modern world primed for sequels and spin-offs.

### Streaming Series & Holiday Specials

Prequels in Valhalla, side quests with Sven & Shimsham.

### Branded “Power of Three” Identity

Runestone symbol = legacy, unity, and wearable meaning.

### Merchandising & Collectibles

Runestones, plush Shimshams, Valkyrie bows, Odin’s Eye darts.

### Cosplay + Kid/Teen Fandom Ready

Iconic silhouettes, accessible costuming, TikTok-ready.

### Multi-Platform Expansion

Graphic novels, middle-grade book series, VR hockey-battle game, SEL (Social and Emotional Learning) tie-ins for schools.





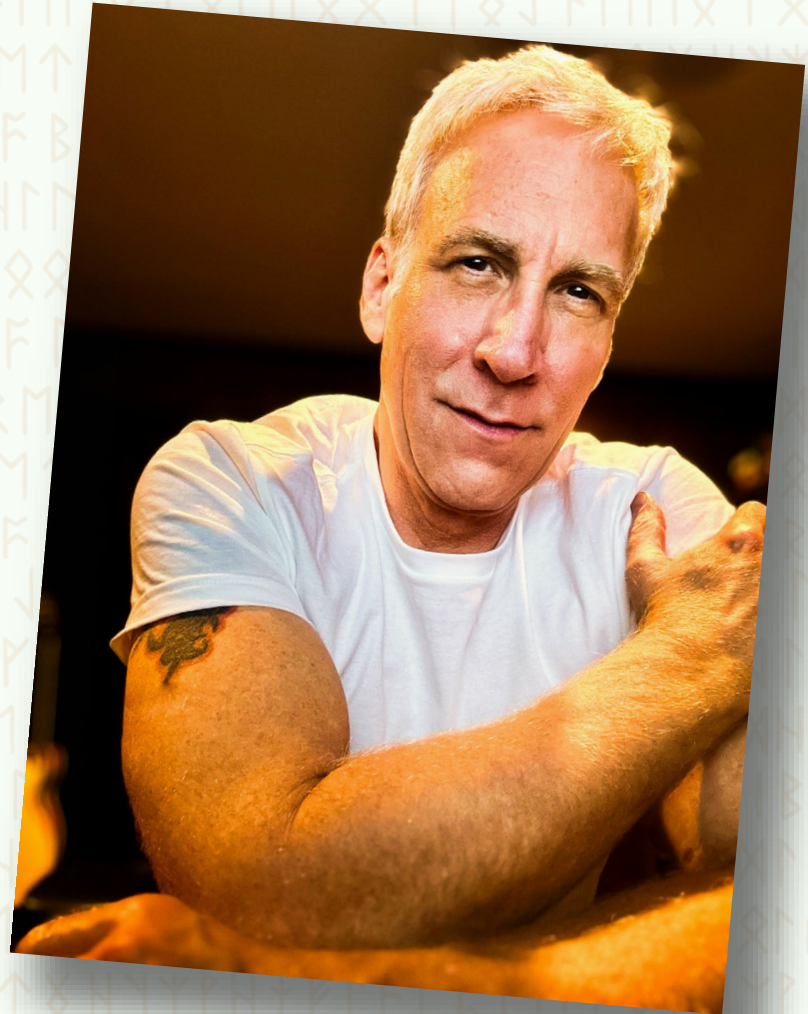
# THE VIKING WAY

## About the Screenwriter

James Tuveson is an award-winning screenwriter known for epic, emotionally rich adventures that resonate across generations. His work blends mythic storytelling with heart, humor, and hope — from fantastical quests to high-stakes coming-of-age journeys.

*The Viking Way* is more than a movie for James — it's a legacy. A heartfelt offering to kids and families everywhere.

His dream: to create stories that endure long after he's gone — tales that uplift, inspire, and remind us what we're capable of when we fight together, and for each other.





# THE VIKING WAY

## One last note...

### Why “The Viking Way” Matters — Especially for Boys Today

- **Validates Emotional Struggles**  
*Grief, fear, and shame are shown — and shared.*
- **Redefines Heroism as Integrity**  
*Leads with humility, not dominance.*
- **Promotes Creative Problem-Solving**  
*Brains over brawn, strategy over strength.*
- **Models Healthy Sibling Bonds**  
*Forgiveness, loyalty, and earned trust.*
- **Challenges Toxic Masculinity Tropes**  
*Gentleness, teamwork, and emotional honesty.*

**The Viking Way** gives boys a story where vulnerability is strength — and connection is the ultimate victory. Its message resonates with everyone navigating courage, identity, and belonging.

