

POT HOLES

MINDWAVE
Studios



Lunchbox
Pictures Inc.

MindWave Studios Ltd.
PRESENTS



POTHOLES

A MINDWAVE STUDIOS & LUNCH BOX PICTURES FILM

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<https://www.potholesmovie.com>

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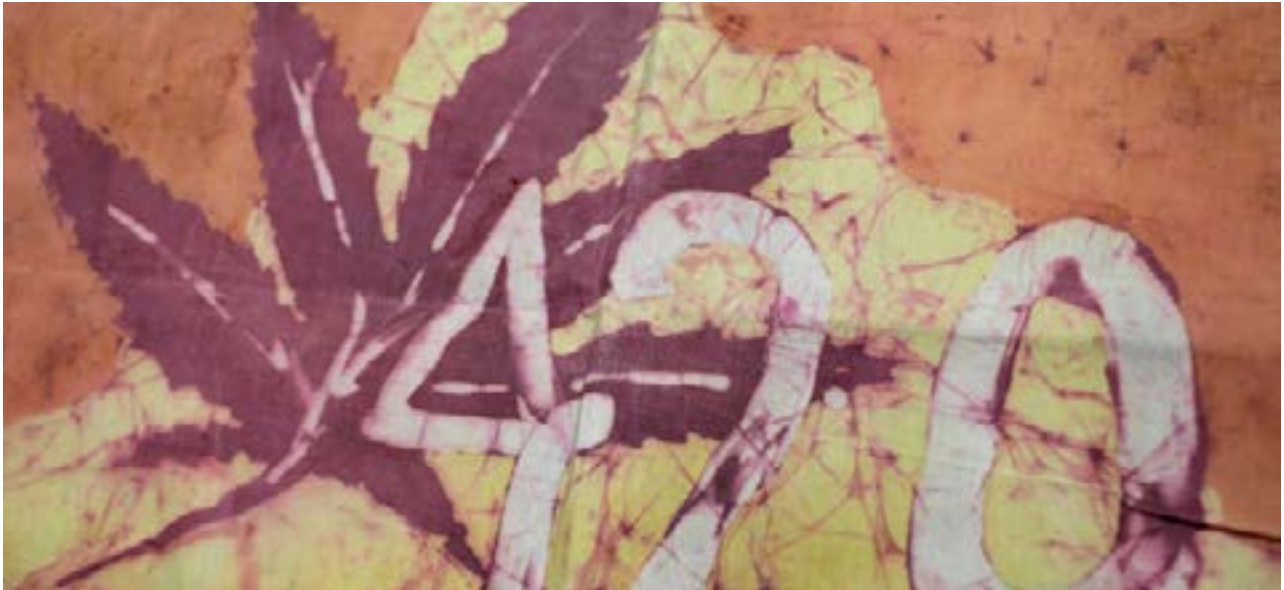
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EXECUTIVE SUMMARY



MindWave Studios Ltd. is seeking \$1,200,000.00 for the production and marketing of the comedy *Potholes*.

MindWave Studios' investment opportunity includes 120% of original investment plus 80/20 profit split. 80% going to Production and 20% going to investors.

MAJOR ASSETS

- First Nations Production
- Strong Niche Audience
- Marketable Cast
- Monetary Funnels include: pot board game, pot merchandise, pot strain, sequels, and TV spinoff.
- International, Domestic Distribution, and Self Distribution
- Production is offering integrated product placement for a fee for brands, products, and companies looking for exposure to our target audience
- Production has previous distribution deals on; Red Box, Netflix, Hulu, iTunes, Amazon Prime, Best Buy, and Walmart
- Legal Strain of Cannabis for licensing



FILMMAKER STATEMENT

PRODUCER/SCREENWRITER/ACTOR

Jonathan R. Holeton



Jonathan R. Holeton is a producer, writer, actor, artist of St. Paul, Alberta, Canada and CEO of MindWave Studios Ltd., where he's produced shorts such as "Kuryaga", "Don't Call Me John!", "Predict This!", "The Real Ghosts of Pac-man" and many more shorts on his Johny ; Five FX Youtube channel.

"PotHoles" is based on his life with his best friend Gina when he lived in Edmonton, Alberta for 15 years. She passed away from cancer in 2017, he's dedicating this film in her memory. Jonathan is also developing his children character Berry Blue Bunny and has other scripts he's developing.

Jonathan believes in encouraging those struggling with addiction, mental illness or any disability to reach for their dreams and is very proud to be able to show them through this film "PotHoles" that we can achieve our goals no matter how many pot holes we hit on our journeys.

He also wants "PotHoles" to be very diverse culturally but also have many characters/actors with disabilities in it.



PRODUCER

MALCOM SOOSAY

Malcolm has been in the entertainment industry for over 30 years. Working on film and television projects of all sizes. He presently has the record of being the first Aboriginal filmmaker to ever be allowed to film inside the United Nations in Geneva, Switzerland.

Living on the Maskwacis First Nation Reservation of Samson, he freelances and writes. Trying to find work in Canada where most freelance projects available are in conflict zones. He will be returning to the Ukraine to finish a documentary on a children's orphanage.

