

INVEST IN FILM WITH  
**FALLEN  
ANGELS**  
• STUDIOS •

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# 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**  
**AUDIENCE PREFERENCES**  
**SCALABILITY** LOVE WHAT YOU DO  
**FUN TAX INCENTIVES**  
**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**





# MARKETING EXPERTISE

- 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%

**KEY DIFFERENTIATOR** ←





# 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

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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

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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

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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. Her **rising star status, versatility, and exceptional work** make her *the perfect fit*.

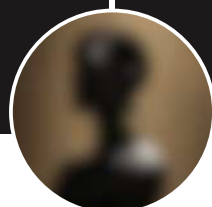
# GROUP OF CREATIVES

\* story by & writer credits



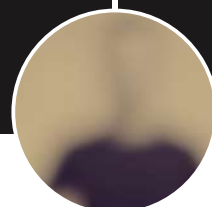
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**JAKE LEINEN**  
Marketing / Ops  
10+ Productions



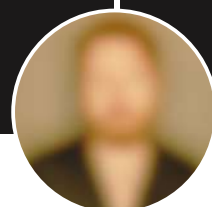
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**SA**  
1st Director  
50+ Productions



\*

**NE**  
2nd Director  
10+ Productions

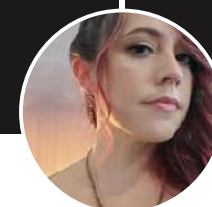


**PB**  
Lighting / Stage Design  
250+ Productions



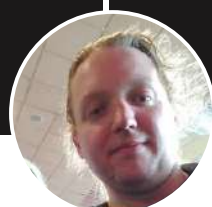
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**THE LAMMERS**  
Creative Consultants  
5 Productions



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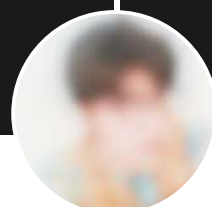
**SIANNA GIO**  
Marketing/ Writer  
30+ Productions



**MARK WOODHOUSE**  
3rd Director  
5+ Productions



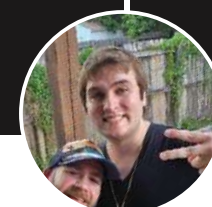
**JOSH SWEENEY**  
Consultant & Stunts  
25+ Productions



**TJ**  
Costume Design  
100+ Productions



**JOSH ADAM**  
BTS Content Creator  
100+ Productions



\*

**BEN LEINEN**  
Audio/ Sound Design  
40+ Productions

**NOTE:** SOME TEAM MEMBERS PREFER TO REMAIN ANONYMOUS PRE-INVESTMENT TO AVOID POTENTIAL CONFLICTS WITH THEIR CURRENT ROLES OR COMMITMENTS. THEY WILL DISCLOSE THEIR IDENTITIES TO **SERIOUS INVESTORS ONLY**.



