

# Executive Summary

## Friendship Pod Affair, LLC

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**Purpose:** This request is to fund the production costs of a US independent film. The question is, can an independent film make ROI? Is it a good investment? Our film, *The Friendship Pod Affair*, before Covid, received a signed \$15M agreement from a Chinese investor who believed this film had blockbuster potential. The deal was killed by the Chinese government. In this document we will show you why we believe this film has great upside potential. (See page one in our Investment Portfolio.)

**Analysis:** Most independent films do not make money because the producers know little about marketing, and they do nothing to ensure success. On the other hand, our producers have spent years in marketing. They know that making ROI on a film is not rocket science. Our plan, because research has shown this to be effective, is to hire two A-list actors and to hire marketing people to create buzz to separate this film from all other films and get it noticed.

- *“A film where the main actor received awards for acting is one of the best predictors of movie success.”* - Francois Carrillar, UTX Business School, Sydney. That is why the producers have put enough money in the budget to pay for two A-list actors. (See page 9 in our Budget Top Sheet, in our Marketing Portfolio.)
- *“Buzz Marketing can get you a higher return on investment (ROI) than traditional forms of marketing.”* - J Courshon, Secrets to Distribution. We have put into the budget one million dollars to help with marketing and to create buzz. (See Page 11 in our Marketing Portfolio.)
- *“So, it’s fair to say that going after an older audience (34 years plus) with a high-quality drama is a good bet for success at this budget range (10 million to 20 million).”* – Steven Fellows, film data expert. The *Friendship Pod Affair Movie* is just that. It is a wonderful adventure love story that talks about the power of listening to your enemy. In addition, the script is award winning. (See Page 4 in our Marketing Portfolio.)

**Projections :** Independent films do make money in the right environment. Here are some films that did it right:

*Mc Farland, USA* – Budget: \$17M – Star: Kevin Costner – ROI: \$89 Million

*Monsoon Wedding* – Budget: \$7M – Director: Mira Nair – ROI: \$43 Million

*Jo Jo Rabbit* – Budget: \$14M – Star: Scarlet Johansson – ROI: \$123 Million

*Upside* – Budget: \$37M – Star: Bryan Cranston – ROI \$225 Million

We cannot guarantee these kinds of results. But we can guarantee that we will follow their example. It is so much easier to make money with film today because you can stream it for a while and then take a theatre run, and then go back to streaming, and then, finally, another theatre run. (For a full list of these successes see page 10 in our Marketing Portfolio.)

**Requirements:** We need \$17 million US to complete the full production of the film, *The Friendship Pod Affair*. This includes \$1M US to help with creating buzz. We have established an Oregon Limited Liability Corporation. All investment will run through this LLC. Our Investors, Directors, and Executive Producers will be the voting members. A Line Producer will handle all money. They will make sure that we stay on budget, and they will handle all financial disbursements. Once production is complete and income is being received, an accounting firm will handle all of these distributions according to the LLC Agreement. The investor is further protected by a completion bond which will be purchased before production begins. (See page 13 of our Marketing Portfolio.)

**Conclusion:** When I began this journey as a writer producer, I had a question about whether anyone had done research to find out what makes a film successful. I knew it wasn't a matter of just luck. And what I discovered is that if we have A-list actors, a good story and we have a way to create buzz, it gives our film a huge advantage in being financially successful. In addition, this is not a hack job story. It isn't a depressing story. It is a story that inspires. If ever there was a time when inspiring greatness was needed, it is today. Film in the past would put a bounce in people's step. It left them happy. People are ready for something different. They are crying for a reason to go back to the theatre. We believe our story will touch people's hearts. We are putting together a team that has the potential to knock this film out of the park. Is this a good investment? Only if you want to be a part of something positive. Only if you want to invest in something that has meaning. Only if you want to invest in something that has great upside potential. And only if you want to invest in something that could make a difference. For 35 years I have invested in all kinds of projects, and I have learned that the best investments have been with people who had a vision for making the world a better place. (Read the full treatment of *The Friendship Pod Affair* story on page 4 in our Marketing Portfolio.) Please read our full Marketing Portfolio which can be download at:

<https://www.friendshippodmovie.com/general-3>

Executive Producer, Renée Mollan Masters is available for a Zoom.com meeting to answer any further questions.