He is ready for your project. Be it documentary, film, corporate promotional video's and just about anything. Malcolm can film and edit your project. Basically a one man show.

Malcolm is self-represented and takes clients on a limited basis.

POTHOLE

SYNOPSIS

Johnny and Gina's lives have pot holes. Their roads merge through their wheel-chair bound friend Bonnie and their love of weed.

They bond because of Pot but Gina really takes him as a brother and becomes very protective of him. She knows that Johnny is kind and trusting to the point of Naïve and she looks out for him.

Johnny meets Gina's pot dealer the Captain. He tells them his pot is magical space weed and uses 80s music to grow it. His weed is so good that Johnny experiences magical 80s pop culture. Johnny is always in good hands when he is with Alice but there comes a day when he decides to go partying with some friends and in the course of a couple wild days he meets a bad guy named Hollywood.

Lucky things happen for Johnny and Gina, he wins \$5,000 at the casino playing super 7 Blackjack. Hollywood and his cronie Cracker Jack are blown away by how lucky Johnny is, so they invite him and his friends to Hollywood's Mansion.

Johnny will soon find out the dark side of Hollywood. He accidentally tells Hollywood and Crackerjack about the Captain's magic weed. He also gets in trouble when he ends up partying with some hookers, who steal his car and also steal Hollywood's crack from Cracker Jack. This is when Johnny really starts to hit major potholes.

Johnny doesn't want Gina to know what he's been up to but cuts it close when Cracker Jack tries to pull Johnny out of his parked car at a convenience store with Gina in the passenger seat. This is where she goes full on Alpha Female and beats the living crap out of Cracker Jack.

Hollywood and Cracker Jack end up stealing the Captain's weed to wield it's great power for themselves. It's now at Hollywood's Mansion.

Johnny tells Gina and the Captain where Hollywood lives so they go there to steal it back. On their way there, Johnny greens out from the weed and starts vomiting as he drives around a traffic circle and magically all of a sudden his car is now an 80s Delorean. Police on bicycles see this and follow Johnny. With the luck of the weed, the two bicycle police slip and fall from all the vomit on the road. The 3 stoners continue to Hollywood's Mansion.

When they arrive at Hollywood's house party, with the help of a bit of magic weed left, Captain and Gina invoke the power of the 80s by using an 80s boombox to play the 80s Bird Dance song to distract everyone at the party. As the Captain says... "Nobody can resist the bird dance." With the bird dance song playing all of Hollywood's people do the dance while the Captain and Gina steal back the magic weed that's in Hollywood's truck and Johnny helps Gina's daughter Ashley escape from Hollywood.

Johnny sees his Psychiatrist who now realizes Johnny doesn't just have Bipolar but Congruent disorder aka Dual diagnosis - mental illness AND addiction. Johnny goes to dual diagnosis treatment center and is told to stay away from his friends who do drugs. He is sad he can't see his best friend Gina anymore, but decides to move back to his hometown of St. Paul, Alberta to recover. He really likes his Counsellor Gary and listens to his advice to stay away from old drug friends.

Johnny stays sober by learning his passion for filmmaking on Youtube and becomes a Youtuber/Director. He also writes down his adventures with Gina, the Captain and Hollywood as a movie script.

Johnny gets a bit of a break and ends up acting in a tv show, so he has to go back to his slippery place Edmonton.

Hollywood and Cracker Jack see the show Johnny acted in on TV. They see his full name in the credits, "Johnny Holdman" and decide to pay him a little visit in St. Paul.

Johnny sees outside his window that Hollywood and Cracker Jack are in his Neighborhood, they bought the house across the street from him and wait for night to come to kill him. Johnny is scared, the first person he calls is Gina. She immediately rounds up her friends to come to Johnny's rescue. Her boss (Harry) at the strip bar she works at also just happens to be a badass biker and he answers her call with a few of his buddies. They head out to St. Paul in a convoy with Gina flooring it all the way.

They arrive just in time to save Johnny from Hollywood who has taken Johnny from his home and is now ready to delete him in a very painful way...with a baseball bat. Instead, Hollywood is taken away by Harry and the bikers... never to be heard of again, at the end we see Gina's cousin Smudge Pants dealing with Hollywood and CJ with his explosive slapshots.. Come join us in this epic stoner adventure...You be the stoner, we'll be your Buds, together we'll have a hoot. In THC surround sound.

PROJECT SYNOPSIS



Written by: Jonathan R. Holeton
&
Tina Lameman

The budget of \$1,200,000.00 will enable production to produce the feature film, cast marketable actors, and sell it to distribution companies & Broadcasters.

Genre – Comedy
Budget—\$1,200,000.00
Proposed Length: 90 minutes

Logline: Johny and Gina, two strangers become best friends through their love for magical 80s space-weed but for Johny it's a gateway into the darker world of a guy named "Hollywood" and he needs to be rescued by his friend Gina who calls on a favour from her family and friends - the bikers and cousin Smudge Pan.

