

Pickleballs! - The Movie

When a disgraced former tennis champ loses his job, tennis champ loses his job, home, and his mother on the same day, he must travel the country in an old RV, hustling for enough cash to pay off gambling debts by playing in Pickleball tournaments.

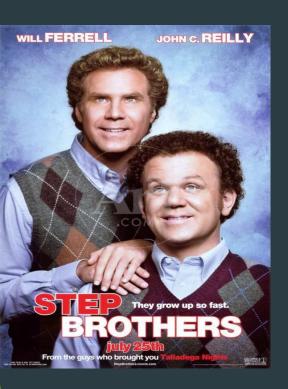
<u>Overview</u>

Pickleballs! - The Movie

Genre: Feature Film, Buddy Comedy

Comparable Movies

- ▶ Blades of Glory Gross Revenue \$147.5 million
- ► Talladega Nights Gross Revenue \$163.4 million
- ▶ **Wedding Crashers** Gross revenue \$288.5 million
- ▶ **Step-Brothers** Gross revenue \$167.8 million



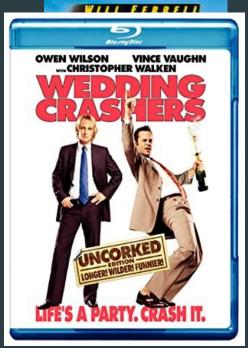
Step-BrothersGross revenue \$167.8 million

Genre: Feature Film

Buddy Comedy

Comparable Movies

Wedding Crashers Gross Revenue \$288.5 Million



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Blades of GloryGross Revenue \$147.5
million

Talladega Nights
Gross revenue \$163 million

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What in the Heck is Pickleball?

- Pickleball is a sport combining many aspects of tennis and Ping Pong, played on a court the size of a badminton court.
- Pickleball is the fastest growing sport in the country with 4.9 million players.
- ▶ In 2021/22, the sport grew over 39%.
- According to IFP, it is also played in at least 70+ different countries.
- ► There are 3 professional tours (PPA, APP and MLP) with 40+ tournaments and \$4+ million in purses.
- Pickleball also has a very silly name and lots of interesting, quirky personalities, making it ripe for comedy.

How Pickleball Won Over Everyone From Leonardo DiCaprio to Your Grandparents

"Out of nowhere, Pickleball is everywhere. This sneaky-fast amalgam of tennis, badminton, and Ping-Pong has been embraced by Larry David, Melinda Gates, Jamie Foxx, the Kardashians, Owen Wilson, Jillian Michaels, Zach Braff, and Giuliana Rancic. Pro athletes from Russell Wilson to Annika Sörenstam have mastered the dink and drive. Games break out in the Chicago Cubs bullpen. Reese Witherspoon mentioned Pickleball in a birthday post to husband Jim Toth. George Clooney says his wife, Amal, routinely torches him on their home court in L.A. Joel Silver prefers to just watch. Survivor winner Tyson Apostol has parlayed his reality-TV fame into a career as a Pickleball influencer."

- by Craig Coyne, Vanity Fair



Synopsis

A cocky ex-tennis champion, Chip Cox has seen the rise of pickleball on the courts where he taught tennis at his country club. His once flowing blond hair is now replaced by a receding hairline that he attempts to hide with hats and wigs. He lives in a run-down RV in his mothers' driveway. He has just been fired as a teaching pro at his local club, his mom just died and willed her house to her church.

Desperate for money, Chip decides to recruit the brooding Boris Baryshnikov, his old, singles nemesis and doubles partner, to travel with him competing in pickleball tournaments. One problem: they haven't talked in nearly 40 years and still detest each other. But the about to be evicted from his failing, marijuana-growing commune, Boris, has little choice but to join his old nemesis.

They live together in the RV, learning from each other, traveling to compete in tournaments across the California. In the end, they find the happiness they were seeking was the opposite of what they thought it would be.



Story Behind the Story

The backstory and philosophical underpinning that drives the narrative comes from the ideological differences between the protagonists:

Chip, the capitalist is selfish.

Boris, the communist is selfless.

Capitalism, unchecked, puts the priorities of the individual over others.

Communism, in the purest form, puts the needs of others before the self.

Chip's gluttonous greed and arrogance led to a gambling problem that left him morally and financially bankrupt and alone.

