

SCHISM

A SPIRITUAL FANTASY FILM

BUSINESS PLAN

Why a Religious Film?

A GOOD RELIGIOUS FILM IS ALSO A GOOD FAMILY FILM. Good family films have strong characters that have a life already and lend themselves to multimedia adaptation.

In a recent speech at Hillsdale College in Michigan, Mr. Anschutz espoused the need and desire in the marketplace for family films. He was responsible for the "Narnia Series" of films and "Holes" among other family films.

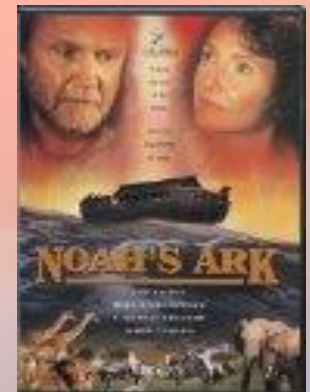
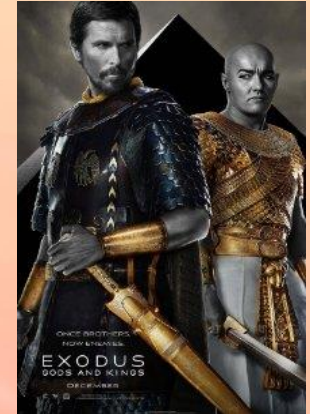
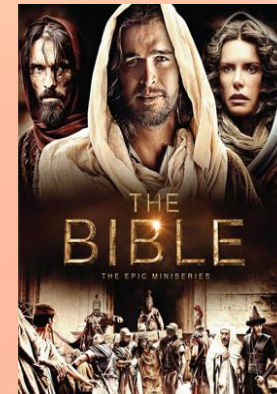
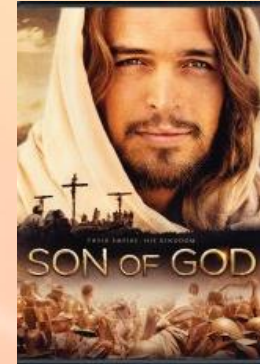
He revealed that Hollywood turns out more than five times as many R-rated films than those rated G or PG or so-called soft PG-13 films. However, of the top 20 moneymaking films of all time, not a single one is rated R and, of the top 50, only 5 are rated R.

A movie doesn't have to hit a grand slam. If you have a product that can be realized across many avenues of the marketplace, known as the desired "Four Quadrants" - i.e.; they appeal to the maximum demographic audience, it has more than one shot at success.

Additionally, family films have a visually iconic quality that's appealing to companies seeking a powerful identity in a crowded marketplace. A well done Religious Fantasy with the heightened excitement of digital animation can share a hefty piece of that arena.

Tom Brook a New York-based journalist on film and the movie industry for BBC on, 2 May 2013 that: *"Recent interest in religious-themed films has been heightened as the Hollywood studios have, once again, come to realise there's a potentially huge audience for biblical fare. Not necessarily earth-shattering news when you take into account that a Gallup poll conducted last year found more than 75 per cent of Americans identify with a Christian religion."*

He went on to say that: *"...what's got Hollywood's attention in the past few weeks is the just-completed American TV series The Bible on the History Channel. This miniseries - which dramatized the Bible in five two-hour programmes - became a surprise blockbuster. It reached an audience of more than 13 million with its first episode - an unusually large viewing figure for a miniseries on cable TV."*



BUSINESS PLAN

Investor / Owner

- The company is seeking \$4.6 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.
- SCHISM with a budget of \$4.6 Million, falls into the prime target area.



Distribution

- The motion picture, SCHISM will be produced as a single feature-length 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 SCHISM in theatres across the country, we will especially focus our release strategy on areas with high concentration of Spiritual 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 of those of faith 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.
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- ** Family Film Genre information from The Haven Group, LLC PPM*

