



INVEST IN FILM WITH

FALLEN ANGELS

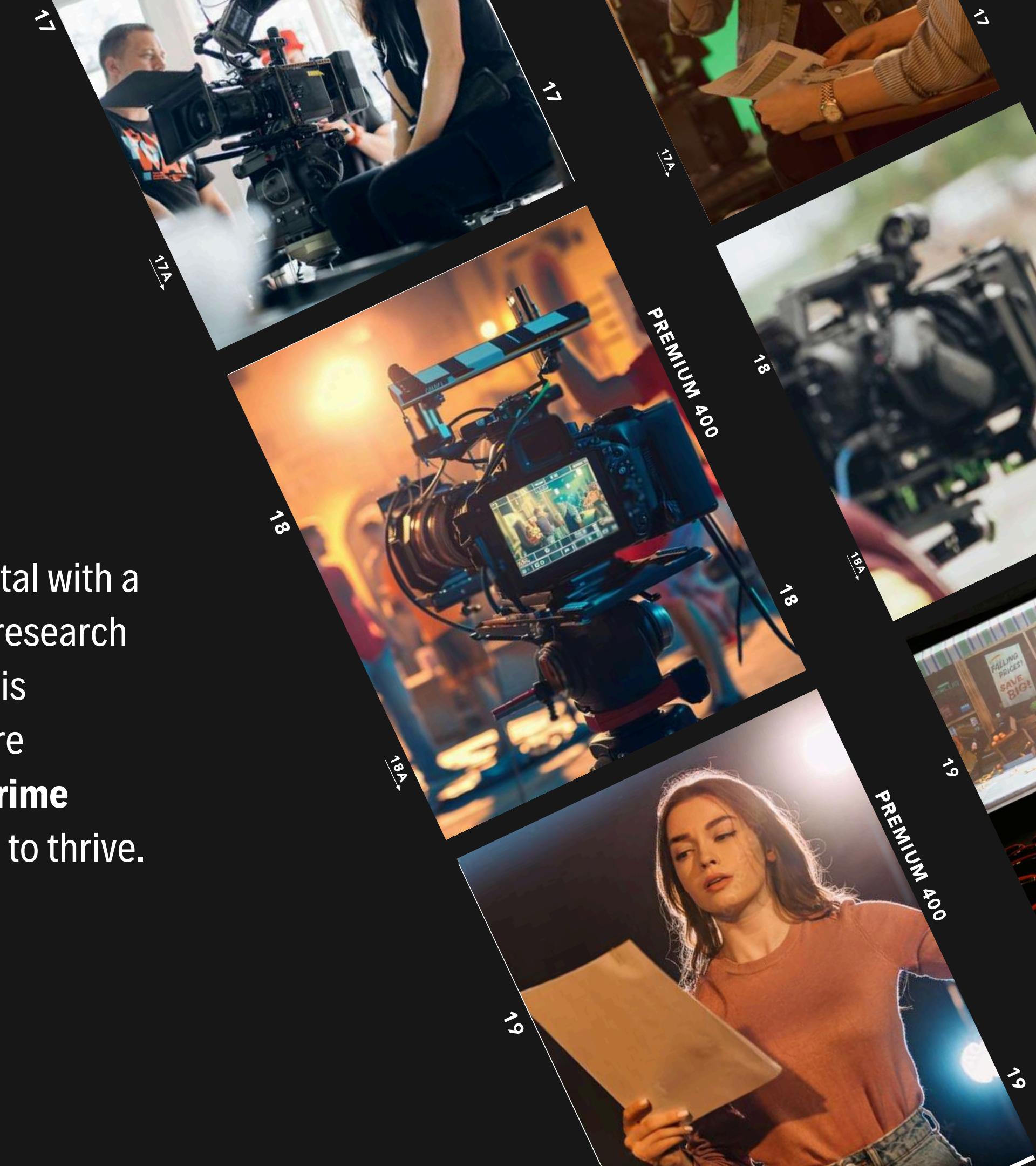
• STUDIOS •

WWW.FALLENANGELSSTUDIOS.COM



LET'S MAKE A MOVIE

Simply put, this is an opportunity to align your capital with a passion-driven endeavor poised for success. Our research underscores a compelling reality: the film industry is undergoing a *transformative shift*. Major studios are encountering profitability challenges, creating a **prime environment** for nimble, innovative players like us to thrive.





