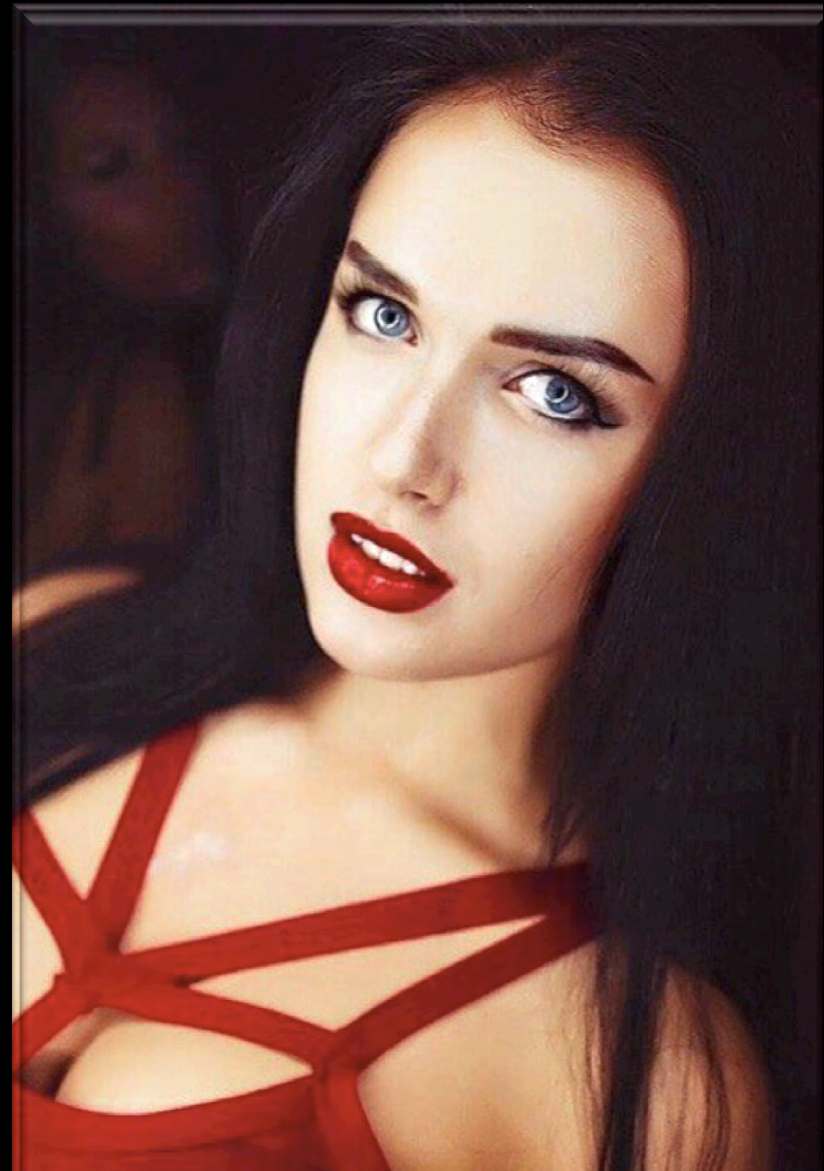


Arielle Denovo

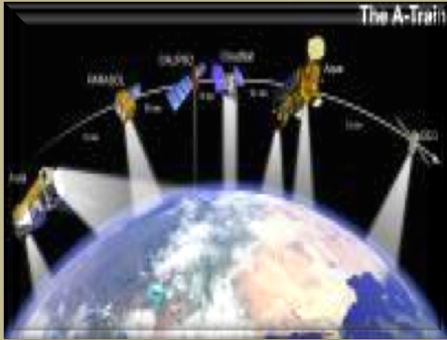
# “AMERICA 2.0”

A hyper-intelligent young woman on a divine mission to  
save America and the world from itself...  
The most consequential movie concept ever devised...



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Donald G. Skipper  
[www.renaissancestudio.org](http://www.renaissancestudio.org)

Arielle DeNovo  
A master of artistry in every realm



# The “America 2.0” Project Summary

Screenplay Title: “America 2.0”

WGAW Registration #: 1648504

Author: Donald G. Skipper - 100%

Owner: Donald G. Skipper - 100%

Genres: Action/Adventure/Thriller/Clandestine/Artistry

Anticipated MPAA Rating: PG-13

Profile: Very high concept & epic scope

Genre Revenue Ceiling- Box office & DVD: \$1.2 billion - “Skyfall” 2012

Genre Revenue Average - Box office & DVD: \$410 million since 2006

Production Budget: \$32 million

Equity Capital Requirement: \$17 million

Franchise Potential: “America 2.0” is the first film a fully written “Pentology” with “Treachery”, “Mastermind”, “Resurrection” & “Cataclysm”.

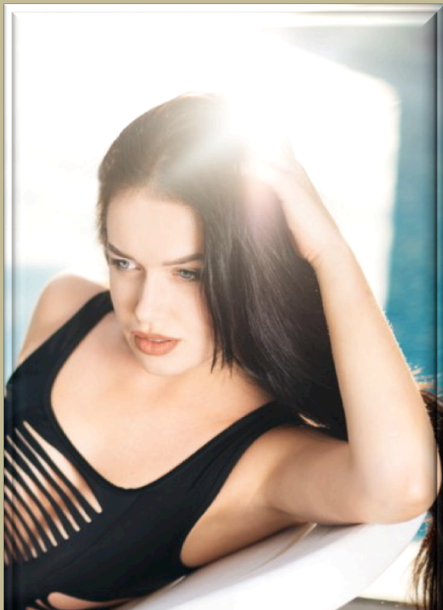
Demographic Profile: Very broad - Targets all adult age & gender demographics

International Revenue Potential: Very high cross cultural resonance features

ROE Estimates: 260% Base Case - 790% at genre average revenues - 1000%+ is plausible



# The Arielle Denovo Concept



Arielle Denovo was conceived as a captivating and multi-dimensional character who could drive a major new film franchise in the political thriller/superhero/action genre.

- Introduce Arielle to fill the female lead protagonist void in the “James Bond”, “Jason Bourne” and “Mission Impossible” genre.
- Have her engage in thought provoking and terrifyingly plausible scenarios rather than the shallow contrivances and gratuitous action streams that dominate the genre.
- Make the extreme brilliance of her mind be an almost supernatural ability that allows her to master artistry in every realm.
- Have her display awe inspiring performance artistry as an ongoing driver of the action and story progressions and at levels that audiences have not seen before.
- Target global, adult male audiences with a sensational female protagonist who triggers all the attraction elements in the heterosexual male psyche.
- Target the global adult female audience with a female lead character that projects all the most sensational attributes of modern femininity as she takes charge in a dysfunctional man’s world to trigger a reformation that resolves everything.
- Make her mind, her cunning, her higher awareness and her resourcefulness her primary weapons instead of gratuitous violence and brutality.
- Use these attributes as a basis for reducing production costs while reaching the much larger “disaffected” audiences who comprise 90%+ of movie goers. These discriminate audiences want to be inspired, emotionally engaged and mentally challenged.
- Allow Arielle to have a broad psychological range that creates a profound emotional engagement with the audience. Use this and her physical beauty, intellect and resourcefulness to captivate audiences in a broad demographic and cultural range.
- Use realistic modern world geo-strategic threats as the context for the antagonists rather than contrived Hollywood “bad guys” with shallow motivations.