Boris's naïve ideology left him alone and broke because he gave away everything he had. He thought that others would reciprocate his unconditional giving. They didn't. The commune was failing because he didn't understand how to get staff to work hard or compete in a capitalistic society.

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Both Chip and Boris thought their way of living was the right way and stubbornly stuck to their individual ideas about how to live. Both were wrong. Both were alone.

These themes are woven into the story through the two men who are coming to terms with their eventual mortality and realization that they were stubborn and wrong.

They eventually discover that understanding the other and working together is the best way to achieve success and happiness...And true success and happiness are different from what they thought it would be.

Boris, the communist becomes a capitalist as the GM for the new Margaritaville Resort.

And Chip, the capitalist, embraces communal living as a Pickleball teacher in exchange for room and board at Margaritaville.

This is the real story we are telling that is buried subliminally to the humor of their adventures together both on and off the court.

Awards







"The dry wit and humor in the narration and the somewhat over-the-top elements of the opening film reel depicting Chip's and Boris' upbringings and rise to stardom instantly made me think of Wes Anderson.

The brand of humor here is very similar to Anderson's style and the eccentric characters and lavish story world play right into that same aesthetic. This made for a very entertaining and visual introduction to the players and set-up of the narrative and pulled me right into the script.

The fact that this is framed like a bio-pic while also being an entirely fictional scenario made for some fun moments that both affirmed and subverted similar sports-oriented films." -Austin Film Festival Script Analysis

Chip Cox

Potential actors: Bryan Cranston, Will Ferrell, Kevin Costner, Don Johnson,, George Clooney Leonardo DiCaprio, Woody Harrelson

Chip was a blend of a youthful John McEnroe and Andre Agassi with the style of Bjorn Borg. He was deeply tanned, heavily muscled, and a chick-magnet.

Now, he is pale, flabby, single, and a sex-craved gambling-addict. He is largely ignorant, and his maturity level and sense of humor remains adolescent. He talks a lot of trash to opponents,

Chip has tried to ignore but has seen the rise of Pickleball on the courts next to where he taught tennis at his country club. His once flowing blond hair is now replaced by a massively receding hairline that he desperately attempts to hide with hats and wigs. He has been living in Van Nuys, CA in an old, run-down RV in his mothers' driveway. He has just been fired as a teaching pro at his local club and his mom just died and willed her house to her church.

With no job, no money and no living family, Chip needs to reinvent and redeem himself.

Chip Cox - Continued

► He has an idea: recruit Boris, his old, singles nemesis and doubles partner, to travel with him across the country competing in Pickleball tournaments, while promoting his autobiography. One problem - they still detest each other.

Chip uses his Amazon Alexa device to find Boris living in a failed commune in upstate New York. He calls him and says he wants to help Boris fix his financial problems. Chip doesn't tell Boris that he, himself is broke.

He hopes they can recreate their magical tennis chemistry through pickleball as partners while redeeming their reputations and wiping out their debt, even though they have not spoken to each other in close to 40 years.

Boris Barishnikov

Potential actors for this role: Bryan Cranston, Jerry Seinfeld, Ben Stiller, Adam Sandler, Daniel day Lewis, Jeff Goldblum.

- ▶ Boris is a skinny, hairy, old school communist-loving Russian who loves to quote Karl Marx and Dostoyevsky. He came from nowhere to "win" the 1978 French Open singles due to a steroid drug test failure by Chip Cox (the reigning, six-time champion). He also has bad breath, bad teeth, a bad stomach and bad hearing.
- ▶ Boris returned home after the French Open and promptly gave his winnings to the corrupt, communist party.
- ► He took orders to spread communism in America. He has been running a commune in Northern California for 30+ years.
- ▶ He is learning the marijuana-growing business while trying to manage and motivate a lazy staff.
- ► He struggles with the hypocrisy of his need to make a profit despite his antipathy for capitalism.
- ▶ He owes a lot of money in back taxes and is nearing eviction.
- Chip convinces Boris that they can play and win together on the Senior Pickleball Tour.
- ▶ Boris, the communist becomes a capitalist as the GM for the new Margaritaville Resort on the land of his former commune.

Pickleballs! Franchise Overview

Film #1 : Pickleballs! – A SUPERLATIVE love story

Background/History

According to <u>USA Pickleball</u>, Pickleball is a sport combining many aspects of tennis and Ping Pong, played on a court the size of a badminton court.