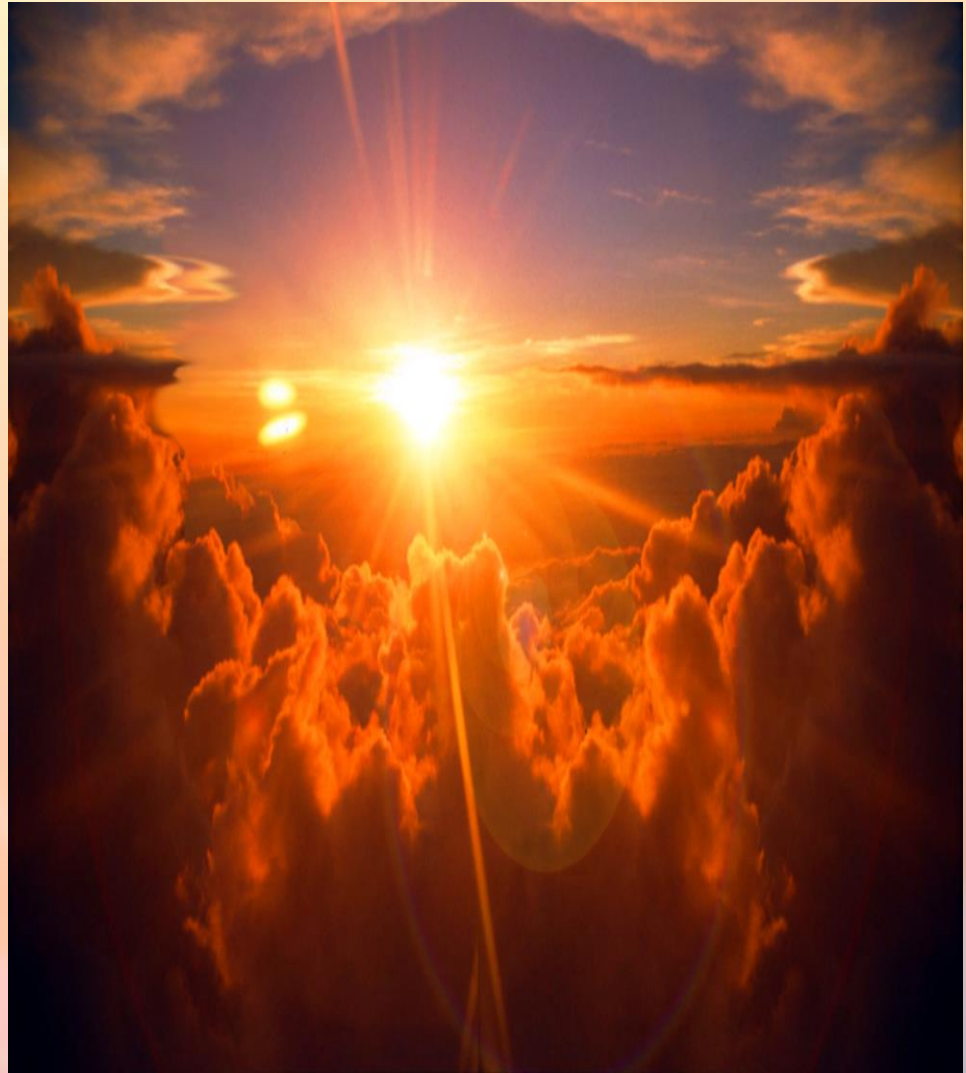
The Netflix logo is displayed in white, bold, sans-serif capital letters with a slight 3D effect, set against a solid red rectangular background.The Hulu logo is displayed in a green, lowercase, rounded sans-serif font, centered on a white rectangular background with black horizontal bars above and below it.

Spiritual- Religious Films Sell

Numerous religious films have had insurmountable success in the recent past and our project emulates their winning formula!

Wholesome Spiritual Family Entertainment is a winning and profitable entertainment genre. With all the strife, turmoil, and unresolved events in the world today people are thirsting and yearning for hope and seeking the support of Angels and I am sure we may have one or two in our corner.

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 as a part of the economic downturn, newly released data shows that the home entertainment market is stabilizing.
- 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:

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- 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 Slated'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.

GAME STANDS TALL

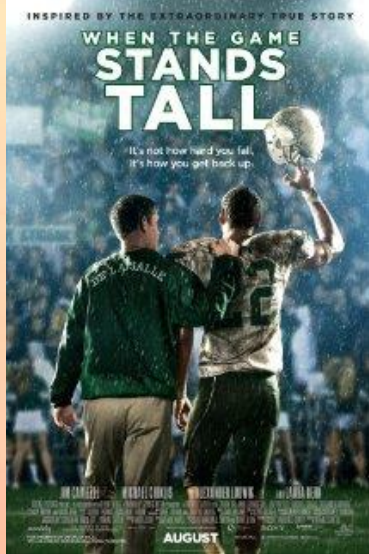
BUDGET

\$15,000,000 (ESTIMATED)

GROSS

\$29,224,234 (USA) (28 SEPTEMBER 2014)

\$16,320,000 (USA) (31 AUGUST 2014)



GOD'S NOT DEAD

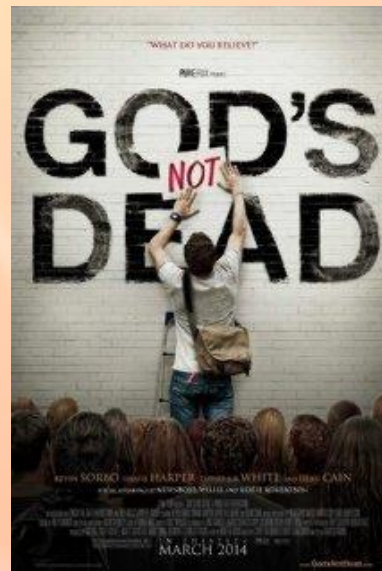
BUDGET

\$2,000,000 (estimated)

OPENING WEEKEND

\$9,244,641 (USA) 23, March, 2014.

