

# AQUA DELTA

Produced By:



# Privacy/Film Investment Risk

THIS EXECUTIVE SUMMARY IS INFORMATIONAL IN NATURE AND IS NOT AN OFFERING TO SELL. IT IS BEING FURNISHED TO YOU BY REQUEST ONLY AND NO INFORMATION WITHIN SHOULD BE CONSTRUED AS A SOLICITATION FOR ANY OFFERING TO INVEST BY ANYONE RECEIVING IT.

This document and the information contained herein, is provided solely for the purpose of acquainting the reader with "Aqua Delta" and its partners. It is proprietary information between the companies to present to production partners, investment partners, and distributors for informational purposes only.

By accepting this document, the recipient agrees to keep the contents in strictest confidence and not to reproduce or further distribute it without the express written consent of an officer of AquaDelta Productions LLC., Oma Shanti Inc., KNEKT. This document is solely a business plan covering aspects of the motion picture industry and the proposed film documentaries known as "Aqua Delta". This business plan is not to be construed as an offering for securities.

## **Film Investment Risks**

Any investment in film production involves a high degree of risk. This investment should not be made by anyone who cannot afford the loss of his or her entire investment. Before investments are made, the following risks must be carefully considered:

- a) The success of any medium, whether film or television, depends on the public's tastes and opinions at any given time. The likes and dislikes of the public vary greatly from day to day and can never be confirmed. As a result, it is impossible to determine the success of this, or any, film. However it is possible to mitigate the risks. The purpose of this business plan is to present the possibilities of mitigation through strategic partnerships and planning. Aqua Delta Productions and Oma Shanti Inc. have created a proposal for a documentary property that has analyzed former successful properties in order to reduce investment and distribution risks based on industry standards and international releases.
- b) The release of a similar film may affect the popularity of this film. If there are other similar projects in development at the time of the Aqua Delta documentary projects, the outcome of the project may be affected financially. The strategic partnerships to the films' successes serve to be a catalyst to develop a project that is progressive. Confidentiality is a key element to the projects' releases to remain in the forefront of development.
- c) As a result of the above factors, and others not listed here, only one of every five feature films may recoup their cost. Documentary projects are not as fortuitous as instruments of investments. Therefore the partnerships we bring into the project are strategically important as key elements to the successes of both the project and the plan to implement coral reef sustainability and regrowth elements into the film. The documentary is therefore a marketing catalyst to promote a worldwide effort as much as it is designed to be a successful film release.

# Table Of Contents

## **AN IMAX-360°-EDUCATIONAL OCEAN DOCUMENTARY**

AQUA DELTA MISSION STATEMENT .....	3
INVESTOR INFORMATION SUMMARY.....	3
INVESTMENT HIGHLIGHTS AND RISK MITIGATION.....	4
PROJECT SUMMARY.....	5
AQUA DELTA TEAM.....	8
PRODUCTION TEAM.....	11
THE DOCUMENTARY FILM AUDIENCE.....	13
VR 360° - CREATING THE ONLINE EXPERIENCE.....	14
DESIRED CORPORATE SPONSORS.....	16
ADDITIONAL DOCUMENTARY MATERIAL.....	17
COMPARABLE PROJECTS.....	18
OPPORTUNITIES FOR ANCILLARY DEVELOPMENT.....	20
FAIRLY SCUBA DIVERS.....	21
CONTACT INFORMATION.....	22



**AQUA- "WATER"**

**DELTA- "CHANGE"**

# Aqua Delta Mission Statement

*Aqua Delta* is a documentary film project that seeks to show people the beauty and marvel of natural coral reefs in a totally new and exciting way using virtual reality and 360 degree film technology. The project focuses on the decline in global coral reef health due to the effects of climate change and global warming on the more vulnerable ecosystems. The goal of the project is to provide the audience with a view of the diversity and abundance of life on and around natural coral reefs. The project creators believe the depths of understanding the reef's intricate balance and their natural beauty will inspire audiences of all ages worldwide to take action to preserve them and start implementing measures to reverse their destruction.

The project developers and science partners intend to do their part to protect and restore coral reefs through a detailed awareness campaign, through the Aqua Delta Foundation, by working with coral reef ecologists, and international advocacy organizations to grow and place one million live corals back onto stressed reefs. It is *Aqua Delta*'s mission to educate the general population about corals reefs and inspire people to take action to protect them.

## Investor Information Summary

**Investment:** *Aqua Delta*, a two-part documentary and IMAX motion picture project. Additionally, any Investment Partners have the first right of refusal to all sequels of the original story.

**Amount to be Raised:** USD \$100MM (\$50MM each) for a 2-Part Documentary and VR Experience, to be acquired in total pre-sales, financing, merchandising, corporate donations, governmental subsidies, and non-profit instruments. Print and Advertising (P&A) will be handled through the partnership with IMAX. The project is open to a studio partnership as well. These funds include in-kind donations of equipment and services.

**Initial Budget to be Raised:** USD \$10MM in Private Equity. All additional funds will be raised with Bank Instruments of Matching Funds, Gap Financing, Mezzanine Funding, and Completion Funding. The Initial Budget is also used to acquire Proven Talent, including but not limited to an internationally-recognized Director, Producer, and Production Management team.

**Offset:** Pre-Sales; the worldwide Distribution and Pre-Sales will be handled through a verified consultancy to insure risk management is considered.

**Preferred Profit Participations:** 100% of Worldwide Adjusted Gross Receipts until 115% recoupment (i.e. investment plus 15% interest for private equity investments). Percentage of ownership in perpetuity is negotiable with *Aqua Delta* Productions LLC.