Pickleball is the fastest growing sport in the country with 4.9 million players.

It is trendy in Hollywood.

In 2020/21, the sport grew over 38%. According to <u>IFP</u>, it is also played in 63 different countries: Double the amount from the previous year.

Pickleball also has a very silly name and lots of interesting, quirky personalities, making it ripe for comedy.

Logline: When an aging, former tennis champ loses his job, home, and his mother on the same day, he must travel the country in an old RV with his former rival while hustling for enough cash to pay off gambling debts by playing in pickleball tournaments.

Pickleballs! Franchise Overview

Synopsis:

The story is about transformation of two men who, based on ignorant assumptions, despised each other for their passionate adherence to opposing ideologies: capitalism vs communism.

The comedic plot comes from obvious, contrasting differences in the main characters, both caricatures, decades after they first met. These two are now in their 60's.

One is a cocky, jingoistic, arrogant American capitalist from California named Chip Cox.

The other is an introspective, brooding Russian communist named Boris Baryshnikov.

Chip was a blend of a youthful John McEnroe and Andre Agassi. He was deeply tanned, heavily muscled, and a chick-magnet. Now, he is a pale, flabby, single, sex-craved gambling-addict. His maturity level and sense of humor remains adolescent. He talks a lot of trash to opponents,

Chip has tried to ignore but has seen the rise of pickleball at the country club where he had been teaching tennis. His once flowing blond hair is now replaced by a receding hairline that he desperately attempts to hide with hats and wigs.

He lives in Van Nuys, CA in an old, run-down RV in his mothers' driveway directly across the street from the tennis club that displays a statue of his younger self at the entrance. It is a daily reminder of what he once was.

Synopsis (continued)

Early in the movie, he gets fired as a teaching pro at the same club, his mom dies and she wills her house to her church to help her have a better chance of getting into heaven. With no job, no money and no living family, Chip needs to reinvent himself. He wants to make up for his failures in life and pay homage to his mother by paying off his debt.

He owes the mafia a million dollars from gambling losses but doesn't learn about it until after his mom dies unexpectedly. They are coming after him and they may have been responsible for both of his parents' demise.

He needs money and fast. He has an idea: recruit Boris, his old, singles nemesis and doubles partner, who has the best hands Chip had ever seen, to travel with him across the country competing in Pickleball tournaments, to pay off his debts. One problem - they still despise each other and have not spoken to each other in nearly 40 years.

Chip uses his Amazon Alexa device to find a destitute Boris living in a commune in Northern California. He says he wants to reconnect. He convinces Boris that they can recreate their magical tennis chemistry through pickleball as partners while redeeming Boris's reputation and wipe out his debt. He doesn't tell Boris that he is broke too and owes a million dollars to the mob.

Boris is a skinny, old-school communist-loving Russian who loves to quote Karl Marx and Dostoyevsky. He came from nowhere to "win" the 1978 French Open singles due to a drug test failure and illegal gambling by Chip (the reigning, six-time champion).

Boris vanished after the French Open and has been living in a failing commune for 30+ years.

He has bad breath, a bad stomach, bad hearing, and bad teeth. He is learning the marijuana-growing business while trying to manage and motivate a lazy staff. He struggles with the hypocrisy of his need to make a profit despite his antipathy for capitalism. He owes a lot of money in taxes but thinks he owes "Texas" and doesn't understand the difference.

They will live together in the RV, learning from each other, traveling to compete in tournaments across California. In the end, they find the happiness they were seeking was the opposite of what they thought it would be.

Film #2: Sequel

Film #2 Sequel (1-2 years after Pickleballs! release)

"Pickleballs! A SUPERLATIVE Revolution!"

Logline: Two, newly victorious senior pickleball champions parlay their victory into eliminating their debts and gaining new business opportunities including co-managing a new Margaritaville resort, while balancing their obvious, ongoing philosophical differences.

Synopsis: This follow up to Pickleballs! is set mostly in the new Margaritaville resort in Northern California that once was a failing marijuana farm on a commune led by one of the protagonists, Boris Baryshnikov.

Chip Cox and Boris (stars of Pickleballs!) have agreed to co-manage the resort after winning the BetMGM Senior National Men's Doubles Championships over the vaunted, French pickle ticklers in Indian Wells, California.

