

Phases of Film Development

OVERVIEW

Developing a film is similar to the development of a business. Just as typical business begins with an idea, so does a film. And once that film idea is developed into a complete story and then the story is developed into a screenplay, then just as with any typical business a proper business plan is needed complete with a plan of action, goals, target points, deadlines, financial details etc.

There are several steps to developing an idea of a film project to the final product you see on screen. They are the following:

- **Story development**
 - Take the idea and mold it into a screenplay
 - Solidify the project business plan (There will always be tweaks to the initial business plan once there is an actual written screenplay. This is due to a better realization of potential business partners, product placement opportunities, locations needed which allows a better understanding of location partners. One example: tax breaks in a certain geographical location)
- **Project development**
 - Film packaging
- **Secure rest of financing** (This phase should overlap with the project development timeline. The quicker the money is allocated the better position for success)
 - Secure distribution preferably with a Minimum Guarantee (MG)
 - Production financing
 - secure financing against the govt issued tax breaks
 - Possible P&A financing designated within business model
- **Pre-production** (Can't begin pre-production until financing is secured for production. And is highly recommended to also have post production funding secured as well)
 - Location scouting
 - Hiring production team
 - Schedule finalization
 - Casting – hiring the rest of the actors for the principal roles
- **Production**
 - The actual filming of the principal photography
- **Post production**
 - Editing the film including the addition of special effects required, sound mixing, video coloring and music.

In order to maximize the success rate of a film project, the **beginning stages in project development are crucial**. It starts the ability to transform an idea into an amazing entertaining screenplay. Then being able to build a great plan around it not only to properly execute from beginning to end, but to understand who the targeted audience will be and how to market to them.

Therefore, in addition to creating a business plan, there needs to be a solid marketing plan to go along with it. In the film entertainment world, it's called Prints and Ads (P&A). There isn't really one typical way to market a film. Although there may be many constants such as commercials, billboards, and in the last decade social media ads, there are countless number of variables of approach to marketing to the target audience. It is recommended to retain experienced qualified professionals who specialize in these areas. Even the big-name studios of Hollywood such as Disney, Universal and Paramount who all have their own marketing divisions still contract out many of these duties to qualified companies with extensive experience.

The plan will be to subdivide the steps to reach a full build with each stage contingent on sustained funding. As we progress, we will have regular development updates. Questions will be answered and transparency throughout the process will be consistent.

PHASE 1

STORY DEVELOPMENT targeted timeline for completion is 6 months due to the timeframe required to complete a first draft and get coverage on it (see below on Coverage).

This stage is to build out the idea and its goals. From there we secure an experienced writer to write the screenplay and include all the goals set for it. Most experienced writers belong to the Writers Guild of America (WGA) and have agents and attorneys representing them. This protects their interests and rightfully so. There are minimum requirements to obtain rights to a screenplay and or hiring a writer as a work for hire. To ensure a high-quality respectable project, we plan to honor the guidelines set forth within this union as well as all unions that are required in the entertainment field.

Since, the goal is to also bring a high-level of awareness to Cardano and its benefits to the real world, there will be extensive research and consultation needed to maintain a seamless cohesion of the subject matter and an entertaining story. We would welcome internal feedback from the technical advisor / IOG at this stage with NDA's in place.

Funding categories:

Executive Producers rights holders: The creators of the idea. Much of the leg work putting the project together and management of the overall project including oversight of the screenplay, writer meetings, strategic planning meetings, continuous research for overall project improvements **(EP fees deferred for F6)**

Legal: there will be various stages where legal fees will be required. This phase will require legal retention, as well as overseeing legal aspects of all partnership agreements and work for hire agreements.

WGA Writer for hire: In order to maximize our options of writers within the designated genre, working with the larger Hollywood writer agencies will be key.

Consultation / Advisory Board: A consultant with an expertise in Cardano and its applications is needed to ensure Cardano is represented in its full and highest potential. **(Community member fees deferred for F6)**

Screenplay Coverage: it is standard practice to have a script read by other qualified professionals within the industry. There are a series of reputable organizations made of highly respected writers which grade and note scripts. This coverage allows for other point of views to be explored and increases the speed for entities needed in the future phases of development. Including, potential A-list talent (actors and director) to be attached, gap financiers, and distribution companies. **(fees deferred for F6)**

Corporate miscellaneous expenses: Business expenses, meeting expenses, corporate structure of the LLC which will hold the rights and intellectual property of the project, becoming a WGA signatory. Note: in order to do business with WGA writers the company must be an approved signatory to the WGA. This ensures the corporation follows the rules set forth to protect the writer.

Initial P&A: P&A doesn't not necessarily need to begin at this phase; however, it is recommended that the planning with a reputable marketing company begins sooner rather than later. It will cost to come up with a marketing plan, and then monthly charges whenever the plan is implemented. The lower end costs will be to formulate a marketing plan. The higher end will allow execution of the plan immediately after it is created.

Attracting Proposers / Community engagement:

The extended time horizon allows for discussions with past, current and future proposers looking to have some involvement in the film. The goal is to create a database of interested parties with an MVP by the Project Development Phase, refine it based on story requirements and closely collaborate when injecting real world tech applications into the film.