We KNOW what you're thinking...

WHY SHOULD I INVEST IN A FILM COMPANY?

High Demand for Content: Streaming platforms and VOD services are actively seeking unique and diverse content, creating more opportunities for independent films.

Potential for High Returns: Successful independent films can generate substantial returns through streaming deals, theatrical releases, and ancillary revenue streams.



More reasons to invest

LOW PRODUCTION COSTS **WHAT WE LEAVE BEHIND**
WIDE DISTRIBUTION OPPORTUNITIES **TAX**
AUDIENCE PREFERENCES **FUN** **INCENTIVES**
SCALABILITY **LOVE WHAT YOU DO**
COLLABORATIVE OPPORTUNITIES

...even more reasons later in the deck



OVERVIEW WHY FA STUDIOS?

- An extensive ***marketing & networking*** background
- ***In-house creators:*** writers, directors & crew
- ***Strategically positioned***
- Large ***resource pool***



- OUR FOUNDER has **13+ years** of marketing *expertise*
 - The rest of our team has a combined 35+
- MOST indie studios do *NOT* have marketing **in-house**
- The **SUCCESS** of *any* film relies heavily on it's **marketing**
 - Estimated to be *at least* 20 – 50%



MARKETING EXPERTISE

BENEFITS OF IN-HOUSE MARKETING

Creative Vision: ensures alignment with the studio's vision.

Rapid Communication: communication happens swiftly for key decisions.

Enhanced Control: greater control over branding and timing.



Cost Efficiency: save significant amounts of money (*and again time*).

Integrated Marketing: stays consistent across channels.

Potent Messaging: connections w/ audience are stronger from in-house

Data-Driven Insights: Access to analytics to adjust strategies faster.

Long-Term Focus: Marketers prioritize brand loyalty and growth.



DIGITAL MARKETING PLANS INCLUDING BUT *NOT LIMITED* TO:

- Marketing starts well before filming
 - Behind-the-scenes promos & more
 - Constant stream of awareness content
- Strategic partnerships – big & small
 - Influencers, media outlets, brands, celebs, non-profit, etc.
- Traditional forms – i.e. Google, Spotify, Youtube & Other Ads
 - Viral social media campaigns



MARKETING EXPERTISE

We've mastered the art of networking through **strategic engagement** and advanced psychological techniques like **Neuro-Linguistic Programming (NLP)**.

We excel at attending key film festivals, industry conferences, and exclusive events to forge connections. We build powerful alliances that propel our projects forward.

Proficiency in **NLP** sets us apart, allowing us to build instant rapport, influence decisions, and communicate with unparalleled effectiveness. We create trust and familiarity effortlessly.