# 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 

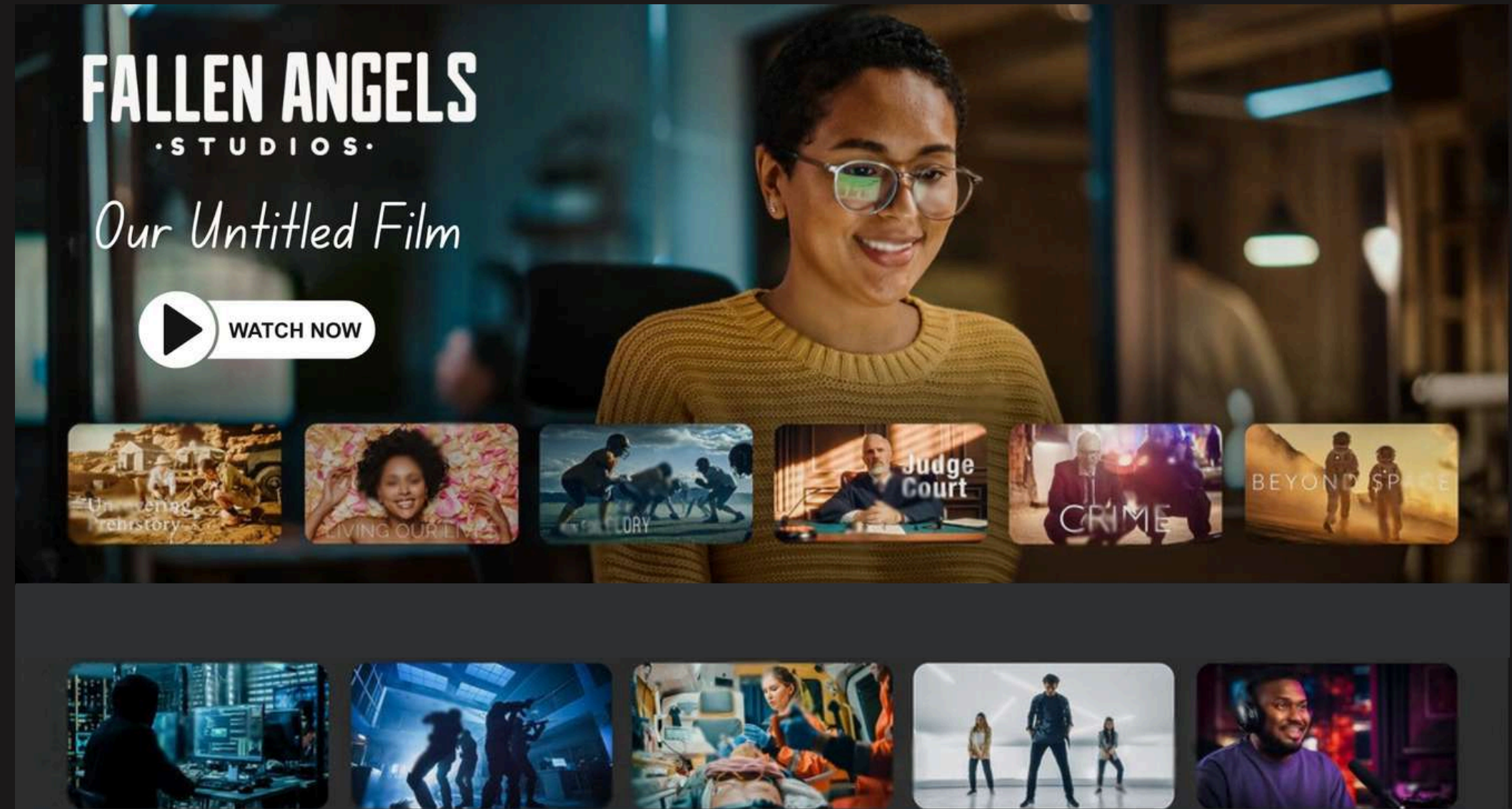
Talent Pool 



# 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