Box Office Comparison of Successful Films in Similar Genre That Where Produced Independently

Film	Budget	BOX office Gross	DVD Sales	Total Gross
BOOKSMART (2019)	\$6,000,000.00	\$24,600,000.00	\$1,000,000	\$19,600,000
HUNT FOR THE WILDERPEOPLE (2016)	\$2,500,000.00	\$23,800,000.00	N/A	\$21,300,000
WHAT WE DO IN THE SHADOWS (2014)	\$1,600,000.00	\$8,400,000.00	N/A	\$6,800,000
SORRY TO BOTHER YOU (2018)	\$3,200,000.00	\$18,000,000.00	\$1,000,000.00	\$15,800,000
BLACKKKLANSMAN (2018)	\$15,000,000.00	\$93,000,000.00	\$6,000,000.00	\$84,000,000
CAN YOU EVER FORGIVE ME? (2018)	\$10,000,000.00	\$12,500,000.00	\$480,000.00	\$2,980,000
SUPER TROOPERS 2 (2018)	\$13,500,000.00	\$31,500,000.00	\$7,300,000.00	\$25,300,000
THE BIG SICK (2017)	\$5,000,000.00	\$53,000,000.00	\$1,000,000.00	\$49,000,000
THE DISASTER ARTIST (2017)	\$10,000,000.00	\$28,000,000.00	\$1,300,000.00	\$19,300,000
THE BEACH BUM (2019)	\$5,000,000.00	\$4,200,000.00	\$140,000.00	(\$660,000)

LEAD CAST IN CONSIDERATION

BEN



JAY BARUCHEL

Man Seeking Woman
This is the End
Fanboys



JONATHAN R. HOLETON

Mixed Blessings
Bury my Heart at Wounded Knee
Predict This!



**CHRISTOPHER MINTZ-
PLASSE**

How to Train a Dragon
Superbad
Kickass

ALICE



TRACY BONE

Singer
When Books Talk
Arbor Live!



ROSANNE SUPERNALT

Through Black Spruce
Maina
Blackstone



CAROLINA HOYOS

Catalyst
Blackwater
Dollface

CAPTAIN



HOWIE MILLER

Comedian
Caution: May Contain Nuts
Delmar & Marta



TOMMY CHONG

Up in Smoke
Scare Bear
Jay & Silent Bob Reboot



BIG DADDY TAZZ

Comedian
Mixed Blessings

Company has not entered into formal agreements with the such talent and their appearance in the Picture is subject to entering into such agreements and their schedule and availability.

IN CONSIDERATION FOR HOLLYWOOD

HOLLYWOOD



COREY FELDMAN

The Goonies Two
Lost Boys
Stand by Me



JASON PRIESTLY

Private Eyes
The Order
Beverly Hills 90210



LOCHLYN MUNRO

Riversdale
White Chicks
Scary Movie

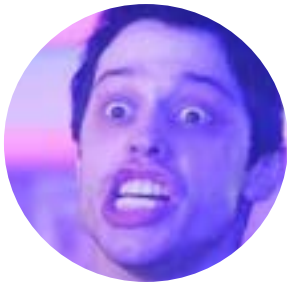
SUPPORTING CAST IN CONSIDERATION

CRACKER JACK



DOV TIEFENBACH

You Above All
About a Teacher
The Sound of Silence



PETE DAVIDSON

Marmaduke
The Suicide Squad
SNL



KIERAN CULKIN

Succession
Approaching a Breakthrough
Infinity Baby

HARRY



LORENZO LAMAS

Grease
Renegade
Falcon Crest



HULK HOGAN

Muppets from Space



LOU FERRINGO

The Incredible Hulk
Hulk
The King of Queens

JESÚS



DANNY TREJO

Machete
From Dusk to Dawn
Breaking Bad



LUIS GUZMÁN

Caritos Way
Shameless
Traffic



GABRIEL IGLESIAS

Mr. Iglesias
A Haunted House 2
Magic Mike

Company has not entered into formal agreements with the such talent and their appearance in the Picture is subject to entering into such agreements and their schedule and availability.



HYPOTHETICAL INVESTMENT RETURN

- 80/20 split between Production and the Investors. 80% going to Production and 20% going to investors. Plus 120% of original investment before 80/20 split.
- 20 units at \$60,000.00. Investor shares of 1% at \$60,000.00
- ON THE INVESTMENT SIDE, YOUR INDIVIDUAL INVESTMENT REFLECTS THE INTERESTS OF THE FILM YOU OWN. **THERE CAN BE NO FURTHER DILUTION OF INVESTOR'S INTEREST.** ONCE YOUR INTEREST IS ASSIGNED, IT CANNOT DECREASE.