DIFFERENTIATOR



NETWORKING

FILM FESTIVALS

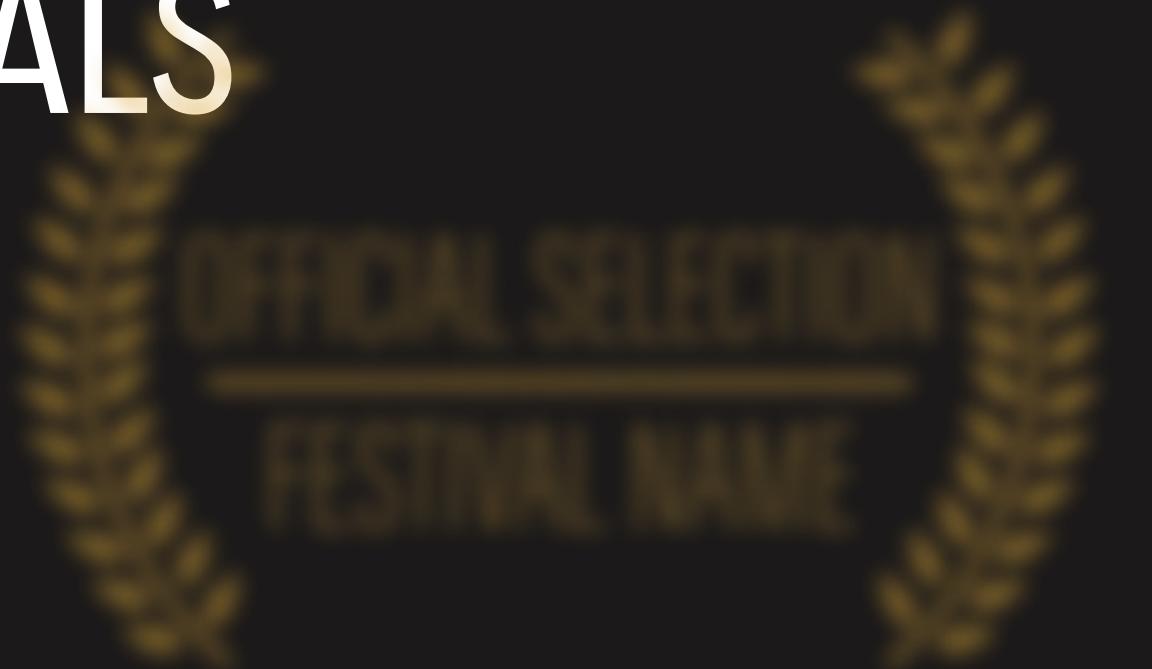
OUR APPROACH

- Select Target Festivals
- Prepare Submission Package
- Leverage Screenings
- Market the Film

CREATING BUZZ

KEY BENEFITS

- Visibility and Prestige
- Distribution Deals
- Audience Engagement
- Awards and Accolades
- Networking Opportunities





JAKE LEINEN FOUNDER & CMO

Proven track record of creating innovative campaigns that captivate audiences and drive business growth.

- 13+ years of Marketing across multiple industries