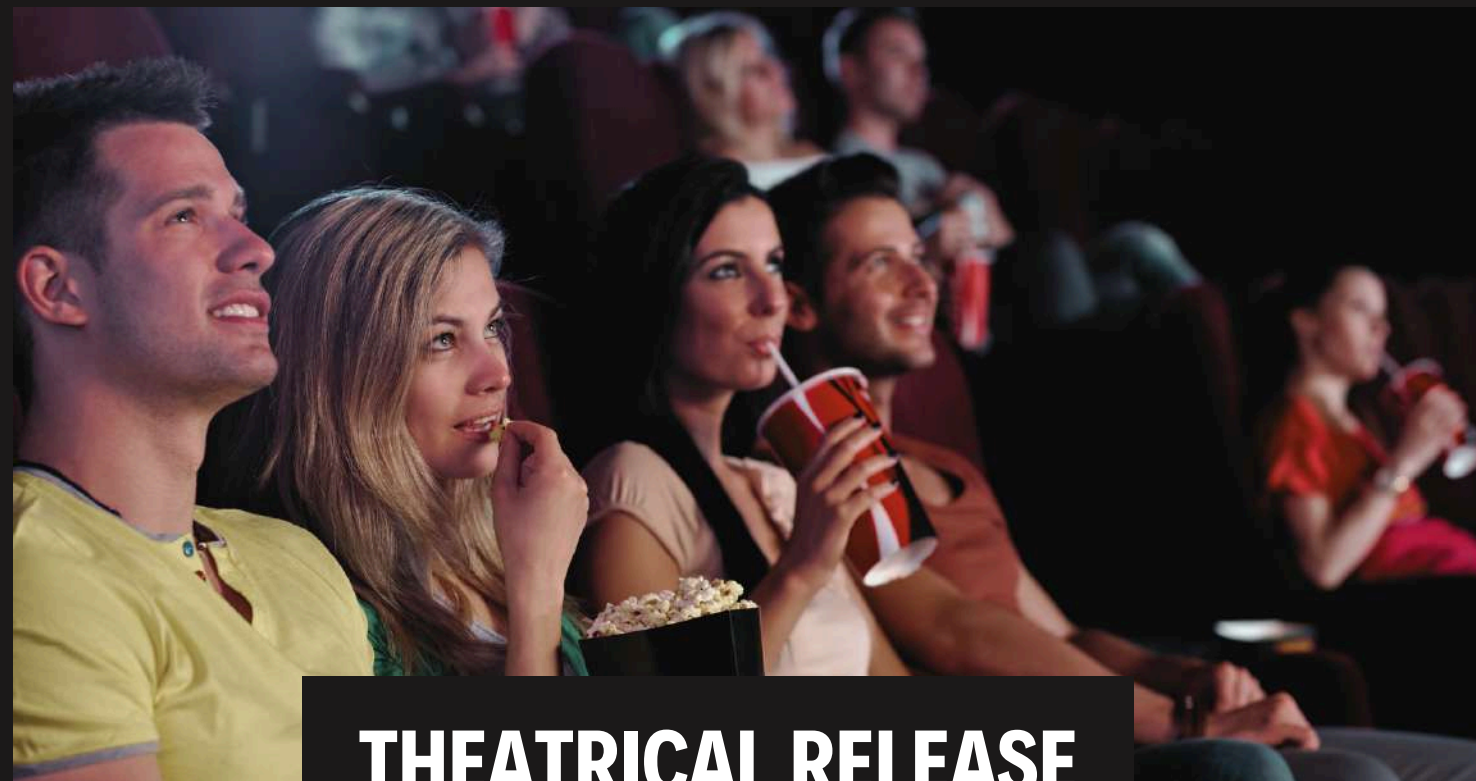
Secure distribution partners  
Develop strategic release  
**Execute marketing**  
Engage reviewers

