



The Absomite

ABSONITE LLC. PRESENTS A CREATIVE DOORWAY PRODUCTION BY JAMES BUZZACCO "THE ABSOMITE"
WITH KERRY NEUHARDT JR. AND TONY HUDSON EDITED BY MISTY BUZZACCO AND THE CREATIVE DOORWAY CGI DEPARTMENT
DIRECTED BY MISTY BUZZACCO PRODUCED BY JJ JOHNSON WRITTEN BY CREATIVE DOORWAY AND THE ASCENSION PROGRAM
SCREENPLAY BY MAGIC STORY MEDIA PRODUCED BY JAMES JOHN BUZZACCO

The Absomite

CINEMATIC SHOW SERIES - BUSINESS PLAN

Prepared by James Buzzacco

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EXECUTIVE SUMMARY

As the tried-and-true filmmaking industry’s adage proclaims, “Great scripts get made” - you will come to learn how the visionaries behind the cinematic show series - **The Absonite**, have positioned themselves to methodically exceed this quotes one-dimensional assurance. With a precision focused strategy on how to expand well beyond this short sighted and one-off business model, their progressive road-map to a much more refined business savvy investment framework will prove to be as valuable as the story itself.

One that not only pronounces a unique – newly prevalent, high demand gap in the consumer viewing market, but ultimately leverages a more cost efficient and streamlined workflow from the renowned production and marketing company behind **The Absonite** project. Of whom, seated to spearhead this long-term and profitable business venture, will present a comprehensive oversight that can reduce the one factor separating a strong business from success, risk. Offering up a new combination of assets that have yet to be adapted into the \$50 billion movie/tv streaming service market.



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THE MARKET

In the last quarter of 2020 alone, there has been an unexpected shift worldwide. Creating a new-age culture – niche secular viewing audience demographic. A unique consumer base that contributed to a newfound viewing popularity across all of the major streaming services; from Netflix, Hulu, Amazon Prime and others - for a new sought-after content. Understanding “why” this shift recently occurred is critical to the success blueprint of **The Absonite** cinematic show series, and how the production of this strategically developed episodic programming fits ideally into the opportunistic opening within the consumer viewing market.

Since the advancements in online accessibility and the advent of social media, it's clear that traditional religious and spiritual truths have become diluted and lost in the translation of conflicting ideological opinions. Indirectly demonstrating the divisive nature of faith-based related content to younger generations on these platforms. However, amidst the rising growth in negative perceptions of spirituality, there has been a recent surge in the last four months for the keyword “God”. Search analytic trends can now prove this unusual spike in curiosity on a global scale, ranking it off the charts. Even higher than the measurable values of the Google Search Interest Chart at the close of 2020. Growing exponentially parallel alongside keywords like “corona virus” and “virus deaths” - make it obvious to understand the apparent connection.



ABSONITE LLC, PRESENTS A CREATIVE DOORWAY PRODUCTION A FILM BY JAMES BUZZACCO "THE ABSONITE"
WRITTEN BY KERRY NEUHARDT JR. CASTING BY TONY HUDSON COSTUME DESIGNER MISTY BUZZACCO SPECIAL THANKS TO CREATIVE DOORWAY CGI DEPARTMENT
PRODUCTION DESIGNER MISTY BUZZACCO EXECUTIVE PRODUCERS JJ JOHNSON PRODUCED BY CREATIVE DOORWAY STUDY BY THE ASCENSION PROGRAM
SCREENPLAY BY MAGIC STORY MEDIA DIRECTED BY JAMES JOHN BUZZACCO



The
Absonite
SEASON ONE

THE MARKET (continued)

Through this project's extensive market research, at the equilibrium of supply and demand, it was evident that this new worldwide fascination with spiritual related content was being met by an unlikely search result. One that has come to solidify an indefinite relationship between both that of fiction and religion, as the masses turn to the escapism of streaming episodic seasons and movie content. These very viewing trends are linked to the skyrocketing popularity across the board for the supernatural, science fiction and fantasy genres - on all of the top subscription based streaming services. Steadily influencing the increase in subscribership to these platforms since the start of the global pandemic.

