



POT HOLES

 MINDWAVE
Studios



Lunchbox
Pictures Inc.

PITCH DECK



POTHOLES

PRODUCER Jonathan R. Holeton
COPRODUCER Malcolm Soosay
ASSOCIATE PRODUCER
DIRECTOR Francis Damberger

To inquire about our Business Plan
please contact:

Jonathan R. Holeton
780.645.0866
jholeton@mindwavestudios.com
<https://potholes-movie.webflow.io/>

Budget

\$1,000,000.00

Film

Feature Length
90 Minutes

Genre

Comedy

Production

MindWave Studios Ltd. &
Lunch Box Pictures Inc

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. &
Lunch Box Pictures Inc.
is seeking \$1,000,000.00 for the
production of the

MindWave Studios Ltd. &
Lunch Box Pictures Inc.
We will film in both Edmonton, AB and
St. Paul, AB for 25 days.

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 cronie 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, this movie, he calls POTHOLES.

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



JONATHAN R. HOLETON

Mixed Blessings
Bury my Heart at Wounded Knee
Predict This!

[Click HERE to Watch Jonathan as
Johny](#)

GINA



TRACY BONE

Singer
When Books Talk
Arbor Live!

[Click HERE to Watch Tracy as
Gina](#)

CAPTAIN



HOWIE MILLER

Caution: May Contain Nuts
Delmar & Marta

[Click HERE to Watch Howie as
Captain](#)

SUPPORTING CAST IN CONSIDERATION

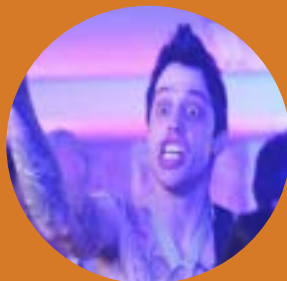
HOLLYWOOD



MICHAEL IRONSIDE

Starship Troopers
Total Recall
Top Gun

CRACKER JACK



PETE DAVIDSON

Marmaduke
The Suicidal Squad
SNL

HARRY



HULK HOGAN

The Dark Knight
Suits
La Reina del Sur

OR

SMUDGE PAN/
GINA'S COUSIN



CONWAY KOOTNEY

The Revenant
Guitar Lessons
DJ Burnt Bannock
Fantasies of Flying

CRACKERJACK



RICHARD HARMON

The 100
I Still See You
The Age of Adaline

JESÚS



DANNY TREJO

Machete
From Dusk to Dawn
Breaking Bad



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.





FILMMAKERS' STATEMENTS

PRODUCER 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 [Jonathan R. Holeton Youtube channel](#).

"[PotHoles](#)" is based on his life with his best friend Gina when he lived in Edmonton, Alberta for 15 years. Gina passed away from cancer in 2017, so Jonathan (Johny) wants to dedicate the film in her memory.

He believes in inspiring our children and those battling addiction, mental illness, or any disability to pursue their aspirations, and he hopes to be able to demonstrate to them through the movie "Pot-Holes" that we can accomplish our goals despite the obstacles we encounter along the way. Additionally, he wants "PotHoles" to have a large number of characters and performers with impairments and to be extremely multicultural.



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.

RISK MANAGEMENT

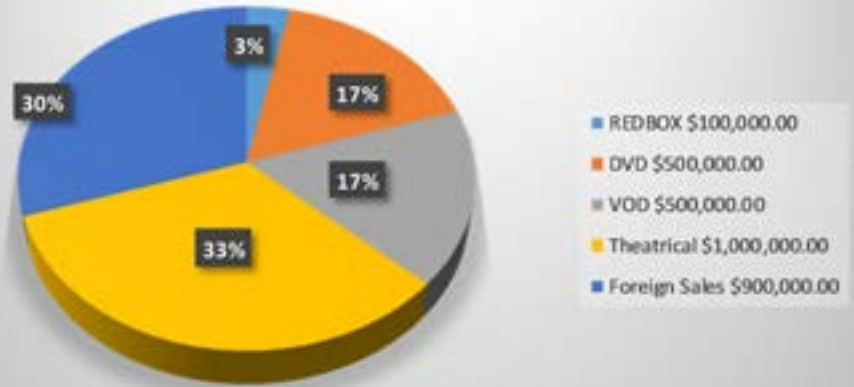


FILM PROJECTIONS

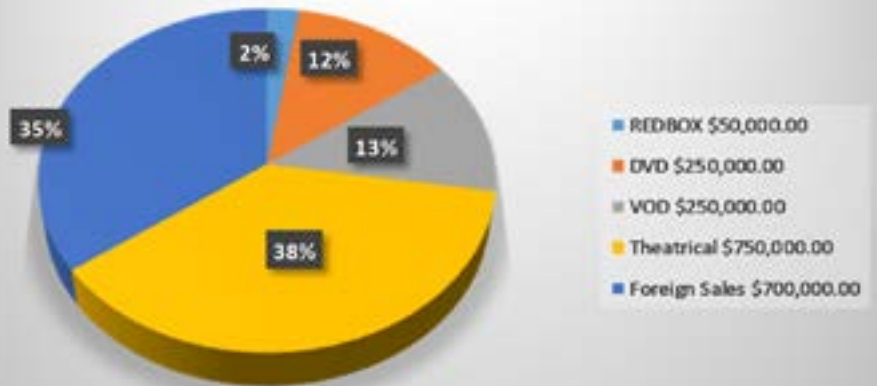
With the right cast, marketing strategy, theatrical release, production value, and strategic partnerships we are confident we can make a profitable film.