POTHOLES

Total Budget = \$1,200,000.00

Equity from investors = \$1,200,000.00

**Projected Sales of the Film after distribution percentage and fees
(Theatrical, Domestic DVD/VOD/SVOD, Foreign Sales, Pay Pre-View, VOD, and Cable Channels) \$3,000,000.00**

120% of initial investment = \$1,440,000.00

Example of Investor Payout = \$1,752,000.00

Return on Investment over 2-3 Years = 46% ROI

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FIRST NATIONS PRODUCTION

Film is being made for by First Nation Filmmakers



RISK MANAGEMENT

Investment in the film industry is highly speculative and inherently risky. On average, 85% of films produced never break even or see an ROI. There can be no assurance of the economic success of any motion picture, since the revenues derived from the production and distribution of a motion picture depend primarily upon its acceptance by the public, which cannot be predicted. The commercial success of a motion picture also depends upon the quality and acceptance of other competing films released into the marketplace at or near the same time, general economic factors and other tangible and intangible factors, all of which can change and cannot be predicted with certainty. These are the steps production is taking to migrate risk by adding additional safeguards to shield our investors.

INCLUSIVE MULTICULTURAL & DIVERSE PRODUCTION

This film is important on so many levels. We want to showcase the talent that First Nations people have in the film industry. This film is about friendship between Indigenous and non-indigenous peoples which is what is truly needed in this era of Truth and Reconciliation in Canada and around the world.

Too often First Nations are not portrayed as a Protagonist in Hollywood productions. Too many times we are not shown to have any power or abilities to help other people. In short, not to be heroes. This film will change that way of thinking. This film will show our strengths as well as our humour. Potholes is set in modern day and will show the physical and emotional diversity of First Nations and Metis peoples.

I am also very proud to say that we will be including many First Nations and Metis in the cast and crew as well as in the soundtrack. This will give our young people an idea of what this industry is about and let them know that it is possible to truly follow your dreams. Being a member of the Beaver Lake Cree Nation I am extremely proud to Produce this film, with my non-indigenous friend Jonathan Holeton and my friend Malcolm Soosay who is also First Nations from the Maskwacis First Nation in Alberta.

MONETARY FUNNELS

Production is safeguarding the investment by retaining the rights to sell the film online via digital download, DVD, merchandise, and a possible self-distribution theatrical limited release. In addition, production is in the beginning stages of creating an adult humor card game, board game, which can be additional sources of income. The intellectual property can convert into sequels, TV spinoffs, and web series. Production is also seeking to license a legal marijuana strain. As cannabis has become legal in Canada and various states in the USA, a strain of marijuana can become a huge source of income.

MARKETABLE CAST

By casting notable actors who have been in films that have obtained theatrical releases or been cast on prominent tv shows, it will increase the likelihood of the film getting a major theatrical release, which is a major component in the marketing strategy. This will also insure that the performances are powerful which will give the film critical acclaim and reviews. Name actors also increase major film festival acceptance and massive film and music industry press.

EXPERIENCED PRODUCERS

Production will partner with established film producers who have casting, production, and distribution experience. Producers will have experience putting independent films in distribution including; Redbox, Netflix, Hulu, Amazon Prime, iTunes, Best Buy, and Walmart. The producers we hire will have experience working on budgets ranging from \$1,000,000.00 to \$3,000,000.00.

CANADIAN GRANTS AND INCENTIVES

The primary objective of the Canadian Film or Video Production Tax Credit (CPTC) is to encourage Canadian programming and to stimulate the development of an active domestic independent production sector. The CPTC program gives a tax credit to qualified corporations producing Canadian film or video productions. Canadian control requirements ensure that the incentive is available only to Canadian-controlled companies. The CPTC program gives a refundable tax credit of 25% of qualified labour expenditures by a qualified corporation for the production of a Canadian film or video production.

PRODUCT PLACEMENT INTEGRATION

Production will offer product placement integration to help us secure additional funds and exposure with brands that are relevant to our film and audience. This can also increase our fan base if the film draws in those brands loyal fans. Production will charge a fee to any company, service, or brand who wants direct exposure on the film. This can create a stream of soft money that doesn't have to be paid back.

ESCROW MANAGEMENT COMPANY

Production will use a 3rd party escrow company to ensure all parties that invest and own shares in the film get properly paid and have full access to the financial reports as we begin to sell the film. This will safeguard all party members and give assurance that payment will be managed professionally and objectively.