Well, Chip initially agreed to live for free at the resort in exchange for giving free pickleball lessons. That didn't last long because he hated the idea of giving away anything for free, much less his time and lessons. Chip keeps promising to change but really can't change.

Almost as soon as they arrived at the resort, Chip started telling Boris how to run the place. Meanwhile, Boris hated being the GM and was clearly overwhelmed with demanding American tourists who always wanted more. He also hates Jimmy Buffet and Margaritas.

For example:

Boris wanted it to be a self-service, all-inclusive resort – communal style living. Chip wanted to charge \$100 for his group lessons and everything a la carte – still a capitalist.

All of the main characters in this film leveraged their newfound fame from their inclusion in the 30 for 30 documentary: Inside Cox, to create new businesses based on their personal brands. All became caricatures of capitalism and sell-outs to support their brand. All were pushing for maximum exposure - often in conflict with each other.

Sequel (continued)

Humor comes from the total cluelessness of the characters in their blind pursuit of wealth and fame.

Lots of new technology is introduced which enables product introductions and old people humor. All are wearing various versions of smart glasses, gloves, wristbands, phones, and other accessories. All devices supposedly make them more efficient, but all struggle with how to use them so they rely on the daughter of Marcus and Lacy to constantly help them.

All type on their phones with one thumb in contrast with Kyla's continual speed texting. Chip skipped both in favor of his preferred method of audio notes now using his Amazon glasses for this task. He walks around talking into them and people think he is just a crazy old man who is talking to himself.

Most of the characters are constantly losing, searching for and needing their cheaters/readers to do just about anything. (scene in shower trying to read the shampoo vs body wash or conditioner bottles or trying to find Wi-Fi or trying to add someone on their phone or WhatsApp).

A QR code for each of their business endeavors will be shown on screen and integrated organically in dialogue in their scenes in this movie. These websites and businesses will be fully developed in real life so the audience can scan the QR code and go to a real, live website that will capture the viewers information or have a call to action. They will have business models that enable scale for their products outside of the movie itself, and the scenes promoting their use as a funny promotional platform for the brands.

Imagine scenes with Chip his Dick Pump or Boris with his continuous breath spray.

These brands can be developed by a leading company in each category (wine, spirit, plastic surgery, cosmetics, financial services, merchandise, technology, paddles etc.) who would pay a license fee and commissions on sales of products for the rights to create the product, brand and then, sell it. They would use the character to launch it and pay that actor to be the ongoing spokesperson.

In essence the person playing the character in the movie will agree to do promotional appearances as their character to represent the brand outside of the film itself.

One of the new characters, the son of Rocky is launching two tech products. The first is a scannable, personalized QR code chip that is embedded in the forehead of customers. It contains all pertinent health information like vaccine and booster shots, current bodily temperature etc. It is called the Third Eye and marketed as a defense against health threats by anyone in your vicinity. The newest version of the Amazon Glasses has the capacity to scan the Third Eye and download information about the person wearing the Third Eye. This also will be a real-life business developed in conjunction with Amazon.

The second is a SmartGlove. It does many of the same things as Third Eye except that his customers all buy and wear hypoallergenic gloves that constantly monitor all bodily systems and transmits that information and some social media information when shaking hands or bumping fists with other clients wearing a similar glove. It is marketed to protect against sharing infection/disease and connecting with commonalities of other product owners with just a simple tap of another hand wearing the SmartGlove.

Each business endeavor is foreshadowed in the original film titled, Pickleballs! - A SUPERLATIVE love story.

Film #3: Prequel

Film #3 - A Prequel

"Pounding Balls: Preparing for Pickleballs!"

Logline: Two, young tennis prodigies grow up in drastically different environments and when tragedy strikes each of their fathers, they must grow up quickly to support their families.

Synopsis

"Pounding Balls" begins by introducing the two principals as the young boys they once were in the USA and USSR, respectively.

American, and I do mean American, Chip Cox, struggles mightily with his comical series of failures with athleticism and life. Chip is raised in a severely dysfunctional home fueled by his dad's addictions to gambling and alcohol.

To compensate for their messy home-life his mother Lovey tries her best to make life easier for Chip and his brother-and that only makes life all the harder for him. Chip ultimately develops a passion for the sport of tennis as an escape from his father's misadventures and it consumes him.

