



POT HOLES

MINDWAVE
Productions



Lunchbox
Pictures Inc.



POTHOLES

A MindWave Studios & LunchBox Pictures Film

PRODUCER Jonathan R. Holeton

PRODUCER Malcolm Soosay

PRODUCER

EXECUTIVE PRODUCER

SPECIAL THANKS

To inquire about our Business Plan
please contact:

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<https://www.potholesmovie.com/>

Budget

\$1,200,000.00

Film

Feature Length

90 Minutes

Genre

Comedy

Production

MindWave Studios Ltd.

Logline

Johny and Gina, two strangers become best friends through their love for weed but for Johny it's a gateway into the darker world of a guy named "Hollywood" and needs to be rescued by his friend Gina and her friends. Click [HERE](#) to watch Teaser.

PROJECT SUMMARY

MindWave Studios Ltd.

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

MindWave Studios Ltd.

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/French Minority Production
- Strong Niche Audience
- Marketable Cast
- Monetary Funnels include: video game, 360 video, merchandise, 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 of Stoners
- Production has previous distribution deals on; Red Box, Netflix, Hulu, iTunes, Amazon Prime, Best Buy, and Walmart
- Legal Strain of Cannabis for licensing



SYNOPSIS

Johny 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 Johny is kind and trusting to the point of Naïve and she looks out for him.

Johny 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 Johny experiences magical 80s pop culture. Johny 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 Johny and Gina, he wins \$5,000 at the casino playing super 7 Blackjack. Hollywood and his cronic Cracker Jack are blown away by how lucky Johny is, so they invite him and his friends to Hollywood's Mansion.

Johny 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 Johny really starts to hit major potholes.

Johny doesn't want Gina to know what he's been up to but cuts it close when Cracker Jack tries to pull Johny 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.

Johny tells Gina and the Captain where Hollywood lives so they go there to steal it back. On their way there, Johny 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 Johny. 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 Johny helps Gina's daughter Ashley escape from Hollywood.

Johny sees his Psychiatrist who now realizes Johny doesn't just have Bipolar but Congruent disorder aka Dual diagnosis - mental illness AND addiction. Johny 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.

down his adventures with Gina, the Captain and Hollywood as a movie script.

Johny 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.

Johny 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 Johny acted in on TV. They see his full name in the credits, “Johny Holdman” and decide to pay him a little visit in St.Paul.

Johny 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. Johny is scared, the first person he calls is Gina. She immediately rounds up her friends to come to Johny’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 Johny from Hollywood who has taken Johny 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.

LEAD CAST IN CONSIDERATION

JOHNY



JAY BARUCHEL

Man Seeking Woman
This is the End
Fanboys

GINA



TRACY BONE

Singer
When Books Talk
Arbor Live!

CAPTAIN



HOWIE MILLER

Caution: May Contain Nuts
Delmar & Marta



JONATHAN R. HOLETON

Mixed Blessings
Bury my Heart at Wounded Knee
Predict This!



ROSANNE SUPERNAULT

Through Black Spruce
Maïna
Blackstone



CHRISTOPHER MINTZ-
PLASSE

How to Train your Dragon
Superbad
Kickass



CAROLINA HOYOS

Catalyst
Blackwater
Dollface

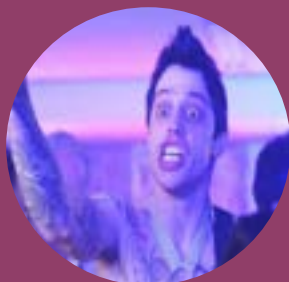
SUPPORTING CAST IN CONSIDERATION

CRACKER JACK



DOV TIEFENBACH

You Above All
About a Teacher
The Sound of Silence



PETE DAVIDSON

Marmaduke
The Suicidal Squad
SNL



KIERAN CULKIN

Succession
Approaching a Breakthrough
Infinity Baby

HARRY



LORENZO LAMAS

Grease
Renegade
Falcon Crest



HULK HOGAN

The Dark Knight
Suits
La Reina del Sur



DANNY BONADUCE

The Partridge Family
The '70s Show
The Kids are Alright

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



CAPTAIN

JESUS! THANK YOUR FATHER YOU'RE HERE, IS THIS YOUR ALIEN SPACE SHIP?!

JESUS

HOMBRE... HOW MANY TIMES DO I HAVE TO TELL YOU... I'M NOT AN ALIEN, I'M JUST AN ILLEGAL ALIEN, I'VE GOT AN O1 VISA.



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 our youth & 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.



CO-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.

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

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

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. Accordingly, the calculations may not be relied upon to indicate the actual results that might be attained by Company.