## KEY BENEFITS

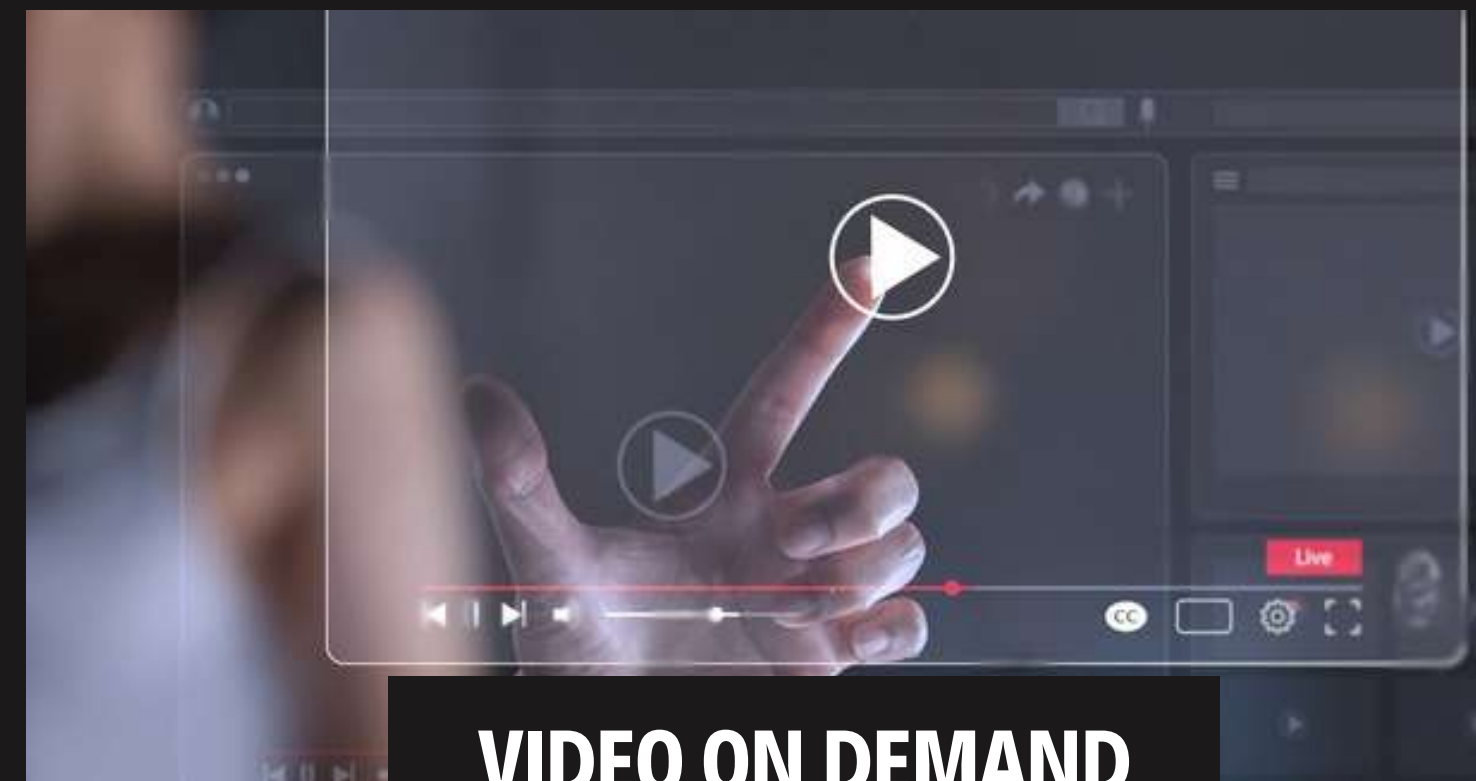
Global audience access, generates revenue (rentals & purchases), no distribution expenses, and targets niche markets effectively.

## IMPLEMENTATION

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



**THEATRICAL RELEASE**



**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.

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## 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

