

DISH SOAP

AN ORIGIN STORY

BUSINESS PLAN



LOGLINE

A dishwasher mechanic, orphaned by gun violence, must defend a city plagued by an epidemic of robbery, piracy, vandalism, and cyber terrorism after he is recruited to build a smart gun that could save his town from senseless crime.

SYNOPSIS

A dishwasher mechanic, orphaned by gun violence, works in a city district plagued by an epidemic of crimes. After over-the-counter gun legislation passes, intended to de-escalate crime rates, a pariah of art bandits begin to commit outrageous acts of burglary, piracy, vandalism, and cyber terrorism. But when a coworker is brutally victimized, and the city fails to respond, the mechanic decides to build a smart gun that could change how criminals are apprehended, while saving innocent lives. Considered an act of "feral" defense and treason, a maximum penalty crime, the mechanic is forcibly recruited by Space Corps military, where he must decide between expatriation or enlistment in a military branch known for civilian rights infringement and ground-aerial space weather combat. Without a real choice, the decision he makes will impact the safety of forgotten citizens across Highwater Hills, and the future of gun technology.

STORYWORLD

Highwater Hills has the highest crime rate in the U.S., due to over-the-counter gun legislation. When escalating crime rates exceed population growth, the city fears it will soon be annexed into a federal "test zone" territory. But when countering the epidemic of senseless crime becomes a losing battle, the city charter is overtaken by Space Corps military, subjecting citizens to Marshall Law and controlled weapon experiments. With ground-aerial battle staged against the lurking threat of catastrophic space weather, and the population in constant fear of violent crime, Highwater Hills has two simultaneous war fronts that have collapsed the social fabric into a wanton system of bandit victors and tacit law makers.

CASTING POTENTIAL

▶ LEAD AND SUPPORTING TALENT



ANGELINA JOLIE **ALETRA**
aka "SPACE COP"

- Space Corp Commander, Special Ground Force Unit: civil patrol and catastrophic weather defense.



ANSEL ELGORT **GUSTAVO**
aka "THE DISHWASHER"

- Mechanic/Civilian Recruit
A young man with engineering talents who designs a prototype weapon.



BENICIO DEL TORO **CHEF OSCURO**
aka "THE PRIEST"

- Protected Citizen Criminal
Survivor of violence research.



HELEN MIRREN **DR. FROST**
aka "DEEP FREEZE"

- Counter Intelligence Agent
Legislative consultant and social physics engineer.

CHARACTER ARC



The Blue Beetle prequel, **Dish Soap**, is based on an expansion of existing comic book IP, **DC Rebirth**, with an origin story reboot that moves the storyline one generation into the future. The son of Jamie Reyes, Gustavo, a dishwasher mechanic by trade, is orphaned by gun violence, and abandoned as a child at a county junk yard by a stranger who saw his mother perish at the hand of senseless crime.

With the story focused on character and the birth of a next-generation superhero, the prequel allows the audience to meet our future Blue Beetle in the milieu that causes his emergence - **before he gets his powers**. A social narrative at heart, exploring the themes and impact of an epidemic - the phenomena of gun violence, mass shooting and terrorism, escalated by extremist media, random, senseless and public crime - comes to a final hostage situation that inspires new gun technology.

With the local township also facing catastrophic space weather, threat of eminent domain by the Space Corp military base, and meddlesome federal interventionism, the people of Highwater Hills desperately need an ally to protect them from a social fabric that has glamorized violence into a elitist lifestyle, celebrated by medialites and art patrons of the Hillside cosmopolitan enclave.

Soon after the **collusion of social class and violence** becomes evident to Gustavo, and he learns the true origin of his identity - that his father had protected Highwater and that his mother was killed in an act of organized retaliation - **he accepts a fate** offered by Space Corp to design **new space guns**. But unwittingly, giving in also means his spine will become embedded with alien scarab technology.