The key is for Arielle’s high intellect and artistry transcend her physical beauty.

# The Arielle DeNovo Profile

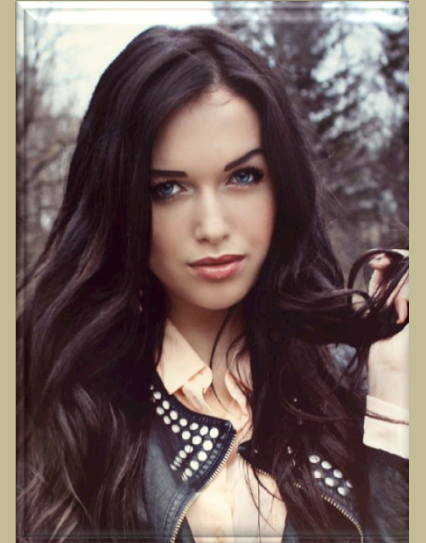
Modern cinema and culture are largely devoid of exciting and positive feminine protagonists & role models. Arielle DeNovo is designed to display the most positive attributes of modern femininity as a means to attract large audiences:

- Extraordinary intelligence & insightfulness
- A master of artistry in all realms
- Captivating and sophisticated natural beauty
- Exudes an irresistible but subtle sensuality
- Higher awareness in all things – prescient & insightful
- A virtuoso in the cyber, martial and clandestine arts
- High educational & professional achievement
- Emotional maturity & insightful life priorities
- Broad emotional depth & range
- A compelling presence that transcends beauty
- Romantically reserved but not invulnerable
- A force to be reckoned with on all levels
- Extreme courage & determination
- Awe inspiring in the totality of her persona
- A woman who dominates in a man's world

While the above profile may seem impossible in the real world, cultural transformation often begins with the appearance of extraordinary characters that can reset cultural norms & expectations.

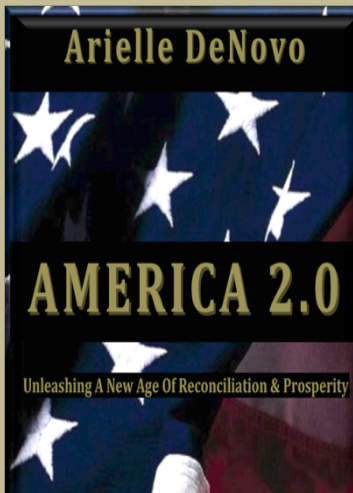
Men, women and young adults are naturally attracted to all these attributes in women. These traits will also transcend cultural differences to attract global audiences.

Michelle is a character than men & women will enjoy and want their daughters to emulate as a role model. This is the foundation of her powerful cinematic appeal.



# The “America 2.0” Movie Concept

“America 2.0” is the most consequential feature film ever conceived.



While the “America 2.0” agenda is compelling, realistic and beneficial to everyone, it is very difficult to project the vision into the consciousness of enough people to move the agenda into reality. Motion pictures are the best available medium to convey the compelling vision.

It would be impossible to reach vast audiences with a political documentary no matter how compelling it might be. Therefore, it was necessary to create a highly entertaining feature film with an exciting plot and characters that would project the “America 2.0” vision in ways that would resonate with large global audiences.

RSL has created “America 2.0” the movie to include the following key features:

- A sensational and hyper-intelligent, young female protagonist who is on a mission impossible to save America and humanity from itself.
- A compelling female protagonist and role model who is designed to trigger the major positive attraction factors in the male and female psyches.
- The woman every girl admires and wants to be and every guy wants to be with.
- A brilliant young woman who sees the big picture in all things and masters artistry in everything she attempts from the performance arts, to technology, to the martial arts, to the political/geopolitical realm.
- A sensitive girl who loses all those close to her in the most terrible ways but discovers the inner strength to conquer the disastrous status quo of modern world to unleash a new age of reconciliation and prosperity.
- A fascinating young woman who effortlessly seduces the audience on intellectual, emotional, visceral, visual and sensual levels and who displays the most positive attributes of modern femininity.
- A riveting geopolitical thriller/ clandestine plot progression that builds her credibility to deliver the case for a political reformation in compelling fashion.
- Awe inspiring performance artistry at levels that audiences have not seen before.
- An exciting diversity of not gratuitous action, adventure and artistry in a riveting geopolitical thriller that engages the most important issues of the modern age.
- A movie that profoundly alters the perceptions of the audience in positive ways.
- A movie that no one wants to end.

# The “America 2.0” Synopsis



ARIELLE



BRIT



ANTON

“America 2.0” is the first chapter of the Arielle Denovo “Pentology” that is designed to launch a sensational, multidimensional female character into the action/thriller/ clandestine genre with the goal of creating a sustainable film franchise.

- Arielle is a hyper-intelligent and captivating young woman from Crimea. She possesses and almost supernatural ability to see the “big picture” of all things and to master artistry in all realms from the performing/martial arts, to science, to the cyber world and geopolitics.
- Arielle travelled to MIT as a teenager, mastered its scientific curricula and redirected it into sensational new realities. Her work caught the attention of the geopolitical community and Anton Shekov.
- Anton is a hyper wealthy Crimean who made his fortune by triggering the 2008 economic catastrophe. He sold short just before setting of the stock market collapse, went long at the bottom of the market and made over a trillion dollars in the process.
- Anton hired the most brilliant code writers in the world to help him create a global stem that could control all satellites, power systems, the internet, markets and computer systems. His goal is to force humanity into a global reformation.
- The CIA ha contracted with Anton to use parts of his system for their purposes but he goes rogue. The CIA enlists Arielle to co-opt his system so that they can control it.
- Anton has invested a fortune in his system but it has complex defects that he cannot resolve. He kidnaps Arielle and tries to force her debug and enhance his systems.
- Arielle plays Anton’s game long enough to fully understand his system and create back door portals that she can manipulate. She discovers that the CIA director has dark and illegal motives in wanting to control Anton’s system and she sees the danger of the system in the wrong hands so she escapes from Anton’s and the CIA’s control.
- Anton has become obsessed with Arielle’s otherworldly talents. He freaks out when she escapes and sends his men to find her in the USA. His men kill Arielle’s mother and Arielle is befriended by Brit who is a CIA operative posing as a police detective.