 - Startups, Gov't & Enterprises
- Bachelor of Arts



SIANNA GIO

WEB SPECIALIST/ EXEC PRODUCER

Currently a content specialist & publisher at the major non-profit, Sianna is critical to their operations online.

- 15+ years as web specialist
- Master's in Communications
- Expert in web technologies
- Also a writer



EXECUTIVE TEAM

BEN LEINEN AUDIO PRODUCTION & WRITER

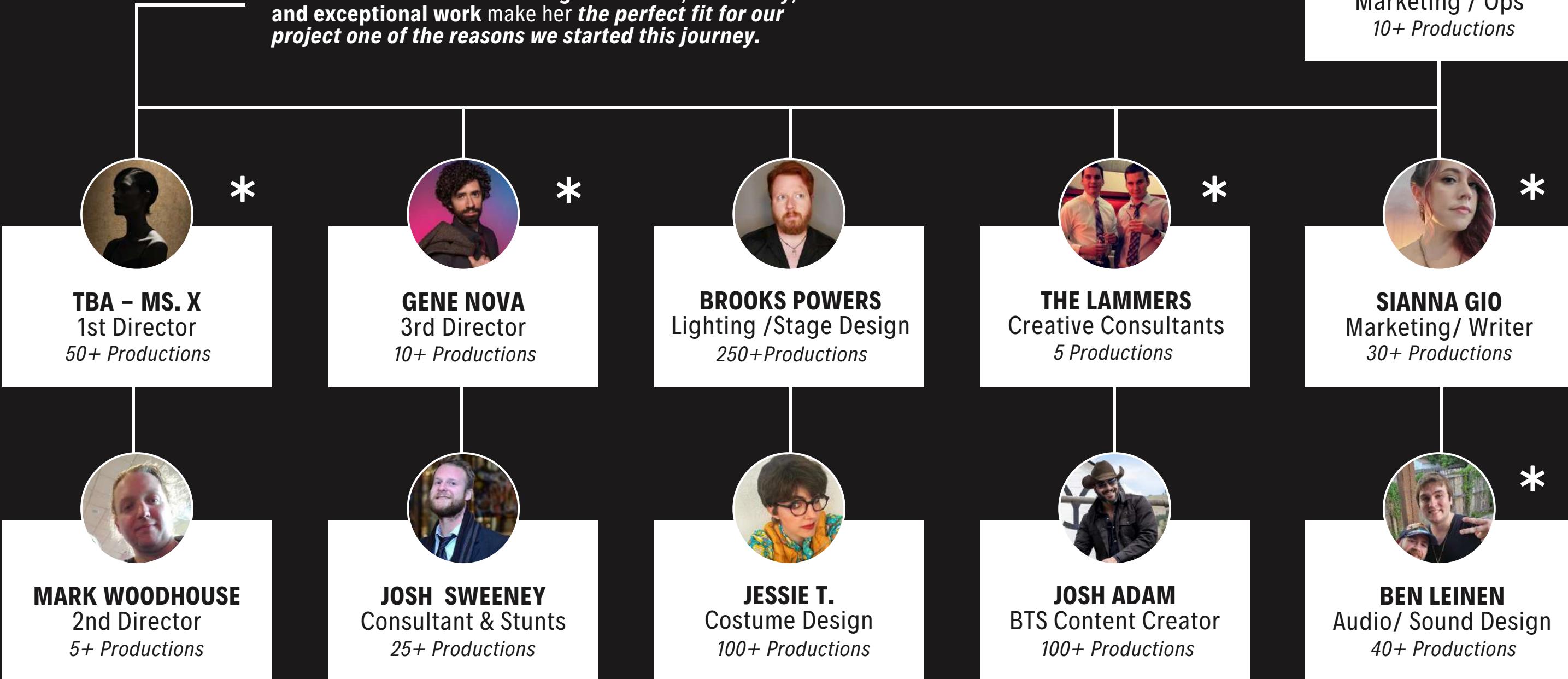
An audio engineer who worked in LA under legendary producer Tommy D. Daughtry (Tupac, Prince, Madonna). Also a marketer and a published writer

