

“Do the Right Thing” — A Dragons’ Den Pitch Like No Other

Presented by: Andrew Schofield (XENTRX) — Musician • Limner • Maker • Unicorn

THE VISION

I’ve never wanted to take the spotlight. I’ve always wanted to build a stage big enough for everyone else to shine on with me.

This is not a conventional pitch. This is a live performance — a ritual of community, creativity, and legacy. A chorus of people and creatures, fabric and stories, bookmarks and magic. My goal is to create a movement — not just a product line — and invite the Dragons to do the right thing and stand with something real.

THE PRODUCT: A BOOKMARK THAT’S MORE THAN A BOOKMARK

Handmade, fabric-based bookmarks, often topped with a rhinestone Auryn charm. Made from reclaimed materials, batik fabrics, and hand-bound love. Each bookmark is a story seed — a token of creativity. Price varies, but value grows with story. Future vision: ethically sourcing custom gilded Batik fabric from India featuring unicorns and dragons — turning bookmarks into global, story-carrying artifacts.

THE FUTURE: LITTLE SHOP OF XENTRX

A physical creative space in Toronto: textile & book arts studio; safe community space; live music listening sessions; open mic readings & workshops; and 'Pet on Duty' zones — no surveillance, no gatekeeping, just trust. The bookmark is the symbol; the space is the legacy.

THE SHOW — EPISODE ARC (ABRIDGED)

- 1) The Unicorn Arrives • You enter with dog & briefcase; creatures on the floor.
- 2) Do the Right Thing • Opening line & first fabric falls.
- 3) The Briefcase • Stories revealed through objects.
- 4) The Chorus • Friends & creatures enter one by one.
- 5) Thirteen Lights • At the 13th friend, the stage glows.
- 6) The Memorial • Photos of those gone; soft rain.
- 7) The Book • Courthouse anecdote; tender and real.
- 8) The Rain • Bookmarks & fabric fill the air.
- 9) Mic Drop • “Please don’t throw this in the garbage. It’s all art. And art can be worth a lot of money.”
- 10) The Ask • “Dragons... will you do the right thing?”

CREATURES & CHORUS

Up to 13 friends/creatures (humans & animals). Each entrance triggers fabric rain and a new light. Some hold bookmarks, some hold photos, some simply stand and breathe. Pets may enter and exit as needed — the story adapts with kindness.

THE ASK

“I don’t want to talk numbers. I like patterns — 13, 666 — not cages. Throw as much money at this as your heart tells you to.” This is not about control; it is about standing together. This is how we make it rain — not greed, but art.

WHY THIS WORKS ON TV

Visually stunning (creatures, fabric, rain, chorus). Emotionally grounded (memorial moments, personal story). Original and unforgettable — it makes the Dragons part of the story. Viewers will remember this for years.

CONTACT

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