

America 2.0 and Divided We Fall Coverage

	Franchise/Source Material Profile	America 2.0	Divided We Fall	Jason Bourne	Spectre	Comments
1	Proven franchise (0 to 1000 rating range)	0	0	700	1000	
2	Future franchise potential (0 to 200 rating range)	200	200	150	200	
3	Highly successful book or other source (0 to 200 range)	0	0	100	200	
4	Production budget (500 rating is a \$30 million budget. Very low and very high budgets are 0 ratings.)	500	500	100	10	
	Section Total	700	700	1050	1410	

	Key Profile Features (A rating of 0 is low/poor if low - 50 is great/high)	America 2.0	Divided We Fall	Jason Bourne	Spectre	Comments
4	Perpetual action an/or major CGI elements	20	20	50	50	
5	High genre average global revenue potential	40	40	45	50	
6	Epic scope	50	40	0	10	
7	High concept	50	50	0	0	
8	New concept/premise	50	40	5	5	
9	International resonance potential	35	35	50	50	
10	Domestic resonance potential	50	40	30	35	
11	Will the audience leave the theater with their mindset altered in some profound and positive ways that continue to resonate	50	40	0	0	
12	Movie Rating – G is 15, PG is 30, PG 13 is 50, R is 10	50	50	50	50	
	Section Total	395	355	230	250	

	Key Story Features (A rating of 0 is low/poor - 30 is great/high)	America 2.0	Divided We Fall	Jason Bourne	Spectre	Comments
13	Triumph of the human spirit story	30	30	5	0	
14	Compelling, clear & cohesive story	30	30	15	10	
15	Overall story plausibility/believability	20	30	5	5	
16	Terrifying or sensational plausibility of the concepts	30	30	15	10	
17	Story depth and range (Very shallow is 0 – Very Deep is 30)	25	25	15	10	
18	Reliance on plot contrivances (Strong yes 0. Strong no 30)	15	20	10	10	

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19	Life relevance	30	30	5	5	
20	Life affirming	25	25	0	0	
21	Reconciliation elements	30	20	5	0	
22	Positive spirituality	25	5	0	0	
23	Positive role models	30	30	10	10	
24	Profound interpersonal relationships	20	20	5	0	
25	Projects a positive narrative to the audience	30	30	0	5	
26	Lights a path to reconciliation and a better world	30	25	0	0	
27	Projects a positive alternative vision of the future	30	30	0	0	
Section Total		400	380	90	65	

	Key Technical Features (A rating of 0 is low/poor - 30 is great/high)	America 2.0	Divided We Fall	Jason Bourne	Spectre	Comments
28	Screenwriting craftsmanship	20	20	10	5	
29	Story structure (Includes 3 act structure)	20	20	10	10	
30	Compelling plot progressions	25	25	10	10	
31	Sub plot quality, progressions and integration to plot	30	20	5	5	
32	Overall thematics	30	20	5	0	
33	Plot and character metaphors for bigger themes	30	25	10	5	
34	Supporting characters quality & development	20	20	10	10	
35	Dialog quality	15	15	10	20	
36	CGI requirements (Very high is 0 – Very low is 30)	25	25	10	5	
37	Protagonist(s) audience engagement	25	25	20	15	
38	Antagonist(s) audience engagement	5	15	15	5	
39	Lead protagonist character arc progression	25	25	5	0	
40	Co-Protagonist character arc progression	5	15	10	0	
41	Lead antagonist character arc progression	20	0	0	0	
Section Total		295	270	130	90	

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	Resonance Elements (A rating of 0 is low/poor - 25 is great/high)	America 2.0	Divided We Fall	Jason Bourne	Spectre	Comments
42	Intellectual engagement	25	15	10	5	
43	Thought provoking/Illuminating	25	25	5	0	
44	Broad and intense emotional range engagement	20	25	10	5	
45	Emotional journey/progressions	20	20	15	0	
46	Tear inducing moments	15	20	0	0	
47	Visceral engagement	20	20	15	15	
48	Sensual engagement	10	20	0	5	
49	Humor elements	10	5	0	10	
50	Action elements	15	10	25	25	
51	Adventure elements	20	15	20	20	
52	Thriller elements	25	25	25	25	
53	Violence elements	5	15	20	20	
54	Dramatic elements	20	20	20	5	
55	Horror elements	0	0	0	0	
56	Science fiction elements	0	0	0	0	
57	Awe inspiring visuals	25	15	10	20	
58	Awe inspiring audio	25	10	15	10	
59	Performance artistry elements	25	0	0	0	
60	Martial artistry elements	15	10	25	25	
61	Athletic prowess elements	20	10	25	25	
62	Poignancy elements	15	20	5	0	
63	Intimacy elements	0	10	0	0	
64	Romance/Love story elements	10	15	0	0	
65	Love elements (Can be for anyone)	15	5	0	0	
66	Suspense elements	20	20	20	15	
67	Jeopardy elements	15	25	25	25	
68	Adversity elements	20	25	25	25	
69	Conflict elements	20	20	25	20	
70	Courage elements	25	25	20	20	
71	Cognitive excellence elements (Higher awareness)	25	25	0	0	

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Major venues/Locations:						
72	1. Washington DC	20	20	20	0	
73	2. Syria	20	20		0	
74	3. Iran	15	15		0	
75	4. Moscow	0	20		0	
76	5. Iceland	0	0	15	0	
77	6. Greece	0	0	20	0	
78	7. Berlin	0	0	20	0	
79	8. Las Vegas	0	0	15	0	
80	9. Mexico City	0	0		15	
81	10. Italy	0	0		25	
82	11. London	0	0		20	
83	12. The Alps	0	0		25	
84	13. Morrocco	0	0		20	
Section Total		560	545	450	425	

	Market Demographics Profile (A rating of 0 is low/poor - 40 is great/high)	America 2.0	Divided We Fall	Jason Bourne	Spectre	Comments
85	Cross gender demographic appeal	40	30	15	15	
86	Cross ethnic/racial demographic appeal	30	30	30	30	
87	Cross cultural/global demographic appeal	25	25	30	40	
88	Broad spectrum international demographic resonance potential	40	40	20	20	
89	Are the resonance elements something that audiences have not generally seen before	35	30	5	10	
	Male demographics					
90	2 - 12	5	0	0	0	
91	13 – 25	35	30	25	25	
92	26 – 40	35	30	20	20	
93	41 – 65	35	30	20	20	
	Female demographics					
94	2 - 12	15	0	0	0	
95	13 – 25	35	35	10	15	

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96	26 – 40	35	35	10	15	
97	41 – 65	35	35	10	20	
Section Total		400	350	195	230	
Coverage Totals		2750	2600	2145	2470	
Primary Resonance Score (From grid tabs)		14,549	12,829	N/A	N/A	
Total Resonance Score (From grid tabs)		75,142	45,642	N/A	N/A	