# The “America 2.0 Synopsis (Cont’d)



- Brit recently witnessed the murder of her father who was the CIA station chief in Kiev. Arielle informs Brit that the CIA director had her father murdered to cover up his illegal activities with Anton.
- The CIA and Anton’s men chase Brit and Arielle across the globe with a series of heart pounding sequences in the Washington D.C, the Caribbean, Israel and Tibet. The are assisted by Greg who is also a CIA agent and Brit’s fiancé.
- The CIA director targets Anton. Anton kills him in his Langley office with a satellite laser that causes global alarm. Anton blames Arielle for the murder in the press so all the clandestine services are chasing her to control her mind and systems.
- Anton takes refuge in his refuge in the mountains of Tibet where he is protected by a rogue Chinese General Chang who has global dominance ambitions.
- Arielle, Brit and Greg take refuge in Israel where Chang sends agents to set off a bomb in a café in an attempt to kill Arielle. Chang blames the explosion on Anton to incite the IDF to send its new Mach 5 FXX stealth jet fighter to kill Anton in Tibet. Chang wants to steal the FXX technology and dominate the global skies in tandem with Anton’s system.
- Brit is killed in the blast and Arielle is severely wounded. Arielle recovers but she is devastated by Brit’s death. Eventually she realizes that she must go to Anton’s refuge in Tibet to secure a copy of the source code for Anton’s system and destroy the primary source code. If she fails, Chang will achieve his global dominance ambitions. If she succeeds she will control the code and the destiny of the world for good purposes.
- In a harrowing adventure, Arielle employs the FXX to succeed in her mission to Tibet and returns with the source code to her refuge in Israel where she perfects the code.
- All of the clandestine services of the world now want to control her. She decides to employ the perfected system to confront the American President with a fate accomplish to pursue an American reformation that will unleash a new age of global reconciliation and prosperity or become the victim of a global networks shut down by her system.
- The President is transformed by Arielle’s persona and her brilliant vision of the future. The ending reveals that this reformation end game was Arielle’s divine mission all along.

# “The Arielle DeNovo Pentology”



“Arielle DeNovo” has been conceived as a character that will drive a major film franchise that can endure much as “James Bond” has done. The “Arielle DeNovo” character is well suited to long term franchise endurance. The first four sequels to “America 2.0 have already been written.

## “Treachery”

The “America 2.0” reformation agenda triggers a violent backlash from the global military industrial complex and elites who benefit from the status quo.

Arielle discovers that she was separated from her twin sister, Talia, at birth and they are on the run from the full might of the CIA and USA military.



## “Mastermind”

Abu Saïda is the mastermind of international terror who murders Talia and everyone Arielle cares about in an attempt to seize her global control systems. His plan is to trigger a nuclear confrontation between Russia and America that would leave him free to control the remainder of humanity in the name of radical Islam.

## “Resurrection”

Konstantin is a hyper wealthy Russian oligarch and Abu Saïda’s brother. He destroys the Russian leadership and seizes control of parts of it’s nuclear arsenal to control the world. The situation is so serious that the “Other Dimension” permits the resurrection of Talia with certain supernatural abilities that are key to defeating him. In the end, Arielle must destroy over 30 nuclear missiles after they are launched.

## “Cataclysm”

Konstantin’s partner in the Russian military, General Markov, launches a nuclear first strike on the western world and Asia that plunges humanity into a nuclear humanity. Talia must return to her supernatural origins on an impossible mission to turn back time. Arielle leads a real world response that is vita; to trigger the time reset.





# The Market Opportunity



## KEY TARGET MARKETS

### Men - Attractions

- The story/The big issues
- Arielle's attributes
- Arielle's intellect
- Educational for their kids
- Positive role models for kids

### Women - Attractions

- The story/The big issues
- Arielle's strong persona
- Arielle's feminine attributes
- A woman dominating her world
- The emotional progression
- Educational for their kids
- Positive role models for kids

### Adolescents - Action/Thriller

### Family movie - Adolescent level

### Seniors - The story/The big issues

### Global - Action/The big issues

Almost everyone likes movies but is also familiar with the recurring disappointment of searching the movie listings in vain for even one film that inspires them to go to the theater. As a result, 90% of possible movie goers in the USA saw about 2 movies on average in theaters in 2013.

The global market for movies is over \$50 billion annually and the only major constraint on increasing that number is the supply of high quality films that engage the human heart, mind and spirit in profound and poignant ways.

RSL was devised to create exciting, high concept and relevant films that will inspire these great "disaffected" audiences to attend movies more often. The "Arielle Denovo" franchise & "America 2.0" are designed to achieve this goal.

The potential global audience for "America 2.0" could be exceptional if it succeeds in connecting audiences that will be captivated by the terrifying plausibility of the scenarios and the power of the Arielle's persona.

Arielle will be marketed as a captivating female protagonist in the "Jason Bourne" and "James Bond" genre. This may be the most consistently profitable genre in cinema with a long history of successful franchises and average global box office and DVD revenues above \$400 million.

Arielle's is designed to project a compelling contrast to her male predecessors through her artistry, her many attributes and her ability to use her sensational mind to engage real world problems rather than "Hollywood" contrivances.

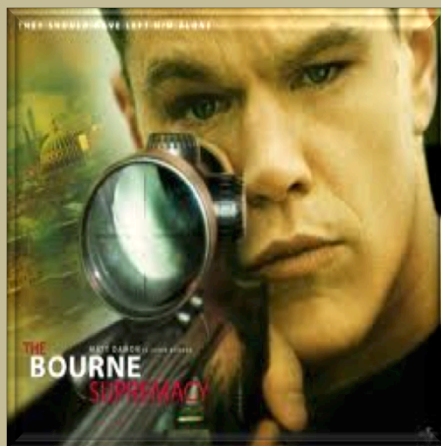
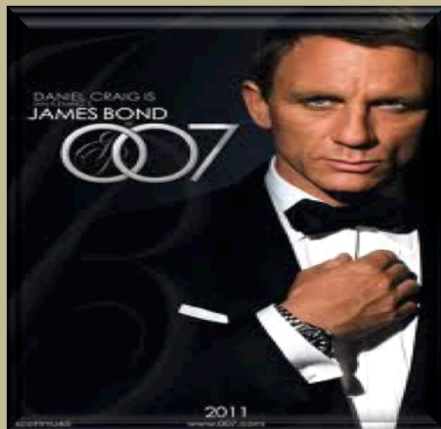
The story and her character are carefully designed to appeal to men, women and their older children with an attraction that transcends cultural differences to reach broad global demographics and inspire large theater attendance.

This thought provoking film is structured to achieve profound emotional and intellectual engagement of the audience without resorting to costly CGI and endless action sequences that do little to enhance the story progression. It deals with subject matter that could not be more compelling or relevant.

Please consider "America 2.0" in comparison to the current movie listings to get a feel for its huge box office potential.

