

DISH SOAP

AN ORIGIN STORY

BUSINESS PLAN



LOGLINE

A hacker dishwasher orphaned by gun violence must save a city plagued by epidemic, robbery, piracy, vandalism, and cyber terrorism after he is recruited from his day job to build a new smart gun by Space Corps militia.

SYNOPSIS

An appliance mechanic orphaned by gun violence works in a city district plagued by an epidemic of crimes. When over-the-counter gun legislation causes an escalation in crime rates, a group of art patrons begin to commit outrageous acts of burglary, piracy, vandalism, and cyber terrorism. But after a coworker is victimized, the dishwasher agrees to be recruited from his day job by the Space Corps military to build a smart weapon that can change how criminals are apprehended – ultimately, the first non-lethal 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 after launching a new way to express senseless violence causes more crime, the city is overtaken by the Space Corps military and subjected under Marshall Law to controlled weapon experiments.

CASTING POTENTIAL

▶ LEAD AND SUPPORTING TALENT



ANGELINA JOLIE ALETRA
aka "SPACE COP"

- Space Corp Commander
Special Ground Force Unit.



ANSEL ELGORT GUSTAVO

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



BENICIO DEL TORO CHEF OSCURO

- Protected Citizen Criminal
Survivor of violence research.



HELEN MIRREN DR. FROST

- Counter Intelligence Agent
Survivor of violence research.

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 controversial.



2.

STORY

1.

3.

BLUE BEETLE

A DC character with a young, quirky perspective for millennials.



SPACE CORPS

Congress passed legislation that creates a space militia.



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.

- 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 subjective camera called 3D ZOOM TIME.

- 3D ZOOM TIME:**
- 1) **MONTAGE**—Hitchcock's *Psycho* shower scene used 78 shots across 45 seconds of screen time, creating an emotional field-of-view the 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.

GUN VIOLENCE STATS+THEMATIC ZEITGEIST

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

▶ SECOND AMENDMENT RIGHTS

The 2nd Amendment

*A well regulated militia being necessary for the security of a free state; the right of the people to keep and bear arms **Shall not be infringed***

- 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 amount children.
- **District of Columbia v. Heller** (2008) gun legislation presents the most controversial and misunderstood protected constitutional right.

By presenting solutions using narrative, the American public can look forward optimistically.

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 SHOOTS BUBBLES; can be used for citizens arrest.
- **FRENZY** – micro-bullet w/ nanotech neurotoxin; neuro inhibitor.
- **F-RAY** – short-range ultrasound wave; causes temporary hearing loss; disequilibrium; and sun burn.
- **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.**
- **Supporting 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

NEW MPAA RATING+GRAPHIC ELEMENTS

*A new ratings design that can drive audiences to the box office.

▶ BOX OFFICE APPEAL



A social initiative platform for producers and filmmakers seeking to leverage the value of social and digital technologies.

SOCIAL NARRATIVE RATINGS DESIGN

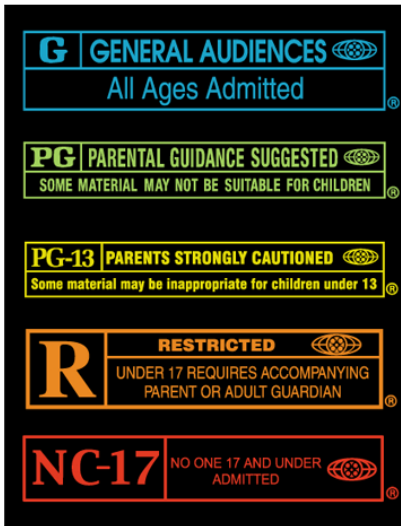
By using narrative to discuss and present solutions for social problems ,Hollywood can apply the power of social and digital to affect social thought and action.

[Social Application]	Through a review and moderation process among peers, Rated-S "avatars" (appointed teachers, parents and community figures), and the media property owners/production entities, a new type of content ID is defined, the "Social Label."
[Production Methodology]	Ultimately, the excavated "content properties" will help orient media usage, guide critical view points and discussion, and interpolate qualified value. Through the "Rated-S" dual focus on media design and media review protocols, the public can enhance its experience of consumption, and sustain an influence on media production entities by showcasing a rigorous collective of voice and opinion.
[Market Analogs]	LEED Certified, Hybrid/Plug-in EV, Organic/Natural/Non-GMO/Local, Ergonomic, Hypoallergenic, Recycled/Post-Consumer, Human Rights/Affirmative Action, ...

