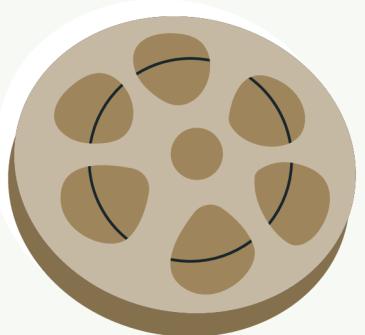
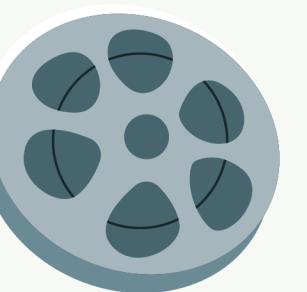
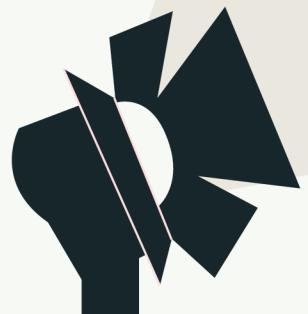


Lights, Camera, Profit: The Low-Risk Studio Launch Playbook

A data-driven film-making recommendation
By Warren Patsi

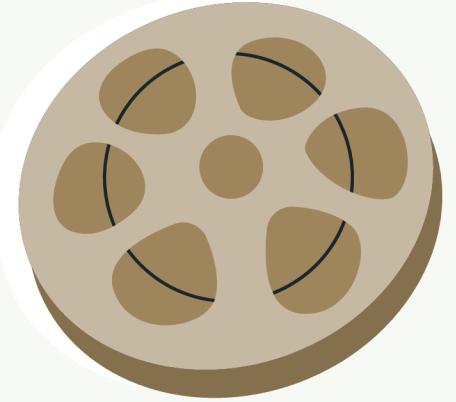


The \$10M Horror Solution to a 42% Failure Rate



INDUSTRY REALITY

42% of new studios lose
money on their first 3 films



OUR DATA-BACKED FIX

Horror films under
\$10M deliver 1143% ROI



Four Profit Multipliers: Genre, Timing, Budget & Talent



HORROR DOMINATES



912% Average ROI
1143% low budget Average ROI
#1 Profitable Genre



PEAK RELEASE MONTH

July = 350% ROI
75% above average

<\$10M MAGIC ZONE

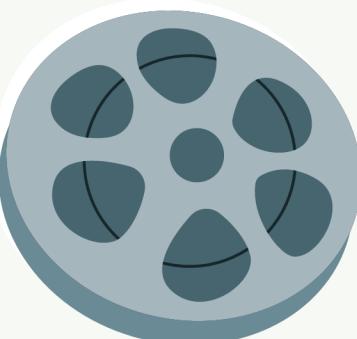


396% ROI
vs. 211% (higher budgets)



EXPERT DIRECTORS

6/10 top ROI directors
specialize in horror



Horror Dominates: 912% ROI & Strategic Alternatives



Horror



912% ROI

Horror
dominates profitability

Family

687% ROI

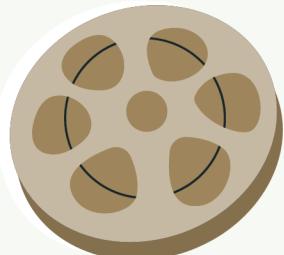
Family films need bigger
budgets

Drama

301% ROI

Drama offers
safe diversification

Source: The Numbers + IMDB (1,422 films analyzed)





Proven Directors: Horror Specialists + Strategic Wildcards



HENRY JOOST

Horror Specialist
2503% Avg. ROI
Paranormal Activity 3 (\$5M → \$207M)



DAVID F. SANDBERG

Horror/Drama Visionary
1713% ROI
Lights Out (\$148M on \$5M)



JAMES WAN

Horror Legend
1486% ROI
The Conjuring (\$320M franchise)