**Use of Proceeds:** The proceeds from the Initial Budget will be used for the pre-production, production, and distribution of the documentary *Aqua Delta* and for all its related business operations. The Budget includes but is not limited to pre-production equipment and camera acquisitions, production costs, travel expenses and international tariffs, ships usage, and research and development for coral reef microscopic and 360-degree camera implantation.

# Investment Highlights Risk Mitigation

IMAX 3D Market: IMAX has a proven track record with underwater documentaries on a large-scale distribution platform, including *Under The Sea 3D* (\$46.5MM Gross), *Sharks 3D* (\$14MM Gross), and *Aliens of the Deep* (\$12.8MM Gross).

Proven Talent: *Aqua Delta* is seeking to hire one of the top Directors, Producers, and Production Management teams recommended and previously experienced in underwater documentary development, including partnerships with the Oceanic Preservation Society (*The Cove*, *Racing Extinction*), IMAX (*Deep Sea 3D*, *Space Station 3D*), and the scientific and production members of the Ocean Elders.

Robust and Lucrative Market: *Aqua Delta* serves the mainstream educational and exploration documentary market with its worldwide release platform, ancillary market attraction, and social responsibility message that attracts international attention.

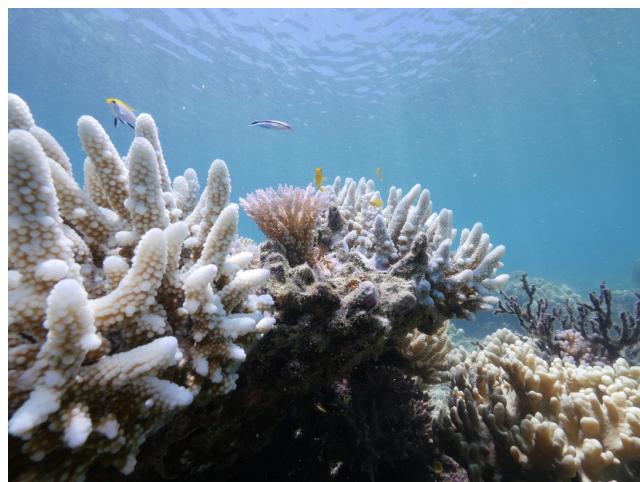
Experienced Management: The *Aqua Delta* team seeks to employ the top talent in the industry in science, film development, and ocean preservation. (See Group Partnerships below).

Financial Strategy and Structure: The financial strategies and structures for the film development are rooted in traditional media finance, offset with large-scale scientific project development funds, non-profit collaborations, and corporate participation. Offer documentation will be delineated in a private placement memorandum (PPM).

Predictable Performance: Based on historical outcomes, *Aqua Delta* is similar to the other pre-named 3D documentary films. Additional Comparable Films are listed below.

Capital Preservation: Grants, Government/International Subsidies, Commercial Donations, and Equipment partnerships will be utilized to offset costs of production and enhance the overall value of the projects.

Corporate Sponsorships: All in-kind or monetary corporate sponsorships and donations will be included in the total budget of the project.



# Project Summary

## **Synopsis:**

This documentary project follows a crew of passionate biologists and friends who are invested in preservation as they travel around the oceans on a boat to dive and explore various coral reefs around the globe. Their mission is to highlight the present day effects of human influence on our oceans and to provide hope for future preservation. The documentary will be filmed with 3D, 360, and Virtual Reality cameras. They will explore diverse Coral Reefs from various bodies of water affected by human influence. The team will be armed with a wide variety of cutting edge research technologies from Scripps Institute of Oceanography, University of Sydney, and Yale University, allowing them to demonstrate coral reef ecology in new and exciting ways. To further raise awareness, they will utilize live-streaming underwater cameras that users can view online and via smart-phone applications. The purpose of the documentary is to show the audience the natural beauty of coral reefs and inspire them to take action to conserve them.

Coral Reefs are already experiencing massive bleaching events due to the rising seawater temperatures associated with global warming from record levels of CO<sub>2</sub> in the atmosphere. This documentary presents a unique opportunity to capture their beauty in full 3D, 360, and Virtual Reality in microscopic detail and with the most advanced equipment available in order to preserve them for future generations.

## **This project will consist of the following components:**

- The IMAX Documentary in true narrator style.
- The IMAX Virtual Reality Documentary in live, real-time Virtual Reality.
- The “Making of” Documentary, detailing the journey (two parts)-The Pacific Reef Voyage and Caribbean Reef Voyage.
- The Awareness Campaign--including live streaming coral reef cameras with 360-degree video imaging, smart phone applications, social media promotions, the charity foundation, and the other aspects of the marketing campaign to be ongoing.
- We plan to put 1,000,000 Corals back into the Ocean as part of the awareness campaign!
- The creation of VR (Virtual Reality) Fish tanks--bringing the ocean into everyone’s home; no maintenance or stress of a fish tank.
- Filming virtual dives on individual reefs around the world will allow people to experience them in VR as if they were diving themselves.

## **Summary:**

My name is Lan Ingram. I am a young biologist who has always had a passion for the ocean. As a child, this passion was cultivated by my yearly family trips to Port Aransas. In high school, I jumped at the chance to dive in Mexico, Florida, and most notably in Australia on the Great Barrier Reef. Needless to say, I instantly fell in love. Seeing so many unique organisms made me realize just how fascinating and diverse life can be. These dives ignited a passion in me and revealed, what I believe to be, my true calling.

While studying Biology at the University of Colorado, I learned that the increasing CO<sub>2</sub> levels in our atmosphere were warming and acidifying the ocean and that the coral reefs were going to be first to go. To my surprise, I was told this would probably happen within

my lifetime. Hearing that we may soon lose the majority of coral reefs and the diversity of life that they support motivated me to do something about it.

