



My Independent Movie

A MOTION PICTURE BASED ON THE SCREENPLAY BY JOHN SMITH



Produced By
BIG APPLE PICTURES, INC.

In Cooperation with and Investment By
FILMPROPOSALS, LLC





The Company

Confidentiality Notice

This document and the information contained herein, is provided solely for the purpose of acquainting the reader with "My Independent Movie," Big Apple Pictures, Inc and FilmProposals, LLC. It is proprietary information to the company.

By accepting this document, the recipient agrees to keep the contents in strictest confidence and not to reproduce or further distribute it without the express written consent of an officer of FilmProposals, LLC. This document is solely a business plan covering aspects of the motion picture industry and the proposed film "My Independent Movie." This business plan is not to be construed as an offering for securities.

Film Investment Risks

Any investment in film production involves a high degree of risk. This investment should not be made by anyone who cannot afford the loss of his or her entire investment. Before investments are made, the following risks must be carefully considered:

- a) The success of any medium, whether film or TV, depends on the public's tastes and opinions at any given time. The likes and dislikes of the public vary greatly from day to day and can never be confirmed. As a result, it is impossible to determine the success of this, or any, film.
- b) The release of a similar film may affect the popularity of this film.
- c) As a result of the above factors, and others not listed here, only one of every five films made recoup their cost.

For the interest of the Limited Liability Company, the investors realize they may not dispose of their investment at any time and that they bear the financial risk of their investment for an indefinite period of time.

*Big Apple Pictures, Inc.
1115 14th Street, Suite 304
Santa Monica, CA 90403
310.555.1212 (P)
310.555.1213 (F)*



Table of Contents

Error! No table of contents entries found.

Executive Summary.....	4
The Company.....	5
The Project.....	9
The Industry.....	11
The Market.....	12
Investment Opportunity.....	13
Distribution Strategy.....	19
Exhibits.....	23



Executive Summary

Overview of Company

FilmProposals, LLC, a Limited Liability Company, is an independent motion picture production company assembled from creative and business entertainment industry professionals with a common goal of producing the independent film "My Independent Movie."

The Project

"My Independent Movie" is a motion picture budgeted to be produced at \$2 million, and for theatrical exhibition in the United States and abroad. The film genre is drama, with attributes of addiction, drug and alcohol abuse, sex and violence. The Company desires to hire name talent for roles in the picture, thereby adding to the film's commercial value and audience appeal.

The Industry

The U.S. and worldwide box offices grossed \$9.6 billion and \$26.7 billion respectively in 2007. The market for independent films has expanded tremendously in the last few years amounting to worldwide grosses of over \$1.5 billion. The success of 1999's low-budget film, "The Blair Witch Project," which earned over \$200 million in worldwide revenue, revolutionized how studios and distributors look at the production and marketing of films.

The Market

The strategy of making films in well-established genres has been proven time and time again to be a smart and sound choice for production. Traditionally, the fortunes of independent filmmakers have always cycled up and down from year to year. The recent success of independent films, such as "Sideways," "Lost in Translation" and "You Can Count on Me" has ensured the independent segment will continue the growth spurt started in the 1990s.

Distribution Strategy

The motion picture industry is highly competitive with a significant portion of a film's success relating to the skills of its distributor's marketing Strategy. FilmProposals, LLC intends to submit the completed film to the most prestigious and successful annual film festivals, Sundance Film Festival (Park City, Utah - January), Toronto International Film Festival (Toronto, Canada - September), and The Cannes Film Festival (Cannes, France - May), and will use best efforts to negotiate with a distributor upon or near completion of principal photography prior to entering any film festival. This Strategy will maximize the Company's bargaining power and increase the potential profit the film may earn.

Investment Opportunity

FilmProposals, LLC seeks \$2.0 million capital to fund the motion picture production of "My Independent Movie." FilmProposals, LLC proposes to secure all its moneys from venture capitalists and private investors. Using a conservative, selective revenue projection, and an assumption of general industry distribution agreements, the Company projects gross revenue of approximately \$7 million with a net producer/investor income of \$800 thousand for "My Independent Movie."



The Company

Mission

Our goal is to produce a motion picture that will entertain, educate, surprise, and refresh the spirit of true independent filmmaking through provocative story-telling.

“My Independent Movie” will touch the soul, break new ground, educate, and entertain.

We will convey an immense amount of experience, expertise, and professionalism into the production of “My Independent Movie”.

