



POT HOLES

MINDWAVE
Studios



Lunchbox
Pictures Inc.

BUSINESS PLAN

MindWave Studios Ltd.
PRESENTS



Lunchbox
Pictures Inc.

POTHOLES

A MINDWAVE STUDIOS & LUNCH BOX PICTURES FILM

Contact:

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<https://potholes-movie.webflow.io/>

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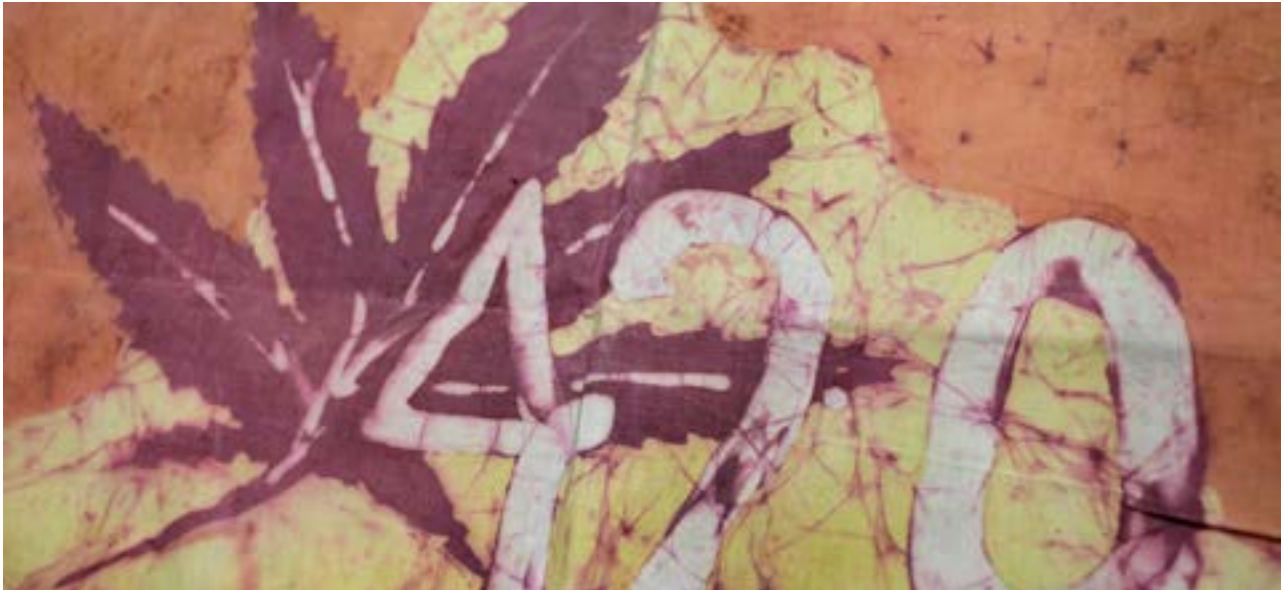
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EXECUTIVE SUMMARY



MindWave Studios Ltd. & Lunch Box Pictures Inc. are seeking \$1,000,000.00 for the production of the comedy Potholes.

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.

POTHLES

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.

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.

PROJECT SYNOPSIS



Written by: Jonathan R. Holeton
&
Tina Lameman

The budget of \$1,000,000.00 will enable production to produce the feature film, cast marketable actors, and sell it to distribution companies & Broadcasters.

Genre – Comedy
Budget–\$1,000,000.00
Proposed Length: 88 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

JOHNY



JONATHAN R. HOLETON

Mixed Blessings
Bury my Heart at Wounded Knee
Predict This!

GINA



TRACY BONE

Singer
When Books Talk
Arbor Live!