PRE-VIZ+STORY DEVELOPMENT

▶ THREE VERTICES OF STORY STRUCTURE

1. A branded and recognizable character.
2. A relevant and timely social issue.
3. A rich story world that is new.

SMART GUNS

The Second Amendment and Smart Guns are



STORY

BLUE BEETLE

A DC character with a young, quirky perspective for



SPACE CORPS

Congress passed legislation that creates a space



DIRECTOR'S VISION

*A comic book movie, made on a low budget, with social relevance.

► WHY SO VIOLENT?



Stylized Action Sequences

Stylized violence can be achieved through montage, frame rate and POV camera design.

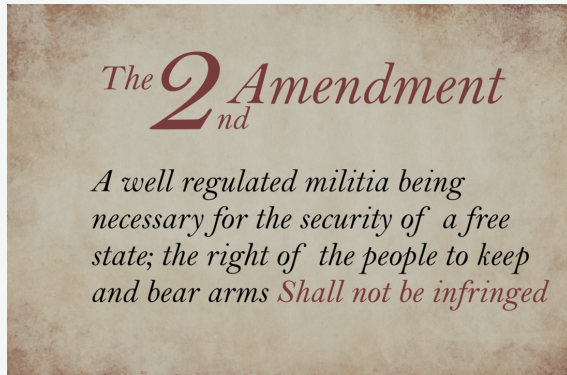
- 3D/360 ZOOM:
- 1) MONTAGE—Hitchcock's *Psycho* shower scene used 78 shots across 45 seconds of screen time, creating an emotional field-of-view that allowed the actual violence to be left in the viewer's imagination.
 - 2) VARIABLE FRAME RATE—Super-SLOMO and one-shot multi-angle frame rate changes add objective visual drama.
 - 3) SPHERICAL/POV CAM—Body cameras and continuous field-of-view shots create hyperreal subjectivity.

- It's a **Crime Time** THRILLER with a SUPERHERO origin.
- Limited locations and **DAY FOR NIGHT** Neo-Noir.
- Dystopian futurist look at **SMART GUN** technology.
- Treats **GUN VIOLENCE**, HORROR and TERROR *stylistically*.
- Uses a multi-point subjective camera aka **3D/360 ZOOM TIME**.

GUN VIOLENCE STATS+THEMATIC ZEITGEIST

*A controversial social issue with an epidemic rate of mass gun violence.

▶ SECOND AMENDMENT RIGHTS



- Private citizens own 350 million guns in the U.S.
- There are 113 guns per 100 citizens in the U.S.
- The CDC is prohibited by law from funding gun violence research.
- 1 out of 3 homes with guns have kids. Accidental gun discharge at home is 89% fatal among children.
- **District of Columbia v. Heller** (2008) gun legislation presents the most controversial and misunderstood protected constitutional right.

By presenting arguments using narrative, Americans can pre-visualize new gun technologies.

FICTIONAL SMART GUN TECHNOLOGY

**High concept guns designed to stimulate real world innovation.*

▶ SCI-FI PROTOTYPES POINT-N-SHOOT



- **PHASAR** – practice shooter / arcade sim; ALSO SHOTS BUBBLES; can be used for AV recording or citizen's arrest.
- **FRENZY** – micro-bullet w/ nanotech neurotoxin; neuro inhibitor; non-lethal target deactivation.
- **F-RAY** – short-range ultrasound wave; causes temporary hearing loss; disequilibrium; and sun burn; non-lethal.
- **SLEEPER** – guided smart dart (pistol or drone); lethal without anti-serum; target needs immediate life support.

REAL WORLD SMART GUNS + VENTURE CAPITAL

***Hollywood and Silicon Valley join forces to launch Blue Beetle narrative.**



30,000 people will die from accidental gun discharge this year.

It's taken 40 years to make cars safer – but now the whole industry is focused on safety.

▶ INVESTOR PROFILE

- **DON KENDALL, Jr.**— son of Pepsi Co. CEO Don Kendall, who is a gun owner, avid hunter and serial entrepreneur.
- Had a child in first grade, and lived two towns from Sandy Hook Elementary, at time of massacre.
- Got 40 investors together to launch SMART TECH FOUNDATION which funds smart gun technology.
- Supports innovation in user-recognition, biometrics and RFID, as well gun safety ecosystem.