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

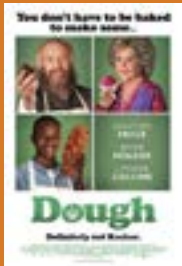


THE BEACH BUM (2019)

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



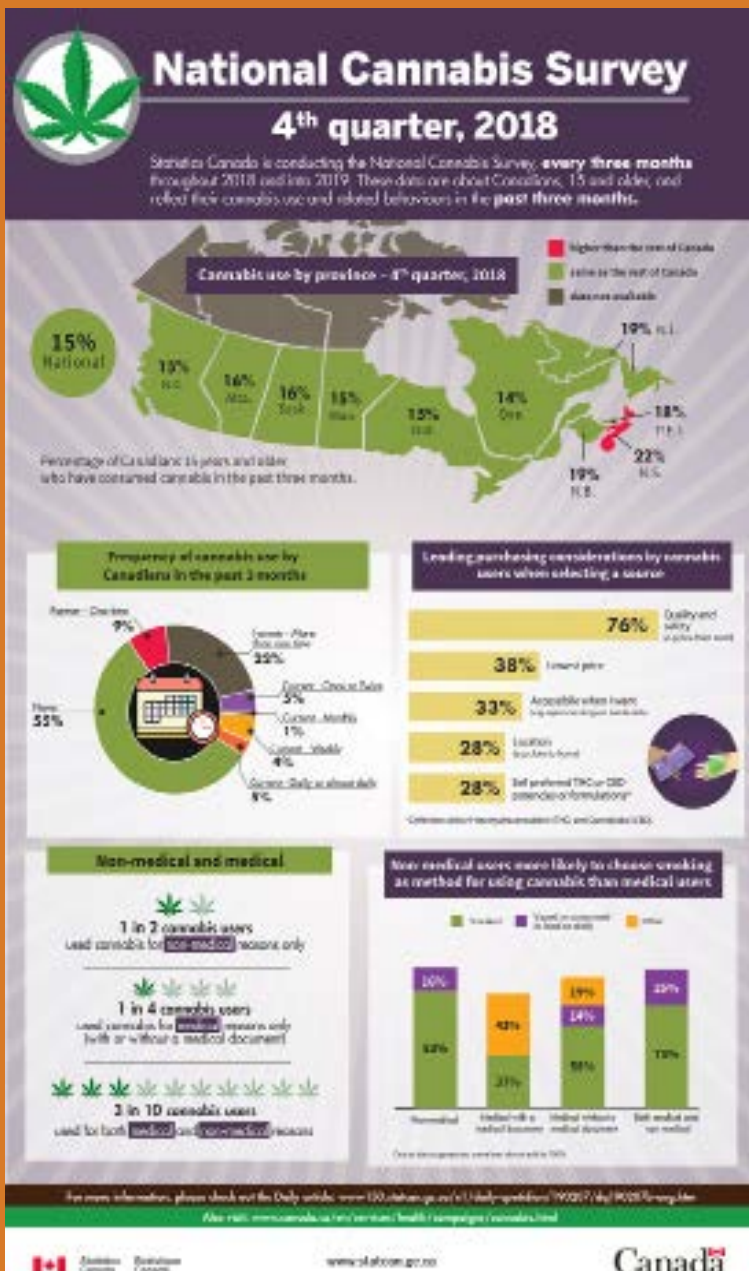
LIFE AFTER BETH (2012)

Theatrical: A24

Distribution Companies: XYZ Films

Domestic & Foreign Territories Sold: USA, Canada, 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

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. We will also develop an 80s Pac-Man style POT-HOLES video game for fans.



JOKING HAZARD

\$3,250,000.00 raised on Kickstarter



Production will consult and begin inquiring on creating a legal cannabis strain that coincides with the film which we will call "Captain's Space Weed". 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 of "Captain's Space Weed".



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


"I LAUGHED SO HARD I PEED A LITTLE."

—ROBERT ZAM

SHARING IS CARING WITH

POT
HOLES

 MINDWAVE
Studios

 Lunchbox
Pictures, Inc.



WWW.POTHOLESMOVIE.CA

COMING SOON

POT HOLES



To inquire about our Business Plan please contact:

Jonathan R. Holeton

780.645.0866

jholeton@mindwavestudios.com

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

Click [here](#) to watch Proof of Concept Teaser Trailer