



Progress to date

Who Is Esther: A Unique Backstory

2016



Pre-cancer...

2017



Leukemia
Bone Marrow Transplant
7 months in the hospital

2017



“Write a Broadway-style musical”
7 months laying the musical foundation

Early Development

2018



Manuscript (v1)

2018



Music: 21 songs (v1)

2019



Musical Preview Event
Introducing 200 people to the "v2" music

Marketing and PR Foundations

2020



Brand Development:
Logo
Hero image
Visual Identity

2021



Website
Social Media

2022



2023



Ride to Conquer Cancer
(4x captain)



Momentum...

2024



Final Manuscript
(Input from 43+ people)

2024



Final Score

2024



Workshop Casting,
Workshop,
Studio Recording

2025



Production of Studio Video
of Who Is Esther

Momentum

2026



Kingston Fringe Festival
Aug 6-16, 2026

2027



Updated script, staging,
and music

2027



On-stage Toronto
June 2027

2026 Current Activities

Marketing



Social Media



Outbound Email



Media and PR



Sing With Esther
(Choir program)

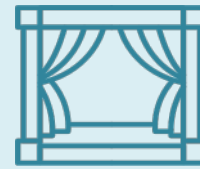
Production



Build Creative
Team



Toronto Musical
Theatre Collective



Book Venue



Build company
/Casting

Financial



Advisory Board



Financing
(Gov't/Sponsors)



Partnerships