CAPITAL DEVELOPMENT CASCADE

*A finance stack that assumes bootstrapping and multiple investment sources.

▶ **250K + \$2.75M + \$62M = \$65M**



KICKSTARTER



Various Film Funds

- **SHORT FILM \$30,000**
- **CROWDFUNDING and PRE-SALES \$70,000**
- **ANGEL INVESTMENT \$150,000**
- **VENTURE CAPITAL (R&D/Product Tie-in)
\$2,750,000**
- **PRIVATE EQUITY/SLATE FINANCING \$62,000,000**

EIGHT TIER DISTRIBUTION CYCLE

*THE TADPOLE MODEL FRONT LOADS ANCILLARY THROUGH BRAND INTEGRATION.

► Feature Release Schedule

WORLDWIDE PROJECTIONS

BOX OFFICE

TELEVISION

VIDEO (ALL)



2.16 multiple N.A.

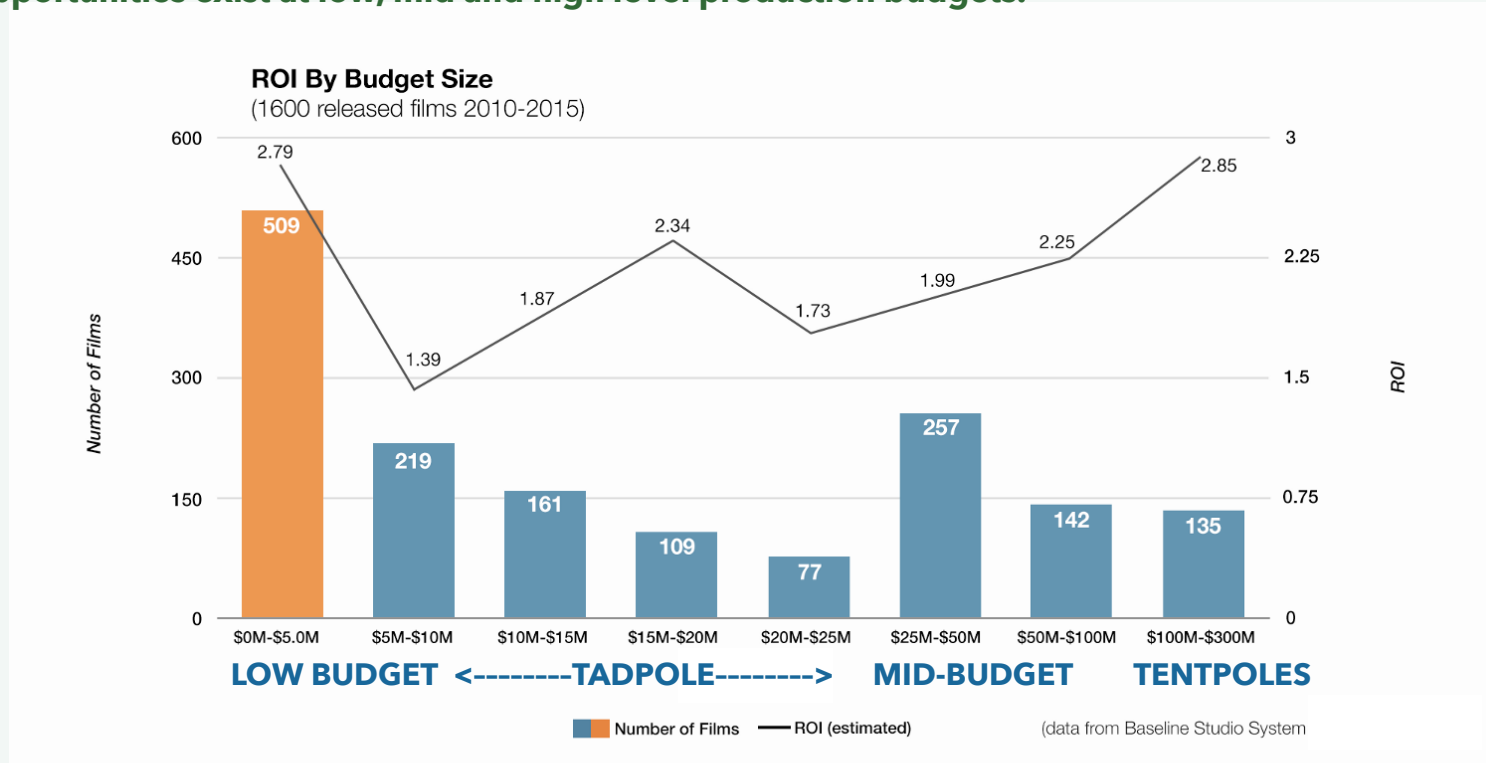
1.85 multiple TV

4.16 multiple video

- North America / International Theatrical
- DVD Sales
- Pay Per View
- Video on Demand
- Commercial Sales
- Premium Cable / Cable
- Network
- Ancillary (merchandise licensing, tie-ins, integrations/placement, CD, etc.)

MARKETPLACE CLIMATE 2010-2015

*Opportunities exist at low, mid and high level production budgets.



TREND: 2015 25% of all box office came from five tentpole hits.

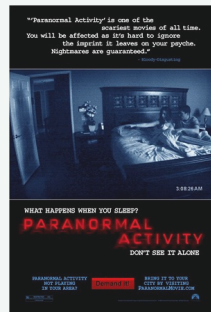
STAT: 5000 U.S. films annually | 700 get theatrical distribution | 140 studio + 560 indie

THEATRICAL+STREAMING EXHIBITION

*Jason Blum's model after nine years leading to a first box office hit.

► The Blumhouse Model

2009



\$15K \$193M

HORROR/SUPERNATURAL

The success of Paranormal Activity inspired the current BH low-budget business model.

- \$3-5 million optimized budget.
- Horror/Thriller/Suspense genre bias.
- Low-Budget model allows slate for high ROI.
- Intensive usage of storyboarding and audience data.
- Only films that test well are funded for limited release.
- Most films break even at box office before VOD, SVOD, PPV grosses.