Upon graduation in 2015, I still had a burning desire to raise awareness about the extraordinary beauty found just under the surface of our oceans. As a kid I used to watch all kinds of nature documentaries over and over again. I always felt that film was the best medium to convey the true beauty of our planet. Realizing it would take more than one person to make a memorable documentary, I began assembling an interdisciplinary team of close friends and colleagues with similar interests to render our vision a reality. Our team consists of coral reef ecologists, chemists and various interdisciplinary biologists from Scripps Institution of Oceanography and Yale University, who will provide us access to cutting edge technology and innovative research techniques. We plan to use these tools to showcase our journey. It is our hope that by seeing such an extraordinary variety of life, people will develop a sense of responsibility, and become motivated to do more to protect our planet and save our oceans. The development of 3D and virtual reality film technology presents a unique opportunity to dive under the ocean to experience some of the most beautiful and diverse coral reefs on Earth. We also plan to incorporate many cutting edge technologies such as 3D microscopy, water chemistry analysis, cellular physiology, immunohistochemistry, virtual imaging, and theoretical modeling to give the viewer an extraordinary experience.

Our journey will begin in Hawaii where we plan to work closely with Thomas Oliver of NOAA to map out filming locations. These locations show the natural beauty of this popular tourist destination, and the effects that human activities are having on the delicate coral reef ecosystems in the surrounding waters. Hawaii offers a wide range of diving sites from shallow reefs to wrecks and even a few artificial reefs that we hope to explore. There are various factors that have changed the way the reefs function. The presence of humans has transformed the ecosystems, and these transformations and shifts are to be studied and documented.

From Hawaii, we will make our way to Jarvis Island to see the damage caused by the recent coral bleaching event. Over 95% of the coral reefs surrounding this island have recently bleached. The damage provides hard to ignore evidence that coral reefs around the world are dying. We will spend a month in Jarvis and then travel to Palmyra Atoll Island, which only experienced a 5% die-off rate in the recent coral bleaching event. Palmyra provides a stark juxtaposition to Jarvis in that it remains relatively unaffected by human activity and environmental changes. The warm water that caused most of the bleaching in Jarvis did not sit over Palmyra for nearly as long. We plan to show Jarvis as an example of an ecosystem that has been decimated compared to Palmyra, which is still one of the most pristine coral reef ecosystems on planet Earth.

From Palmyra, we will travel to the Red Sea. We will film off of the coast of both Egypt and Israel. We will work with Eilat on the Israeli side to explore planned dives on deep reefs in the Mesophotic Region (deeper than 130ft). The clear water found in the Red Sea allows more coral diversity at deeper depths than most places in the world. Many of these deeper reef ecosystems are relatively unexplored and undocumented. Having footage of this type of coral reef will set our film apart from the rest.

From the Red Sea we will move into Indonesia, Myanmar, and the Coral Triangle. This area was devastated in the 1970's. Since the Indonesian government implemented marine reserves and other conservation measures that have greatly reduced the amount of unrelated marine life collection from these areas, the ecosystem has recovered recent years. This shows that there is hope to restore natural coral reefs if the proper measures are taken. This will begin the third section of the documentary that focuses on action to be taken in order to protect coral reefs, and begin to restore them.

To conclude the journey, we will head to Australia and investigate the Great Barrier Reef. We will start at the southern end of the reef and work our way north to show the effects of the recent bleaching event that has been reported as the most destructive to date in this region. The most heavily disturbed part of the Great Barrier Reef is located on the Northern and central regions. As you travel southwards the destruction is minimized, where the bleaching is less severe, and the Reef is relatively healthy. The healthy parts of the Great Barrier Reef are some of the most diverse and impressive coral reef ecosystems on the planet. Viewing this documentary will inspire audiences to become involved in coral reef conservation.

## **Part 2:**

For the second part of our journey, we will explore the coral reefs of the Atlantic ocean beginning in Florida where the damaged Caribbean Reefs show evidence of human inflicted stress. Due to the reef's location, there are considerable efforts to restore them and keep any more damage from occurring. We will work closely with the More Marine Lab that conducts micro-fragmenting and coral farming experiments as part of their effort to learn how we can best to grow new corals and replace or restore the ones already lost.

After Florida, we will voyage to Cuba, which has recently opened to travel directly from the United States. The coral reefs here have been extremely well preserved and unexplored due to the gasoline limits Fidel Castro implemented during his leadership. Cuba's reefs are some of the few remaining Caribbean Reefs with an intact food web, large fish, and shark populations.

From Cuba, we will head to Central America to witness the coral spawning events found off of the coast of Panama during the months of August to September. In order to witness and film this event we will coordinate with the Smithsonian Tropical Research Institute (where David has worked for 20 years and is a research associate). After Panama, we will head to Curacao, Montserrat, and Barbuda where we will work with the Wait Institutes's "Blue Halo" Initiative. This unique project will facilitate coral reef preservation via education, science, and policy, while working closely with the local government and people.

Finally, we will head towards the Galapagos to film the Western Pacific Reefs that exist off of this unique and famous island formation. The Galapagos Islands contain some of the most unique marine life found on Earth. Ending our two-part journey at the Galapagos Islands gives the viewer a sense that there is hope for our oceans and coral reefs. We believe our body of work will inspire a call to action and a change in ocean sustainability policies while providing the world with a greater body of scientific knowledge.