# Investment Comparables

Below is a summary of major films in the America 2.0 genres since 2006:



| Movie<br>\$ Millions | Global Box<br>Office & DVD | Production<br>Budget | Prints &<br>Advert. | Theater<br>Take  | Est.<br>Gross  | Distrib<br>Fees | Est. To<br>Equity |
|----------------------|----------------------------|----------------------|---------------------|------------------|----------------|-----------------|-------------------|
| Casino Royale        | \$679                      | (\$102)              | (\$40)              | (\$340)          | \$197          | (\$51)          | \$146             |
| Mission Impossible   | \$448                      | (\$150)              | (\$60)              | (\$224)          | \$14           | (\$34)          | (\$20)            |
| Bourne Ultimatum     | \$567                      | (\$130)              | (\$50)              | (\$284)          | \$103          | (\$43)          | \$60              |
| The Kingdom          | \$121                      | (\$73)               | (\$30)              | (\$60)           | (\$42)         | (\$9)           | (\$51)            |
| Quantum Solace       | \$646                      | (\$230)              | (\$75)              | (\$323)          | \$18           | (\$48)          | (\$30)            |
| Knight & Day         | \$294                      | (\$117)              | (\$60)              | (\$147)          | (\$30)         | (\$22)          | (\$52)            |
| Salt                 | \$345                      | (\$130)              | (\$70)              | (\$172)          | (\$27)         | (\$26)          | (\$53)            |
| Green Zone           | \$116                      | (\$100)              | (\$50)              | (\$58)           | (\$92)         | (\$9)           | (\$101)           |
| The Tourist          | \$301                      | (\$100)              | (\$50)              | (\$150)          | \$1            | (\$23)          | (\$22)            |
| Ides of March        | \$88                       | (\$23)               | (\$20)              | (\$44)           | \$1            | (\$7)           | (\$6)             |
| Ghost Protocol       | \$740                      | (\$145)              | (\$70)              | (\$370)          | \$155          | (\$56)          | \$100             |
| Safe House           | \$245                      | (\$85)               | (\$40)              | (\$122)          | (\$2)          | (\$18)          | (\$20)            |
| Act Of Valor         | \$123                      | (\$12)               | (\$10)              | (\$61)           | \$40           | (\$9)           | \$31              |
| Hunger Games         | \$888                      | (\$80)               | (\$40)              | (\$444)          | \$324          | (\$67)          | \$257             |
| Skyfall              | \$1,205                    | (\$200)              | (\$75)              | (\$602)          | \$328          | (\$90)          | \$238             |
| Bourne Legacy        | \$332                      | (\$125)              | (\$60)              | (\$166)          | (\$19)         | (\$25)          | (\$44)            |
| Zero Dark 30         | \$165                      | (\$53)               | (\$30)              | (\$82)           | \$0            | (\$12)          | (\$12)            |
| Catching Fire        | \$1,061                    | (\$130)              | (\$50)              | (\$530)          | \$351          | (\$80)          | \$272             |
| Jack Ryan            | \$132                      | (\$60)               | (\$35)              | (\$66)           | (\$29)         | (\$10)          | (\$39)            |
| 3 Days To Kill       | \$32                       | (\$28)               | (\$25)              | (\$16)           | (\$37)         | (\$2)           | (\$39)            |
| Spectre              | \$916                      | (\$300)              | (\$80)              | (\$458)          | \$78           | (\$33)          | \$45              |
| Jason Bourne         | \$448                      | (\$120)              | (\$45)              | (\$224)          | \$59           | (\$24)          | \$35              |
| Rogue Nation         | \$728                      | (\$150)              | (\$75)              | (\$369)          | \$134          | (\$55)          | \$79              |
| White House Down     | \$233                      | (\$150)              | (\$32)              | (\$116)          | (\$65)         | (\$10)          | (\$75)            |
| Kingsman             | \$435                      | (\$94)               | (\$33)              | (\$217)          | (\$91)         | (\$37)          | \$54              |
| Man From UNCLE       | \$124                      | (\$75)               | (\$30)              | (\$62)           | (\$43)         | (\$10)          | (\$53)            |
| Olympus Fallen       | \$189                      | (\$70)               | (\$31)              | (\$95)           | (\$7)          | (\$10)          | (\$17)            |
| London Fallen        | \$211                      | (\$60)               | (\$35)              | (\$105)          | \$11           | (\$10)          | \$1               |
| Jack Reacher         | \$244                      | (\$60)               | (\$34)              | (\$122)          | \$28           | (\$12)          | \$16              |
| Jack Reacher 2       | \$173                      | (\$60)               | (\$34)              | (\$86)           | (\$7)          | (\$10)          |                   |
| Wonder Woman         | \$900                      | (\$150)              | (\$45)              | (\$450)          | \$255          | (\$105)         | \$150             |
| <b>Totals</b>        | <b>\$ 13,129</b>           | <b>(\$3,362)</b>     | <b>(\$1,414)</b>    | <b>(\$6,565)</b> | <b>\$1,606</b> | <b>(\$957)</b>  | <b>\$833</b>      |
| Averages             | \$410                      | (\$105)              | (\$44)              | (\$205)          | \$50           | (\$30)          | \$26              |
| Am.2.0 Base Case     | \$192                      | (\$32)               | (\$24)              | (\$96)           | \$40           | (\$10)          | \$30              |
| As % Genre Avg.      | 47%                        | (29%)                | (55%)               |                  | 84%            |                 |                   |

# Investment Attributes

- Modest budget - \$32 million
- Above \$1 billion revenue potential
- Extraordinary ROE potential
- 2 year recovery goal
- Short time frame to theaters
- Fills a major film market void
- Strong DVD/streaming profile
- Sustainable franchise profile
- 4 sequels already written
- Moderate/Managed risk profile

# The Investment Opportunity

“America 2.0” can be produced for \$32 million and globally distributed for \$24 million of P&A costs. The \$17 million equity request below is needed to insure the certainty of production and distribution and control of budgets, movie content and marketing.

The key to investment success in any film is keeping production budgets low while keeping production values high and insuring broad global distribution with strong financial control of the process. To achieve high ROEs, the story content must be designed to minimize costs and inspire large global audiences.

All RSI films are carefully designed to achieve these goals.

Please consider these possible ROE scenarios for “America 2.0”:

| <u>Film Name</u>                                | <u>Est. Revenue</u> | <u>Est. ROE</u> |
|---|---------------------|-----------------|
| 1. Estimated break even revenue                 | \$137 million       | 0%              |
| 2. RSL Base Case revenue - 47% of genre average | \$192 million       | 260%            |
| 3. Action/Thriller genre average of 32 films    | \$410 million       | 790%            |

ROE assumes \$17 million of the \$32 million production budget is equity. The genre average includes box office and DVD revenues only. Subsidies, presales, brand revenues, talent discounts, non-theatrical distribution and rights sales are all sources of revenue that reduce break even revenue and increase ROEs.

## FILM INVESTMENT REALITIES

The above scenarios show the high risk and return profile of film investment. Any revenues less than the \$137 million will result in losses for equity holders because all P&A costs must be deducted before equity receives income.

Any film investment involves high risk. RSI cannot guaranty any income or return of investment from “America 2.0”. No funds should be invested that cannot be lost in their entirety without investor hardship.