When devoting nearly every waking hour to something you are bound to be not only good but great-and that was Chip. Unfortunately, his meteoric rise to the top comes with the curse of "too much too soon" and he becomes a coddled, spoiled nepotist who is very difficult to tolerate.

Young Boris Baryshnikov, on the other hand, is the polar opposite of Cox as he was raised in the squalors of the Soviet Union by a very strict and rigid father. Discipline was the order of the day, and his upbringing is completely devoid of play and athletic conquests. Boris is required to work as hard as possible at the family compound to earn his keep.

No free lunches here!

He is appreciative of every little thing and is raised with the idea from both of his parents that "the harder you make life the easier it becomes." This concept serves Boris well as he is only inadvertently introduced to the idea of tennis by splattering potatoes against the side of a barn. Because of his unorthodox, skillful play he ultimately becomes a darling of Brezhnev and no spoil is spared for the USSR prodigy.

Consequently, we see both boys develop from children into young, dominant alpha males.

Chip and Boris have no concept that they are on a collision course to the most controversial and epic tennis final ever witnessed. The conclusion features the opening to the Memorable Match at the 1978 French Open.

Film #4 - Sequel #2

- Film #4: A sequel to the sequel (1 -2 years after previous film)
- Pickleballs! in Paradise: A SUPERLATIVE Thailand Adventure
- Logline: Chip, Boris, Dave and Dayne promote their evolving brands through a pay-per-view tv, pickleball event in Thailand sponsored by Rocky and Ricky (and their brands), promoted by Kayla (and her social media company).
- Synopsis: TBD

Value Proposition: Business

Why invest in this film?

Return on investment – It has all the puzzle pieces in order

Commercially viable – It is trending and funny with global market opportunities

Excellent script – It leverages tons of brand integration opportunities to make fun of them

Scalable – The franchise growth and architecture of e-commerce site are already created

Revenue extensions – We built an entire e-commerce platform with brand integration

Easy to make – Only three different filming locations/sets in just a few weeks of filming

Low Production Expense – It can be produced for less than \$5 million with two main characters

Safe – It can be shot a small, closed set

Fun – It offers lots of improvisational opportunities for lead actors

Don't just ask me, check this out!

<u>Pickleball is in the zeitgeist.</u>
<u>Specifically, the Hollywood zeitgeist.</u>
<u>Pickleball is the fastest growing sport in America.</u>

Okay, so what the heck is pickleball and why did we choose it for our buddy comedy?

Only the <u>fastest-growing sport in America</u> for two consecutive years!

Here is a link to a brief, 2-minute video that will give you more details about pickleball

Or watch this one to laugh while learning about it: It is fun and funny

It has <u>Two professional pickleball tours owned by billionaires</u>. Combined, these tours now offer nearly \$5 million in cash prizes for participants. This is more than a 500% increase from last year alone.

There are currently at least two documentaries in production One by producer, Randall Emmett and another by folks connected to Larry David.

Amazon Opportunities

Overview: This award-winning buddy comedy script could be produced and distributed by Amazon and streamed on Amazon Prime. It will humorously and authentically feature Amazon Products and Services (APS). It will provide integration of existing APS, enhancements to existing APS and launches for new APS and licensed APS on Amazon Storefront.

Here are the featured opportunities for Amazon products:

Echo Devices

Our protagonist is a 60+ luddite who relies heavily on Amazon devices and services. He uses it to find his long-lost tennis nemesis.

Alexa Paid Subscriptions

Our protagonist wakes up every day with his Alexa device that he affectionately calls "Lexus". It starts off with several subscriptions that he pays for on his Amazon Prime Credit Card. Generically, they are:

Gambling lines (sponsored by a gambling site)
Dirty Jokes (sponsored by funny or die)
Audio porn (sponsored by Pornhub)
Wake Up Greetings by famous people (Michael Buffer)
Music (Amazon Prime Music – Billionaire by Bruno Mars)

Amazon Glasses

Future model which will contain personalized QR codes embedded on bridge of nose which will allow other Amazon Glasses owners to scan and download information about the person with the QR code.

Amazon Integrated Services

A dedicated team of experts who aggregate and sell Amazon product and services that include automated integrated product and service solutions for the whole home, office, or resort.