STX ENTERTAINMENT Full Service Production Company

***A newer production company, STX reached its first box office success after two years in business.**

▶ The Mid-budget Model

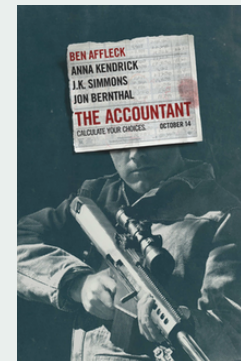
- STX founded in 2014 as a global studio.
- \$20-80M films are 30% more profitable than tentpoles.
- Star talent, story-driven and director vision films.
- Intelligent sci-fi, thriller, animation, hybrid dramas.
- MID-BUDGET SUCCESS: **BAD MOMS** \$20M **\$184M**

In counterpoint... ▶

OTHER MID-BUDGETS:

These are producer/agency driven co-productions tandem with studio backed distribution.

THE GIRL ON A TRAIN	\$45M	\$173M
THE ACCOUNTANT	\$44M	\$155M
ARRIVAL	\$47M	\$202M
SULLY	\$60M	\$238M
DEADPOOL	\$58M	\$783M



DISTRIBUTOR

Universal

WB

Paramount

WB

FOX

LOW BUDGET+CROSSMEDIA+THEATRICAL

***A development model that supports franchises and original IP.**

► The Tadpole Model

PROTOTYPE FEATURE



\$50M \$XXX

COMEDY/ACTION

The feature is built on an original TV game show, SNACKSTER, and features an APP, a reality show, a grocery brand and a sequel.

The tadpole model, aka crossmedia franchise, enables independent and low budget filmmakers to scale an IP, using crossmedia formats (TV, apps, social media, games), building pre-theatrical validation.

By having a media mix that is spread across channels, low and mid budget productions are supported with content and formats that drive audiences to discover characters and storyworlds, forecasting box office potential.

When story is successful at this initial phase, investment risk is mitigated, before commitment to principle photography.

COMPARABLES

*Sequel budgets may increase to mid-level after successful low budget entry.

► Low-Budget Winners...