# Aqua Delta Team



## **Lan Ingram:**

Lan is a molecular biologist, ecologist, and entrepreneur with a dual degree in Biology from the University of Colorado, Boulder. His passion for sustainable aquaculture and coral reef conservation developed during his undergraduate research and study of captive bred marine fish. While in school he managed a local fish store, kept a 150gal reef tank in his living room, and met Sean Tadjaran. Together Lan and Sean have built AlgaeBarn LLC into a successful company which cultures zooplankton and phytoplankton and markets the proprietary blend to aquarists, research institutions, and aquaculture facilities. Through his experience with AlgaeBarn, Lan has seen first hand the interest and concern for marine life and coral reefs that exists among a wide range of people.



## **Anna Vinton:**

Anna Vinton is a PhD candidate at Yale University in the department of Ecology & Evolutionary Biology. She received her BA from the University of Colorado at Boulder in Pure Mathematics and uses her quantitative skills to inform environmental conservation and land management decisions. Anna is a theoretical ecologist who studies the effect of climate change and habitat loss on natural populations. She collaborates with field ecologists to create theoretical models that can help predict and understand the response of various organisms to changes in their environment. Anna is very involved in science outreach, and works with students from middle school age to university undergraduates to share the implications of research in her field.



## **Sarah Danser:**

Sarah Danser is an adventurer and survivalist from the Rocky Mountains of Colorado. She has been traveling the world and exploring a great diversity of cultures and ecosystems since her early childhood. She graduated from the University of Colorado in 2013 with a BA in Ecology and Evolutionary Biology, then spent 6 months in Cameroon where she conducted independent entomological research and domesticated chameleons. First certified in 2006, Sarah now works as a Divemaster in Hawaii. She spends her free time sailing and has logged over 1500 nautical miles of open-ocean travel. Self-proclaimed pirate, Sarah is and has always been passionate about the ocean and its many undiscovered wonders.



## **Sean Tadjeran:**

Sean Tadjeran is a chemical and biological engineer and a six sigma blackbelt that developed a passion for coral reefs while in college. His interests lie in alternative energy, eco-preservation, tinkering, and process improvements. His passions lead him to culture phytoplankton, tiny organisms that represent the base of the food chain in the ocean, to enhance his marine aquarium. With the help of Lan Ingram, a company was born, AlgaeBarn LLC. Together, they shift paradigms on sustainable reefing.



## **David “Davey” Kline:**

Dr. David I. Kline is an Associate Project Scientist at Scripps Institution of Oceanography, University of California, San Diego. He is a coral reef biologist who studies the fate of coral reefs in a high carbon dioxide future on molecular to ecosystem scales. In particular, he collaborates with computer vision scientists, engineers, chemists and physiologists to develop new techniques for studying the impact of climate change on coastal ecosystems. He has led or co-authored over 45 high impact peer-reviewed publications with over 2,000 citations. He studies the ecology of corals and reef communities, and how reefs will change under the plethora of stresses they face, both local (e.g. pollution and disease) and global (warming and ocean acidification).



## Dr. Kline’s Current Research

1) Mechanisms for Coral Calcification and Photosynthesis: A National Science Foundation (NSF) funded project with Martin Tresguerres titled “Cellular Physiological Mechanisms for Coral Calcification and Photosynthesis: Extending Lab-Based Models to the Field” in which they are using immunological techniques to study coral responses to changing environmental conditions, and to test in nature the relevance of mechanistic models obtained from laboratory experiments. Dr. Kline and Mr. Tresguerres are attempting to determine the mechanisms for corals responses to climate change by combining cellular physiology, coral reef ecology and reef biogeochemistry methods to understand corals from the molecular to ecosystem levels.

2) 10 Year Bocas Bleaching Time Series: A 10-year time series from Bocas del Toro, Panama in which Dr. Kline permanently tagged over 300 corals during the 2005 bleaching and returned to photograph and take samples for symbiont typing annually. This time series now includes three bleaching events (2005, 2010 and 2015) where Dr. Kline segmented the photos for an analysis of growth, recovery or decline of 7 dominant Caribbean coral species and an analysis of the corals' symbiont communities over this 10 year period.

3) Analyzing Coral Bleaching Events using High-Resolution Satellite Imagery: A project using high-resolution Digital Globe satellite imagery to attempt to determine the global extent of shallow coral bleaching and recovery/mortality. We are working on developing automated methods to determine the extent of coral bleaching and the rate of recovery on a global scale.

4) The Computer Vision Coral Ecology project which uses Cyber-Enabled Image Classification for Rapid, Large Scale, Automated Monitoring of Climate Change Impacts on Coral Reefs. The project aims to establish global baselines of coral reef health to rapidly document the changes to reefs associated with climate change. This project has developed methods based on computer vision and machine learning for automatically performing point-based annotation and analysis of benthic images of coral reefs and other benthic ecosystems which are currently being used by National Oceanic and Atmospheric Administration (NOAA) and the Catlin SeaView Survey.

5) Technology for Coral Reef Conservation: Dr. Kline has been developing new sensor networks to monitor climate change in marine ecosystems and to even simulate future levels of ocean acidification, warming, deoxygenation and nutrification in situ or in the marine ecosystems themselves rather than in aquariums. He has been developing these Free Ocean Carbon Enrichment (FOCE) systems including developing the first ever coral reef FOCE.

