



Renaissance Studio, Ltd. – Execution Summary

Converting The RSL Vision Into Reality

RSL is a start up so the path from concept to operations is an important progression to consider. Below is a summary of an estimated time line goal from primary capital commitment through the first movie release. The timeline may vary based on the availability of key human resources and other factors. The fundings are front loaded by phase but can be advanced in monthly increments.



Movie Production - A Contracting Business

Excellent production values are vital to cinematic and financial success. However, the ability to write and develop movie concepts that resonate with large international audiences is a much more important success factor than the production process itself. There are countless filmmakers who can convert a great story into movies with excellent production values. However, the poor content in theaters is evidence that few movie producers know how to create sensational movie concepts that resonate with large audiences.

Accordingly, RSL will retain the more vital success factors in house and contract most of the production functions with third parties as is common industry practice. The chart below summarizes key functions and the responsible parties. **Purple** is for RSL. **Blue** is contracted. **Green** is shared between RSL and contractors. These responsibilities may vary based on individual project requirements.

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The Future of Film Making & Investment



Similar to commercial real estate projects, RSL will operate as the project developer and contract construction of the project.

The high quality of the execution teams that RSL submits for board of directors approval will allay all execution concerns. No production funds will be expended until the RSL board of directors approves 1) the RSL executive team and 2) the project execution plans, scripts and budgets for each project.