Amazon Storefront

A dedicated site on Amazon Storefront will future products developed in partnership with a brand called **SUPERLATIVE** that is launched in the movie franchise. **SUPERLATIVE** will have a wide variety of brands that can be co-created and will live on the Amazon Storefront e-commerce site.

Future Brands Include: "Third Eye"

A futuristic, scannable, personalized QR code chip that is embedded in the forehead of customers. It contains all pertinent health information like vaccine and booster shots, current bodily temperature etc. It is called the Third Eye and marketed as a defense against health threats by anyone in your vicinity. The newest version of the Amazon Glasses has the capacity to scan the Third Eye and download information about the person wearing the Third Eye.

SmartGlove

An Android-Wear, Google Now platform for a Smartphone accessory that relies on a strong, voice activated program. Instead of wearing it like a watch, the embedded the "face" of it is embedded into a patented, specially designed, breathable (cycling-type) glove that also monitors pulse and heart rate, provides constant biometric and performance feedback. It will have sensors to the palm that integrate social media access and allowed you to share information with others through a simple handshake to people who are wearing the same enabled glove (BUMP app on steroids).

Value Proposition - Media Links

- Tennis.com, Yes. Tennis.com
- There is a whole section about pickleball with videos.
- https://www.tennis.com/news/articles/a-trip-through-california-s-courts-reveals-plenty-about-pickleball-s-inviting-ar
- Podcasts
- The Renaissance Man of Pickleball
- Media about Pickleball (Print
- https://athletechnews.com/inside-pickleball-business-boom
- https://www.townandcountrymag.com/leisure/sporting/a39323873/pickleball-trend-one-percent

https://www.newyorker.com/magazine/2022/07/25/can-pickleball-save-americ

<u>https://thepickler.com/blogs/pickleball-blog/pickleball-movie</u>

https://www.ppatour.com/events/skechers-invitational/

- https://www.sportsbusinessjournal.com/Daily/Issues/2021/10/25/Leagues-and-Governing-Bodies/Pickleball.asp
- https://www.10best.com/interests/outdoor-adventures/pickleball-101-quick-guide-to-fastest-growing-sport-united-states,
- https://www.vanityfair.com/style/2021/10/how-pickleball-won-over-everyone/amp
- ▶ Video
- https://www.youtube.com/watch?v=2LQpTEAPPjE
- Websites:
- https://thepickler.com/blogs/pickleball-blog/pickleball
- https://usapickleball.org/
- https://www.ifpickleball.org/
- ► Facebook Groups with lots more articles/information:
- https://www.facebook.com/groups/7687406774618452
- https://www.facebook.com/groups/1340630926008388

About the

At 50, after a successful career in sports marketing, Beeman decided to go wack to school and get a graduate degree in hospitality. At about the same time, Beeman was involved in a major car accident and subsequently had a double fusion of his vertebrae in his back. While this traumatic event impacted his mobility, it also opened the door to a new passion.

One day after his gentle yoga at his rec center, he was walking past the gym and heard the laughter and the ubiquitous pop, pop, pop of the Pickleball play. He entered the gym. Despite his appearance and physical limitations, he was immediately, warmly welcomed and encouraged to join in the fun. Just like nearly everyone else who tries it, he was quickly addicted.

Just a few months later he was selected as a USA Pickleball ambassador and is now an International Pickleball Federation Ambassador and sponsored by Head/Penn.

Despite his limitations, Pickleball gave Beeman another shot at life.



The author as a pickle with balls is pictured above

About the

Beeman began his writing "career" in graduate school where he earned his Master of Hospitality from UNLV when he wrote his final paper on the Implications of Pickleball for the Hospitality Industry.

This and an epiphany inspired him to write Pickleballs!

Since then, he has published two books:

<u>Deep Dive: Existential Essays for Personal Transformation</u>, Published 9/2020 This critically acclaimed book uses the lens of existentialism to follow a metaphoric flashlight beam underwater on a personal and philosophical deep dive into many important issues facing humanity.

Zeitgeist Chronicles: Essays on Issues in America, 2020 - 2021

This book of 20 essays, all written in 2020 about contemporary issues in America will challenge your thinking. It is a hard hitting, powerful book with strong opinions about power, disease, racism, guns, politics, wealth inequality, religion and more. It captures a year in history like no other.

The author as a pickle with balls is pictured above

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