- 10+ years in Audio
- 5+ years in Marketing
- Bachelor of Arts



WE'VE GOT A DIRECTOR! TO BE ANNOUNCED SOON!

While we can't yet reveal our director, we're thrilled to share that we've chosen a dynamic female filmmaker based outside the US. Her **rising star status, versatility, and exceptional work** make her *the perfect fit for our project one of the reasons we started this journey.*



GROUP OF CREATIVES



JAKE LEINEN
Marketing / Ops
10+ Productions

* story by & writer credits

GEOGRAPHIC POSITIONING

We're located in Jacksonville, FL & Savannah, GA.

Our film will be shot and made in Georgia.

- Studios are *increasingly moving* productions to Georgia due to **several key benefits**:

- **Tax Incentives**
up to a 30% tax credit for qualified production expenditures
- **Established Infrastructure**
production facilities that are on par with those in LA or NYC
- **Lower Cost**
overall cost of living and doing business in Georgia is low
- **Supportive Government**
easier for productions to navigate permits, regulations, etc.
- **Community Support**
local businesses welcome productions & provide resources





OUR LARGE RESOURCE POOL

includes

Camera & Equipment 

Industry Contacts 

Audio Software 

Editing Software 

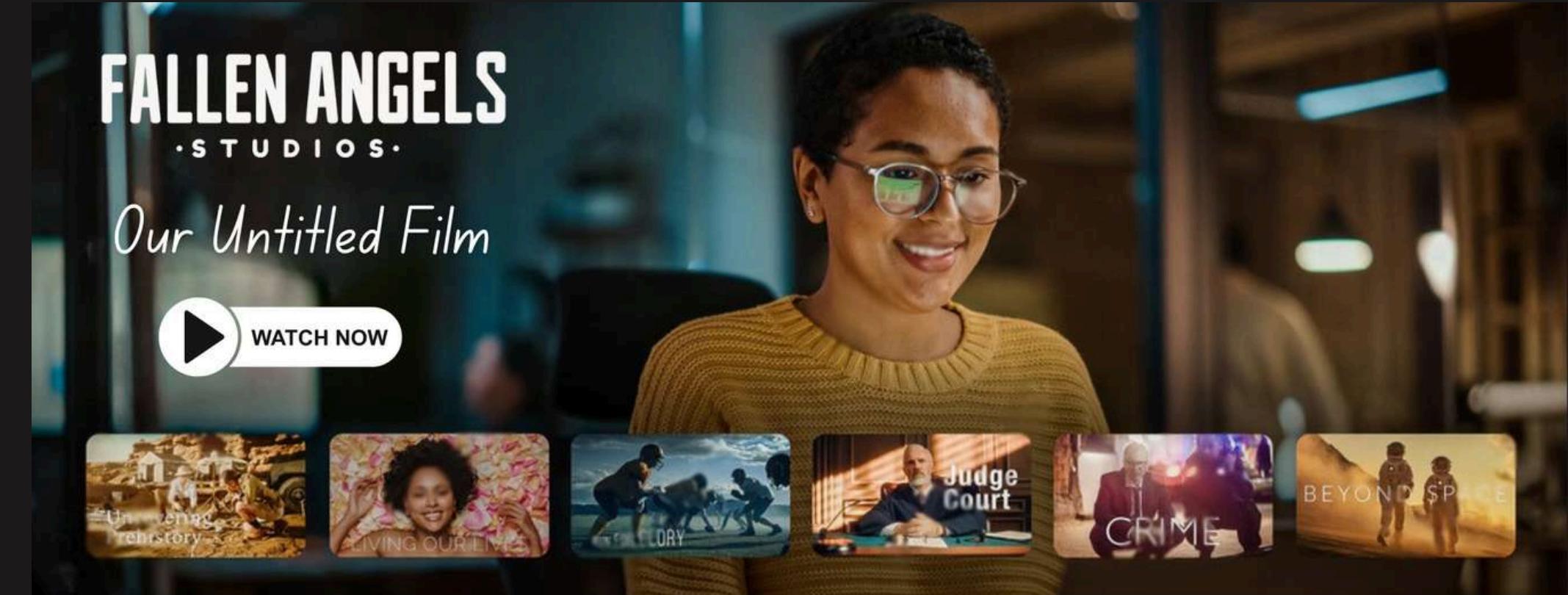
Script Software 

Talent Pool 

ROI STRATEGIES

SELL DIRECTLY TO STREAMING SERVICES

Below is an overview of how we aim to maximize returns & streamline distribution.



DEVELOP
**High-Quality
Content**

BUILD
**Relationships
w/ Platforms**

TAILOR
**Pitches to
Each Platform**

NEGOTIATE
**Favorable
Terms**

LEVERAGE
**Marketing
Expertise**

Immediate Revenue Gen | Global Reach | Cost Efficiency | Flexible Monetization | Long-Term Revenue Streams | Brand Building

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ROI STRATEGIES

KEY BENEFITS

Some revenue generation, brand prestige & marketing synergy. Home video and merchandise options may be available.

IMPLEMENTATION

Secure distribution partners
Develop strategic release
Execute marketing
Engage reviewers



THEATRICAL RELEASE

KEY BENEFITS

Global audience access, generates revenue (rentals & purchases), no distribution expenses, and targets niche markets effectively.

IMPLEMENTATION

Select major VOD platforms
Optimize metadata for discovery
Digital marketing
Monitor and adjusts



VIDEO ON DEMAND

OTHER ROI STRATEGIES



PRODUCT PLACEMENT & BRAND PARTNERSHIPS

Product placement and brand partnerships offer substantial revenue by integrating brands into the film's narrative. Collaborating with brands for promotional campaigns and sponsorships can provide significant funding. Additionally, cross-promotional activities with brands, such as themed merchandise and events, create mutually beneficial marketing opportunities, enhancing both the film's and the partner's visibility and revenue.

OTHERS INCLUDING BUT NOT LIMITED TO:

Ancillary Rights and Licensing
International Distribution

Q: AGAIN, WHY INVEST IN A FILM?

**A: Big Movie Studios Are Struggling and
the Future is Smaller Films**

CHALLENGES BIG MOVIE STUDIOS FACE:

High Production Costs

Audience Fragmentation

Rise of Streaming Services

Creative Stagnation

Distribution Challenges

Long Production Timelines

Market Saturation

Risk Aversion

FAILURE USE CASES



AUDIENCES ARE
TIRED OF THIS

High Production Costs Leading to Financial Strain: *Indiana Jones and the Dial of Destiny*

It had a colossal budget of \$300 million (excluding marketing), yet it only grossed approximately \$381 million. Despite its iconic status, the film failed to recoup its massive production and marketing costs, resulting in significant financial strain for Disney ([SlashFilm](#))

Market Saturation and Audience Fatigue: *Magic Mike's Last Dance*

With a budget of \$40 million (plus \$20 million in marketing), grossed just \$56 million. The final installment of the Magic Mike franchise struggled to attract audiences, reflecting franchise fatigue and an oversaturated market ([Looper](#)).

