

BUSINESS PLAN



Anticipated Returns

Minimum Anticipated Revenue to Myth Machine (Min. Budget)

Domestic		Unit Price	\$8.48
Theatrical	-\$25,000	Antic. Net per unit	\$3.39
DVD-sale/rental	\$848,000	40%	\$0.85
Cable	<u>\$120,000</u>	Less dist. Fee 25%	<u>\$0.85</u>
Total Domestic	<u>\$943,000</u>	Adj. Net	\$4.24
		200k unit sales	\$848,000.00

Foreign, Licensed to other distributors

United Kingdom	\$50,000
Germany/Aust./Swiz.	\$50,000
Russia	\$25,000
South Africa	\$5,000
Mexico	\$8,000
Italy	\$15,000
France	\$25,000
Portugal	\$5,000
Brazil	\$20,000
Canada	\$30,000
Poland E/Euro	\$10,000
Australia/NZ	\$20,000
Japan	\$50,000
Spain	\$25,000
Scandinavia	<u>\$25,000</u>
Total Foreign	\$363,000

Grand total	\$1,306,000
Production Exp.	<u>-\$300,000</u>
Gross profit	\$1,006,000
ROI	435.33%

Example Titles of similar budget and returns:
"The Legacy" and "Premonition"

These materials were prepared for the sole purpose of providing information to use as a reference in making investment decisions and are not intended as a solicitation for investment.

Pessimistic Returns

Minimum Anticipated Revenue to Myth Machine (Min. Budget)

Domestic		Unit Price	\$4.95
Theatrical	-\$25,000	Antic. Net per unit	
DVD-sale/rental	\$171,703	40%	\$2.13
Cable	<u>\$65,000</u>	Less dist. Fee 25%	<u>\$0.53</u>
Total Domestic	<u>\$211,703</u>	Adj. Net	\$2.29
		75k unit sales	\$171,703.13

Foreign, Licensed to other distributors

United Kingdom	\$10,000
Germany/Aust./Swiz.	\$10,000
Russia	\$10,000
South Africa	\$2,000
Mexico	\$2,000
Italy	\$5,000
France	\$10,000
Portugal	\$2,000
Brazil	\$5,000
Canada	\$10,000
Poland E/Euro	\$5,000
Australia/NZ	\$10,000
Japan	\$10,000
Spain	\$5,000
Scandinavia	<u>\$10,000</u>
Total Foreign	\$106,000

Grand total	\$317,703
Production Exp.	<u>-\$300,000</u>
Gross profit	\$17,703

ROI 6%

Example Titles of similar budget and returns:
"Blood Trail" and "Asylum of the Damned"

Optomistic Returns

Minimum Anticipated Revenue to Myth Machine (Optimum Budget)

Domestic		Unit Price	\$13.99
		Antic. Net per unit	
Theatrical	\$1,500,000	40%	\$6.02
DVD-sale/rental	\$3,235,188	Less dist. Fee 25%	<u>\$1.50</u>
Cable	<u>\$500,000</u>	Adj. Net	\$6.47
			\$3,235,187.5
Total Domestic	\$5,235,188	500k unit sales	0
Foreign, Licensed to other distributors			
United Kingdom	\$150,000		
Germany/Aust./Swiz			
.	\$150,000		
Russia	\$60,000		
South Africa	\$15,000		
Mexico	\$15,000		
Italy	\$30,000		
France	\$100,000		
Portugal	\$30,000		
Brazil	\$50,000		
Canada	\$100,000		
Poland E/Euro	\$50,000		
Austalia/NZ	\$50,000		
Japan	\$150,000		
Spain	\$75,000		
Scandinavia	\$75,000		
Misc.	<u>\$400,000</u>		
Total Foreign	\$1,500,000		
Grand total	\$6,735,188		
Production Exp.	<u>-\$625,000</u>		
Gross profit	\$6,110,188		
ROI	1078%		

Example Titles of similar budget and returns:

"Saw 1", "Saw 2", and "Sling Blade"

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Pro Forma Budget, SAG Ultra Low

Shooting Days, 28

Acct #	Category Title	Min. Budget	Optimum Budget.
1100	Story & Continuity	\$1,625	\$1,625
1200	Producer	\$16,484	\$16,484
1300	Direction	\$30,000	\$30,000
1400	Cast	\$50,000	\$225,000
1500	Stunts	\$3,000	\$5,966
1600	Extras	\$5,000	\$3,501
	TOTAL ABOVE THE LINE	\$106,109	\$282,576
2000	Production Staff	\$13,475	\$17,475
2100	Art Department	\$5,298	\$5,298
2200	Set Dressing	\$4,000	\$9,500
2300	Puppet	\$3,000	\$7,500
2400	Make-Up	\$5,000	\$12,127
2500	Wardrobe	\$2,500	\$2,500
2600	Camera	\$24,990	\$24,990
2700	Production Sound	\$6,414	\$9,414
2800	Electrical	\$8,359	\$8,359
2900	Set Operations	\$2,185	\$5,185
3000	Trasportation	\$13,000	\$16,900
3100	Location	\$17,021	\$39,449
3800	Production High Def. Lab	\$3,899	\$3,899
5000	Film Editing & Projection	\$3,500	\$3,500
5100	Music	\$500	\$15,000
5200	Post Production Sound	\$4,650	\$9,000
5300	Post Production Image Lab	\$5,250	\$5,250
5400	Optical Effects	\$50,000	\$95,000
5500	Titles	\$0	\$5,000
5600	Stock Shots	\$0	\$10,000
6700	Insurance	\$0	\$10,000
6800	General Expenses	\$850	\$7,078
	TOTAL PRODUCTION	\$173,891	\$322,424
99-05	Financing	\$0	\$0
99-06	Contingency	\$20,000	\$20,000
	TOTAL ABOVE THE LINE	\$106,109	\$282,576
	TOTAL BELOW THE LINE	\$173,891	\$322,424
	TOTAL ABOVE AND BELOW THE LINE	\$280,000	\$605,000
	GRAND TOTAL	\$300,000	\$625,000