Not only did this overabundance of recent media content consumption in this category prove to have a direct correlation to the importance of spiritual narratives in the fictional realm of storytelling, but it's also meeting the demand of this new wave of religious belief substitutes and higher consciousness interests. Solidifying how vital it is to capitalize at this phase of this project's supply chain, and to create the continuous season format of **The Absonite** show series during this pivotal time. As the demand continues to rise and fewer Hollywood studios can rebound at a rate to fulfill the supply, there is a solid channel to traverse - for a streamlined independent filmmaking company to deliver this type of content.



SYNOPSIS - SEASON ONE

An unexpected scientific discovery leads a team of rogue neuroscientists to explore a new dimension of consciousness. The lead scientist, Dr. Rogers, must be willing to expand his own mind to fully understand the significance of his controversial finding -- an unknown area called the Absonite that is purposely sealed and hidden inside the brain. After a mysterious leak of the experiment spreads, chaos ensues throughout the world, dividing people at the core of their beliefs about what lies behind the origin of humankind.

An unlikely suicidal twenty-something, virtual game developer Tren Harris, must rise out of the depths of his own suffering to uncover the missing truths, not only for his own sanity, but to potentially lead the entire population into a new state of reality. Will they be ready to accept what he is soon to find out?

EXECUTION PLAN - OVERVIEW


There is clearly an exponentially growing demand, not just for this niche in video content, but for a specific messaging that floats under the radar and into this tailored form of fictional entertainment. Adhering to a more parable style format to decrease the subjectivity and allow the widest audience range to enter into a less dogmatic viewing experience - and **"The Absonite"** Season One has a story plot specifically crafted around a responsibility to provide the audience with what they've tuned in - to seek after.



THE PRODUCTION TEAM

The greatest acquired asset for optimal execution, leveraged heavily behind the creation of **The Absonite** cinematic show series, is the Los Angeles, CA based - award winning cinematic production and marketing company, **Creative Doorway**.

Of which, **Misty and James Buzzacco**, visionary partners - husband and wife owners, are commissioned to lead with their 30 plus years of combined industry renowned experience and a portfolio trove of internationally acclaimed storytelling talents. **Creative Doorway** is responsible for the writing, branding, marketing and production of every component within this filmmaking campaign's workflow.



James Buzacco
Director/ DP/ Writer
Cinematographer

Misty Buzzacco
Art Director/ Production Manager

CD

Creative Doorway



JAMES BUZZACCO

James is most commonly associated with the directorial success of **Creative Doorway's** national and international cinematic brand commercial campaigns over the last 7 years in business. Where his work with corporations grossing upwards of \$20 million, has rivaled marketing/production firms from top fortune 500 companies. Competing for first place 2 years in a row, 2019-20, for best brand marketing behind Hershey's®Chocolate. Best director for cinematic video, non-broadcast commercial behind Sony®Playstation. And awarded best motion graphic designer directly behind Sony®. Accumulating award rankings above hundreds of top consumer brands like Viacom, Comcast, BBC, CBS Interactive, Cricket Wireless, and more.

His camera eye and writing style are trademarks of **Creative Doorway's** unique product placement brand storytelling and silver screen production appeal. However, outside of his signature directorial accreditations, he takes on more of a renaissance role in his workflow - and functions as the director, director of photography, creative director, cinematographer, and writer for all his film and brand campaigns. Even winning at film festivals in the science fiction genre for best cinematography.



MISTY BUZZACCO

Misty brings her scholastic film background and in-depth history in broadcast and cable television to the foreground for **Creative Doorway**. Utilizing her wide range of production expertise: from art director, production manager, casting director, and set/wardrobe designer – to accentuate her illustrious film and television career prowess.

Throughout her 20 plus years of industry experience working with companies like MTV to Fox, she has not only embraced the opportune wisdom to perfect her cinematic artistry – but collecting award winning accolades in set and wardrobe design in the process. Misty has redefined what wearing multiple hats demonstrates in the filmmaking industry. Additionally, her contributions in post production have proved to be her trademark contributions-ranging from opposite ends of the spectrum. From editing to special EFX.