Distribution Challenges in the Digital Age: *Guy Ritchie's The Covenant*

Despite its \$55 million budget and positive reviews, grossed only \$15.4 million. The film's failure was due to minimal marketing and limited international release, highlighting the challenges of effective distribution in the digital age ([Looper](#)).

INVESTMENT

\$350,000.00

30% Ownership &
Profit Sharing in
Major Film Project

INVESTMENT

\$700,000.00

60% Ownership &
Profit Sharing in
Major Film Project

INVESTOR OPPORTUNITY



TARGET BUDGET

\$700,000.00



BUDGET ALLOCATION

PRE-PRODUCTION

\$45,000

Casting, Production Design, Technical Planning, Story, Insurance, Initial Marketing, Legal Fees

PRODUCTION

\$250,000

Crew Salaries, Location Costs, Costumes, Catering, Insurance, SFX, Costumes, Rentals

POST- PRODUCTION

\$220,000

Editing, Visual Effects, Sub & Dub, Sound Design, Music Licensing, Distribution Costs, Mastering

MARKETING*

\$125,000

Film Festivals, Ad Campaigns, Public Relations, Website, Press Kits, Promo Materials, Premiere

CONTIGENCY

\$60,000

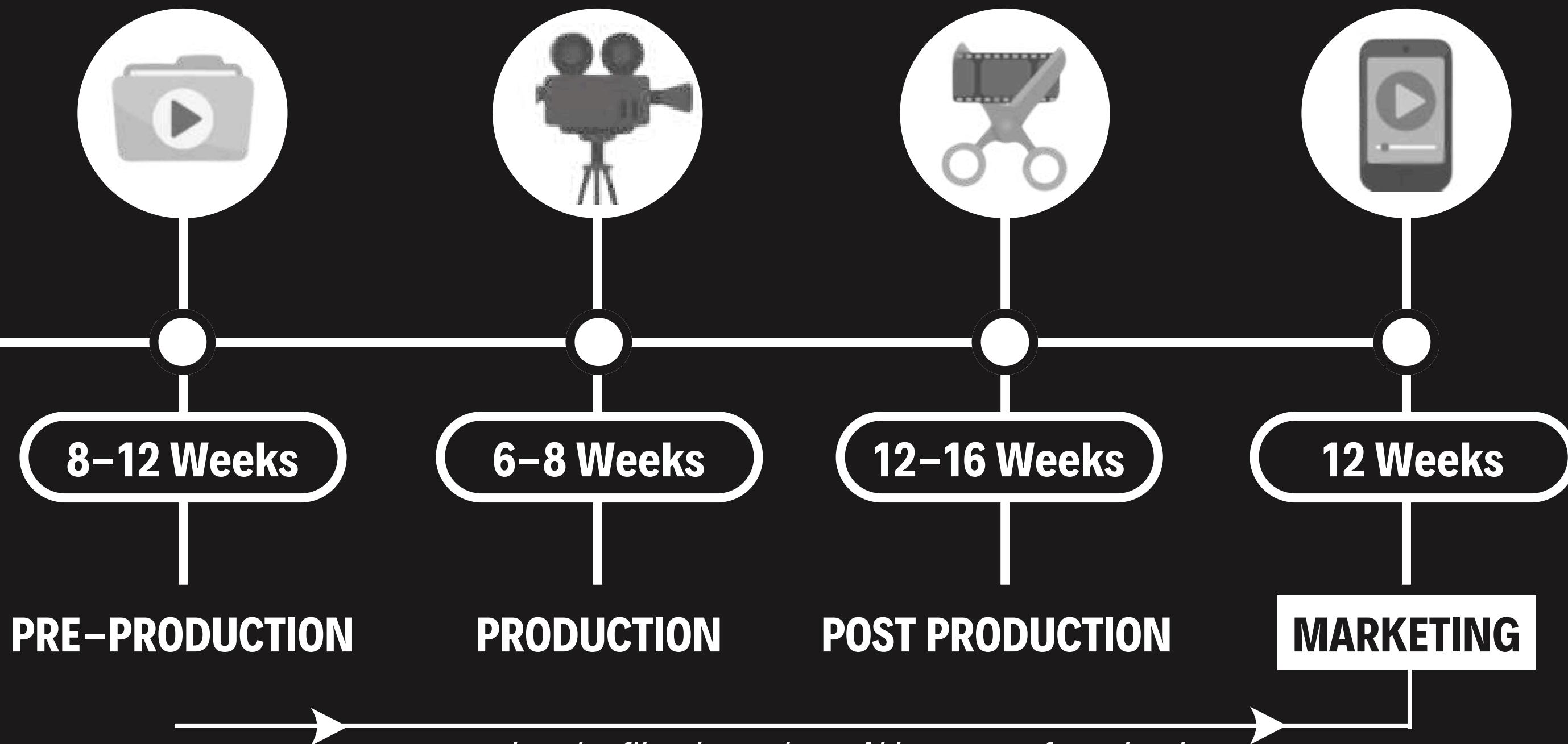
Unexpected Costs, Emergency Repairs or Replacements, Additional Film Days, Legal Issues, Budget Overruns