Narrative Design Channels:	[Rated-S ₁ = Rated-Social]	[immediacy/utility]
		₂ Rated-Spectacular		[global/visual imperative]
		₃ Rated-Sustainable		[business model/IP engine]

THE NUTS+BOLTS

OF RATED-S NARRATIVE DESIGN



RATED-S CATEGORIES

A kind of “Good Housekeeping” seal for movies, “Rated-S” is a moniker that proscribes a level of narrative design and participatory engagement that adds functionality and utility to entertainment, while building on the potential of digital cinema using new social and interactive formats designed for both storytellers and moviegoers.

A PROPOSED MPAA RATINGS DESIGN BASED NOT ON WHAT CONTENT SHOULD BE REMOVED FROM A FILM (TO ACQUIRE A MARKETABLE RATING) -- BUT WHAT CONTENT MIGHT BE ADDED, SO AS TO ACQUIRE INSTEAD A PRE-BRANDED RATING (SO DEFINED TO SUPPORT CRITICAL VALUES CONSIDERED TO BE CULTURALLY AND HUMANISTICALLY VITAL), WHILE ALSO OFFERING UTILITIES DESIGNED FOR PARTICIPATORY PRODUCTION AND CONSUMPTION, AND ACTIONABLE EVALUATION.

S

RATED - SOCIAL

Contains narrative fortified by social themes, participatory content, and actionable choices, built for theatrical and hyperstory experiences.

“You can add an ‘S’ to any existing ratings category, e.g. PG-13-S, or build a ‘Rated-S’ narrative from the ground up....”

MAXIMIZE BOX OFFICE APPEAL WITH RATED-S

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CATEGORY 1

Social themes and participatory content make cinema relevant and actionable. By building story, or narrative usability, to investigate difficult social questions, cinema can interface public opinion and personal decision making. And while many films that are retrospective, or historical, offer reflection on critical cultural moments, the films that are forward-looking are often only technologically driven genre-based forms of popular entertainment. By adding a social layer to cinema, the opportunity to engage the public with specific topics using storyworld, character and dialogue can transform public opinion, launch discussion, and lead to representation of voice or action. *This is the power and potential of social narrative.*

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CATEGORY 2

Early spectacular narratives contain the antecedents of contemporary visual structure, where enlarged screen images inspired and entertained audiences. Today’s VFX films -- films designed for the global box office -- emulate aspects of these more elemental visual narratives, from which our film grammar and communication arts have evolved. But film language is part of a continuous horizon where experimentation, new technology, as well as new kinds of content and media formats push the frontier of cinematic art. When a story communicates at this level, beyond rote dramatic structure or any codified visual dialect, it can communicate directly through motion, color, sound and other hyperlinguistic channels. It is this potential that can define future media literacy, neurocinema, or offer new inflections for an evolving global language and its audience.

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CATEGORY 3

Clearly branded sustainable initiatives exist across many industries. Whether we are speaking about a LEED building, a hybrid or plug-in electric car, a low-fat, gluten-free snack, a hypoallergenic hygiene, beauty or household product, it is very easy to identify which products are manufactured in what way. There are biological, environmental, sociological and economic reasons that each of these procedural monikers are applied, and there is increasing demand for each product set. But cinema, so far, lacks the urgency that it too needs to be responsive to systemic cultural forces which have provided the currency for change across other industries. While sustainable filmmaking may invoke process at the production level (clean energy, film credits, grant programs, etc.), Rated-S provides new protocols and tools needed to support responsible story development and production. Sponsored initiatives can include hiring practices, new genres, crowdsource narrative design, etc.

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.

