

BLOOD MOON

INVESTMENT SUMMARY

Project: BLOOD MOON

Genre: Supernatural Mystery / Thriller

Format: Feature Film

IP Copyright Owner: Wang-Ross Communications LLC

Budget: \$1.5M

Investment Goal: \$900k

1. AN INVESTMENT OPPORTUNITY

- The independent genre film market, while competitive, has a clear and well-defined path to profitability for projects with a strong hook, a disciplined budget, and a modern distribution strategy. **BLOOD MOON** is designed to fit this sweet spot, leveraging a near bullet-proof genre, a strategically low-budget, and the burgeoning film incentive programs in Texas.

2. MARKET OPPORTUNITY

- Current industry analysis identifies the most attractive budget range for independent genre films in 2026 as \$1.5M–\$1.9M USD. Projects within this range have a mathematically plausible path to recoupment without requiring blockbuster box office performance. **BLOOD MOON** is being developed within this optimal budget framework.

3. BUDGET TOP SHEET

Category	Amount
Above the Line (28%) (Cast, Director, Producer, Writer)	\$456,969

BLOOD MOON

Production Expenses (22%) (Crew, Equipment, Rentals, Location, Expendables)	\$351,454
Post-Production (16%) (Video & Sound Editing, AI, VFX)	\$252,000
Marketing, Legal & Accounting (20%)	\$313,059
Insurance, Bond Fee, Contingency (14%)	\$205,924
GRAND TOTAL	\$1,579,406

4. COMPS - Why Supernatural Mystery Works - "We are not chasing an outlier."

- **Supernatural mystery** and horror are among the most "bulletproof, reliable bets" in the global independent film market. The genre is highly "exportable," meaning it sells well across language barriers and cultural lines, making it attractive to international sales agents and distributors.

Film Title	Release Year	Budget	US/Canada Gross	Worldwide Gross	Key Context
Shelby Oaks	2024	\$1.4M	\$4,599,051	\$8.140,300	Crowdfunded via Kickstarter; Neon release

BLOOD MOON

The Relic	2025	\$1.5M	\$1,047,083	\$2,902,552	Good Theatrical Gross Doesn't include Streamer, VOD Licensing
The Empty Man	2020	\$1.65M	\$2,882,946	\$4,796,993	Great Theatrical Gross Doesn't include Streamer, VOD Licensing

- Audience trend: These successes have been significantly driven by young adults, (Gen Z & Millennial) audiences responding to internet-native creators with pre-built online followings.

5. TEXAS INCENTIVE ADVANTAGE - "Texas gives us a competitive edge."

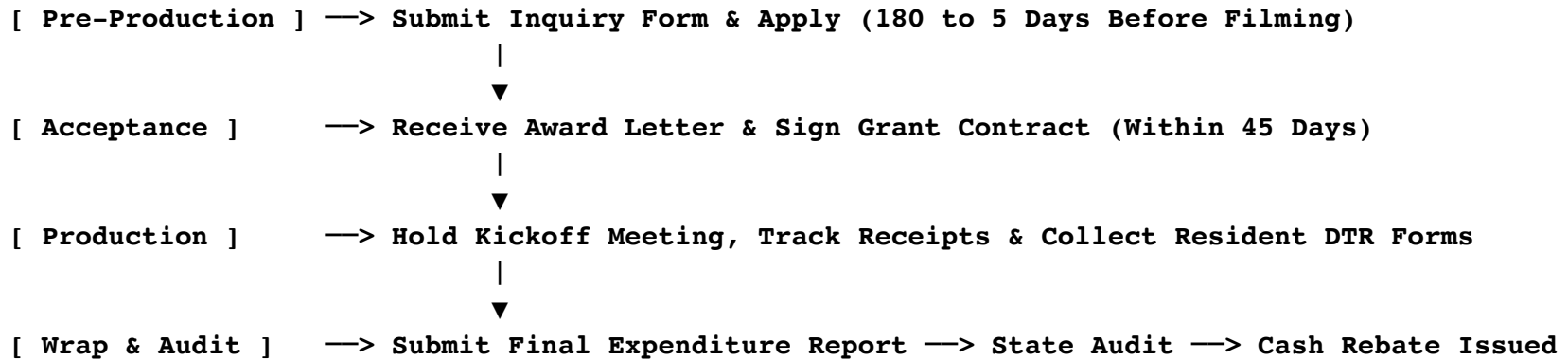
BLOOD MOON is positioned to benefit significantly from the Texas Moving Image Industry Incentive Program (TMIIP). The program will allocate \$1.5 billion over the next decade to qualifying moving-image productions. This incentive structure effectively reduces the production budget risk and enhances the overall return on investment for partners.

- **Qualification:** **BLOOD MOON** qualifies for all grants, which requires 35% of crew and cast to be Texas residents and 60% of production completed in Texas.
- **Base Incentive:** Project is eligible for a base grant of 25% with \$1.5M+ in Texas expenditures, with a Stackable Bonus Award of 5% from the Austin Film Commission, totaling 31% grant awards for the project's budget.
- **Minimum Spend:** The minimum in-state spend to qualify for awards is \$250,000, making it achievable for the **BLOOD MOON** because its entire budget will be spent in Texas.
- The project obtains an **Incentive Opinion Letter** from GreenSlate and an **Awards Letter** from the State of Texas to then assigns a **Pledge Corporate Collateral** to secure the production **Bridge Loan**.

