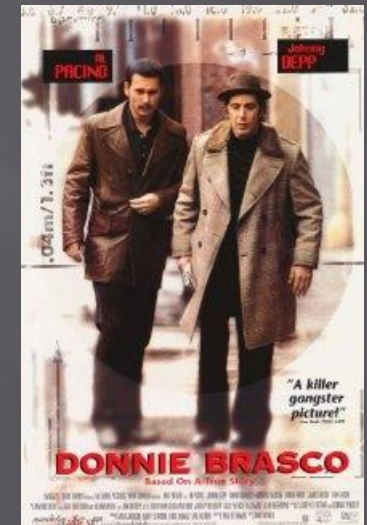
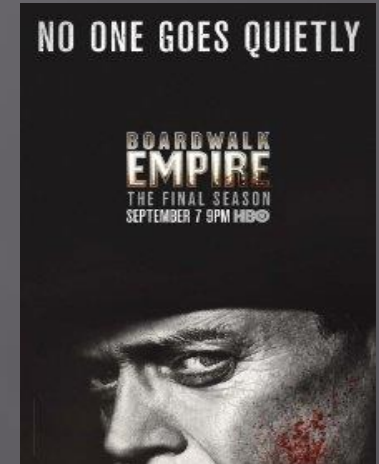


THE HESTER STREET KIDS

BUSINESS PLAN

Why a Mob Film?

The gangster genre is one of the most popular in modern movies and some of the best film directors alive have produced some incredible gangster movies. In fact, on the Internet Movie Database, the number 1 ranked movie is the Godfather – out of *all* genres.



DISTRIBUTION

The motion picture, **THE HESTER STREET KIDS** production for all appropriate areas of sale and exploitation. These would include domestic and International theatrical release, Pay TV, Free TV, DVD, Internet and any future technologies.

While we plan for a theatrical release OF **THE HESTER STREET KIDS** in theatres across the country, we will especially focus our release strategy on areas with high concentration of Urban Centers. We believe that a strategic, targeted release is wiser, and more profitable, than a “blanket” release strategy, and that an appeal to the core audience is one of many ways to increase our box office results.

The distribution outlets of DVD, VOD (Video-on-Demand), online (Netflix, Hulu, Vudu, Vimeo, etc.) are also key ways that we are going to monetize the film. We already have existing partnerships that will help us strategize and capitalize on each format.



NETFLIX

hulu

BUSINESS PLAN

Investor / Owner

The company is seeking \$12.5 million in capital to fund the pre-production, production and post-production costs of the Project. The investor/owner will receive onscreen Executive Producer credit in the main titles of the film. Distribution Of Profits To Investors

The investor(s) will receive 100% of their investment back beginning from first dollars out of profits from the film. This means no Producer, Writer, Director or Talent will receive any money from the profits until the investor is paid back in full PLUS an additional 10% on top of their initial investment. All proceeds thereafter will be split 50/50 between the Producers and the Investor(s). Investor(s) will have the right to examine any and all books and financial records.

The highest Return On Investment (ROI) for released films are those with production budgets less than \$10 million dollars, followed by films that cost more than \$70 million.

The Hester Street kids with a budget of \$12.5M, falls into the prime target area.



Mob Films Sell

Numerous gangster films have had insurmountable success in the movie Industry for decades up to and including the recent past and our project emulates their winning formula!

The mystery surrounding the Mob and the socio-pathetic nature of its members is a winning and profitable entertainment genre.

With all the strife, turmoil, and unresolved events in the world today people are thirsting to escape and travel back to a time that was clouded in mystery

The potentiality for ROIs are extremely good, which is clearly documented and as illustrated by the research documentation included in this packaging.



BUSINESS PLAN

HOME ENTERTAINMENT/DVD:

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- Home Entertainment (DVD and Blu-ray) revenues are a key way to increase the profitability of filmed entertainment. While it's no secret that DVD sales have been suffering But according to The Wall Street Journal data from the Digital Entertainment Group shows just how far Americans have moved from buying physical copies of their movies. According to the data, digital movie sales are up 47% from 2012, which makes them the fastest-growing category in home entertainment revenue.
- And there are even some encouraging numbers. Annual spending on Blu-ray discs jumped 20%, hitting \$2 billion for the first time in 2011!
- Moreover, with more and more homes purchasing HDTVs and Blu-ray players, and even 3D televisions, the home entertainment segment will be important for years to come.