We aim to go underbudget on all the previously mentioned items. That money will be put into contingency for reshoots, further marketing spend, additional crew payments or acquisition of licensing or distribution deals.

**NOTE: Marketing costs are substantially reduced due to in-house marketing team with years of expertise*



TIMELINE ESTIMATE



RECENT USE CASES

"The Vast of Night": Made for \$700,000, this independent film found success on Amazon Prime, showcasing how strategic streaming deals can lead to profitability ([Den of Geek](#)).

"Shithouse": Produced for just \$15,000, this film won the SXSW Grand Jury Award and found an audience through streaming platforms, demonstrating the potential for high returns from minimal investments ([Den of Geek](#)).

"Residue": Made for under \$200,000 and now available on Netflix, this film highlights how independent films can achieve financial success through streaming services ([Den of Geek](#)).

"Beast Beast": Produced for under \$500,000, this film expanded into merchandise following its critical success, enhancing profitability beyond box office returns ([Den of Geek](#)).

"Language Lessons": Directed by Natalie Morales, this drama-comedy had a budget of under \$1 million and grossed around \$240,000 at the box office alone.

"Skinamarink" – This horror film had a budget of \$15,000 and grossed over \$1.9 million, making it a significant success through its unique style and strong word-of-mouth.

FIRST–YEAR REVENUE PROJECTIONS:

BOX OFFICE: \$400,000

Moderate success in independent cinemas and festivals

STREAMING RIGHTS: \$300,000

Initial deals with major streaming platforms

INTERNATIONAL SALES: \$150,000

Foreign theatrical releases/ international streaming/TV rights

MERCHANDISING: \$50,000

Limited edition merchandise based on the film

DIGITAL SALES & RENTALS: \$50,000

Sales on platforms like iTunes, Amazon, etc.

DVD/ BLU-RAY SALES & RENTALS: \$75,000

Physical sales and rentals, platforms like Redbox

PRODUCT PLACEMENT: \$50,000

Income from brands featured in the movie

DIGITAL ADVERTISING: \$25,000

Revenue from digital ads tied to the movie's online content

GEORGIA FILM TAX CREDIT: \$210,000

30% of \$700,000 production budget

Total First–Year Revenue: \$1,310,000

ADDITIONAL REASONS TO INVEST

Long-Term Investment Value:

Establishes a strong foundation for future projects, ensuring sustained growth and profitability for the studio.

Industry Relationships:

Gain & strengthen connections with high value contacts, facilitating other deals and future opportunities.

Audience Engagement:

Provides a ready-made audience for future projects, increasing the potential for cross-promotions and additional revenue streams.

Awards and Recognition:

Significantly raising the investor's profile and enhancing their reputation within the industry. This recognition not only boosts the studio's credibility and prestige but also opens doors for additional investment opportunities and partnerships.

Market Positioning:

Positions the studio as an innovative leader, differentiating it from competitors and enhancing its market appeal.