## Team Scientists

**Martin Tresguerres** - [Scripps Institution of Oceanography](#) - Cellular Physiology

**Andreas Andersson** - [Scripps Institution of Oceanography](#) - Reef Biogeochemistry

**Jules Jaffe** - [Scripps Institution of Oceanography](#) - Underwater Microbiology

**Greg Rouse** - [Scripps Institution of Oceanography](#) - Invertebrate Biodiversity

**Oscar Pizarro** - [University of Sydney](#) - 3D Photo Mosaics

**Stefan William** - [University of Sydney](#) - Underwater Robots



# Production Team

## **Basil Moore - DIRECTOR**

Originally from the Mediterranean and Britain, Basil began his career as a classically-trained musician at the age of seventeen. He has produced and is credited in over 100 projects, including his work with Warner Brothers, Paramount Pictures, ABC, CBS, and Starz. In 2014, Basil's film, Einstein: A Prelude was accepted to the Cannes Film Festival's Short Film category in 2014. His other award winning works include The C Gate (Cannes participant 2013) and Young Alexander The Great (2010 Feature Film. Basil's passion for science and science fiction is what brought his expertise to our team with Aqua Delta to capture the story of our upcoming adventure. Basil lives in the Los Angeles area, where he perfects his art with cutting-edge camera techniques and composing for his and other projects. His company, Silver Spark Films, is already in development and pre-production with several other feature films.



## **Simon Christidis - LEAD CINEMATOGRAPHER**

Simon comes to Aqua Delta as the world's leading underwater cinematographer, highly sought after internationally for his captivating imagery. He is known for his cinematic work on Oceans (2009), Nim's Island (2008), Fool's Gold (2008), The Reef (2010), Sanctum (2011), Deep Sea Challenge 3D (2004), and Unbroken (2014) among many others. Simon is featured on the Red Bull TV series Explorers - Adventures Of The Century with the documentary "Cocklebiddy Cave Expedition". His company, BigBoy Film Services in Australia, provides production elements, camera and equipment rental for professional filmmakers worldwide. He has been a member of the Australian Cinematographers Society (ACS) since 2007. Simon has led thousands of dives, swims everyday, and surfs with his children regularly. He brings to Aqua Delta decades of experience and a wealth of knowledge as a producer and venerated explorer.



## **Katheryn Swann - EXECUTIVE PRODUCER**

Katheryn worked for several Executive Producers before branching out on her own between 2009 and 2012. After returning to college at University of Colorado-Boulder in order to complete her pre-Medicine credits for doctorate entrance, she was hired as the VP of Investor Relations for a production company in Chicago. Katheryn quickly evolved her work into creating Oma Shanti Inc., a full-service investment relations, marketing, and film financing company. She and her team worked diligently for several Hollywood producers, directors and screenwriters to develop and produce feature films, many of which are still in development or ready for pre-production. Her clients have included Paramount Pictures, Claire Best and Associates, Magic Hour Films, Ghost Town Pictures (feature animated 3D films), as well as several independent film companies worldwide. Oma Shanti Inc. expanded its focus to include virtual reality and in the process, partnered with AquaDelta Productions LLC to incorporate a VR distribution channel into Aqua Delta.



### **Samuel Toole - EXECUTIVE PRODUCER**

Born and raised in Chicago, Samuel Toole sought an education and further experience outside his beloved hometown. Toole received his BFA in Film from Concordia University in Montreal Canada and later received an MFA in production from the Academy of Art University in San Francisco. As a Producer and Production Coordinator, Toole has traveled extensively working on film projects throughout the United States, Canada, and Europe. Currently, Toole focuses his efforts exclusively on production. Experience in the film industry include: film financing, film funds, financial services, raising private equity and working with hedge funds and gap financing. The involvement in numerous projects throughout the world allowed him to develop many valuable relationships within the film and financial industries on an international scale. Samuel Toole credits *Gideon Lockspeiser*: Director, Delivery, Motion Picture Legal at Paramount Pictures Corporation as a mentor and personal friend in the film industry.



### **Luc Hardy - EXECUTIVE PRODUCER**

Luc is an entrepreneur, veteran adventurer, environmental advocate, author, member of the Explorers Club of New York. Luc graduated from Ecole Centrale Paris with an engineering degree. He is president of Sagax, a US-based investment and management advisory firm. His curiosity for the world and his love of adventure stem from his origins in Brittany. Luc is also Vice-President of Green Cross France & Territories, the environmental NGO founded by Mikhail Gorbachev. His expeditions have included: Greenland in 2007 and 2011, studying the effects of climate change; several Arctic and Himalayan expeditions; and the North Pole in 2011. His books include: Antarctic - Adventure (2004), Greenland - Impressions (2007) and Arctic - Transitions (2008) - "The Pursuit of Endurance" - On The Shoulders of Shackleton (2015). Luc lives in Connecticut and France and continues to foster his passions in exploration, travel and photography.



### **Tony Estrada - EXECUTIVE PRODUCER**

Tony Estrada (Line Producer) is a Navajo filmmaker who started in the industry as an assistant director on indie features & shorts in Los Angeles. His television production experience includes working for KWGN-TV Channel 2 News in Denver; CNN and for "Real Stories of the Highway Patrol", "Devuelveme La Vida (Give Me Back My Life)", "Misty Dawn", and "Quality Time - The Ultimate Family Adventure Show". Some notable documentaries Tony's worked on include: Lowel Pierce's The Elders Speak, Beyond the Mat, Mining in the West. Tony was the researcher & production manager for Riche-Heape Films' award-winning doc The Trail of Tears. He's currently completed a short documentary on the water protectors, which was broadcast February 10th, 2017 on New Mexico PBS. A feature-length documentary will follow after his return trip to Standing Rock. Now he directs & produces original content through his New Mexico-based production company, Wild Horse Films.