TELEVISION/INTERNET:

-
- On-Demand television and video has exploded on to the forefront of revenue streams the past few years. Every major cable/multi-channel service provider will generate billions from video-on-demand, pay-per-view and near-video-on-demand.
- Additionally, Internet Provided Television subscription revenue for video content, including video-on-demand and linear programming is expected to increase from \$2.5 billion in 2007 to \$22.4 billion in 2013, according to ABI Research.
- Services like Netflix, Hulu, and Vudu are leading the way and providing new revenue streams for filmmakers and investors.
- **Information from The Haven Group, LLC PPM and from Slate's White Papers.*

BUSINESS PLAN

WHY INVEST IN A FILM?

THEATRICAL:

“The Motion Picture Association of America (MPAA) reported that global ticket sales reached \$35.9 billion, up 4% in 2013 from the previous year – a new theatrical market record,” even despite the economic difficulties being experienced throughout the world. This is a sign that people love going to the movies, and are willing to pay to go to the movies, no matter what is going on in the economy as a whole. Box office revenues have grown substantially over the past decade. International box office, for movies produced in the U.S. and throughout the world, was up 5% to \$25 billion, but has increased by 33% over the past 5 years. and are expected to continue this trend. In 2013 U.S./Canada box office was \$10.9 billion, up 1% compared to \$10.8 billion in 2012, and up 3% from five years ago. More than two-thirds of the U.S./Canada population (68%) – or 227.8 million people –went to the movies at least once in 2013, consistent with prior years. Ticket sales continue to be driven by frequent moviegoers who, by definition, attend movies once a month or more. In 2013, frequent moviegoers represented 11% of the population and 50% of all movie tickets. Frequent moviegoers tend to own more technology products than the general population. Nearly three-quarters of all frequent moviegoers (74%) own at least four different types of technology products, compared to 50% of the total population. Even with the current recession, with the boom of 3-D and digital exhibition predicting a considerable increase.

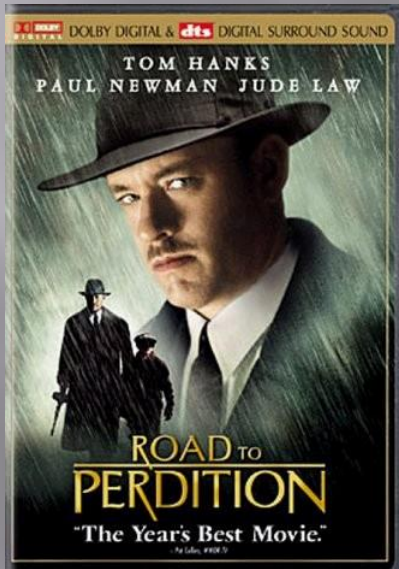
BELOW ARE A FEW EXAMPLES OF INDEPENDENT FILMS THAT MADE A GREAT PROFIT FOR THEIR INVESTORS.

BUDGET

\$80,000,000 (ESTIMATED)

OPENING WEEKEND

\$22,079,481 (USA) (14 JULY 2002)
(1,797 SCREENS)

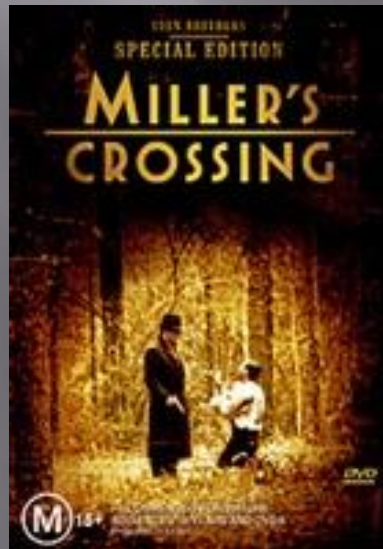


BUDGET

\$14,000,000 (estimated)