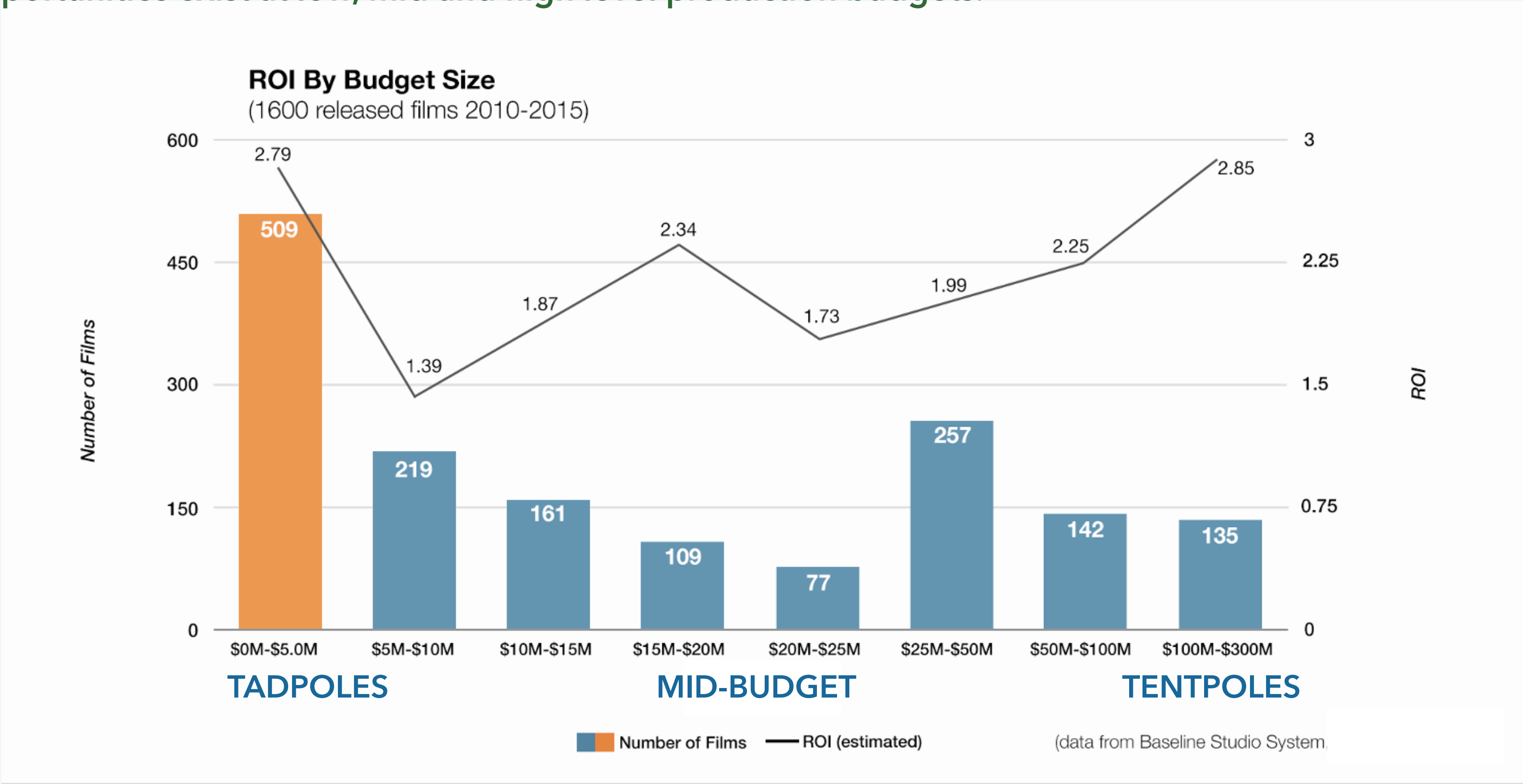
1.85 multiple TV

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.

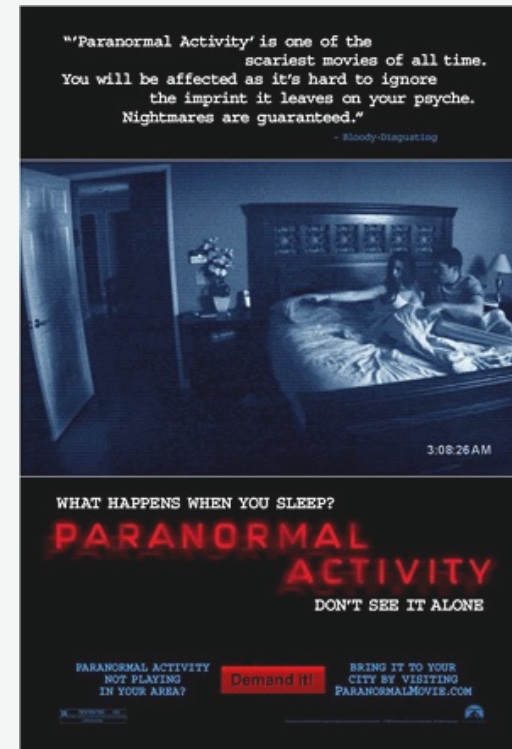
STAT: 5000 U.S. films annually | 700 get theatrical distribution | 140 studio + 560 indie

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.

