

COLD WARS

Documentary Film Investment



A Captivating Tale of Science, Power, and Survival — The untold story of how two unlikely entrepreneurs revolutionized cold treatment.

Investment Opportunity

Investors Pitch Deck



A Captivating Tale

Science. Power. Survival. This is the untold story of how two unlikely partners revolutionized cold treatment and changed the pharmaceutical industry forever. What began as a chance encounter at a karaoke party would spark a journey filled with groundbreaking research, fierce competition, and the relentless pursuit of innovation.

COLD WARS chronicles the remarkable true story of Charles Hensley and Rob Davidson—a disillusioned academic and his former student—who defied the odds to create Zicam. Their journey from Cleveland Chiropractic College to biotech pioneers is a testament to vision, perseverance, and the power of scientific discovery against all obstacles.



The ZICAM Journey

From a fateful karaoke night at Cleveland Chiropractic College to revolutionizing cold treatment, the Zicam story is one of bold risks, scientific innovation, and entrepreneurial determination against all odds.

1995

The Catalyst: At a karaoke party at Cleveland Chiropractic College, Hensley has an epiphany that sparks him to reevaluate his entire academic career path.

1996

The Leap: Hensley leaves academia and partners with former student Rob Davidson to launch a biotech startup, facing investor skepticism and fierce competition from Cold-EEZE.

1999

The Breakthrough: Zicam launches successfully, leveraging zinc's antiviral properties to disrupt the cold remedy market and achieve remarkable commercial success.

Challenges Overcome

The road to success was paved with obstacles. From skeptical investors to fierce competition, every step forward required overcoming seemingly insurmountable challenges that would have stopped most entrepreneurs.



Challenge 01

Investor Skepticism: Early investors dismissed the zinc-based cold remedy as unproven science. Hensley and Davidson faced countless rejections before finding believers willing to fund their unconventional approach to fighting the common cold.

Challenge 02

Partnership Conflicts: The journey from lab to market tested their friendship and business relationship. Creative differences, financial pressures, and strategic disagreements threatened to derail the entire venture at critical moments.

Challenge 03

Market Competition: Established products like Cold-EEZE dominated the market with brand recognition and distribution networks. Breaking through required innovation, persistence, and a superior product that could prove its worth.

Zinc Research

Groundbreaking scientific research revealed zinc's powerful impact on cold viruses. Dr. Hensley's academic work at Cleveland Chiropractic College laid the foundation for a revolutionary approach to treating the common cold.

Biotech Launch

Leaving academia behind, Hensley partnered with former student Rob Davidson to form a biotech company. They faced investor skepticism, partnership conflicts, and fierce competition from established products like Cold-EEZE.

Market Triumph

Against all odds, they successfully developed Zicam, disrupting the cold remedy market. Their zinc-based formula became a household name, proving that scientific innovation combined with entrepreneurial grit can overcome any obstacle.

The Zicam Success Story

From a karaoke party revelation to a multi-million dollar success story, the Zicam journey represents the ultimate triumph of science meeting business acumen. This is the tale of how two determined innovators changed the cold remedy industry forever.



Investment Opportunity

We are seeking \$25,000,000 in funding to bring COLD WARS: The ZICAM Story to life. This investment covers full production, marketing, and distribution costs. Our financial projections indicate significant ROI potential through multiple revenue streams including theatrical release, streaming rights, licensing deals, and merchandise opportunities.

\$25M

Total Production Budget: Comprehensive funding for script development, casting A-list talent, filming, post-production, and a robust marketing campaign to maximize audience reach.

4x

Projected ROI: Based on comparable biotech drama films, we anticipate 4x return through theatrical, streaming, licensing, and merchandise revenue streams.



Theatrical Release

Wide theatrical distribution targeting 2,500+ screens nationwide. Premium positioning as a compelling true story with broad audience appeal. Projected domestic box office of \$40-60M with additional international markets expanding total theatrical revenue potential.

Streaming Licensing

Post-theatrical streaming rights negotiations with major platforms including Netflix, Amazon Prime, and Apple TV+. Documentary companion content and behind-the-scenes features create additional licensing opportunities. Long-tail revenue through SVOD and TVOD windows.

Merchandise & Ancillary

Book adaptation rights, podcast tie-ins, and educational licensing for business schools. Branded merchandise including apparel and collectibles. International remake rights and potential television series adaptation create substantial ancillary revenue streams.

Revenue & ROI Channels

Our diversified revenue strategy maximizes ROI across multiple distribution windows. With a \$25M investment, projected returns span theatrical, streaming, licensing, and merchandise channels, offering investors multiple pathways to significant returns over a 3-5 year horizon.



Join Us

\$25,000,000 Investment Opportunity



Be part of this captivating tale of science, power, and survival. Your investment brings this extraordinary story to screens worldwide with significant ROI through theatrical, streaming, licensing, and merchandise rights.

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