## Fiscal Sponsor: From the Heart Productions



**Carole Dean** is the founder and force behind From the Heart Productions. She created the short-end film business in 1970 which helped spawn the independent film revolution by giving filmmakers affordable film. In the 1980s, she produced 120 Health Styles Shows that were sold to Oasis Cable and 30 Filmmaker shows. After seeing how difficult it was for filmmakers to raise money, she created the Roy W. Dean film grants. She is Executive Producer on Women Behind the Camera; BAM 6.6; American Chain Gang; Step Away From the Stone; and a new documentary entitled Achievers. She is the author of The Art of Funding, and The Art of Manifesting: Creating Your Future. She also teaches these financing methods in her Intentional Filmmaking Class.



**Carole Joyce** is a graduate of the Brooks Institute of Photography and an award-winning documentary film producer. Carole began her entertainment career working in development for Saban/Scherick Entertainment discovering talents such as Dennis Leary and Mario Joiner while developing pilot television series for Joy Behar and Rita Rudner. Carole also developed projects for filmmakers David Fincher and Jessie Dylan while with the Garamella/Fitzgerald Advertising Agency. As a television producer, Carole oversaw the production of over 150 shows for cable television including "Healthstyles", which were used as a concept on "Oprah Winfrey." Guests included Deepak Chopra and Dr. Andrew Weil. She also produced "Filmmakers" which is now in the national archives.



### **Co-Producers:**

**Ryan Gendel** - SVP MARKETING/GRAFIC DESIGN, Oma Shanti Inc.

**Amber McGeary** - MARKETING, Co-Producer, Assistant to Mr. Ingram

**Shannon Gash** - TECHNICAL SPECIALIST, Co-Producer/Assistant

### **Ship's Crew:**

**Jason Kettlestrings** - LEAD SHIP CAPTAIN

**Deirdre Kettlestrings** - FITNESS INSTRUCTOR AND NUTRITIONIST

### Invited Special Guests:



**Dr. Sylvia A. Earle**, Sylvia Earle Alliance/Mission Blue - *Mission Blue* (Emmy-Award winning documentary on Netflix) World Famous Oceanographer



**Dr. Mariana Fuentes** - Dr. Mariana Fuentes is a marine and conservation biologist, whose main research interests focus on conservation planning, natural resource management, and on climate change impacts on marine mega-fauna, especially marine turtles. She completed her postdoctoral fellowship at the ARC Centre of Excellence for Coral Reef Studies to develop tools to systematically prioritize the management of marine mega-fauna under multiple threats, with the aim of enhancing allocation of limited resources. Currently, Mariana is an Assistant Professor of Biological Oceanography at Florida State University in Tallahassee, Florida and hosts a research lab for marine mega-fauna that explores protective efforts in Australia, Brazil, West Papua, and Madagascar.



<http://www.oceanelders.org/elder/dr-sylvia-a-earle/>

<http://www.sylviaeearlealliance.org>

<https://www.mission-blue.org/>

# The Documentary Film Audience

The Coral Reef Documentary and its components will be supported by existing advocacy groups and programs. The Marketing and Advertising of the *Aqua Delta* project will utilize existing organizational partnerships by including their scientific expertise, research, and online support. The important element of this project is to reach as many supporters worldwide as possible. The goal of this project is that, like other documentary projects, it appeals to a wide audience based on its ability to incite a passionate response. The significance of *Aqua Delta*, above other ocean-based projects, is its intended purpose to unify efforts internationally in science, research, and action management of restoring coral reefs.

**To unify the market, we intend to work with the following target groups:**

## **1. Possible Membership Partners:**

- IUCN - <https://www.iucn.org/>
- National Geographic - <http://www.nationalgeographic.com/>
- Global Ocean Biodiversity Initiative - <http://www.gobi.org/>
- Marine Conservation Institute - <https://marine-conservation.org/what-we-do/program-areas/coral-conservation/>
- Reef Check - <http://www.reefcheck.org/>
- ReefBase - <http://www.reefbase.org/main.aspx>
- National Fish and Wildlife Foundation - <http://www.nfwf.org/coralreef/Pages/home.aspx>
- NOAA - <http://coralreef.noaa.gov/>
- United Nations Environment Programme - [http://coral.unep.ch/CRU\\_Home.html](http://coral.unep.ch/CRU_Home.html)
- International Coral Reef Initiative - <http://www.icriforum.org/>
- International Society for Reef Studies - <http://coralreefs.org/society-organisation/welcome/>
- International Coral Reef Symposium - <http://sgmeet.com/icrs2016/default.asp>
- The Nature Conservancy - <http://www.nature.org/ourinitiatives/habitats/coralreefs/index.htm>
- The Coral Reef Alliance - <http://coral.org/>
- Oceans 5 - <http://oceans5.org/>
- Wildlife Conservation Society - <https://www.wcs.org/our-work/places/oceans>
- Oceana - <http://oceana.org/about-oceana/about-us>
- World Resources Institute - <http://www.wri.org/our-work/project/reefs-risk>
- High Seas Alliance - <http://highseasalliance.org/>

## **2. Possible Location Partners:**

- Schmidt Ocean Institute - <http://schmidtocean.org/cruises/schmidt-ocean-institute-2016-expeditions/>
- Coral Cay Conservation - <http://www.coralcay.org/about-us/>
- Coral Restoration Foundation - <https://coralrestoration.org/>
- Nature Seychelles - <http://www.natureseychelles.org/what-we-do/coral-reef-restoration>
- Australian Research Council - <http://www.arc.gov.au/information-international-researchers>
- Coral Reef in the South Pacific - <http://www.ircp.pf/crisp/>
- Secretariat Pacific Regional Environmental Program - <http://www.sprep.org/>
- WWF Global - [http://wwf.panda.org/about\\_our\\_earth/blue\\_planet/coasts/coral\\_reefs/](http://wwf.panda.org/about_our_earth/blue_planet/coasts/coral_reefs/)

# VR 360 Creating The Online Experience

Virtual Reality (VR) has become an important component in entertainment, marketing, and advertising. VR has also become a quickly-accepted teaching tool. For instance, a widely spread virtual experience game that is used with both the Oculus Rift and Samsung Gear VR is called Ocean Rift (<http://ocean-rift.com/>). The experience is a computer-simulated version of what we want to offer to our audience.