# Cinematic Attributes

- High concept & epic scope
- Exciting Action/Thriller genre
- Strong conceptual premise
- Powerful thematic elements
- Broad demographic appeal
- Diverse cross cultural appeal
- Disaffected audience appeal
- Low production complexity
- Profound sociopolitical value
- Poignant emotional resonance
- Engaging characters
- Inspirational musical score
- Awe inspiring artistry
- Life relevant subject matter
- Romantic subtexts
- Arielle Denovo profile
- Broad resonance diversity

# Market Acceptance

Strong market acceptance by broad spectrum global audiences is the major factor in the financial success of any film project. RSL will manage this risk on America 2.0 as follows:

- **A low production budget in a very high revenue average & ceiling genre**  
America 2.0 is a very high concept, epic scope story with a \$32 million budget in a genre that averaged \$410 million in global box office/DVD revenues since 2006. The genre revenue ceiling is above \$1.2 billion.
- **Proprietary content evaluation metrics**  
RSL has developed and employed advanced movie content evaluation metrics that skillfully avoid the 85%+ of movie concepts and profiles that lose money for production equity investors. 98% of movies that reach theaters would not meet the high “green light” standards of RSL.
- **Proprietary screenwriting methodologies**  
RSL has created and employed advanced screenwriting methodologies that skillfully match a diversity of compelling resonance elements with the viewing preferences of broad spectrum, global demographics. Every scene in “America 2.0” has been evaluated and rated across a spectrum of 25 key resonance elements in the context of global demographic preferences to insure broad market acceptance.
- **Target the huge underserved global markets**  
Everyone is familiar with the recurring frustration of wanting to view a movie, searching the listings and finding nothing that inspires them to go to the theater or view a film by other means. This strange reality exists because the movie industry systematically creates films that target less than 20% of the global audience while largely ignoring the viewing preferences of the other 80%. By contrast, “America 2.0” targets the viewing preferences of up to 70% of global demographics.

# Risks & Offsets

## Market Acceptance Risk

- Strong conceptual premise
- Broad global market profile
- Market study to be completed
- See “Attributes” on prior page

## Distribution Risk

- Self-funding of P&A
- Powerful marketing profile
- See “Attributes”

## RSI/Execution Risk

- See “The Execution Plan”

## Completion Risk

- Will be bonded
- Sound production oversight
- Low production complexity

## Budget Overrun Risk

- Strict budgetary oversight
- Investor fiduciary focus of RSI

RSL’s CEO has over 20 years of risk assessment and management experience as well as a strong commitment to RSL’s fiduciary responsibilities to investors.

Every major risk has been identified and aggressively managed.

# The Budgets

“America 2.0” represents a unique investment scenario because it can be produced on a budget of less than \$32 million and has the potential to reach very large revenue levels if it makes a connection with the global audience.

| <u>Description</u>                | <u>Amount</u>        | <u>Source of Funds</u>                |
|-----------------------------------|----------------------|---------------------------------------|
| 1. Pre-Production Budget          | \$ 1 million         | Equity investors                      |
| 2. Production Budget              | \$ 24 million        | Debt & equity investors               |
| 3. Post Production Budget         | \$ 4 million         | Presales, debt & subsidies            |
| 4. <u>Domestic P&amp;A Budget</u> | <u>\$ 24 million</u> | <u>Distribution studio(s)</u>         |
| Total 2.0 Budget                  | \$ 53 million        |                                       |
| 5. <u>RSL Overhead Costs</u>      | <u>\$ 3 million</u>  | <u>Presales, debt &amp; subsidies</u> |
| Total Budget                      | \$ 56 million        |                                       |

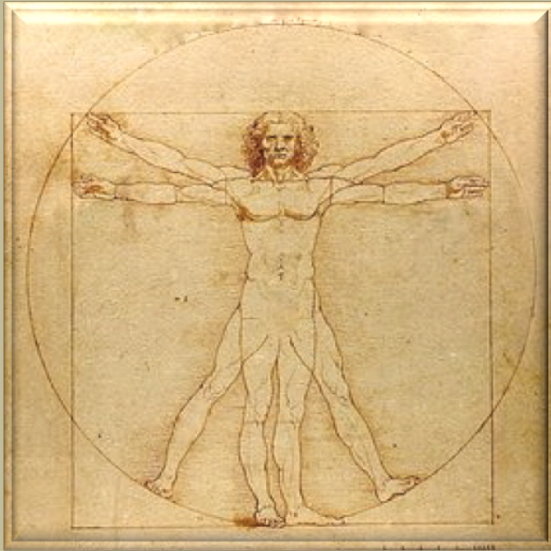
## Capital Requirements

|                                       |                     |   |
|---------------------------------------|---------------------|---|
| <u>Primary equity</u>                 | <u>\$17 million</u> | <u>To fund &amp; permit P&amp;A control</u> |
| <u>Presales, debt &amp; subsidies</u> | <u>\$15 million</u> | <u>Conservative estimate</u>                |
| Total Capital requirement             | \$32 million        |   |

How will RSL films compete in the action/thriller/claustrophobic genres that have averaged \$105 million budgets since 2006?

- Most films in these genres offer one dimensional characters immersed in shallow plot contrivances. They succeed or fail based on gratuitous and very high cost action, violence and computer generated effect sequences that generally appeal to less than 20% of the global movie audience.
- By contrast, “America 2.0” features a sensational, multidimensional female protagonist who is immersed in a very exciting, triumph of the human spirit story that projects a diversity of compelling resonance elements. These elements engage audiences in the thought provoking, visceral, action, adventure, sensual, drama, thriller, emotional, audio, visual, life relevant and artistry dimensions that are much less costly to produce and appeal to a much wider spectrum of movie goers.
- Much lower costs and much broader market acceptance are the keys.

# Renaissance Studio, Ltd.



Renaissance Studio, Ltd.

“The Future Of Filmmaking &  
Investment.”

## CONTACT INFORMATION

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972-239-2497

[Don@RenaissanceStudio.org](mailto:Don@RenaissanceStudio.org)

[www.RenaissanceStudio.org](http://www.RenaissanceStudio.org)

Please see the RSL Overview video at: <https://www.youtube.com/watch?v=AcNDxOw3BBg>

Renaissance Studio, Ltd. (“RSL”) is an audience and investor focused company that was created to exploit the many flaws in the film industry status quo. RSL is designed as an investor fiduciary medium for sourcing, developing, producing and distributing superior films that are carefully structured to appeal to large global audiences and deliver superior ROIs to insightful investors.

RSL is grounded in a comprehensive and exploitive, 170 page business plan to create a going concern studio that can compete with the major studios and produce a compelling IPO profile in year 5 that will deliver exceptional ROIs.

By design, RSL leadership is not comprised of industry “experts” with lengthy track records of losing money for investors. It consists of a CEO with 1) multi-decade experience in the capital markets that includes risk and business evaluations of countless firms in multiple industries through numerous economic and industry cycles and 2) over 25 years of screenwriting experience.

RSL has completed exhaustive financial research on the movie industry that includes financial evaluations of major producers, studios, directors and movies that achieved box office revenue above \$50 million since 2006. That data reveals that over 85% of producers, directors and major talent have lost money for equity investors in their careers to date. This reality severely discounts their value as guarantors of financial success in filmmaking and investment.