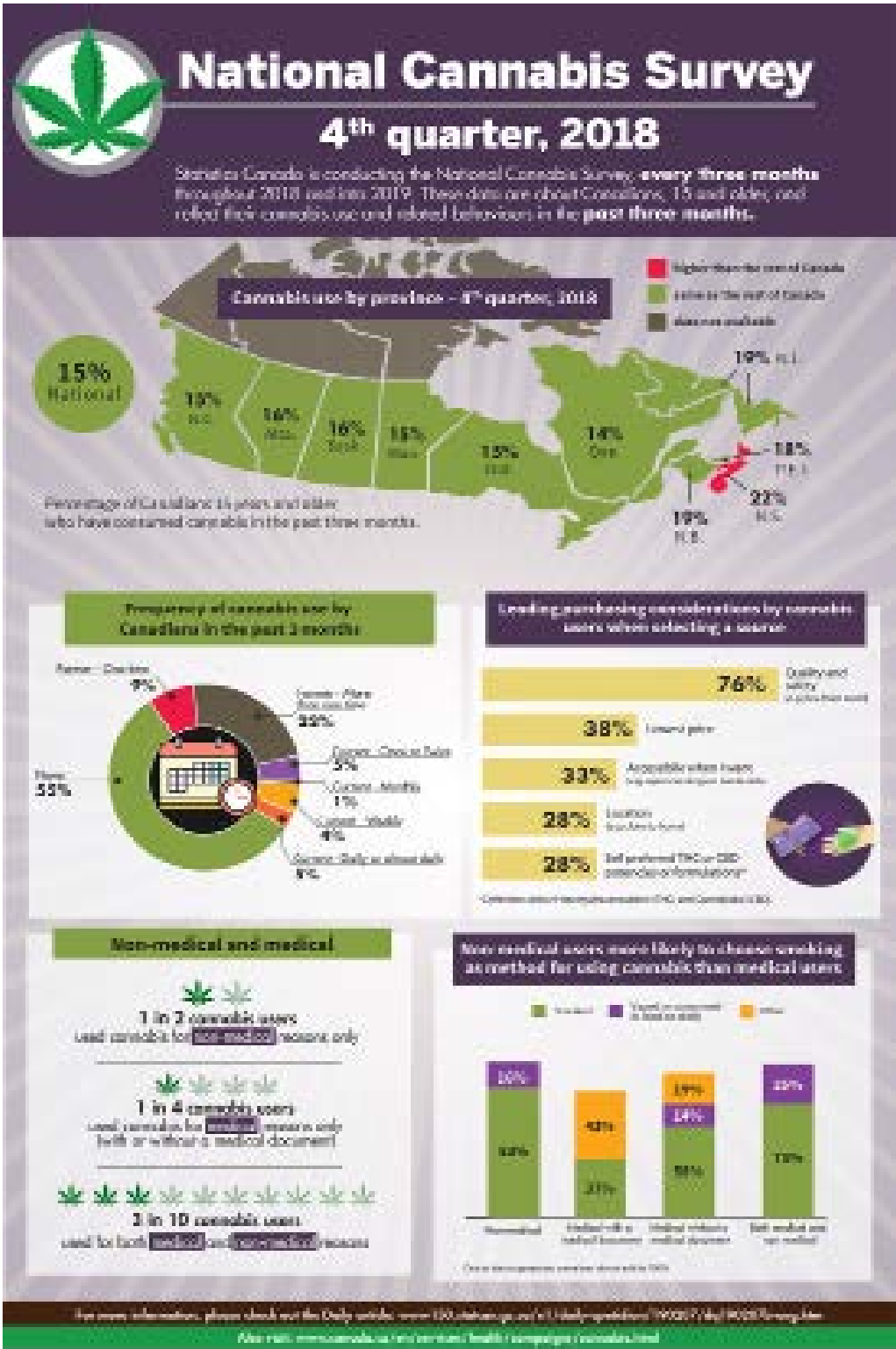
Consultant in consideration - David Zannoni www.zannonimedia.com

Company in consideration - Fintage House www.fintagehouse.com



SOCIAL MEDIA MARKETING

Production’s goal is to have a loyal fanbase of over 100,000 raving fans on various social media outlets. Our main focus is creating a massive email list, Facebook engagement, Instagram stories, YouTube interviews, and Spotify & Pandora Ads. In addition, production will collaborate with bloggers, comedians, musicians, social media influencers, journalist, and other media content creators by providing content that they can share with their audience. This will give production direct access to a wider demographic.



MONETARY FUNNELS

Additional monetary funnels include card game, board game, merchandise, and licensing a cannabis strain.



KINGDOM DEATH 1.5

\$12,000,000.00 raised on Kickstarter



JOKING HAZARD

\$3,250,000.00 raised on Kickstarter

Production is in the works of developing an adult humor card game and board game based on the feature film. Additional revenue from the game scan come from , extention packs, special add-ons, product placement, and advertising logos within the game. Adult humor card games like Cards Against Humanity average about \$1,500,000.00 in sales per month! Production will utilize crowdfunding to reduce capital, bring awareness to the film, and to build our fanbase.



Production will consult and begin inquiring on creating a legal cannabis strain that coincides with the film. Licensing a cannabis strain can be a huge source of additional income to the IP of the film. Production intends to hire 420 friendly celebrities to market the strain.

PRODUCT PLACEMENT

MindWave Studios Ltd is now offering Integrated Product Placement for their comedy film, Potholes. Attention is the currency of our generation and what better way to reach your target demographic than to have your product, brand, or company in our film and promo material.

Your product will reach hundreds of thousands or millions of viewers via our social media platforms (Facebook & Instagram), DVD distribution, Video Game, Board Game, Foreign Countries, and Video on Demand.

At the core of our demographic are males and females between the ages of 25-39 who enjoy buddy movies, stoner subculture, and crude humor.

Production's Line Producer has previous distribution deals with; REDBOX, Netflix, Hulu, Amazon Prime, iTunes, Google Play, Best Buy & Walmart. DVD distribution which will increase your brand's exposure.

TIERS

SILVER TIER:
\$5,000.00 per scene

You will receive an invitation to the première, social media shoutouts, and your product will be featured in one of the film scenes or board game.

