

## Executive Summary

### The Investment Opportunity

Renaissance Studio, Ltd. (“RSL”) is an emergent movie studio that was created to exploit the following realities:

- **Movie Market Dysfunction** - The viewing preferences of over 85% of adults are being systematically ignored. This assertion is confirmed by the personal experience of every adult who likes movies.
- **Movie Content Neglect** - Billions of dollars have been invested in digital distribution and movie viewing infrastructure but almost nothing has been invested in advanced movie content creation to feed the systems. Antiquated concept evaluation and screenwriting methodologies produce losses over 85% of the time.
- **Faulty Business Practices** - Movie industry professionals and investors focus almost exclusively on talent attachments rather than the movie concepts, characters, content that are 80% of the financial success equation. This is the main reason that over 85% of movies are box office failures.
- **Irrational Equity Markets** - Netflix’ market cap has risen from **\$3 billion** in 2012 to above **\$175 billion (a 275x P/E multiple)** now for a subscription service that offers few movies that most people want to see.

The RSL goal is to raise \$15 million of primary equity and convert it into \$6+ billion of IPO valuation in 5 years. This goal will be achieved if 1) the RSL films average 50% of the genre average revenues since 2006 and 2) the RSL IPO attracts a **30x P/E** multiple that is only **11%** of the Netflix **275x P/E** ratio.

### The RSL Value Proposition

RSL has invested years in a comprehensive analysis of the movie industry and the development of the means to exploit its dysfunction to deliver a 5 year Alpha above 30,000 to investors. The RSL value proposition includes:

- **Business Model** - A digital age business model for a virtual movie studio that skillfully exploits the vulnerabilities and avoids the pitfalls of the movie industry. **Create** superior movie content to feed the huge digital distribution networks. **Produce** sensational \$35 million movies in genres that average over \$500 million per film. **Target** the 85%+ of adults who are not inspired by the shallow storytelling, one dimensional characters and gratuitous action, violence, depravity, horror, sci-fi and CGI extravaganzas that dominate modern cinema. **Avoid** “A-List” talent premiums that do not produce net revenues.
- **Business Plan** - A comprehensive 180 page business plan to create a going concern movie studio that is designed to 1) compete successfully in the global theatrical and after markets, 2) return the \$15 million of primary equity by month 24 and 3) convert the \$15 million into a \$6+ billion IPO windfall in year 6.
- **Advanced Concept Evaluation** - Utilize RSL’s advanced concept and content evaluation metrics to avoid the typical movie profiles that fail to resonate with audiences and lose money over 85% of the time.
- **Superior Screenwriting Techniques** - Employ RSL’s proprietary screenwriting methodologies that skillfully match a diversity of compelling resonance elements with the viewing preferences of broad spectrum adult demographics to insure strong global market acceptance and profitability on all films.
- **Screenplay Inventory** - RSL has employed its screenwriting methodologies to create an initial inventory of 16 scripts that are designed to launch up to 10 sustainable film franchises in the action/thriller/claustrophobic genres that have averaged about \$500 million in revenues per film since 2006. This inventory represents a consistent and high certainty of success earnings foundation for a compelling IPO profile after year 5.
- **America 2.0** is the launch film for RSL. It is the most consequential and high certainty of success motion picture ever conceived. Its historic concept, sensational protagonist and enormous diversity of compelling resonance elements will attract every adult demographic. This will insure strong earnings that will fund 1) the execution of the RSL business plan and 2) the return of the \$15 million equity investment by month 24.

### Summary

RSL offers a compelling strategy for insightful investors to earn a 5 year Alpha above 30,000. This goal will be achieved by producing sensational triumph of the human spirit stories with fascinating characters who are immersed in the most exciting scenarios of the modern world. These are the movies that almost everyone will want to see, that no one will want to end and that will resonate long after the films are viewed.