(780 Screens)



COURAGEOUS

(Budget \$2 million)

THEATRICAL PERFORMANCE

Domestic Box Office \$34,522,221

International Box Office \$ 663,663

Worldwide Box Office \$35,185,884

Domestic DVD Sales \$15,561,843

Total Revenue \$50,747,727



STORY

- *"The spirit of a stubborn Civil War era teenager is teamed up in Purgatory with the spirit of an infuriating 1960's stockbroker. Both suspect that God has a mysterious purpose for them. He does."*
- Set initially in the highest level of purgatory, then the heavenly realm, with flashbacks of earthly visits to the back woods of North Carolina, and Georgia at the beginning of the civil war, and 60's New York. This character-driven drama weaves, doubt with love, mistrust with truth, exploring the ultimate meaning of moral fortitude, acknowledgement of, and trust in God.
- Obermyer Coddington (Obe), a 19th century colonial gives his life to save a child. He winds up in purgatory where he remains for 200 years because of a dispute he has with God. Although he is morally attuned he can't accept that many souls will be doomed to hell. His contention is that God should allow rehabilitation and is willing to risk his own soul challenging Him to do so. This challenge cuts to the core of the struggle of asserting ones free will and its resulting choices...good versus bad. This discourse eventually leads to God's decision to end the world.



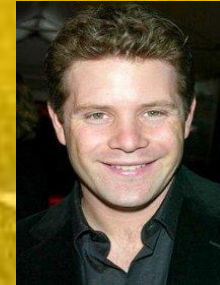
STORY

- Obe is teamed with Tony Romero a new arrival at purgatory's level I. Tony a successful 60's era stock broker with questionable morals also gave his life to save a child. He reviews his life with an angel. Both the good and bad of it...After this replay he feels remorseful... and truly sees and feels God's love and mercy, causing him to regret he can't re-do his life... He becomes antagonistic with Obe, frustrated and worried about the consequences for Obe's obstinance with God.
- Obe, a teenager and, the only child of son of southern antebellum era farmer, who led an austere life of hard work. Heavily disciplined, by strict Baptist parents. Obe was obedient, though he showed his anger at the Pastor of their church. Whom he believed focused on damnation rather than salvation.
- This work is an inspirational diorama of a journey to faith, one that talks to the unanswered questions about humanity's free will, God's existence, His motives and His tolerance of evil. Its underlying message is one of moral choices and trust. It also gives an entertaining fantasy glimpse of what heaven looks like and the magical things that happen there.



CASTING

- ▣ CASTING FOR:
9FT. ANGEL
CORNELAEL
(Celestial Guide)



SHAUN ASTIN
The Goonies
(1985)
Rudy (1993) The
Lord of the
Rings:



SETH WEBSTER
What Came Before
(2012),
Dead in the Desert
(2012)
While You Were in
a Coma (2014).

- ▣ CASTING FOR:
OBERMYER
CODDINGTON - 17
YR. OLD COLONIAL
(Farm Boy Spirit)



COLIN
'DONOGHUE
Home For
Christmas



ANSEL ELGORT
The Fault in Our Stars
(2014)

CASTING

- ▣ CASTING FOR:
PROF. MASON
PRINGLE
- ▣ (Celestial Guide)
- ▣ TONY ROMERO
- ▣ 35yr. Old
- ▣ (Wall Street
Stockbroker)



JOHN
LITHGOW
The
Campaign



ALAN ALDA
Wonderlust
Tower Heist
Mash



DAN
BUCATINSKY
Scandal 2014
Web Therapy
(2011)



HENRY CAVILL
"Immortals" (2011) ,
"The Cold Light of
Day" (2012)
"Blood Creek" (2009)

CASTING

- ▣ CAST FOR:
ARCHANGEL
PINCHOT
- ▣ (Guardian Angel)



HUGH LAURIE
TV: House MD
Mr. Pip - Mr. Watts 2012
The Oranges - David 2011
Primary photo for Arthur
Christmas- Steve (voice) 2011
E.B.'s Dad (voice) 2011



CHRIS POTTER
Queer as Folk (2000)
Spymate (2006)
A Wrinkle in Time (2003)
Rockets' Red Glare (2000).

THE FACTS

- **Title**

- **SCHISM**

- **Genre**

- **Religious/Inspirational/Family, Drama/Comedy**

- **Format**

- **Full Length Feature Film**

- **Budget**

- **\$4.6 million**

- **Producers**

- **Ken Gorell and Susan Gorell:**

- **Plot Outline**

- **The spirit of a stubborn Civil War era teenager is teamed up in Purgatory with the spirit of an infuriating 1960's stockbroker. Both suspect that God has a mysterious purpose for them. He does.**

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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).

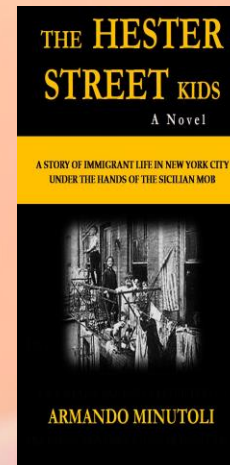
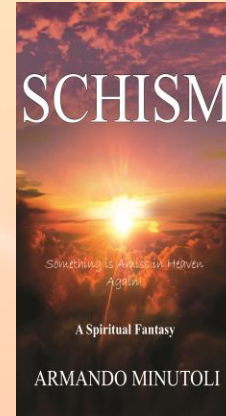
WRITER

Armando Minutoli



- Armando is an 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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