*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**

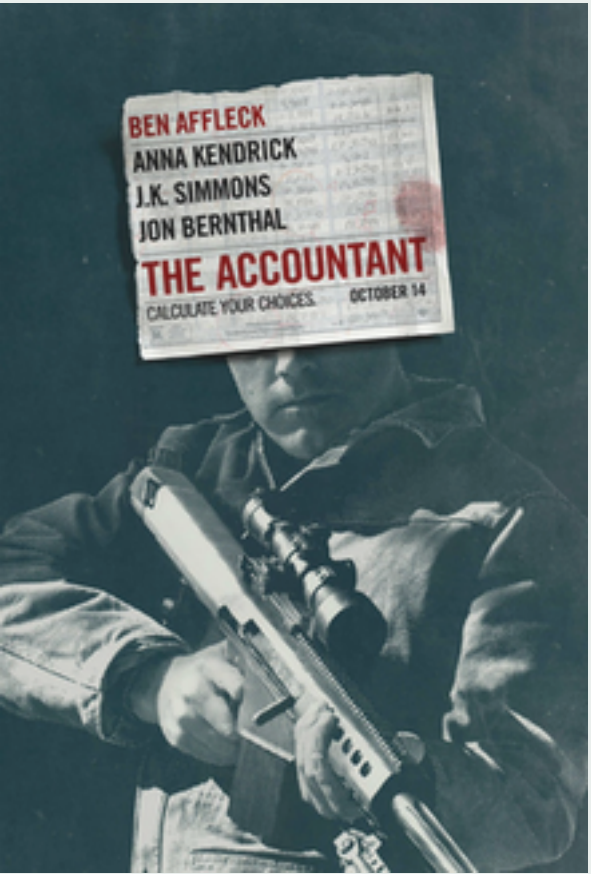
DISTRIBUTOR

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



Universal

WB

Paramount

WB

FOX

LOW BUDGET+CROSSMEDIA+THEATRICAL

*A development model that supports franchises and original IP.

► The Tadpole Model

PROTOTYPE FEATURE



\$65M \$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.

<http://www.stomachmovie.com/>

The “crossmedia” franchise, as tadpole model, enables independent and low budget filmmakers to scale production using cross media and interactive formats (TV, apps, social media, games).

By having a media mix that is spread across channels, low budget productions are supported with content that drives audiences to discover characters and story worlds across traditional and digital channels *pre-theatrical*.

When ancillary is successful at this initial phase, box office success, according to model, should be increased.

