



# EXECUTIVE SUMMARY

# executive summary

## THE OPPORTUNITY

### The Project

The production and market release of a slate of four independent motion pictures with budgets of \$550,000 to \$850,000.

### The Investment

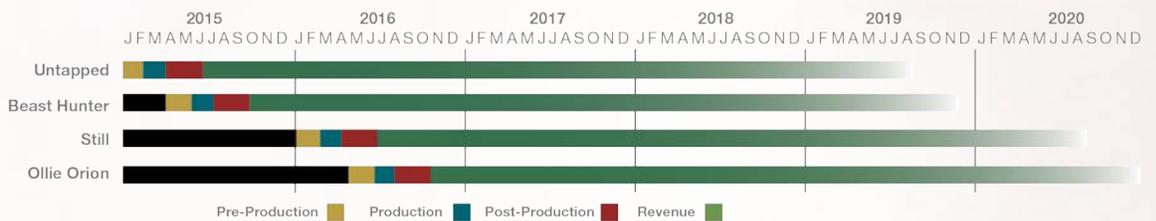
\$3,000,000

### The Return

Projected initial return on investment of 209% within 2 years from release of the developed properties. Anticipated total return on investment of up to 290% within 5 years. Investor shares are in total producers' revenues from the sale and distribution via the following resources:

- US Theatrical
- US Video-On-Demand
- US DVD/Video
- US Network/Cable TV
- US Pay-Per-View
- US Syndicated TV
- Foreign Theatrical
- Foreign Video-On-Demand
- Foreign DVD/Video
- Foreign Television
- Foreign Pay-Per-View
- Foreign Syndication

### The Production Schedule



## THE COMPANY

Brothers Young Films LLC plans to produce four original feature films with private equity financing.

## THE FILMS

### UNTAPPED

Genre: **Family Inspirational**

A young teen learns to express herself through contemporary dance despite the emotional and physical scars of her past.

### BEAST HUNTER

Genre: **Action, Horror, Sci-fi & Fantasy**

An orphan girl must rely on a selfish convict to save her from the rampaging monsters who slaughtered her parents and ravaged her home planet.

### STILL

Genre: **Suspense, Thriller**

A widowed husband is thrust into a psychological whirlwind when unexplained messages keep appearing on his child's wall.

### OLLIE ORION

Genre: **Family, Sci-fi & Fantasy, Adventure**

A misunderstood boy dodges nosey neighbors and government agents to help an unusual friend fix his ship and return to his home planet.

## THE INDUSTRY

The film industry is undergoing major changes including 1) the DVD is being rapidly replaced with digital platform alternatives like iTunes, 2) new business models tailored to independent filmmakers which result in lower distribution costs, and 3) the emergence of Global Markets where US made films now routinely generate more revenue from Foreign than from Domestic sales.

Electronic sales of movies and shows are on pace to increase 50% this year and expected to reach \$1.3 billion thanks to aggressive studio marketing and growing consumer confidence in digital platforms i.e. cloud storage of digital files. Industry executives expect similar growth in 2014, with sales hitting \$2 billion. Those sales are not predictive of the success of the slate but they are indicative of the consumer appetite for content.

Barriers of entry to cost effective distribution models like iTunes are coming down while the profit margins for a well produced, skillfully marketed Indie film are going up. Without the massive studio overhead, independents are able work efficiently and more cost-effective thus adding to margins and profitability. Finally, the far reaching advances in digital technology over the last ten years enable Indie Filmmakers to produce movies that look and sound every bit as good as the Hollywood studios. Brothers Young Films will shoot with the same camera (the Red Epic) as Peter Jackson used to film "The Hobbit." As the technologies have lined up, the digital revolution is taking hold with movies much as it did with music.

## THE MARKETS

The market for independent films continues to grow. The strategy of making movies in well-established genres has been shown to be effective. Although there is no boiler plate for making a successful film, the probability of success is increased when the filmmaker knows how to develop a strong story and make a good movie targeted to a precise audience. Brothers Young Films plans to do just that.

Being able to greenlight in-house projects, with the support of private equity investors, will allow the Company to attract the talent to make movies that will be distinguishable in the marketplace. Management's deep understanding of the markets for their films, and how to reach a specified target audience, will be demonstrated throughout this business plan.

## DISTRIBUTION

There is an active market for completed motion pictures, with virtually all the studios and independent distributors seeking to acquire films. On the other hand, there are growing trends supporting various forms of **self distribution** as part of an overall distribution strategy. The Company's strategy in this case will be extensive and include a wide range of "Indie Friendly" distribution options which should result in lower overhead costs. The Company has a plan for limited theatrical release, digital platforms / iTunes and Amazon, On-Demand TV / Cable / Netflix, Foreign markets, DVD, Redbox, and film festivals.

FOR MORE INFORMATION CONTACT

MAC MAGUIRE  
mac.maguire@broyopro.com  
612.219.9541