*Creative Doorway's success and the success they've shared with their clients has attributed to the victorious execution of their original business plan model, initialized as a startup over 7 years ago. Not only did their trademark **Business Strategy** help to surpass their financial projections, it also catapulted their production pipeline into the reputable corners of the brand-story-marketing and filmmaking industries.



THE BUSINESS STRATEGY

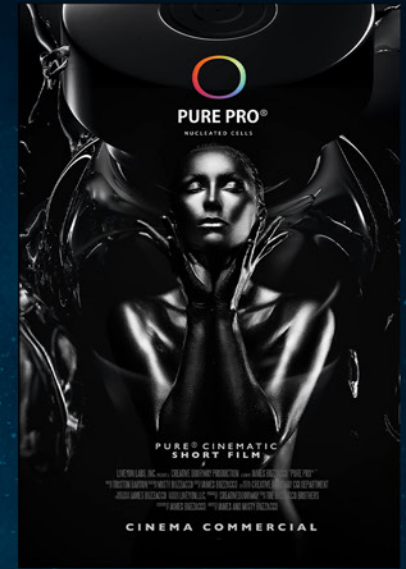
Creative Doorway's business process blueprint was to keep itself categorized as an S-Corp small business entity and remain at a boutique level production studio. With the intent of servicing a handful of long-term high-profile clientele and growing over the long term alongside them. Keeping their expansion potentials focused on efficiency rather than a higher quantity of new customers. Which proved successful.

A NEW WORKFLOW

However, to achieve this with optimal results, they began to streamline the human assets for their production campaigns into what they referred to as a skeleton crew workflow model. Affording them the luxury of taking companies from \$1.5 Million in revenue to \$20 Million over the duration of three years. Consistently pushing the ROI on their companies marketing and filmmaking campaigns into growth rates of 900%. By simply stripping away the fat from the lineup of essential craftsmen and decreasing certain critical overhead costs from each campaign.



Awakening, Exo (2020)



Pure © Pro (2019)



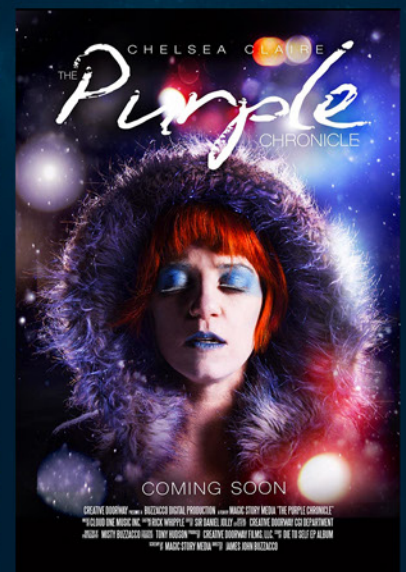
Parallel Universe (2016)



Luma © (2018)



The Lost Storytellers (2019)



Purple Chronicle (2017)



They would come to implement this renaissance formula – positioning themselves at the helm of mastering the top crew roles and the highest positions in the traditional production workflow. Allowing the company to maximize the yields within each campaign’s budget cap.

Indirectly enabling them to shoot top tier commercials and films around the world for their intimate selection of premier clients; from Thailand to Costa Rica - and in the top Hollywood film studio lots. Stretching the profit margin for their long-term production and marketing campaign’s bottom line, proved to afford them the growth they openly pursued.

CD

This formulaic operations advantage will most certainly be leveraged for the profitability and the success of **The Absonite**, cinematic show series. Additional financial details, along with the itemized expense and earnings of the film will be shown on the **Investment Opportunity** section of this business plan.

SET DESIGN/ PROP BUILDING AND LOCATION BRANDING

Since **Creative Doorway** is highly recognized for their brand-story content creation, it's apparent they- in no form or fashion - limited their scope of work to the confinements of traditional brand asset collaterals. Exceeding their branding repertoire far beyond the offerings of digital web and print.

They developed an art direction for their build designs and set developments to compliment their brand themes; along with an extensive wardrobe and prop design portfolio. Showcasing their custom crafted ensembles for an array of film and commercial shoots. After these particular sets were crafted and paired with elaborate CGI composites, lighting, and image map texturing in post-production, Creative Doorway had begun to find a niche with their near science fiction inspired build styles.