CAPTAIN



HOWIE MILLER

Comedian
Caution: May Contain Nuts
Delmar & Marta

IN CONSIDERATION FOR HOLLYWOOD

HOLLYWOOD

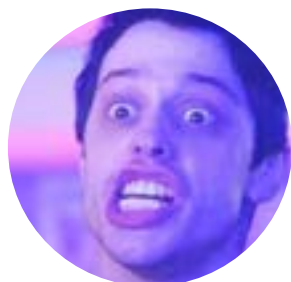


MICHAEL IRONSIDE

Starship Troopers
Total Recall
Top Gun

SUPPORTING CAST IN CONSIDERATION

CRACKER JACK



PETE DAVIDSON

Marmaduke
The Suicide Squad
SNL

HARRY



HULK HOGAN

Muppets from Space

JESÚS



DANNY TREJO

Machete
From Dusk to Dawn
Breaking Bad

CRACKERJACK



RICHARD HARMON

The 100
I Still See You
The Age of Adaline

**SMUDGE PAN/
GINA'S COUSIN**



CONWAY KOOTENAY

The Revenant
Guitar Lessons
DJ Burnt Bannock
Fantasies of Flying

KYLE/GINA'S BF



TREVOR GOUPIL

Give & Take
Hot Box
The Damned

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.



FIRST NATIONS PRODUCTION

Film is being made for by First Nation Filmmakers



SOCIAL MEDIA PRESENCE

Building our Facebook Fanbase to over 100,000 fans



ESCROW MANAGEMENT COMPANY

3rd Party Escrow Company to ensure funds are legally redistributed to investors



PRODUCT PLACEMENT INTEGRATION

Product Placement Integration can bring additional soft money funds to production

RISK MANAGEMENT

MONETARY FUNNELS

Merchandise, TV Series, Franchise Sequels, Card Game, Board Game



MARKETABLE CAST

Marketable Lead Cast with theatrical, TV syndication, and foreign distribution track record, plus partnership with Casting Director



EXPERIENCED PRODUCERS

Experienced Producers with domestic & foreign distribution deals (Redbox, Netflix, Hulu, iTunes, Amazon Prime, Best Buy, and Walmart)



CANADIAN GRANTS & INCENTIVES

Production is applying to multiple Canadian Grants and Film Incentives

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. Johnny and Gina are like Romeo & Juliet but as friends coming from two different worlds/cultures, French-Ukrainian Canadian in the case of Johnny and Indigenous Canadian/Metis in Gina's case where for way too many years there has been anger and even hatred/racism between the two cultures, mostly by Johnny and Gina's older generations. Johnny is a cross between John Dunbar of Dances with Wolves and Tommy Chong(Anthony "Man" Stoner) in Up in Smoke.

Too often First Nation People and also People with disabilities are not portrayed as Protagonists in Hollywood productions. Too many times they 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 the multi-cultures of Alberta which includes people of various disabilities

I am also very proud to say that we will be including many First Nations, Métis, various cultures and artists with disabilities in the cast and crew as well as in the soundtrack. This will give the Indigenous youth and people with disabilities 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 St.Paul, AB, as I like to call, St-Paul des Métis 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, video game 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 has partnered with established Producer Dylan Pearce who has casting, production, and distribution experience, he is our Executive Producer with the films “Christmas Cupcakes”, “A Frosty Affair” and “I Think I Do” under his belt. He has experience putting independent films in distribution including; Redbox, Netflix, Hulu, Amazon Prime, iTunes, Best Buy, and Walmart. Dylan has experience working on budgets ranging from \$300,000.00 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. We are also applying to TELEFILM, AFA, and Edmonton Screen Industry Offices.

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.