COMPARABLES

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

- ▶ Low-Budget Winners...
- ▶ Mid-Budget Winners

2016



\$8.5M \$75.3M

DRAMA

THE BLACK LIST 2014

2016



\$9M \$277M

HORROR/THRILLER

Blumhouse Production

2014



\$8.5M \$50.3M

CRIME DRAMA

Oscar Nominated Screenplay

2016



\$12M \$39.6M

ACTION/DRAMA

THE BLACK LIST 2012

2014



\$59M \$547M

WAR/HISTORICAL

Adaptation / Zeigeist

2016



\$58M \$783M

SUPERHERO

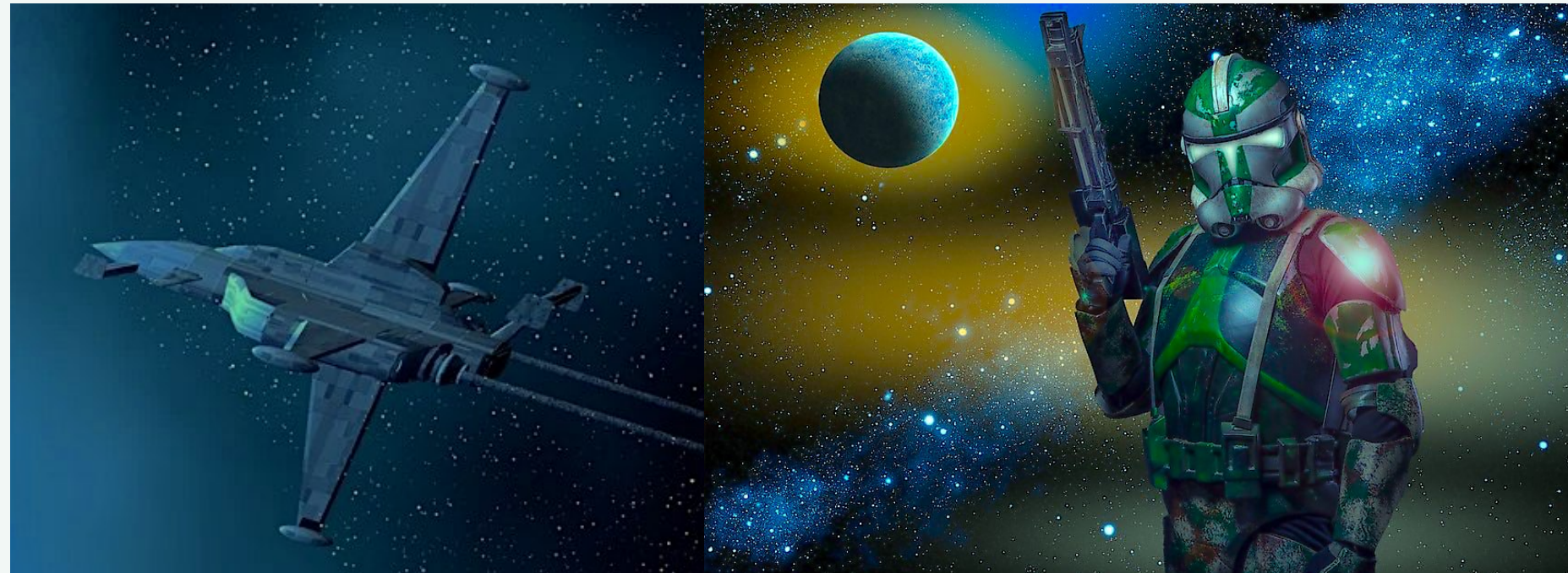
Actor Passion Project

SOCIAL+VIRAL CAMPAIGN

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

► 2018 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) aka PGA recognized Transmedia Producer Credit.
Brands go where fans 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

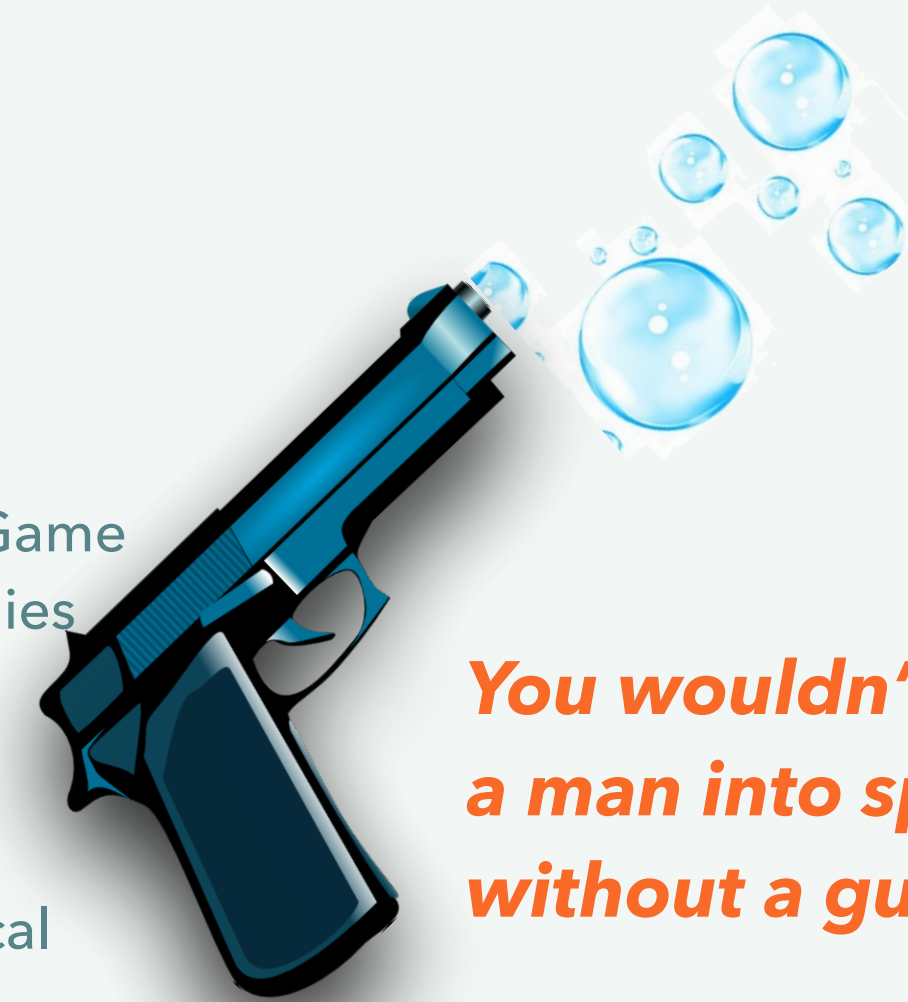
► Original IP and Franchise



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 producer's.

He is currently completing Inclement Weather, a meteorological weather spectacle about Hurricane Charley (2004), and is developing Stomach Movie and Dish Soap, both designed on the tadpole indie/low budget 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-Producer



DISH SOAP
An Original IP
PREQUEL