GOLD TIER:
\$10,000.00 per scene

Sliver tier perks plus your logo on our step & repeat, live video shoutouts on Instagram and Facebook, and invitation to the film set and promotional photos with the cast and crew.

PLATINUM TIER:
\$50,000.00 per scene

Silver and Gold tiers perks plus your logo on the film credits, website, movie poster, and promotional material.



2-3 MONTH PRODUCTION TIMELINE

1 MONTH

FINALIZING FINANCING

- Investors will do a first money in agreement with Entertainment Attorney
 - Investors and Production will discuss best business structure for production
 - Investors and Production finalizing contracts and legal requirements, etc.
 - Funds will be deposited
 - Social Media Facebook Ad Campaign
-

2 MONTHS

PRE-PRODUCTION

- Finalize Casting
 - Finalize Key Crew
 - Location Scouting
 - Setup Film Accounting
 - Contact Distribution Companies and Sales Agents
 - Attend relevant Film Markets and Film Festivals
 - Finalize Budget and Shooting Schedule
-

1 MONTH

PRODUCTION

- Principle Photography begins for 4 weeks
- Wrap all outstanding business issues and ensure documentation is complete
- Finalize all accounting for audit
- Finalize, document, and backup all creative files for post-production
- Share behind the scenes footage
- Interview cast and crew for DVD featurette
- Press and Media Interviews
- Finalize wrap book
- Phase 1 Social Media Campaign
- Filming of EXTRA 360 PotHoles World so fans can immerse inside the world

6 MONTHS

POST-PRODUCTION

- Complete editing of film
- Begin music scoring and soundtrack
- Engage sound design including all Foley and looping activities
- Complete all digital effects and color correction
- Schedule and execute test screenings
- Make adjustments to final edit based on test screening data
- Mix and master final sound and picture for Dolby mix and/or THX Digital Master
- Complete all deliverables for domestic and foreign release
- Sending trailer to sales agent, distribution companies, producer reps, etc.
- Social Media Campaign Phase 2

1-2 YEARS

MARKETING AND DISTRIBUTION (VARIES)

- Begin to coordinate and submit to film festivals; TIFF, Austin Film Festival, SXSW, Fantastic Fest, Sundance
- Schedule screening for distributors in film markets
- Schedule screenings for special interest groups
- Attend Film Markets; AFM, TIFF, Cannes, Berlin European Film Market
- Negotiating distribution offers
- Negotiate Limited Theatrical Release
- Negotiate Distribution deals for DVD, VOD/SVOD, PAY PER-VIEW, Cable Channels, Broadcasting, Etc.
- Begin promoting film at 420 Events
- Distribute profits to investors and production
- Social Media Campaign Phase 3

MARKET & AUDIENCE

At the core of our demographic are males and females between the ages of 25-39 who enjoy buddy movies, stoner subculture, and crude humor.

Production will create an innovative transmedia marketing campaign that will focus on collecting emails by offering clever promo material that will enable us direct access and communication with our audience. Production will also build a strong social media presence via Facebook, Instagram, and Youtube. By combining a one-on-one grass roots campaign, interactive media, and a digital marketing strategy, production can engage our audience and convert them into fans.

If we target with Facebook Ad(s) the 158.8 million stoners in these Countries and reach 3% of them, that is 4,764,000 Stoners reached in FB Ads. We will invite all of them to like the PotHoles Movie FB page. If and when we do Crowdfunding, if 3% of the 4.8 million fans of PotHoles put in as low as \$10 to the campaign, that would be a budget of \$1.4 million which is the budget goal for the PotHoles movie that will allow us to cast some marketable actors we have in mind.



PotHoles Market

► Amount of Global Stoners

158.8 Million Stoners

POT

HOLES

TOP STONER COUNTRIES

1. USA (49 million)

2. NIGERIA (37 million)

3. ETHIOPIA (7.1 million)

4. AUSTRALIA (7 million)

5. CANADA (5.9 million)

Pot Market Goal

If we target with Facebook Ad(s) the 158.8 million stoners in these Countries and reach 3% of them, that is 4,764,000 Stoners reached in FB Ads. We will invite all of them to like the PotHoles Movie FB page. If and when we do Crowdfunding, if 3% of the 4.8 million fans of PotHoles put in as low as \$10 to the campaign, that would be a budget of \$1.4 million which is the budget goal for the PotHoles movie that will allow us to cast some marketable actors we have in mind.

FILM COMPARABLES



KID CANNABIS

Theatrical: Well Go USA Entertainment

Distribution Companies: Well Go USA Entertainment

Domestic & Foreign Territories Sold: USA, Canada, Brazil, Germany, Australia, and UK



BEACH BUM

Theatrical: Vice Films

Distribution Companies: Vice Media

Domestic & Foreign Territories Sold: USA, Germany, Canada, Sweden, Portugal, Middle East



DOUGH

Theatrical: Vertigo Releasing

Distribution Companies: Menemsha Films

Domestic & Foreign Territories Sold: USA, Spain, UK, France, Australia



BURN BURN BURN

Theatrical: Urban Distribution

Distribution Companies: Vendetta Films

Domestic & Foreign Territories Sold: UK, France, Australia



LIFE AFTER BETH

Theatrical: A24

Distribution Companies: XYZ Films

Domestic & Foreign Territories Sold: USA, Canada, Japan, UK, Germany,

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SIX FILM MARKETS



Theater

A theatrical release for a documentary is determined by three major factors; target demographic, topic, and production value.