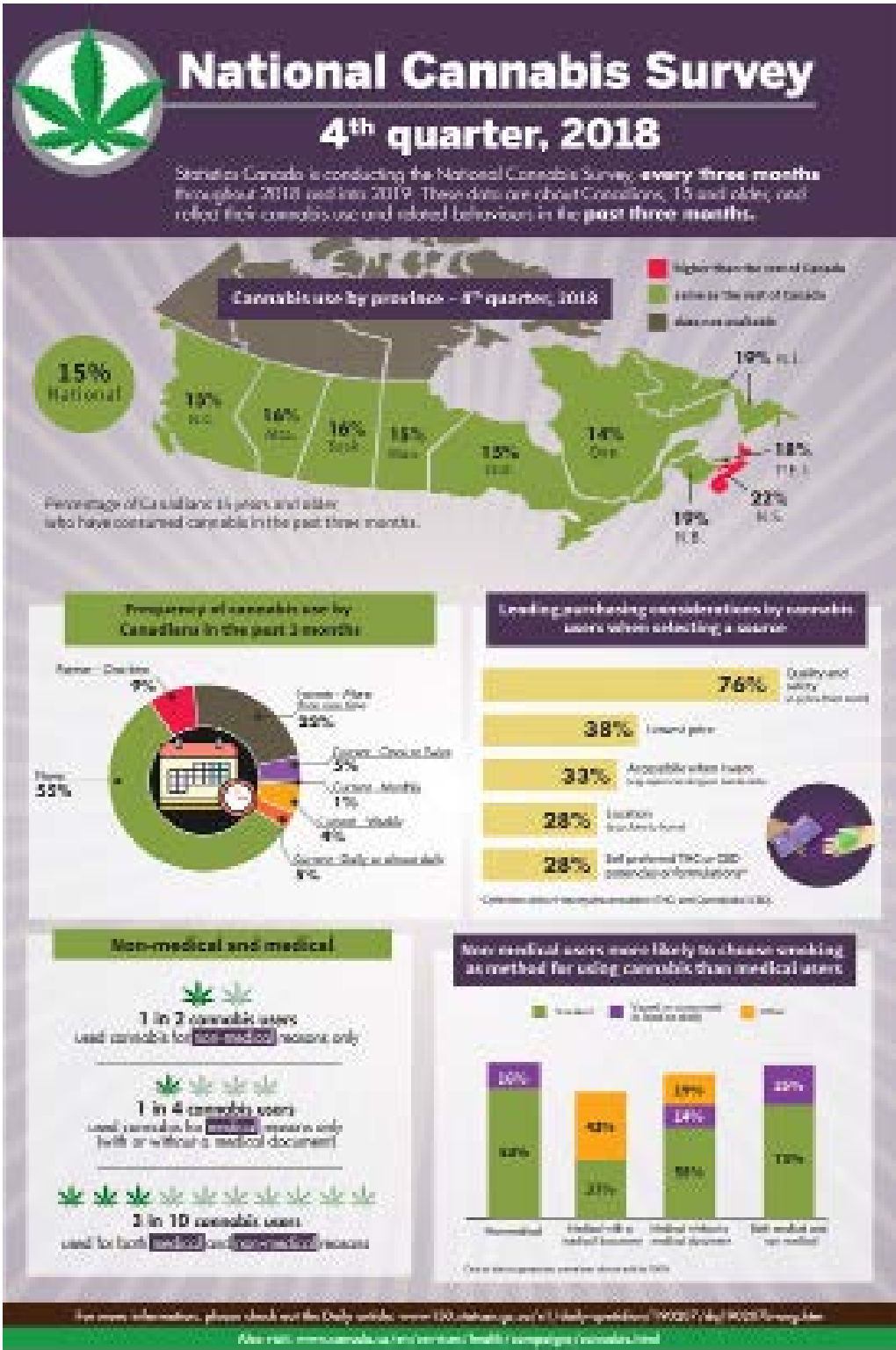
Consultant in consideration - David Zannoni www.zannonimedia.com

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.