RSL writes and develops all of its own projects to match its filmmaking vision and capital markets strategy. RSL is not raising money to just produce movies. It is seeking primary capital to create maximum leverage to contract the optimum teams to execute the RSL business plan and movie projects.

RSL employs proprietary story origination and risk management methodologies that mitigate downside risks while preserving high revenue ceilings. Please invest the time to visit the link below for much more data on RSL:

[www.renaissancestudio.org](http://www.renaissancestudio.org)

# Content Metrics & Methodologies

**“Movie Content Is over 85% Of The Financial Success Equation”**

## Key Resonance Elements

- Emotional
- Visceral
- Intellectual
- Educational
- Life relevance/affirming
- Enlightenment
- Positive affirmations
- Sensual/Sexual
- Intimate/Poignant
- Conflict/Jeopardy
- Artistry/Athletic
- Action/Adventure/Thriller
- Spiritual
- Romance
- Humor
- Audio/Visual
- Clandestine/Geopolitical
- New & high concepts
- New talent
- Awe inspiring content

**America 2.0 features all of the above elements that target a broad diversity of demographics.**

The ability to create superior movie content that resonates with broad demographics and large international audiences is the most vital element in successful filmmaking and investment. Please consider the following comments:

- RSL has invested a vast amount of time and resources on the R&D of proprietary methodologies for the writing and development of high concept movies that will resonate with broad global audiences.
  - This process is not rocket science. It is a common sense analysis that most rational adults understand at an intuitive level as they consider any movie listing. RSL has researched developed and codified the process into proprietary methodologies. As one summary example, below is a link to a coverage summary on America 2.0 in comparison to “Spectre” & “Jason Bourne” that demonstrates how “America 2.0” will compete successfully:  
<http://nebula.wsimg.com/76dbc41c8520325af33c1d311eee63b3?AccessKeyId=9E533268DA51246EF35E&disposition=0&alloworigin=1>
1. An extensive evaluation of past films reveals that at least 8 out of 10 movies should never have been produced. Elimination of these projects dramatically reduces market acceptance risks.
  2. The RSL projects have not been written by random screenwriters within flawed “Hollywood” story writing and development processes that ignore global movie audience preferences and capital markets opportunities.
  3. All RSL films can be produced on cost effective \$32 million budgets and all content is integrated with a compelling filmmaking and capital markets plan.
  4. RSL produces triumph of the human spirit stories that project a positive alternative narrative to the gratuitous violence, action, sexuality, horror depravity and shallow story contrivances that dominate modern cinema.

**The most valuable skill in film is the ability to conceive and craft a great stories and characters that will resonate with broad spectrum demographics. This is the core of the RSL value proposition to global audiences and capital partners.**

# The RSL Filmmaking Vision



Almost everyone is familiar with the recurring frustration of wanting to go to a movie and finding nothing in the movie listings that inspires their interest. RSL will exploit this reality by making compelling films on modest budgets that excite the huge “disaffected” global audiences who love movies but seldom find any that inspire them in profound and poignant ways. This strategy is made possible by RSL’s proprietary story writing and development methodologies.

RSL’s strategy is to produce content and character driven stories with powerful resonance elements that engage audiences on intellectual, emotional and visceral levels and transcend cultural differences to create global market appeal. RSL is designed to fill the void between superficial and large budget studio films that are long on visual effects and short on emotional and visceral resonance and smaller “Indie” films with very narrow market appeal.

RSL will create films that inspire the human heart, mind, spirit and emotions in profound ways. Break through stories that are awe inspiring and rock the world with their innovative stories, themes, emotional progressions, artistry and relevance. Triumph of the human spirit stories that offer life relevant content along with inspiration and positive role models for young viewers.

These stories are not just a theory. RSL owns the full rights to eleven major screenplays that meet these criteria. “America 2.0” is one of many.

## Social Conscience

Almost all humans share a common desire to live in peace, liberty and prosperity but the world is immersed in economic stagnation, political strife and social decay. RSL asserts that movies are a powerful medium to effect positive social and political change and that engaging the most important issues of the modern age in entertaining ways is a path to consistent financial success in filmmaking. RSL films will resonate with people of all cultures who value positive insights in a difficult world. All RSL films will be triumph of the human spirit stories that inspire and illuminate as they entertain.



## Film Time Line

### Months 1 - 2

- Market acceptance study
- Finalize director/Key cast
- Pre-production – Script final
- Story boards final
- Marketing of film
- Casting & crew
- Location scouting
- Lock production schedule
- Equipment props costumes
- Begin set construction

### Month 2

- Locations secured
- Casting and crew completed
- Rehearsals

### Month 3

- Establish editorial
- Begin principal photography
- Complete key sets

### Months 4 - 6

- Editorial & photography
- Marketing/Press kit done
- Editorial - First cut complete

### Months 7 - 8

- Finalize sound, music, score
- Final cut to distribution

## Execution Profile

RSL is not comprised of film industry “experts” with lengthy film making resumes or expertise. RSL is led by a CEO with successful, multi-decade experience in the capital markets and extensive screenwriting experience. His profile includes risk and business evaluations of countless firms in multiple industries through numerous economic and industry cycles. RSL understands the film industry very well after years of exhaustive analysis.

There are many quality producers who could film “America 2.0” with strong production values. Most have the following drawbacks:

1. They do not have strong track records of sourcing, developing and producing films that large global audiences want to see.
2. Their films almost never deliver superior ROIs to equity investors.
3. They exploit investors rather than reward them for the risk they take.
4. They engage in unsound risk and business management practices.

Most movie investors believe that it is important to invest in a “name” movie producer. This belief persists despite the reality that almost all “name” film producers consistently lose money for investors.

RSL does not currently have a production and distribution team in place for “America 2.0”. This reality is a function of the following factors:

1. Industry professionals respond to only one thing: Money in place.
2. RSL does not have the money in place to secure commitments.
3. Partnering with existing producers or professionals in advance is counterproductive to achieving RSL’s ROI goals.
4. Deferring attachments until pre-production funding will allow RSL to assemble the OPTIMUM execution team and casting to successfully execute the cinematic and financial vision.

RSL has many options for high quality directors and line producers once the project funds are committed. RSL will invest no production funds until a full package and top execution team is approved by investors.

# Financial & Process Controls



RSL's innovative approach is designed to fully reward investors for the risks they take. Execution risk will likely be a significant concern of investors. RSL offers the following scenario to mitigate this risk:

- Potential investors review the full RSL business plan and complete their due diligence on “America 2.0”.
- If investors embrace the RSL vision for “America 2.0”, investors would fund the \$1 million pre-production budget and offer RSL a proof of funds for the balance that talent agencies would respect. The balance could be an escrow deposit, a contractual commitment or negotiable letter of credit.
- In pre-production, the RSL team would complete the business, production, marketing, casting and distribution plans and budgets for “America 2.0”.
- RSL secures a positive market analysis for “America 2.0” and then assembles an ideal production and distribution team for investor approval.
- If the investors approve the execution team, plan and budget for “America 2.0”, \$11.5 million of the production funds would be advanced into an escrow account with an escrow agent designated by the investor(s).
- RSL would prepare escrow draw requests that would be tied to specific performance requirements in the budget for review and approval by the escrow agent as “America 2.0” moves forward.
- RSL will conduct screenings of the final cut of “America 2.0” to validate its audience acceptance factors prior to requesting the funding of the remaining \$10 million of the budget to finance P&A expenses.