Rise of Streaming Services

Distribution Challenges

Market Saturation

Audience Fragmentation

Creative Stagnation

Long Production Timelines

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**

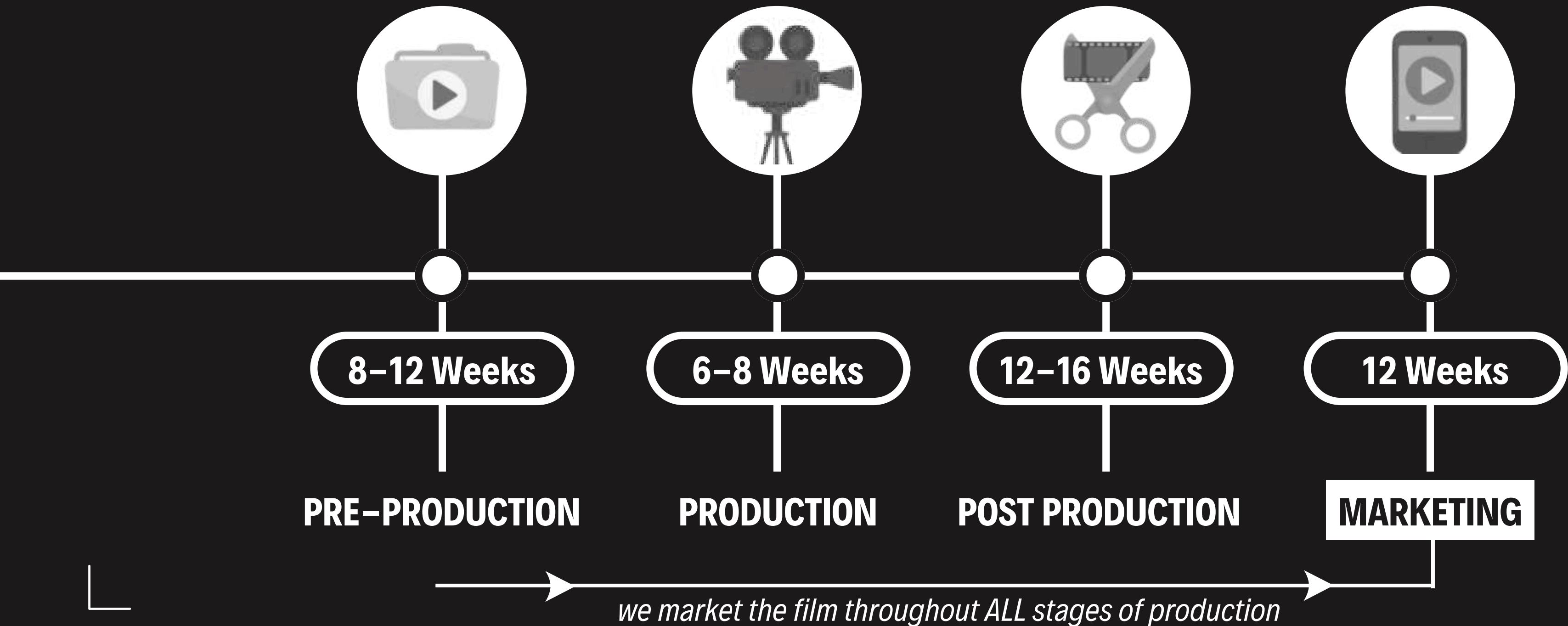
Unexpected Costs, Emergency Repairs or Replacements, Additional Film Days, Legal Issues, Budget Overruns

*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:

<b>BOX OFFICE:</b> \$400,000	Moderate success in independent cinemas and festivals
<b>STREAMING RIGHTS:</b> \$300,000	Initial deals with major streaming platforms
<b>INTERNATIONAL SALES:</b> \$150,000	Foreign theatrical releases/ international streaming/TV rights
<b>MERCHANDISING:</b> \$50,000	Limited edition merchandise based on the film
<b>DIGITAL SALES &amp; RENTALS:</b> \$50,000	Sales on platforms like iTunes, Amazon, etc.
<b>DVD/ BLU-RAY SALES &amp; RENTALS:</b> \$75,000	Physical sales and rentals, platforms like Redbox
<b>PRODUCT PLACEMENT:</b> \$50,000	Income from brands featured in the movie
<b>DIGITAL ADVERTISING:</b> \$25,000	Revenue from digital ads tied to the movie's online content
<b>GEORGIA FILM TAX CREDIT:</b> \$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 you and 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

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

- 🖥 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

→ *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.**





**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 SLIDE ABOUT OUR FOUNDER & NEXT STEPS



✉ **TEAM@FALLENANGELSSTUDIOS.COM**

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“ —

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 **2014-2015**

and many more...

## TECHNICAL PROFICIENCY

### Graphics

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

### Web Dev

Wordpress  
Sitecore  
Webflow

### CRM

Salesforce/Pardot  
Hubspot

### Audio

Abelton Live  
Native Instruments  
Logic Pro

### Video

Adobe Premiere Pro  
Final Cut

### Other

Final Draft  
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!**

# LET'S TALK

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