POST-PRODUCTION WORKFLOW

Outside of **Creative Doorway's** key strengths in filmmaking mastery: from development, pre-production, production, post-production, and marketing - the extension of **Creative Doorway's** successful **skeleton crew workflow model** trade secret; it was apparent their core strengths behind the display screen in "post" would prove to be one of the most critical to their trademark process.

*Enhancing the story, footage and overall grandeur of their work is solely reliant on both James and Misty's expertise in editing, color grading, special effects, 3D design-compositing, and the overall flow of the viewing experience. **The Absonite**, cinematic show series, was written around these core strengths and is custom tailored to pronounce this wheelhouse of award winning proficiencies.

[View DEMO Reel \(Video\)](#)

Light EFX and Color Grading

3D Design, Animation and Compositing



Motion Tracking



THE CINEMA - FILMMAKING EQUIPMENT

One of the largest expenses on a film shoot or for any cinematic campaign, is the cost of the industry competitive production gear and equipment. Utilizing the newest technology is what can exponentially increase the value of the film and hold its own weight amongst the big budget Hollywood competition. However, the rental costs associated with this advantage are responsible for devouring a massive chunk from the forecasted budget. This is where **Creative Doorway** again gets to cut in line.

SHOT ON **RED**

Canon
CINEMA LENSES

ARRI® **SKYPANEL**
SOFT LIGHTING | REDEFINED



Creative Doorway is not only versed with all the industry's newest motion picture - top brand filmmaking equipment at the highest level of production, but they own their entire lineup of assets.

*Filming the entire **The Absonite**, Season One - will require no additional overhead, and save the project cost from another massive operational expense: utilizing **Creative Doorway's** estimated \$400,000 of cameras, lenses, lights, mics, cranes, jibs, dolly carts and the computer workstations to handle this caliber of cinema project. ***INQUIRE FOR EQUIPMENT LIST**

DISTRIBUTION STRATEGY

OVERVIEW

Streaming television show and movie service platforms, also classified in what is now a recession proof industry, are an empire business model and one of the few businesses to grow alongside the changing landscape of 2020's economic hardships. Netflix alone had 195.15 Million paid subscribers worldwide as of the third quarter of 2020, and with the U.S. accounting for over 73 Million of their total global subscriber base. Of which, consequently, has hit an even larger growth spurt, alongside its growing list of competitors, because of the recent pandemic.


The increase in demand for content has inevitably spiked production budgets. Netflix spent \$17.5 Billion on content last year (2019), and 85% of the new spending was earmarked for originals, "**Original Show Series.**" Skyrocketing the **Original Programming** spending for all the major streaming services. Quickly edging out the Hollywood distribution monopoly and separating this progressive viewing content from the dependency on movie production studios - known for their notoriously inflated production costs and failing theatrical box office revenue streams.

HBO
ORIGINAL
PROGRAMMING

amazon
originals

hulu
ORIGINAL
SERIES

NETFLIX
A NETFLIX ORIGINAL SERIES

CBS  **ALL ACCESS**
ORIGINAL SERIES

THE MODEL

This new evolution in entertainment has even directly affected the "movie" viewing format all together, sending a one-off movie title into an obsolete medium. Clearly reflecting a higher demand for show series content. A format that cuts the media into episodic chunks to extend over multiple seasons. Allowing the network or streaming service to obtain the licensing rights and pay for lengthy contracts with a third-party production company (this is the role of **Creative Doorway**) through the sale of content acquisition. This is when an agent cuts a deal with Netflix or any of the other major service providers. Strategically leveraging against them to negotiate a common 1, 3- and 5-year continual season contract. Where shows are purchased at a rate of the cost of production plus 30 percent of production costs. Acquiring the worldwide rights for at least four years, a deal that streaming content agents have attributed to the reason as to why they pay such large amounts for **Original Shows.**

According to Variety, it costs anywhere from \$6 to \$8 Million to produce a single episode of the fan-favorite series on all of the top 10 streaming services, though that number is only likely to go up as the story grows more complex. And it isn't by coincidence that the highest allocated budgets happen to be in the same demographic and viewing genre as **The Absonite**, cinematic show series.