This structured approach is far superior to relying on existing “Hollywood” producers that are committed to the flawed Hollywood story development and business practices that do not produce superior ROEs for investors.

It also insures that RSL's alternative vision is implemented and investor interests remain the top priority.

# Project Execution Talent



Upon receipt of the funding commitment from the investors, RSL will negotiate with top producers, directors, casting agents and line producers to assemble a high quality and cost effective execution team for “America 2.0” for investor approval. This approach is superior because it provides RSL with the leverage to contract the optimal leadership team on the best terms for the project rather than settling for the only available teams prior to a funding commitment.

The \$1 million seed funds will be advanced by the investors so the approved team can finalize the script, the project and distribution plans, the cast, market acceptance validations and the full production execution team for approval by the project investors. Upon approval, the investors will advance additional funds so the project can move into preproduction.

RSL will strive not to contract with producers, directors and major “A List” talent who are unwilling to defer a substantial portion of their compensation to the “back end” of the project. Unlike most major studios, RSL will offer full financial transparency to create confidence that the “back end” will be fair. This and the modest RSL film budgets with strong global resonance profiles should induce talent to defer compensation. This approach has the following advantages.

- It converts talent into substantial investors and ties their income to earnings.
- It motivates talent to perform and promote the movie at their highest level.
- It reduces investor capital at risk and downside project risks.

All RSL producers, directors and line producers must embrace the RSL filmmaking and project visions that are focused of delivering cost effective films that will resonate with very large international audiences. They must also be capable of focusing on the vital importance of conveying intellectual, emotional, visceral, sensual, intimate, poignant, romantic, artistic, audio and visual resonance elements that place a priority on audience engagement.

RSL will not permit reliance on gratuitous action, CGI, violence, sexuality, horror or depravity over high quality dramatic and character progressions.

# “America 2.0” Casting



## Alicia Vikander

- + Brilliant actress with range
- + Exudes intellect/sensuality
- + Well established
- + Trained ballerina
- + Oscar winner – The Danish Girl



## Emilia Clarke

- + The camera loves her
- + Can project high intellect
- + Infectious personality
- + Game of Thrones audience
- + 13 million Instagram audience

Cost effective casting is vital to creating a superior cinematic experience for audiences and to maximizing ROIs to “America 2.0” investors. The best stories with a multitude of powerful resonance elements are only as good as the abilities of directors and actors to grasp the concepts and translate them into performances that engage and inspire large global audiences on many levels.

Attracting cost effective talent that can deliver superior production values is a challenge for all producers. Directors and actors deliver their best performance when they are provided with superior content that inspires them to perform at their highest level. “America 2.0” offers a multitude of resonance elements that are designed to resonate with large global audiences. Those same elements represent opportunities that challenge and inspire directors and actors as well. Talent is much more likely to take “back end” compensation if they really believe in the movie concept and their role within it.

## The “America 2.0” Producer & Director

There are a many high quality producers who could lead “America 2.0”. There is a smaller group of directors who could fully grasp and execute the “America 2.0” vision. **Kathryn Bigelow** (Oscar for “Hurt Locker” & Director of “Zero Dark 30”) would be a top choice as producer/director. RSL is confident that the right producer and director will be available with the capital commitment in place. **No production funds will be spent until a strong producer & director are in place.**

## Arielle Denovo

The nature of the story and characters in “America 2.0” will provide a large pool of actor options. The one exception is the lead character Arielle. Arielle is a very complex and demanding character. She must project a strong intellect, a broad and believable emotional range, a commanding and captivating screen presence, athletic abilities, gracefulness and a natural sensuality.

The list of major actresses who match this description in the 18 – 30 age range is small. Great care will be taken in choosing the right actress to lead this major franchise. The actresses to the left of this page are possibilities under consideration as reference points only.

# Risk Management

## RSL Commitments

RSL is laser focused on creating exceptional movies that will deliver superior ROIs to global audiences and RSL investors. To achieve this goal, RSL will employ the most advanced creative, marketing and risk management methodologies and controls to limit downside risks, optimize cost effectiveness and maximize upside rates of return on investment.

RSL will offer independent accounting oversight and full financial transparency to all its investors.

Good faith is a cornerstone of the RSL business philosophy.

All RSL films will endeavor to project a positive alternative narrative and offer an entertaining refuge in a very difficult world.

The advanced management of downside risks is a vital component of the RSL value proposition to investors. The goal is to substantially limit the risks of capital loss while positioning the films to realize extraordinary upside ROIs. The goal is to create a compelling risk adjusted return profile that compare favorably to almost any investment alternative.

- Prior to commencement of production, RSL will generate foreign presales in certain smaller territories e.g., Eastern Europe, South America–Brazil, Australia, New Zealand etc., to 1) generate deposits, facilitate presales advances and 2) facilitate bankable sales estimates/advances for the remaining foreign territories and 3) validate market acceptance.
- RSL will package the film projects to fully exploit all available government rebates, subsidies and brand integration revenues (“Soft Money”).
- Soft Money revenues go can go straight to investment recoupment up to 50% (or more depending upon the amount of brand integration opportunities written into the screenplay), of the total production budget amount and when combined with foreign pre-sales and sales estimate advances (as above), can provide a combination of project underwriting and production cash flow or recoupment of up to 100% of the production budget with major territories such as the North American distribution market still not exploited.
- RSL’s ability to induce them to take “back end” equity participations in lieu of a significant portion of their traditional “front end” compensation. This approach converts talent into investors, motivates them to perform at their highest level and reduces downside risks for RSL equity investors. It also provides RSL with a competitive advantage versus other producers in securing the optimum talent on a cost effective basis.
- RSL’s modest budgets and superior content origination methodologies that are focused on powerful resonance elements that will attract large global audiences are the best hedge against downside risks.

# Capital At Risk Summary



The \$32 million capital request for “America 2.0” is vital to establish the credibility to attract the best talent to execute the project business plan on the best possible terms and conditions. However, RSL will pursue many other sources of capital to minimize the actual capital at risk for “America 2.0” investors. Please consider the following summary that demonstrates one plausible scenario that may unfold for “America 2.0”.

| Description (\$Millions)    | Amount  |
|-----------------------------|---------|
| Primary capital required    | \$ 32   |
| - Government subsidies      | (\$ 6)  |
| - Talent deferrals          | (\$ 3)  |
| - Foreign presales          | (\$ 10) |
| - Brand integration         | (\$ 5)  |
| Net Equity At Risk Estimate | \$ 8    |

The fact that “America 2.0” falls within a genre with \$410 million of average revenue from box office and DVD alone is reason for optimism that the foreign presale estimate above is reasonable and could be much higher.

