

Date \_\_\_\_\_  
Prepared For \_\_\_\_\_

Following is a template for a self-review of your Film Business Plan as outlined in our 'Film Proposals and Financing Manual.' Please note, the FilmProposals.com review will contain each of these tables as well as detailed comments and notes below each section. 97% of all business plans get told "No." Don't miss that **one** thing that could change your filmmaking destiny.

| Appearance and Style                          | Excellent | Good | Fair | Poor |
|---|-----------|------|------|------|
| Spelling                                      |           |      |      |      |
| Grammar                                       |           |      |      |      |
| Punctuation                                   |           |      |      |      |
| Formatting style – does it look professional? |           |      |      |      |
| Consistent formatting throughout document     |           |      |      |      |
| Logo, design, etc.                            |           |      |      |      |

| Plan Structure and Basics                        | Excellent | Good | Fair | Poor |
|--|-----------|------|------|------|
| Follows commonly used Proposal outline/structure |           |      |      |      |
| Confidentiality Statement                        |           |      |      |      |
| Executive Summary                                |           |      |      |      |
| Table of Contents                                |           |      |      |      |
| Exhibits Attached - complete?                    |           |      |      |      |
| Sources noted                                    |           |      |      |      |

| How well are investor concerns answered?                     | Excellent | Good | Fair | Poor |
|--|-----------|------|------|------|
| How much money are you looking for?                          |           |      |      |      |
| How much money have you put in?                              |           |      |      |      |
| Does your team have a proven track record?                   |           |      |      |      |
| Are any deals currently in place?                            |           |      |      |      |
| Have you offered them something other than financial return? |           |      |      |      |
| Demonstrated Risk  |           |      |      |      |

| The Company & Project  | Excellent | Good | Fair | Poor |
|------------------------|-----------|------|------|------|
| Mission Statement      |           |      |      |      |
| Company Structure      |           |      |      |      |
| Management             |           |      |      |      |
| Synopsis               |           |      |      |      |
| Screenplay Rights      |           |      |      |      |
| Development Highlights |           |      |      |      |

| The Industry & Your Market Sections | Excellent | Good | Fair | Poor |
|-------------------------------------|-----------|------|------|------|
| Current industry state & trends     |           |      |      |      |
| Genre clear                         |           |      |      |      |
| Target audience identified          |           |      |      |      |
| Audience characteristics clear      |           |      |      |      |
| Is there a need in the industry?    |           |      |      |      |
| Competitive advantages              |           |      |      |      |

| Distribution Strategy                               | Excellent | Good | Fair | Poor |
|---|-----------|------|------|------|
| Distribution explanation                            |           |      |      |      |
| Markets clearly identified                          |           |      |      |      |
| Strategies clearly identified                       |           |      |      |      |
| Foreign markets estimated correctly                 |           |      |      |      |
| Projections make sense in context of Film Lifecycle |           |      |      |      |
|   |           |      |      |      |

| Financial Section          | Excellent | Good | Fair | Poor |
|----------------------------|-----------|------|------|------|
| Risk Statement             |           |      |      |      |
| Comparable films chosen    |           |      |      |      |
| Comparable films scenarios |           |      |      |      |
| Income Projections         |           |      |      |      |
| Assumptions are clear      |           |      |      |      |
|                            |           |      |      |      |

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## NEXT STEPS

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We recommend you send this form with your business plan to as many of your trusted advisors, friends and family as possible and ask them to review your business plan and provide you 100% honest feedback. Everyone will have a different perspective and that is the best preparation you can have when approaching and securing film investors.

If the feedback from your friends and family is not the absolute BEST it can be, please consider a professional [Business Plan Review](http://www.filmproposals.com/Business-Plan-Review) by FilmProposals (link: <http://www.filmproposals.com/Business-Plan-Services.html>). We offer a variety of services to suit all budgets and our goal is ALWAYS to make sure YOU put your best foot forward when presenting your ideas to Film Investors.

### *Terms of Use*

This discussion should not be construed as legal counsel or advice. Before making any commitment to a specific format for any of the following matters, it is important to obtain professional legal counsel.

If you are seeking an entertainment attorney, and do not have a personal recommendation, call the telephone referral service at the Los Angeles County Bar Association (213-243-1525, [www.lacba.org](http://www.lacba.org)), the Beverly Hills Bar Association (310-553-4022, [www.bhba.org](http://www.bhba.org)), or go to [EntertainmentAttorneys.com](http://EntertainmentAttorneys.com).

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