Average - Science Fiction Based - Show Series (Cost Per Episode)

There is a consistent premium, with episodic run-times between 30-45 min., for show content similar in story and production style to that of **The Absonite**.

Sense8 (2015)	\$9 Million Per Episode (on Netflix)
Westworld	9 Million Per Episode (on HBO)
Picard (2020)	8 Million Per Episode (on CBS)
The Tick (2016)	5 Million Per Episode (on Prime)
The Omen (2019)	2.8 Million Per Episode (on Hulu)
Altered Carbon (2018) ...	7 Million Per Episode (on Netflix)

CONCLUSION

The benefits of selling **The Absonite** show series as an **Original Programming** to any of the streaming service providers, lowers the investment risk and heightens the profit reward. Netflix buys shows at a rate of the cost of production plus about 30 percent of production costs, but it retains most of the show's future licensing rights. Though holding on to the licensing of the series may seem enticing to some producers, the streaming platform only covers 60-70% of the production budgets in this package and is picked up for shorter periods when temporarily licensed.

Leaving the production company responsible for not only covering millions in the marketing expense budget, but it leverages the success of the show's popularity on views and pre-existing followers of the project. You're essentially responsible for the show's profitability even though it's placed on the platform. This is a great deal of risk. Again, compared to that of an **Original Series** sale, this particular contract ensures that Netflix or equivalent streaming service uses their already well-oiled marketing engine to place and promote the content without overhead for the seller.

Not only does **Creative Doorway's** production quality, branding, and storytelling skill-sets meet the criteria for these **Original Series** streaming offerings, **The Absonite** cinematic show series also fits perfectly into their highest viewing market, widest age demographic and within the newfound story messaging demand.

(as referenced in - The Market - section of the business plan)

THE BUDGET

PROJECT BUDGET SUMMARY: The Industry Value Production Estimate Cost Vs. Creative Doorway's Skeleton Crew Workflow Cost, and the total savings.

Budget Summary	Description	Industry Value True Production Estimate	Creative Doorway Skeleton Crew Workflow
	Based on SAG Payment Guidelines		
Main Cast	Shooting Days, Rehearsal, Prep Days	\$ 865,120.00	\$ 865,120.00
	Standard Production Fee Guidelines		
Pre Production Costs	Casting, Coordinating, Shot Sheeting, Crew rehearsals	\$ 67,176.00	\$ 8,703.00
Production Crew Costs	Shooting Days, Prep Days	\$ 1,890,370.00	\$ 961,808.00
Post Production Costs	Editing, Sound, Grading	\$ 296,200.00	\$ 131,200.00
CGI VFX Costs	CGI costs, animations, screens	\$ 1,141,063.00	\$ 937,872.00
Equipment Rentals	68 shoot days	\$ 342,584.00	\$ 44,864.00
Branding Creation	Brand Creation graphic Design	\$ 50,000.00	\$ -
Insurance	Commercial liability year coverage	\$ 5,000.00	\$ 5,000.00
Lawyer Fees	Fixed Retainer Fee	\$ 5,000.00	\$ 5,000.00
Costs By Locations	All location costs account for location fees per day, extras, sets, props, all costs associated with the location		
Abandoned Warehouse	5 shoot days, 3 Prep days, 1 Strike	\$ 68,794.71	\$ 68,794.71
EXT Locations	4 shoot days	\$ 16,494.00	\$ 16,494.00
Downtown	10 shoot days	\$ 219,346.00	\$ 219,346.00
News Reports	2 shoot days	\$ 10,891.00	\$ 10,891.00
INT Locations	8 shoot days	\$ 41,672.95	\$ 41,672.95
Flashback Scenes	7 shoot days	\$ 74,331.23	\$ 74,331.23
Facility Atrium	5 shoot days, 7 Prep days, 2 Strike	\$ 209,845.59	\$ 209,845.59
Facility Rooms	20 shoot days, 4 Prep days, 3 Strike	\$ 186,448.96	\$ 186,448.96
Facility Tree	1 shoot days, 3 Prep days, 2 Strike	\$ 107,800.00	\$ 107,800.00
Facility Eco Garden	6 shoot days, 2 Prep days, 2 Strike	\$ 52,180.00	\$ 52,180.00
Brokerage Fee		\$ 2,400,000.00	
	TOTAL BUDGET ESTIMATION	\$ 8,050,317	\$ 3,082,251
	Per Episode	\$ 2,012,579	\$ 770,562
			TOTAL SAVINGS
			\$ 4,968,066
		Per Episode Saving	\$ 1,242,016