Gross

\$5,080,409 (USA)
AUD 342,881 (Australia) (1991)
HKD 71,737 (Hong Kong) (1991)
ESP 246,639,000 (Spain)
SEK 2,019,289 (Sweden)



Budget

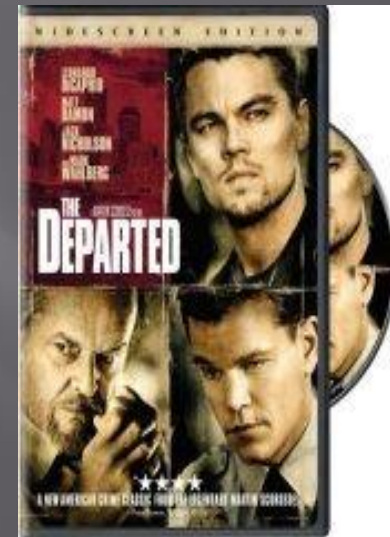
\$90,000,000 (estimated)

Opening Weekend

\$26,887,467 (USA) (8 October 2006)
(3,017 Screens)

Gross

\$132,384,315 (USA) (22 March 2007)



STORY

- *"The feisty daughter of a Little Italy pharmacist learns of her father's secret prominence in the New York Mob. Her discovery unravels lies and treachery that stir her very existence and risk her search for love and truth."*
- Set in New York's, Little Italy in the 1950's, this character-driven drama is mysterious and sensual; it weaves lies with love, treachery with truth, exploring the ultimate meaning of moral fortitude, honesty, passion, and loyalty.
- Katherine Burdino, the only child of Birdie and Maryann Burdino, benefited all of her life from the wealth and power of her family. As a college-educated woman from Italian descent, a rarity in that time not only by society but also in her own community, Katherine led an idyllic and fruitful life. In the neighborhood she was treated special, she was everyone's successful daughter, "one who made it." She had accomplished the American dream.
- Then fate steps in to unravel her life with revelations that stir her very existence. She learns of her father's prominence in the New York Mob, of his dominances of the neighborhood and the criminal alliances with his childhood friends, all cold-blooded killers, who evolved under his tutelage. Her questions lead her into the dark side of life with the unfolding of secrets, which cut to the core of the struggle of good versus evil.
- Birdie, Katherine's father, was reared by his battered immigrant mother in the destitute streets of Little Italy. He realized that leadership through violence could earn him prosperity and power and was his ticket out of his current life of squalor. However, his thirst for power leads to the scorn of his childhood friends, the other Hester Kids, who later became his mob subordinates. Ultimately, the choices that he makes lead to his tragic downfall.
- Katherine must protect those she loves, account to society, and more importantly reveal to the love of her life, Kevin, this deep and most shameful secret, fully knowing that she could lose him and her chance for real happiness.



CASTING

- ▣ CASTING FOR:
- ▣ Katherine Burdino

▣ Carmela

▣ Concetta Marie



MONICA ANNA
MARIA BELLUCCI



MILA KUNIS



MARISA TOMEI



CHER BUONO



KERRY
O'MALLY



MELINDA CHILTON

CASTING

▣ CASTING FOR:
Birdie



TOM HANKS

▣ Don Peppino



LEONARDO DI CAPRIO

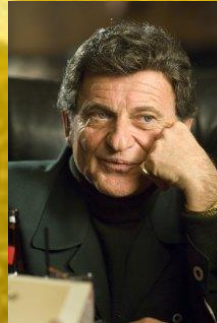
▣ Don Tomasso
(Fingers)



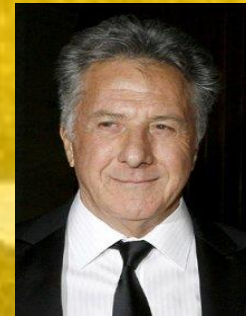
MICHAEL PENA

CASTING

- ▣ CASTING FOR:
- ▣ ANTHONY, R.I.P.