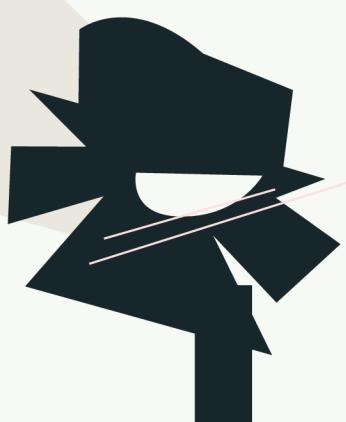
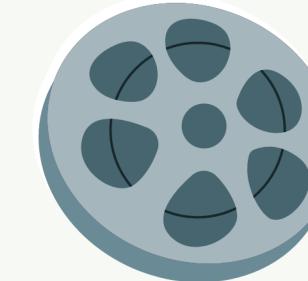
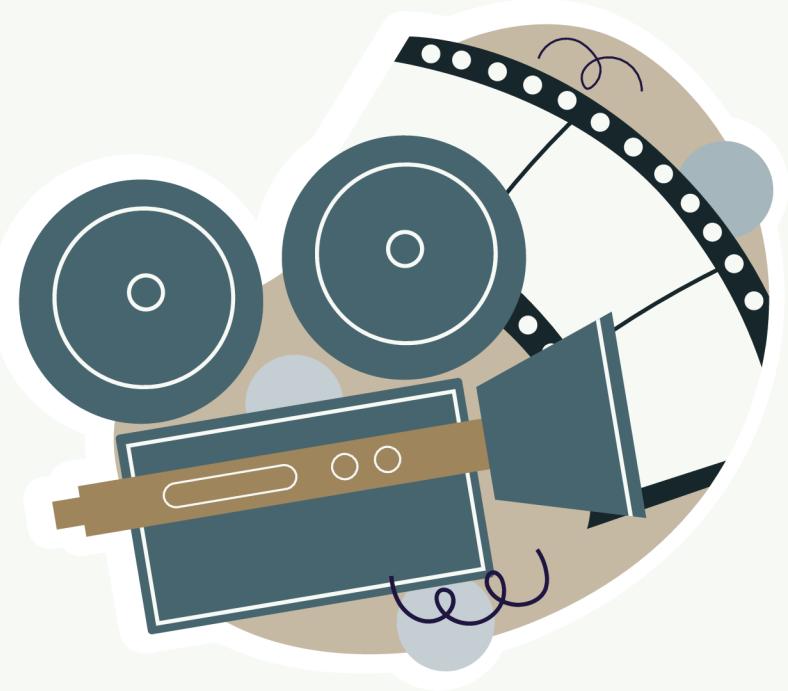
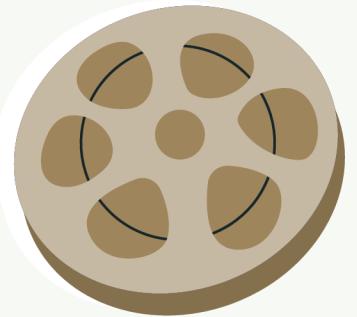
Execution Timeline: July Horror Launch + October Drama Backup

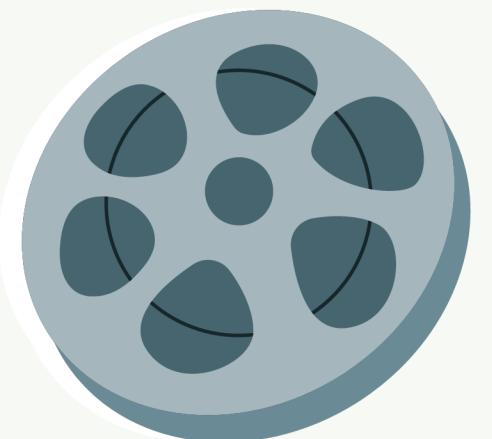




1143%

POTENTIAL ROI ON HORROR FILMS





Thanks!

Do you have any questions?
patsiwarren@gmail.com
+254 742 983 234



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