***INQUIRE FOR THE 15 PAGE ITEMIZED EXPENSE BUDGET.**

PROJECT SCHEDULE

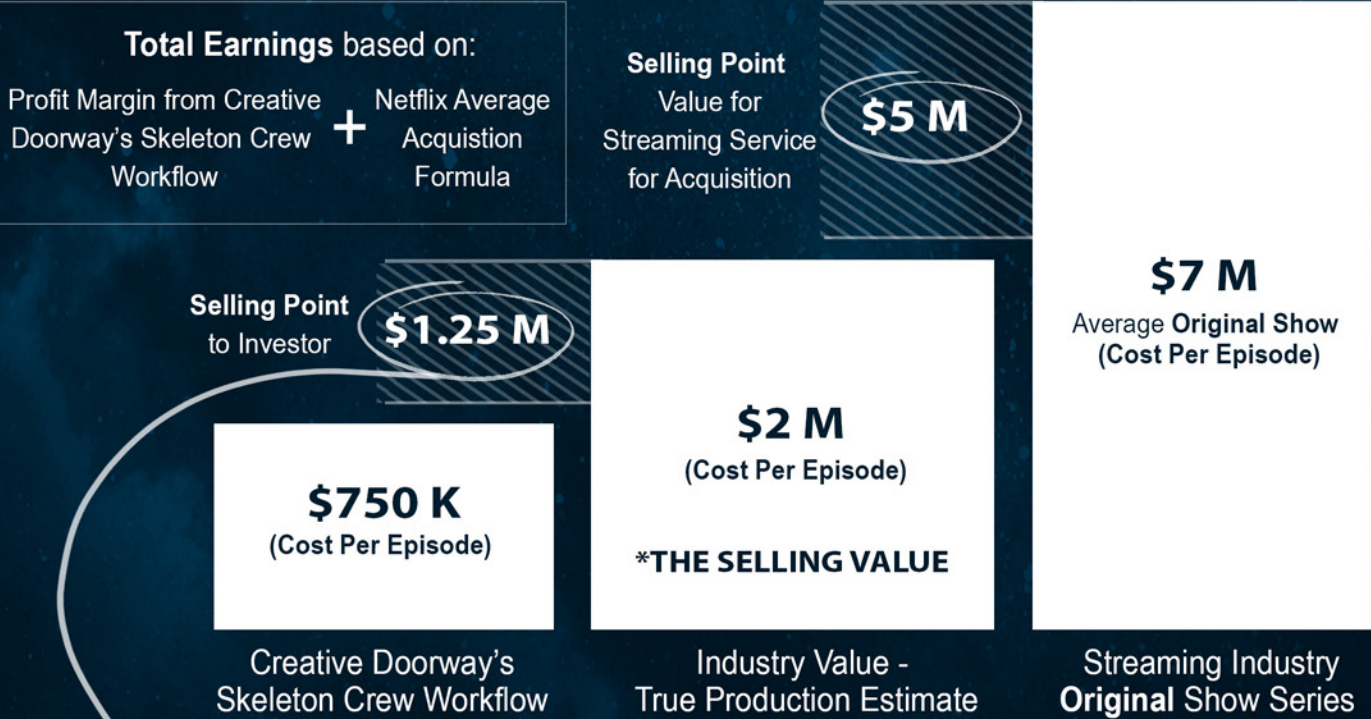
PROJECT SCHEDULE SUMMARY: This will cover the time allocation for all production phases and provide a total number of work days to completion.