Organization

Big Apple Pictures, Inc. was formed in January, 2004 by John Smith and Jane Clark to produce high quality, important, honest, thought provoking, profitable low-budget theatrical motion pictures and television programming to be experienced by a wide variety of audiences.

FilmProposals, LLC was formed in 2006 in Los Angeles by producers Harry Thompson, Eric Cooler, Frank Garden and writer/producer, Rick Seaguard, for the sole purpose of producing the motion picture, “My Independent Movie.” FilmProposals, LLC is managed by the officers of Big Apple Pictures, Inc. and Rick Seaguard.

Advantage

Collectively, the production team of “My Independent Movie” has produced a variety of television programs, including over 200 hours of network and cable television. In addition, they have participated in over 100 independent films as producers, production management and production support staff.

The Company





The Project

"MY INDEPENDENT MOVIE" *By Rick Seaguard*

This is a few catchy sentences about the film...the kind that go on the back of the DVD jacket or like a book introduction.

"My Independent Movie," is a film about xyz. This is where you provide a synopsis of the story, no quotes from the script and no more than one page worth. Discuss the basics of the plot, lessons learned, highlights and anything unique about the screenplay.



The Project

Screenplay Rights

The screen rights to “My Independent Movie” are under option by FilmProposals, LLC. The rights to the screenplay and underlying rights to the book will be purchased by FilmProposals, LLC upon funding. The script purchase agreement is attached in the Exhibits section.

Development Highlights

As of early 2005, the following individuals are being pursued to play lead roles:

- Famous Name (Grey’s Anatomy, other credits)
- Known Name (Credits)
- Name (Credits)

As of early 2005, the following individuals are being pursued to Direct:

- Quentin Tarantino (Credits)
- Famous Director/Producer (Credits)



The Market

Along with many corporations in the United States, the major studios began the radical process of restructuring or “downsizing” at the end of the 1990s. While in the past, they all maintained expensive production facilities and staff and significant overhead expenses, the impact of unions and guilds and runaway production budgets have forced studios to follow new business models. Although this trend has been highly publicized in the live-action realm, a similar situation is presenting itself with respect to animated films. Those companies are releasing fewer films but expect greater grosses per film. As a consequence, smaller production entities, the independents, have arisen.

Independent films can vary widely in budget, XXX



Investment Opportunity

Film Investments

Investment in the film industry is highly speculative and inherently risky. There can be no assurance of the economic performance of any motion picture since the revenues derived from its production and distribution depend primarily on its acceptance by the viewing publicXXXXXXX

Comparable Films

The table below demonstrates films we believe to be comparable to “My Independent Movie,” either in terms of budget or genre. Films 1-4 represent our same genre, drama with drugs and violence. Films 5-8 represent both our budget and genre, and Films 9-12 demonstrate recent Independent Film successes. FilmProposals, LLC is in no way saying “My Independent Movie” will achieve the same success or failure of any of these films, however, The Company is confident it will produce a world-class movie and has therefore, based the methodology supporting the Financial Projections on the financial returns of these films. Income Projections

The Company seeks capitalization of \$2 million to cover film production budget and distribution. All development and production data start from the date of capitalization with funds in the bank. The three profit scenarios shown (Low, Medium and High) are based on a moderate result. Whereas, revenues are projected on a conservative basis, production costs are considered to be on the high side to avoid any possibility of financial shortfall. The projections are also based on the history of other films as well as current trends in the industry. For purposes of this analysis, Foreign Box Office and Ancillary sales have been excluded, however, they can only provide an upside. Footnotes to the Income Projections follow the table.

Investment Opportunity

"My Fractured Life" Income Projections



Investment Opportunity

Financial Definitions and Notes to Tables:

1. xxxx
- 2.





Distribution Strategy

The motion picture industry is highly competitive, with much of a film's success depending on the skill of its distribution strategy....xxxxxxx



Exhibits

- Please attach and label any of the following you have
- Production Budget Top Sheet
- Producers' Biographies
- Literary Property Option/ Acquisition Agreements
- Cash Flow Statement for 3-4 years
- Budget Top Sheet
- Resumes of Principals (detailed Management Bios)
- Letters of Interest or Intent
- Copyright Agreements or registrations
- E&O (Errors and Omissions) Certificate of Insurance
- Completion Bond Letter
- Industry Articles
- Press Coverage