Theatrical Distribution Companies in consideration

Lionsgate
www.lionsgate.com
Roadside Attractions
www.roadsideattractions.com
Sony Pictures
www.sonypictures.com
Indie Rights
www.indierights.com



DVD

Physical DVD sales are still a \$4.7 billion dollar industry. They include DVDs, Blu-Rays, and 4K discs.

Largest markets for DVDs include: Redbox, Walmart, Best Buy, Amazon, and Dollar General.

The amount of DVD sales is determined by demographic, cast, genre, and region. Estimates for *Potholes* could average between 10,000 to 50,000 DVD's per market.

DVD Distribution Companies in Consideration:

Mill Creek Ent.
www.millcreekent.com



Cable

Cable Channels license films to be broadcasted on their channels. Licensing fees can be five to six figures.

Production will hire an established Producer Rep. to broker the highest possible fees.

Cable Channels in
Consideration:

HBO- www.hbo.com
Showtime - www.sho.com
Starz - www.starz.com



VOD

Video on Demand (VOD) is a \$39 billion dollar industry that continues to grow. This lets consumers conveniently watch their films on demand via their cell phones, tablets, laptops, and TVs, in a matter of seconds after purchasing.

Videos on Demand Providers:

iTunes

www.apple.com/itunes

Google Play

www.play.google.com/store

Amazon

www.amazon.com

SVOD/AVOD

Subscription Video On Demand is a streaming service where the consumer pays a monthly fee to watch unlimited films, documentaries, and original series. SVOD companies pay a licensing fee to showcase the films to their audience. Licensing fees can be in the five to six figures.

Advertising Video On Demand is a streaming service that shares advertising fees with the filmmakers. These companies charge a fee to companies that want to show their commercials to their audience.

SVOD Companies

Netflix - www.netflix.com

Hulu - www.hulu.com

AVOD Companies

Vudu - www.vudu.com

Sony Crackle

www.sonycrackle.com

Tubi TV - www.tubitv.com



Foreign Sales

Foreign sales are handled by an established sales agent with business relationships through multiple international countries, which can negotiate film licenses for a flat fee.

Sales Agents Specialising in Foreign Sales:

IFC Films

www.ifcfilms.com

Shoreline Ent.

www.shorelineentertainment.com

CONSULTING TEAM



JESÚS SIFUENTES - CONSULTING PRODUCER - [HTTP://FILMFUNDINGSERVICE.COM/](http://FILMFUNDINGSERVICE.COM/)

Jesus Sifuentes has over 15 years in the film industry, working with actors such as, Ricardo Chavira, Danny Trejo, Eva Longoria, Jesse Borrego, and Kuno Becker. He has worked on both Union & Non- Union feature films, music videos, national/regional commercials, and documentaries. He has experience working with Screen Actors Guild (SAG), Directors Guild of America (DGA), and IATSE. As a Line Producer/UPM, Mr. Sifuentes has managed films over \$3,000,000.00 in production budgets and has lead crews of 65 plus. He has also negotiated distribution deals for 5 feature films, which can be purchased and rented on Redbox, Netflix, Hulu, Amazon Prime, iTunes, Best Buy, and Walmart.

DISTRIBUTION SALES TEAM IN CONSIDERATION

SHORELINE ENT. - SALES AGENT - FOREIGN SALES - [HTTP://WWW.SHORELINEENTERTAINMENT.COM](http://WWW.SHORELINEENTERTAINMENT.COM)



Established in 1992, Shoreline Entertainment is one of the longest running and most prolific film sales companies in the industry.

Shoreline is an eminent participant at more than 15 major media markets and film festivals each year. Our international presence cultivates strong relationships with over a thousand content distributors, broadcasters, and film festival programmers worldwide. With over 300 films in the catalogue, our lineup includes every genre and a diverse collection of languages and cultures. Shoreline has represented a significant number of award-winning titles including films that have premiered at Berlinale, Rotterdam, Sundance, SXSW, TIFF, Tribeca, and many more, as well as films that have been nominated for Independent Spirit Awards and Golden Globes.



GRAVITAS VENTURES - PRODUCER REP. - DOMESTIC SALES - [HTTP://GRAVITASVENTURES.COM](http://GRAVITASVENTURES.COM)

Gravitas Ventures is a global entertainment distribution operation with the ability to connect filmmakers and producers with consumers through hundreds of media platforms throughout the world. Gravitas was one of the first companies to develop a global network of digital media platforms as partners and now has relationships with many of the key providers of cable video on demand ("VOD"), subscription video on demand, electronic sell through and electronic rental platforms around the world. CEO Nolan Gallagher founded Gravitas Ventures in 2006 after helping shape VOD strategies for the largest North American cable operator (Comcast), and a major studio (Warner Bros). With a simple mission to deliver ideas to the digital market, Nolan recognized that Gravitas could build a bridge between filmmakers and consumer-friendly technology offerings.