► Mid-Budget Winners

2016



\$8.5M **\$75.3M**

2016



\$9M **\$277M**

2014



\$8.5M **\$50.3M**

2016



\$12M **\$39.6M**

2014



\$59M **\$547M**

2016



\$58M **\$783M**

DRAMA

HORROR/THRILLER

CRIME DRAMA

ACTION/DRAMA

WAR/HISTORICAL

SUPERHERO

THE BLACK LIST 2014

Blumhouse Production

Oscar Nominated Screenplay

THE BLACK LIST 2012

Adaptation / Zeitgeist

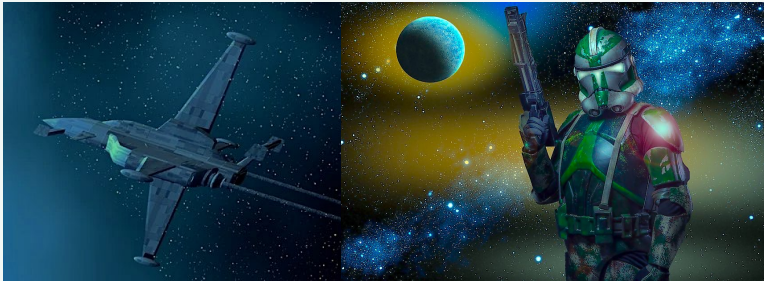
Actor Passion Project

SOCIAL+VIRAL CAMPAIGN

***360 Video, VR/AR and Mixed Reality Platforms.**

▶ 2020 Space Corps

Transmedia/Augmented Reality Space Corps Training Camp



"TOP GUN IN OUTERSPACE"



- Space Corps is a House approved Air Force division.
- Space is no longer considered an international sanctuary.
- Space militarization is a new frontier for technology assets.
- U.S. Space Corps would defend threats to U.S. Nav and Com.
- **Aligning the Dish Soap storyworld with Space Corps fan fiction creates a rich palate for viral audience building.**

AUDIENCE DEVELOPMENT

***How to build an audience that will love you before your release date.**



PMD (Producer of Marketing and Distribution) is now PGA recognized Transmedia Producer Credit.

Brands go where fan play.

Targets and Direct Channels

- Audience development begins at pre-production, building the fanbase with updates, teasers and interactive content.
- Targets include **first-person gamers, gun enthusiasts, military veterans, law enforcement, technologists** and **aerospace fans**.
- The recent House approval of a special command unit within the Air Force heralds a new frontier in space navigation called Space Corps.
- **Social distribution channels** include **facebook, twitter, tumblr, youtube, and instagram** – where fan participation can include voting, fan art blogs, character teasers, key art for costume, props and storyworld locations, and more.

WRITER/DIRECTOR'S BIO

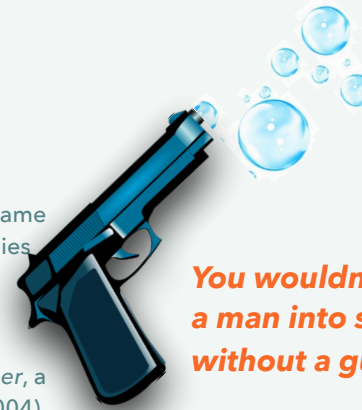
► Original IP and Franchise



MFA Candidate, Art Center College of Design

Jared Suarez has written Reality TV Competition Formats, TV Game Shows, Web Apps, and has designed digital cinema technologies that solve production and content problems for today's filmmakers and moviegoers.

He recently completed a page-one rewrite of *Inclement Weather*, a meteorological weather spectacle about Hurricane Charley (2004), and is developing *Stomach Movie* and *Dish Soap*, both designed on the indie franchise tadpole production model.



*You wouldn't send
a man into space
without a gun?*

Jared Suarez is focused on consumer facing entertainment technology and new business models for digital cinema. **Dish Soap is a franchise/IP built on:**

- Tadpole development model – hybrid indie/studio.
- Augmented theatrical and digital cinema experiences.
- Brand integration and product design.

THANK YOU!

Jared Suarez, Writer-Director-Creator



DISH SOAP
An Original IP
PREQUEL