RISK MANAGEMENT

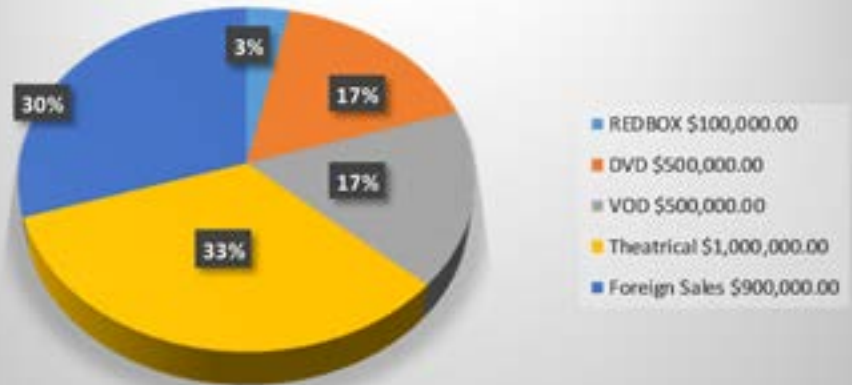


FILM PROJECTIONS

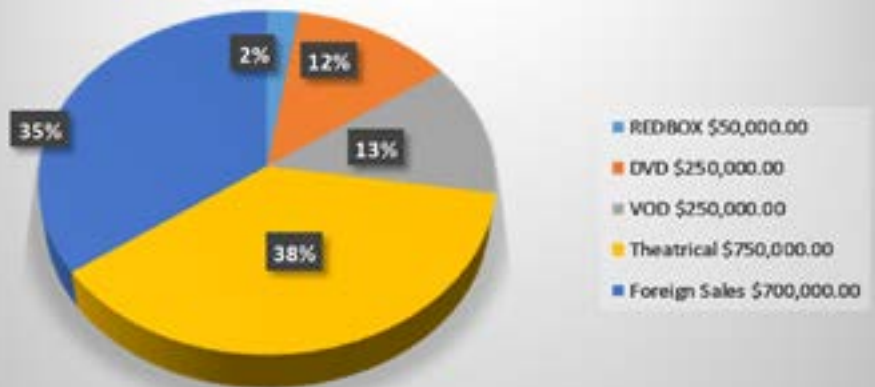
With the right cast, marketing strategy, theatrical release, production value, and strategic partnerships we are confident we can make a profitable film.



HIGH PROJECTIONS \$3,000,000.00



MODEST PROJECTIONS \$2,000,000.00



FILM COMPARABLES



KID CANNABIS (2014)

Theatrical: Well Go USA Entertainment

Distribution Companies: Well Go USA Entertainment

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

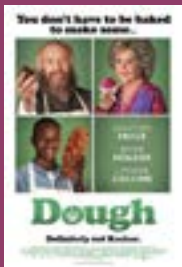


THE BEACH BUM (2019)

Theatrical: Vice Films

Distribution Companies: Vice Media

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



DOUGH (2015)

Theatrical: Vertigo Releasing

Distribution Companies: Menemsha Films

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



BURN BURN BURN (2015)

Theatrical: Urban Distribution

Distribution Companies: Vendetta Films

Domestic & Foreign Territories Sold: UK, France, Australia



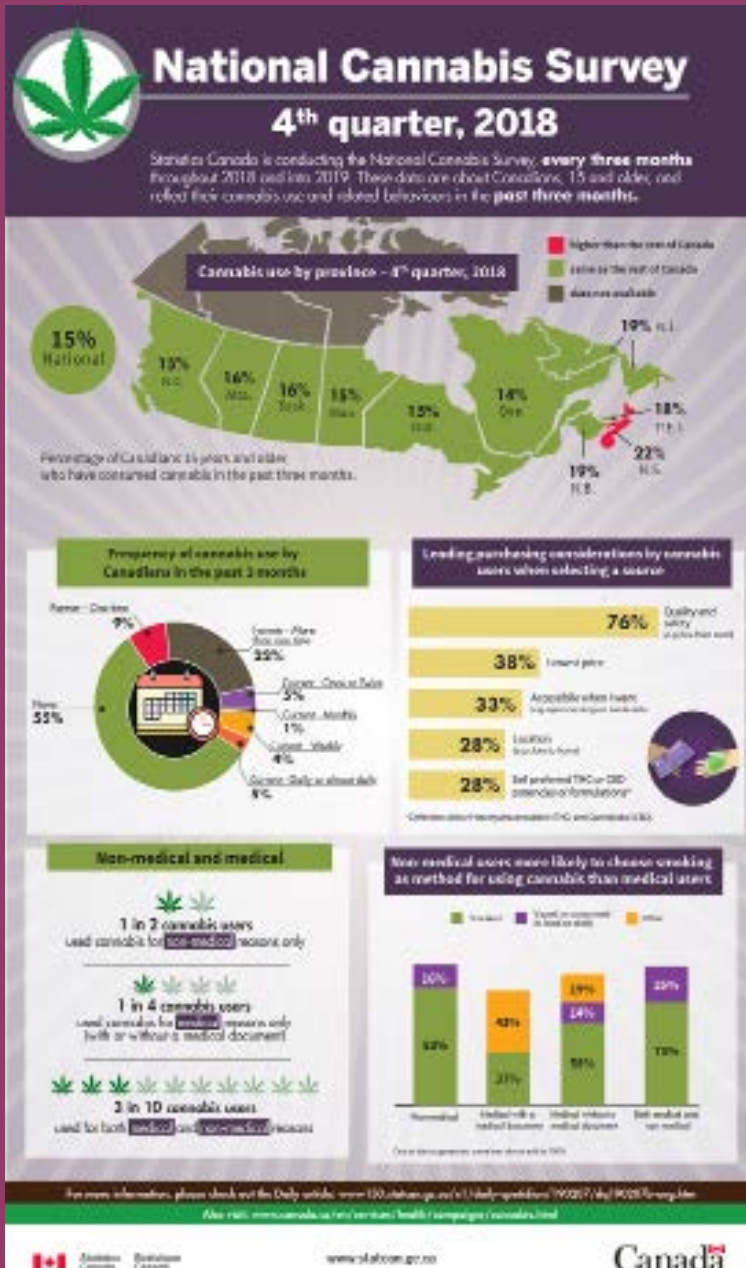
LIFE AFTER BETH (2012)

Theatrical: A24

Distribution Companies: XYZ Films

Domestic & Foreign Territories Sold: USA, Canda, Japan, UK, Germany, Australia, Spain, Netherlands

MARKETING



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.



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 pot board game based on the feature film with the help of Braden Campeau. Additional revenue from the game can 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, Card 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 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 premiere, 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

Silver 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.



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



POT HOLES



To inquire about our Business Plan please
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Click [here](#) to watch Teaser Trailer