The presence of the primary equity provides RSL with vital credibility to secure these other sources of offsetting capital. It also enables RSL to fund its own print and advertising expenses. This is very important for the following reasons:

- RSL has immediate credibility and preferences with agencies & distributors
- RSL can negotiate lower fees and superior terms with talent & distributors
- Talent is more willing to consider “back end” compensation
- Brands take the project more seriously and offer better terms
- RSL can retain creative and advertising control
- RSL can optimize the release and cost effectiveness of advertising

# Return On Investment Summary

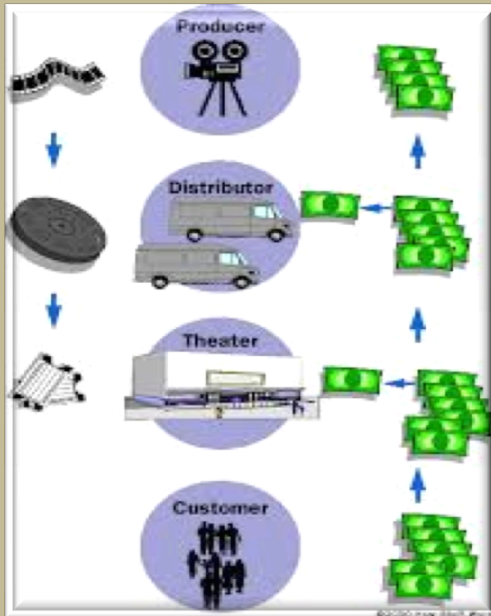


The following table summarizes estimates of the “America 2.0” return on investment profile. Audience acceptance levels and actual revenues are unknowable so this data is not a prediction of actual outcomes. It represents a reasonable spectrum of goals and possible outcomes:

| Description (\$Millions)                              | Base Case      | Base Case 2    | Genre Average  |
|---|----------------|----------------|----------------|
| Box office revenue (gross)                            | \$140          | \$200          | \$300          |
| + DVD revenue (gross)                                 | \$ 21          | \$ 31          | \$ 44          |
| + Ancillary revenue (net)                             | \$ 20          | \$ 29          | \$ 55          |
| + Government rebates                                  | \$ 6           | \$ 6           | \$ 6           |
| + Brand integration                                   | \$ 5           | \$ 5           | \$ 5           |
| <b>Total Revenue Estimate</b>                         | <b>\$192</b>   | <b>\$271</b>   | <b>\$410</b>   |
| - Theater takes                                       | (\$80)         | (\$116)        | (\$172)        |
| - Distributor fees                                    | (\$11)         | (\$ 15)        | (\$ 23)        |
| - Production budget                                   | (\$30)         | (\$ 30)        | (\$ 30)        |
| - P&A budget  | (\$24)         | (\$34)         | (\$47)         |
| - RSL Overhead  | (\$ 3)         | (\$ 3)         | (\$ 3)         |
| <b>Total Cost Estimates</b>                           | <b>(\$148)</b> | <b>(\$198)</b> | <b>(\$275)</b> |
| <b>Total ROI Estimate</b>                             | <b>\$ 44</b>   | <b>\$73</b>    | <b>\$135</b>   |
| ROI multiple on \$17 million Primary Equity           | 2.6x           | 4.3x           | 7.9x           |
| ROI multiple on \$ 8 million possible capital at risk | 5.5x           | 9.1x           | 16.9x          |

RSL’s mission is to deliver extraordinary ROEs to global audiences and RSL investors. RSL will employ sources of cost effective debt capital wherever it is possible to reduce primary capital at risk and thereby increase ROEs for “America 2.0” investors.

# Distribution Strategy



Any motion picture is of little value if it cannot achieve a theatrical release.

“America 2.0” cannot achieve RSL’s ROE goals without a global release.

Conventional distribution involves an agreement with a studio or independent distributor that is responsible for funding the print and advertising (“P&A”) budgets and distributing the film to theaters. There are several major issues:

1. Most studios and distributors will not consider a film until it is complete unless the producer has a production deal in place with them.
2. Production investors are forced to take the risk that there will be no theatrical distribution and most of their investment will be lost.
3. Distributors often want input on the casting and the story content. This forces films into the flawed industry parameters that seldom inspire global audiences or produce ROEs for production investors.
4. P&A funds advanced by distributors and their up to 15% distribution fees must be recouped before production investors receive proceeds.
5. Distributors do not care if production investors make money. They just want to recover their costs and their fees.
6. The producer may have no control over the P&A budgets, the strategy of advertising or the number of theater locations that will be used.

RSL must avoid these issues by funding its own P&A expenses and managing its own international advertising strategy and budget to insure broad theatrical distribution at minimal cost. This approach requires the investment of more equity but this is well justified by increased distribution certainty and control.

**A \$24 million P&A funding commitment on “America 2.0” will be required from debt or a sponsoring studio/distributor(s) to insure broad global distribution.**

While RSL will explore productive relationships with distributors, it is likely that self-distribution will be the best approach to achieve RSL’s ROE goals.

**Production funds will not be spent on “America 2.0” until P&A funding is assured and a sound distribution plan is approved by the America 2.0 investors.**



# Key RSL Executive



DONALD G. SKIPPER

A life student of history, politics, religion, geopolitics, cultures, human nature, screenwriting, psychology, philosophy, sociology, business, markets, advertising, economics, industries, analytics, advanced metrics and the capital markets.

Very unique experiences with international travel and interpersonal relationships in countless and diverse circumstances.

All of the above is an invaluable resource in creating exceptional story content and matching it to global audience preferences.

Donald G. Skipper - CEO

## Key Skill Sets

- Over 30 years of successful experience in the capital markets/finance/marketing
- Seasoned strategic vision and judgment. Strong leadership and interpersonal skills
- Sees the big picture of complex situations and develops innovative solutions
- Strong imagination that devises “out of the box” solutions to difficult problems
- Extensive financial modeling, preparation and analysis
- Insightful ability to correctly evaluate the intrinsic merits of business profiles and devise innovative ideas that resolve issues and create competitive advantages
- Sound understanding of economics and geopolitics as they relate to business
- Persuasive, professional communicator
- Valuable insights derived from long term exposure to economic, business and capital markets cycles and to business models across multiple industries
- Proven team builder with strong project management skills
- Ability to analyze and convert innovative concepts into compelling business plans
- Access to a large network of capital sources and human resources
- Sound understanding of accounting and treasury management dynamics
- Lengthy operating and project management experience
- The skill to see the big picture of investor objectives and to devise transaction structures and business plans that maximize shareholder value
- Ability to see the core essence of complex situations and to evaluate business opportunities based on their intrinsic merit and commercial potential
- Extensive interaction with executive level decision makers and investors as well as analyzing corporate business plans, capital structures and financial models

## Movie Industry

- Author of 25 motion picture screenplays and one published novel over 20 years.
- Interaction with film industry and it’s professionals over 15 years.
- Developer of sophisticated financial analysis metrics for movies.
- Founder, CEO and author of Renaissance Studio, Ltd. business plan.