SUMMARY

- Streaming platforms and audiences need unique content, providing independent films with profitable deals and global reach.
- We can do this at lower production costs with our resource pool, talent & tax incentives (up to 30% in Georgia) enhance profitability.
- We can generate profit through streaming, theatrical releases, merchandise, international sales, and product placements
...future releases will have even greater potential

Fallen Angels Studios is a film production company distinguished by its creative talent & years of **marketing expertise**.

- *Seamless integration between film creation and promotion:*
Maximizes the impact of promotional campaigns...
...enhances audience engagement...
...AND ULTIMATELY drives ***greater financial*** success!

IN-HOUSE MARKETING IS OUR KEY DIFFERENTIATOR AND WILL BE A MAJOR CONTRIBUTOR TO OUR FILM'S SUCCESS.



✉ TEAM@FALLENANGELSTUDIOS.COM
📞 (904) 881-1851

WWW.FALLENANGELSTUDIOS.COM

JOIN US in this exciting venture and help bring compelling, high-quality stories to life.

We greatly appreciate your consideration and the time you spent reviewing our deck.

HAVE A LITTLE MORE TIME?

TWO FINAL SLIDES ABOUT OUR FOUNDER & NEXT STEPS





Jake Leinen
founder & marketing expert

“

**I WANT TO AGAIN THANK YOU FOR TAKING THE TIME TO GO THROUGH THIS DECK!
YOUR TIME IS EXTREMELY VALUABLE, SO I APPRECIATE THAT INVESTMENT ALONE...**

This project is my passion. Growing up in small-town Iowa in the early 90s, I found hope and inspiration in cinema, motivating me to carve my own path. Film led me to develop my skills in writing, graphics, music, video, web development and so much more!

MY RELATIONSHIP TO FILM: I've immersed myself in the world of cinema, exploring everything from 60s French New Wave and Japanese auteurs to the golden age of Hong Kong cinema and beyond. These films were not just entertainment; they were a study in style, story, and technique. While there are quality productions today, many lack the nuanced craftsmanship and human-centered storytelling of the past. I will bring some of that back with our films.

MY TECHNICAL ABILITIES IN FILM & MUSIC PRODUCTION: Throughout my career, I have created numerous video commercials, animated videos, and motion graphics. Additionally, I have produced a wide range of songs and written various copy, from commercial scripts for organizations to creative pieces. My diverse skills will help guide our team through the entire process, ensuring success in every aspect of our projects.

CAREER HIGHLIGHTS

7 years as *Head of Marketing* for a large technology enterprise.

Massive **lead & revenue** generation for Healthcare startup.

Owner & operator of Brand Panda a marketing consultant company.

Multiple certifications in Salesforce, HubSpot, Google & more...

MINI-RESUME

FALLEN ANGELS STUDIOS	founder	2024–PRESENT
BEYONDER HOLDINGS	director of marketing	2023–PRESENT
BRAND PANDA MARKETING	founder	2022–PRESENT
TECHSTAR CONSULTING	head of marketing	2017–2023
BRIDGEFARMER	director of marketing	2016–2017
HKS ARCHITECTS	marketing manager	2015–2016
NORTH TEXAS JOB CORPS	marketing manager and many more...	2014–2015

TECHNICAL PROFICIENCY

Graphics	Audio
Adobe Photoshop	Abelton Live
Adobe Illustrator	Native Instruments
Adobe InDesign	Logic Pro

Web Dev	Video
Wordpress	Adobe Premiere Pro
Sitecore	Final Cut
Webflow	

CRM	Other
Salesforce/Pardot	Final Draft
Hubspot	Tableau
	Google Ads & more

CHECK OUR WEBSITE FOR MORE UPDATES

FILM SPECIFICS

We have finished developing two unique stories and have more coming. You can visit our website for story details. Unfortunately, we can only give screenplays to *serious investors only* at this time.

WHATS HAPPENING AT FA STUDIOS NOW?

We are moving forward with the production of one of our movies. Currently, we are doing test footage and screen tests. We are also scouting additional talented actors & filming locations. Our technical team is preparing equipment and shot lists. Additionally, we are holding production meetings, refining the script and performances through table reads, and planning our marketing and promotional strategies. **Whether or not you choose to invest, we assure you the film will get made. So, even if you're not ready to go from investor to producer, we hope you will see our film when it is ready!**

LETS TALK

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