What makes *Aqua Delta 360* unique is that we are going to offer the home viewer a live-action experience, utilizing the latest technological advances in underwater camera technology for the 360-degree experience, while translating the information into usable marketing formats, such as using a smart-phone application for viewing. The technologies that exist are currently being modified for more live-action experiences.

*Aqua Delta 360* has partnerships with ancillary development companies to produce a mass-market product. For instance, the film itself, utilizing 3D technologies through IMAX's theatrical cameras can translate into 3D digital experiences with the proper partnerships. Google and Facebook already have many of the technologies needed to translate the 3D film into a hand-held experience. P&A advertisement through digital social media can also be utilized in a partnership with a Studio Distributor (currently Paramount uses this technology with its *Star Trek* franchise and Disney uses this technology with its Marvel Comics franchises). Basically, additional "bonus" footage can be used to pre-sell the experiences, both at the 3D IMAX theatrical release level and the personal VR experience level.

Currently, *Aqua Delta* already has established partnerships to include camera development:

## **VR Documentary/360 Camera Info - Camera - mounting (x5 reefs)**

- XL Catlin underwater handheld 360 degree cameras
- Live feed cameras to float-mount on reefs
- VR Microscopic cameras for scientific research and recording crucial data

## **Additional partnerships will be made to maintain & explore VR advances:**

- Google - VR experience development, Google Cardboard
- Oculus VR LLC
- Samsung Gear VR
- Nautilus VR
- Good Yeti VR
- 360 Abyss

(See below Desired Corporate Sponsors)



# Desired Corporate Sponsors

Garmin - <http://virb.garmin.com/en-US/>

Marine: <https://buy.garmin.com/en-US/US/cOnTheWater-p1.html> - echoMAPs

Maps: <https://buy.garmin.com/en-US/US/maps/on-the-water-maps/c452-c455-p1.html>

Patagonia - <https://www.patagonia.com/us/pro/user/index.jsp>

Wetsuits: <https://www.patagonia.com/us/shop/wetsuits?k=6U>

North Face - <http://thenorthface.promotive.com/>

Sailing/Boat Gear - <http://www.sailingproshop.com/>

SCUBA gear - <http://www.mauriprosailing.com/Scuba/>

ScubaPro - <http://www.scubapro.com/en-US/USA/home.aspx>

Mares - <https://www.mares.com/region.php>

Zeagle - <http://www.zeagle.com/>

Dive Rite - <http://www.diverite.com/>

Suunto - <https://www.suunto.com/en-US/>

Sherwood SCUBA - <http://sherwoodscuba.com/computers>

Cressi Dive Gear - <http://www.cressisubusa.com/>

Google and Samsung Gear VR - <http://www.samsung.com/us/explore/gear-vr/?cid=vanmb-cph-0716-10000089>

Facebook 360 VR - <https://facebook360.fb.com/>

Virgin Group - <https://www.virgin.com/>

Intel - <https://www.intel.com/>

Rolex - [https://www.rolex.com/?ef\\_id=V1hr9wAAAOUBuq9m:20160903043201:s](https://www.rolex.com/?ef_id=V1hr9wAAAOUBuq9m:20160903043201:s)

Emirates - <http://www.emirates.com/english/about/emirates-sponsorships/sponsorships.aspx>

OtterBox - <http://www.otterbox.com/en-us/sponsorship-request.html>

## Additional Documentary Funding

International Documentary Association - <http://www.documentary.org/funding/grants>

America's Media Makers (AMM) - <http://www.neh.gov/grants/public/media-projects-development-grants>

Corporation for Public Broadcasting - <http://www.cpb.org/grants/>

The Fledgling Fund - <http://www.thefledglingfund.org/apply/>

Ford Foundation - <http://www.fordfoundation.org/work/our-grants/justfilms/>

Fulbright-National Geographic Digital Storytelling - <http://us.fulbrightonline.org/fulbright-nat-geo-fellowship>

Impact Partners - <http://www.impactpartnersfilm.com/how-apply>

Media Alliance - <http://www.media-alliance.org/section.php?id=58>

Roy W. Dean Grant - From The Heart Productions - <http://fromtheheartproductions.com/roy-w-dean-film-grants-and-awards/>

Blue Ocean Film Festival - <http://www.blueoceanfilmfestival.org/>



# Comparable Projects

## **Documentaries**

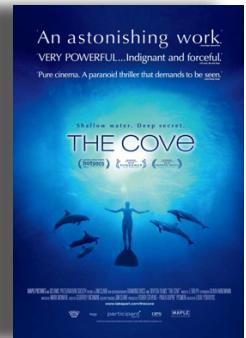
### **US Gross**

### **Incl. Foreign Sales**

*The Cove* (2009) - \$869,730  
 (Louie Psihogios; OPS; Lionsgate; Academy Award Best Documentary)

\$869,730

\$1,516,214



*Oceans* (2010) - \$80MM  
 (Participant Media; Disney)