FILM MARKETS



AMERICAN FILM MARKET (AFM) - NOV. 2020 [HTTPS://AMERICANFILMMARKET.COM/](https://americanfilmmarket.com/)

The American Film Market is the most efficient film acquisition, development and networking event in the world. Unlike a festival, AFM is a marketplace where production and distribution deals are closed. More than \$1 billion in deals are sealed every year on both completed films and those in every stage of development and production.

Over 7,000 industry professionals from more than 70 countries converge in Santa Monica every November. They include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, the world's press and all those who provide services to the motion picture industry.

TIFF - SEPT. 2020 - [HTTPS://WWW.TIFF.NET/ABOUT-TIFF-20](https://www.tiff.net/about-tiff-20)

TIFF is dedicated to presenting the best of international and Canadian cinema and creating transformational experiences for film lovers and creators of all ages and backgrounds.

As Canada's premiere home of cinema, TIFF offers screenings, lectures, discussions, festivals, workshops, events, professional development and opportunities to meet, hear and learn from filmmakers from Canada and around the world.

We are committed to treating all individuals with respect, dignity and fairness by removing physical, social and economic barriers to participation. We ensure that all who wish to enjoy TIFF's programming can do so.



FILM FESTIVALS



SOUTH BY SOUTHWEST- [HTTPS://WWW.SXSW.COM/](https://www.sxsw.com/)

Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries.

An essential destination for global professionals, the event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.

Throughout SXSWWeek®, experience 10 days of unparalleled discovery, learning, and networking with creatives across interactive, film, and music industries.

Make plans to join the world's brightest creators March 13-22 at the 2020 SXSW Conference & Festivals in Austin, TX.



FANTASTIC FEST - [HTTPS://FANTASTICFEST.COM/](https://fantasticfest.com/)

Fantastic Fest is the largest genre film festival in the US, specializing in horror, fantasy, sci-fi, action and just plain fantastic movies from all around the world. The festival is dedicated to championing challenging and thought-provoking cinema, celebrating new voices and new stories from around the world and supporting new filmmakers. We work with various other festivals, archives, cinemathèques and individuals to spotlight lesser-known film regions, luminaries and more in an ongoing effort to expand the general knowledge and appreciation of cinema. We are committed to supporting film in its most provocative, ground-breaking and underseen forms, and giving the audience a chance to find new favorites and future genre classics.

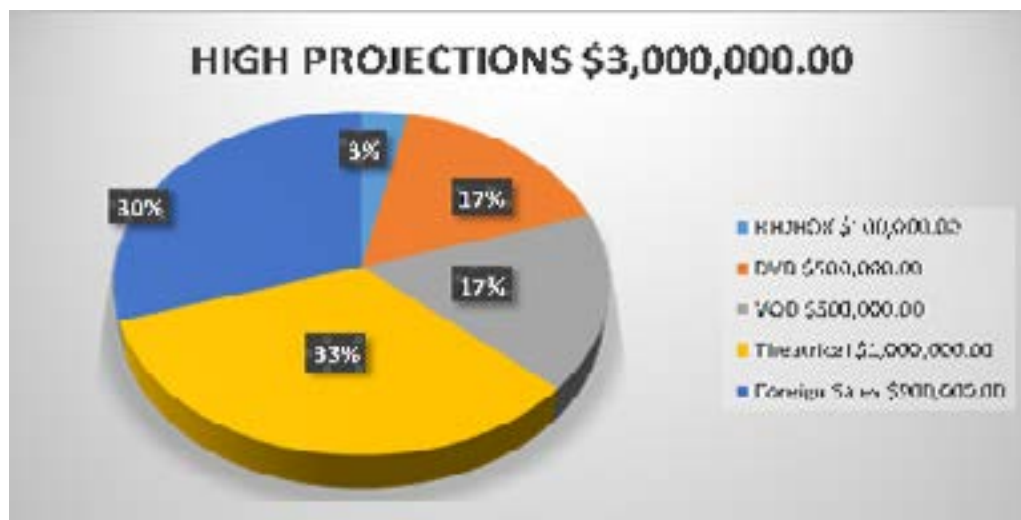
Each year we bring together fans, guests, industry, press and others in an inclusive and fun environment for a week long celebration of film in all its forms through carefully curated screenings and events, both in and outside of the theaters.



FILM PROJECTIONS

Film Gross Projections for *Potholes* are based on previous distribution deals, market research, industry insight, and trade publications. Sources Include; IMDB Pro, Box Office Mojo, The Numbers, Film Specific, Independent Film & TV Alliance, MPAA, The Film Collaborative, Sundance Transparency Project, Variety, Hollywood Reporter, Deadline, and Indiewire.

HIGH GROSS PROJECTIONS



MODEST GROSS PROJECTIONS



The calculations contained herein are for information and educational purposes only. There can be no assurance that the Company or the Picture will be able to attain the figures represented herein. According, the calculations may not be relied upon to indicate the actual results that might be attained by Company.



To inquire about our Business Plan please contact:

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<https://www.potholesmovie.com>