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 25 days
- 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)

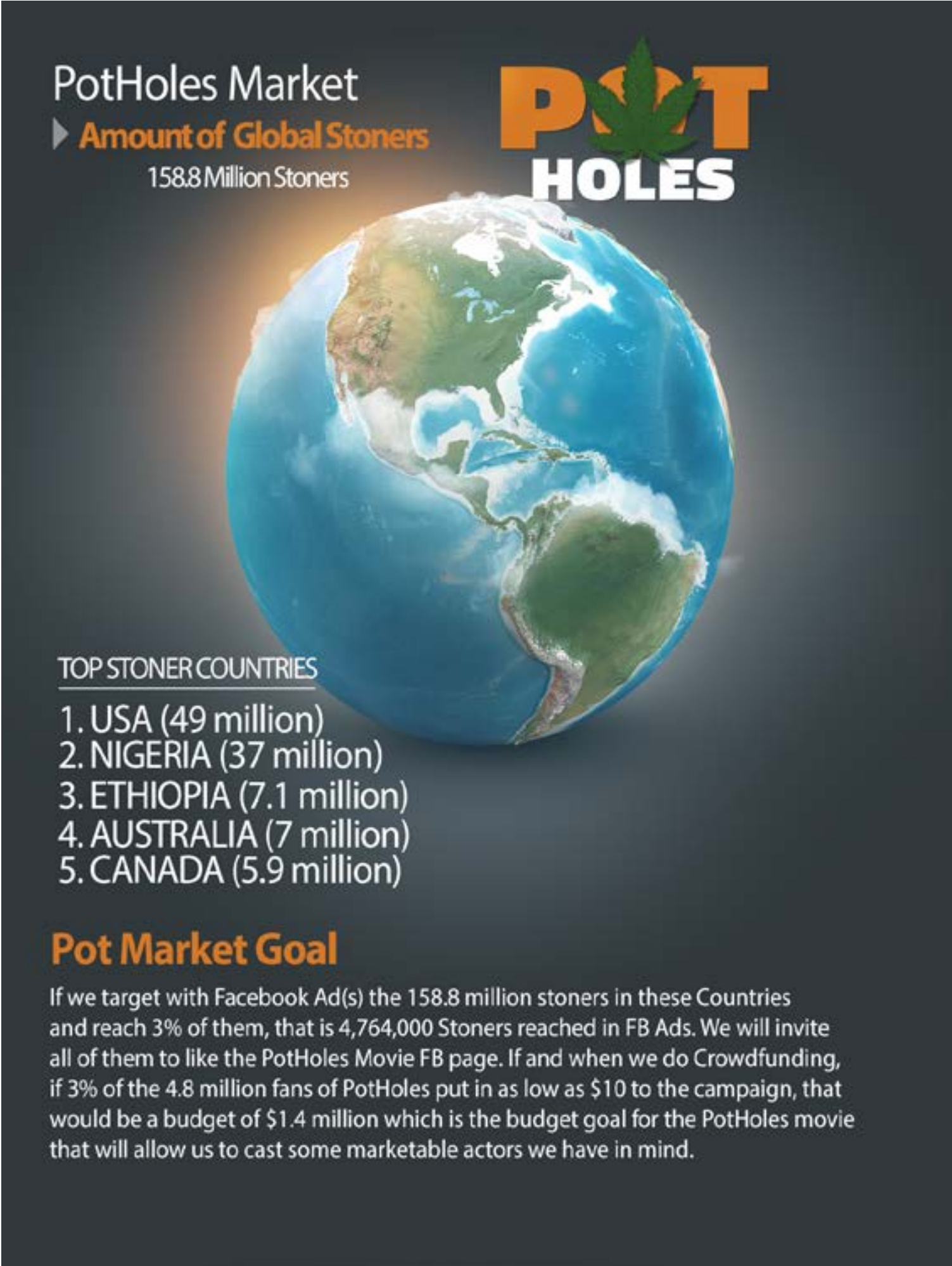
- Begin to coordinate and submit to film festivals; TIFF, Austin Film Festival, SXSW, Fantastic Fest, Sundance
- Schedule screening for distributors in film markets
- Schedule screenings for special interest groups
- Attend Film Markets; AFM, TIFF, Cannes, Berlin European Film Market
- Negotiating distribution 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,



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,

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.

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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