Schedule Summary	Description	Timeline Non Shooting Days	Timeline Shooting Days
Pre Production	Casting, audition reviews	2 months	
	location securing, wardrobe finalizing		
	final casting decisions		
Rehearsal	Table read and rehearsal with main cast members and Director	2 weeks	
Production Shoot Days	Abandoned Warehouse	4 days	5 days
	EXT Locations		4 days
	Downtown		10 days
	News Reports		2 days
	INT Locations		8 days
	Flashback Scenes		7 days
	Facility Atrium	9 days	5 days
	Facility Rooms	7 days	20 days
	Facility Tree	5 days	1 day
	Facility Eco Garden	4 days	6 days
Post Production	Main edit	3 months	
	Sound Design and Mixing	1 months	
	Foley sound	1 months	
	Score Music Creation	2 months	
	Color Grading	1 month	
CGI	3D Animation VFX - Needs		
	Tren apartment, messenger shirt	1 week	
	3D animation commercial	2 weeks	
	Marketplace	1 week	
	Sand Dunes storm	1 week	
	Eco Room and Plant swelling VFX	2 weeks	
	Atrium screens and VFX	2 weeks	
	Lecture Hall animation	1 month	
	Ascention Witnessing scene	1 week	
	All tablets and screens	1 week	
Background city scapes	1 week		
	**TOTAL TIME TO COMPLETION	14 months 7 days	

***INQUIRE FOR THE 3 PAGE ITEMIZED SCHEDULE**

INVESTMENT OPPORTUNITY - SALES PROJECTIONS

Using **Creative Doorway's** Skeleton Crew Workflow - business strategy, it is possible to build the entirety of **The Absonite** cinematic show series, Season One, well below the industry's estimated valuation. The exhibit below will showcase the margins between the **Workflow Cost** per episode compared to that of the **Industry's Estimated Cost** per episode and the average streaming **Original Show Cost** per episode.



$$1.25 \times 4 = 5 \text{ Million} + (3 \text{ Million} + \$900 \text{K})$$

$$\mathbf{\$1.25 \text{ M} \times 4 + (3 \text{ M} + 30\%) = \$8.9 \text{ M}}$$

Profit Margin	# of	Initial Budget	Bonus	Total
from Creative Doorway's Skeleton Crew Workflow	Episodes		From Streaming Company	Earnings

SELLING POINTS

There are two selling points that appeal to both the **Investor** and the **Streaming Service (buyer)**. The industry production value is attractive in comparison to the average Netflix equivalent cost per episode (**also a selling point for the agent brokering the deal**), and **Creative Doorway's Workflow** core cost per episode is optimal for profit margin returns for the investor. (**reference exhibit**)

RETURN ON INVESTMENT - ROI

Using the average **Original Show Series** sale acquisition formula provided by Netflix for the purchase of original programming content - for third party producers, we can estimate the total earnings from the sale of Season One of **The Absonite**. By adding the (standard initial budget plus thirty-percent) brokerage formula to the Creative Doorway's Skeleton Crew Workflow profit margin for four episodes, it was possible to forecast a profit calculation and return on investment percentage. **(reference exhibit below)**

The Absonite Show Series: Profit Calculations

$$\mathbf{\$8.9\ M - \$3\ M = \$5.9\ M}$$

Total	Cost	Profit
Earnings	of Investement	
(4 episodes @ \$750,000)		

The Absonite Show Series: R.O.I Return On Investment

$$\mathbf{(\$5.9\ M / \$3\ M) \times 100 = 196.7\%}$$

Profit	Cost	R.O.I.
	of Investement	
(4 episodes @ \$750,000)		

EQUITY OVERVIEW

FILM COMPANY - FINANCING MODEL

The Absonite, LLC. Is a private equity investment funded company. Of which, there is an established 50/50 equity split between the producers and investors.

REVENUE WATERFALL STRUCTURE

The process of structuring the recoupment schedule for equity investors will be provided when **Creative Doorway** or their attorney negotiates the agreements between themselves and the talent, investors and streaming service/ distributor. Therefore, the order in which the monies are paid out – and to whom – will vary. ***This documentation will be provided.**

ESCROW

As funds are raised for **The Absonite**, cinematic show series - Season One, the money will be placed into an escrow account. The investment money in escrow can NOT be used unless and until the producers "**Creative Doorway**", via The Absonite, LLC., raises the specified minimum budget amount. All Securities and Exchange Commission (SEC) laws, rules and regulations from the state of CA are upheld in the private equity fundraising stage for financial contributors.