Detailed TMIIP Workflow

- To secure the Award Letter and successfully navigate the rebate pipeline, productions must complete a highly structured step-by-step process:

BLOOD MOON



6. FUNDING SOURCES

FUNDING	TARGET AMOUNT	PERCENTAGE	TIMING
Crowdfunding	\$75,000	5%	Pre-production
Angel Investors	\$450,000	30%	Pre-production
Pre-Sales (International)	\$75,000	5%	Post-Casting
Private Equity Group	\$450,000	30%	Production
Brand Equity	\$75,000	5%	Production
Gap Financing	\$75,000	5%	Post-production
Texas Incentive & Rebates	\$300,000	20%	Post-Completion
TOTAL	\$1,500,000	100%	

BLOOD MOON

7. DISTRIBUTION STRATEGY - "We target a multi-platform strategy."

- **BLOOD MOON** will target a multi-platform launch strategy:
- **Theatrical:** We are pursuing a carefully planned theatrical release with a path similar to "Shelby Oaks", potentially targeting 500+ screens using a targeted distribution model.
- **Streaming & VOD:** Theatrical release will serve as a marketing tool to build momentum and drive demand to a major streamer, Video-on-Demand (VOD) platforms, and FAST-Free Ad-Supported Streaming Television channels.
- **International Sales:** We pre-sell the film to international territories based on its strong genre hook and the success of similar films.

8. PROJECTED REVENUE STREAMS - "We understand the new economics."

REVENUE STREAM	PROJECTED RANGE	NOTES
Theatrical (US/Canada)	\$500K – \$2M	Based on comps; 600+ screens achievable with strong festival premiere
Theatrical (International)	\$500K – \$3M	Sales agents target key territories (UK, Germany, Latin America)
VOD / Digital Rental	\$1M – \$5M	Platforms: Apple, Amazon, Google Play
Streaming Licensing	\$500K – \$3M	Netflix, Hulu, HBO Max, Shudder (genre-specific platforms)
International Sales	\$1M – \$5M	Pre-sales, territory-by-territory licensing
Ancillary (Soundtrack, Merch)	\$50K – \$200K	Limited upside but incremental revenue
Estimated Total Revenue	\$3M – \$15M	Most successful films win big using word-of-mouth.

9. MARKETING OVERVIEW

- **Social Media** Ad Buys on (Meta, TikTok, YouTube, Instagram) form the backbone of our campaign.
- **Data-driven targeting** is key to maximizing "each platform's potential".
- **Earned Media Over Paid Media:** We will prioritize "earned media" —with free publicity that comes from social media shares, news articles, and word-of-mouth—over expensive traditional ad buys.
- We are leveraging our **Brand Integration & Product Placement** with corporate sponsors.
- **Price equity, bridge loans, and targeted distribution** are the viable paths to profitability for this film.

10. CAST

- **Tier C** — Character-driven, concept-led, or debut talent (\$300K total) Rising stars from Texas.

11. INVESTOR PAYOUT TIMELINE

- By using this architecture, the timeline for our equity investors compresses significantly compared to an all-equity model:
- **Months 1–12 (Development & Pre-Production):** Script finalized, Austin location scouting locked, and sales agent shops the package at markets to secure the \$225,000 in pre-sales.
- **Months 13–18 (Production & Post-Production):** Film is shot in Austin. Local spending hits the \$1.45M target.
- **Month 19 (Delivery & First Payout):** The film is legally delivered to the international distributors. The \$225,000 from pre-sales is triggered and instantly pays off the senior bank debt.
- **Months 20–24 (The Rebate Checks):** The State of Texas audits and issues the TMIIP and Austin cash grant. This money directly clears the tax bridge loan.
- **Months 24+ (Domestic Release & Investor Profit):** The movie premieres via a theatrical distributor then on a domestic streaming platform. Because the debt is already paid off by pre-sales and rebates, every single dollar of domestic distribution revenue flows straight to our equity **investors** until they reclaim their \$980,000 principal plus their 20% to 30% premium.

BLOOD MOON

12. THIS IS YOUR INVESTMENT OPPORTUNITY

We are seeking private equity partners to fund the production of **BLOOD MOON**. With a clear budget, a proven genre, and a strong distribution plan supported by Texas' incentive program, we are offering a compelling, risk-adjusted opportunity in the growing independent film sector.

13. MARYLAND CONTACT:

Douglas Ross, p.g.a.
Executive Producer

Wang-Ross Communications LLC
Producers Guild of America, Member
Phone: 1.301.338.3869
Email: dsross007@mac.com
Website: <https://ichinese.tv/blood-moon>
Linkedin: <https://www.linkedin.com/in/dsross007/>
IMDb: <https://tinyurl.com/4ubunfwh>

Douglas Maddox, p.g.a.
Sale Agent, Producer

DBM Films
<https://dbmfilm.com/dbmfilms/>
Phone: 443-562-1479
Email: doug@dbmcommunications.com

14. AUSTIN CONTACT:

LewCom Media
John Lewis, Cinematographer
Andy Montague, Creative Director

8400 Jamestown Dr #304,
Austin, TX 78758
Phone: (512) 766-9037
Website: <https://www.lewcommedia.com/>

Leslie Duchscherer
Location Manager
Real Estate Investment Strategist
Engel & Völkers

Phone: 512-497-6727
Email: leslie.mashburn@evrealestate.com