\$19,422,319

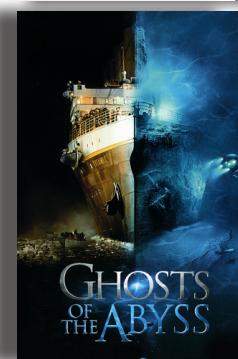
\$86,787,530



*Ghosts of the Abyss* (2003)  
 (James Cameron; IMAX/Disney)

\$17,093,668

\$28,780,668



*Journey to the South Pacific* (2016)  
 (Stephen Judson; IMAX)

\$7,125,209

(No Foreign Sales)



## **IMAX/3D (40-45 Min Max):**

*Space Station 3D* (2002)  
 (Writer/Director Toni Myers; IMAX)

\$93,181,312

\$126,463,438



*Hubble 3D* (2010) \$51,620,762 \$67,788,662  
 (Toni Myers; Warner Bros/IMAX)



*Under The Sea 3D* (2009) \$34,980,557 \$46,480,557  
 (Howard Hall/Toni Myers; Warner Bros)



## SCUBA Films

*Men of Honor* (2000) - \$32MM \$48,814,909 \$82,339,483  
 (George Tillman Jr.; Fox 2000)



*Fool's Gold* (2008) - \$70MM \$70,231,041 \$109,362,966  
 (Andy Tennant; Warner Bros)



*Sanctum* (2011) - \$30MM \$23,209,310 \$104,283,753  
 (Alister Grierson; Universal)



# Opportunities For Ancillary Development

*Aqua Delta* as itself is a franchise opportunity for IMAX, documentary distribution (digital and VOD), a VR 360° application, and an advertisement-sponsored real-time website. Each of the *Aqua Delta* components is in and of itself an educational tool. The scientific research that will be conducted during the documentary and subsequent camera-recording collections can be utilized for all ages and curriculums.

Here are the following potential ancillary components the *Aqua Delta* team has determined to be beneficial for both the project financiers and for the *Aqua Delta* Foundation Fund:

## **Merchandise:**

*Aqua Delta* will enjoy a comprehensive merchandising program for the secular marketplace, complete with product line extensions for community-based markets (per Country and per Region).

Ancillary merchandising can be created and promoted as a branded part of the IMAX and release experience, including: toys, games, high-tech interactive experiences, clothing, and collectibles.

The *Aqua Delta* brand can be collaborated with a Theme Park and/or stand-alone Virtual Reality experience. Target markets include existing high-end parks with scientific components (Epcot Center, Universal Studios, or one of the new international VR-based theme parks).

## **Advertising and Marketing:**

Licensing of the *Aqua Delta* brand can be conjoined with established advertisers for commercial use as determined by the *Aqua Delta* Productions team. Commercial sponsors will be held to a rigorous coral-reef-sustainability campaign that will include efforts to improve their own policies on manufacturing, distributing, and promoting their products, recycling, and ocean cleanup efforts.

Target large-scale commercial advertisers: Coca-Cola, Pepsico, Proctor & Gamble, Amazon, Apple, Samsung, Google, Facebook, UPS, DHL, American Express, Virgin, Intel, and any of our cross-promoting sponsors not listed.

Each licensed product (including but not limited to the above mentioned ancillary merchandising) will have an official “*Aqua Delta*” labeling. If one of our Commercial Sponsors wishes to conjoin advertising to utilize the *Aqua Delta* brand on their products or promotional materials, they will be able to do cross-promotion through various digital, industry-specific, and retail marketing outlets.

# Famous Scuba Divers

Famous Hollywood Actors/Filmmakers/Celebrities Who SCUBA Dive  
(Otherwise known as those we invite to the red carpet opening for media press):

James Cameron\*  
Jessica Alba  
Sandra Bullock  
Tom Cruise  
Katie Holmes  
Salma Hayek  
Penelope Cruz  
Lars Ulrich  
\*Bill Gates  
Tom Hanks  
Kate Moss  
Cindy Crawford  
Geri Halliwell  
Gene Hackman  
Kevin Costner  
Cameron Diaz  
Paris Hilton

Tiger Woods  
Lauren Hutton  
Lloyd Bridges  
Patrick Stewart  
William Shatner  
Nikki Taylor  
Joe Perry  
Jason Statham  
Kathleen Turner  
Gwyneth Paltrow  
Chris Martin  
Samuel L. Jackson  
Claire Danes  
Matthew McConaughey  
Kate Hudson  
Richard Branson \*  
Nina Dobrev

\*\*Edward Norton (advocate)

## **OCEAN ELDERS \***

Dr. Sylvia Earle \*  
Captain Don Walsh \*  
Ted Turner \*  
Jean-Michel Cousteau \*  
Dr. Rita Colwell\*  
Jackson Browne\*  
Graeme Kelleher \*  
Sven Linblad \*  
Her Majesty Queen Noor \*  
Nainoa Thompson \*  
HSH Prince Albert II \*  
Jose Maria Figueres \*  
Wade Davis \*  
<http://www.oceanelders.org>



# Contact Information

## **For Producer Information, Please Contact:**

**Katheryn Swann**

Oma Shanti Inc.

[contact@omashanti.com](mailto:contact@omashanti.com)

(773) 956-9735

**Lan Ingram**

AquaDelta Productions LLC

[lingram@aquadeltaproductions.com](mailto:lingram@aquadeltaproductions.com)

(214) 886-4839

## **For Investor Relations, Please Contact:**

**Samuel Toole**

[stoole62@gmail.com](mailto:stoole62@gmail.com)

(415) 412-2960

## **For Fiscal Sponsorship and Non-Profit Donations, Please Contact:**

**Carole Joyce**

[info@fromtheheartproductions.com](mailto:info@fromtheheartproductions.com)

(805) 984-0098