JOE PESCI



DUSTIN HOFFAMN

- ▣ BILLIE -BOY
FINGARRO



RILEY STEWART



OERRY COX

CASTING

- ▣ CAST FOR:
- ▣ KEVIN MANDREL



JAMES MARSDEN

- ▣ FATHER TONY
PENA



THEO JAMES

THE FACTS

- ▣ Title
- ▣ THE HESTER STREET KIDS
- ▣ Genre
- ▣ Drama/Thriller
- ▣ Format
- ▣ Full Length Feature Film
- ▣ Budget
- ▣ \$12.5 million
- ▣ Producers
- ▣ Ken Gorell:
- ▣ Susan Gorell: Co-producer

- ▣ Plot Outline
- ▣ *"The feisty daughter of a Little Italy pharmacist learns of her father's secret prominence in the New York Mob. Her discovery unravels lies and treachery that stir her very existence and risk her search for love."*

- ▣

PRODUCERS

Ken Gorrell

With over 70 feature films to his credit, such as the recently released Pitch Perfect, the upcoming Enders Game (Harrison Ford), Transformers, Pirates of the Caribbean, Due Date, The Curious Case of Benjamin Button, Forrest Gump and the Patriot, Ken Gorrell has worked worldwide with many of the top Directors, Producers and Crew creating the best Mechanical Effects for the past 20 years.

In 2008 he became the recipient of a Primetime Emmy Award for his Special Effects work on the HBO miniseries "John Adams".

In 2009, Ken, with his wife Susan, produced "A Million Spokes", a documentary covering the 37th annual RAGBRAI where over 20,000 riders partake in this seven day bike ride across the state of Iowa. The documentary premiered on the Documentary Channel, has world-wide distribution and in 2012 won "Best Iowa Feature" in the Juliene Dubuque International Film Festival. **Currently Producing a major feature with Gold Star Films to be released in 2016.**

Susan Gorrell

Susan was the Production Manager & PR for Heartbeat Distribution, a Christian music & DVD distribution Company for 10 years and the Production/Stage Manager for the Unity Awards for 8 years, setting up productions for the event in Washington DC, Ohio, Minnesota, Phoenix, Iowa, New Orleans & Canada.

She is the founding member of "Film Alliance of Iowa", which helps promote the State as a "whole" and worked with the State of Iowa Government to define a proper Tax Incentive program since the debacle of the 2008 program. She worked with Senators and Representatives teaching them how the film industry works and how it can benefit the State.

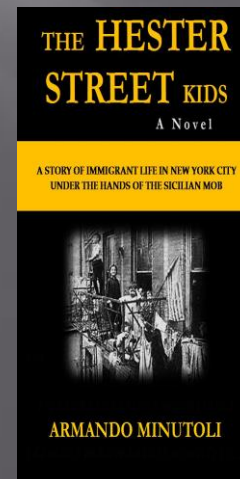
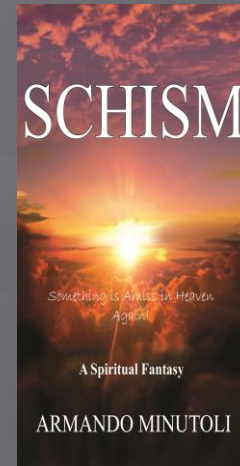
In 2009, Susan co-produced, created & co-wrote "A Million Spokes", the official documentary on RAGBRAI, which premiered on the Documentary Channel and has world-wide distribution. Family content films are the upmost. **Executive Director of the Julien Dubuque Int'l Film Festival held in Dubuque, Iowa, named one of the top 25 Coolest Film Festivals in the World (2013).**

WRITER

□ Armando Minutoli



- Armando is a new Author who has written three books. His first work was one of non-fiction : "Medjugorje, A Pilgrim's Journey." Regarding the apparitions of the Blessed Virgin Mary in Bosnia-Herzegovina.
- Following that He wrote two works of fiction: SCHISM and its screenplay adaptation and THE HESTER STREET KIDS, and its screenplay adaptation.



THANK YOU!

**CONTACT:
Film Representative**

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EMAIL: aminutoli@earthlink.net**