

A man in a military uniform is shown in a close-up, looking off to the side with a serious expression. A bullet is shown in mid-air, having just passed through the air near his shoulder, with a circular ripple effect around it. The background is a blurred outdoor setting, possibly a training area, with a fence and some structures visible.

GET UP

SURVIVE THE MEMORY. FORGIVE THE PAST.

A TRUE STORY · BASED ON THE LIFE OF CAPTAIN JOHN ARROYO JR.

WHY THIS FILM. WHY NOW.

On April 2, 2014, a Green Beret was shot in the throat at Fort Hood.

In the seconds between life and death, he heard a voice. As John Arroyo tells it:

| *"He said, John, get up."*

He got up. He survived. And for the last twelve years, John Arroyo has been telling that story, to soldiers, to prisoners, to students, to broken men and women in churches, on military bases, and in civic halls across this country.

The audience for this story already exists. The platform has been built. The man at the center of it is ready.

Get Up is a feature film of grace, survival, and forgiveness, positioned to reach the same audiences who turned out for *Sound of Freedom*, *Jesus Revolution*, and *I Can Only Imagine*. It is being made by a team that understands both the calling and the craft, in the same budget tier where comparable faith-based films have generated box office returns of 3x to 17x on their budgets.

This is the story. This is the moment. This is the team to tell it.

SUMMARY & KEY POINTS

The Package

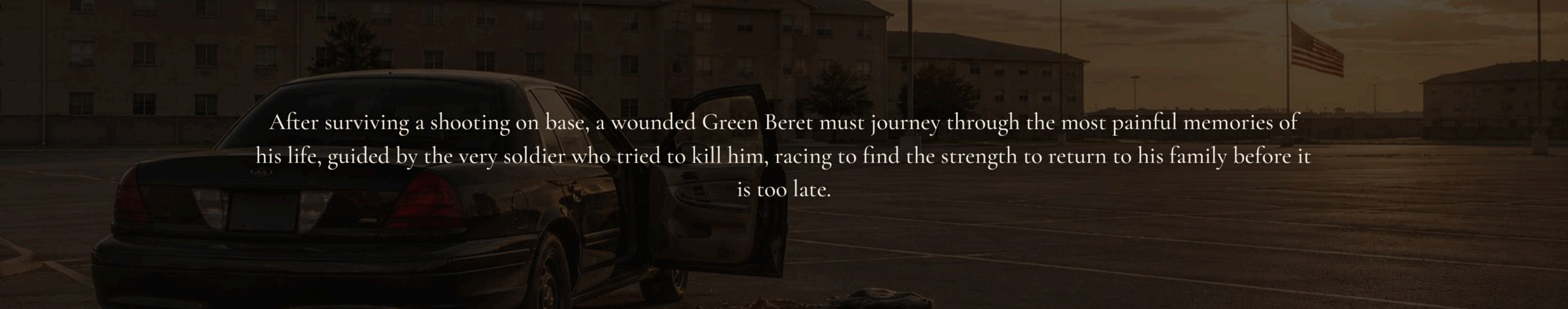
CONFIRMED ASSETS

- ◆ **Net Budget: \$4.9M.** Gross budget \$6.29M, less \$1.39M Georgia Tax Credit (30% on qualified spend).
- ◆ **Life Rights Secured.** Exclusive rights to John and Angel Arroyo's story. Both contractually committed to marketing.
- ◆ **Source Material.** *Attacked at Home: A Green Beret's Survival Story of the Fort Hood Shooting*, published 2018. Featured on official U.S. Armed Forces reading lists.
- ◆ **Writer/Director Attached.** Shane C. Drake, DGA. 25-year career, MTV VMA Video of the Year.
- ◆ **Soldier's Medal Recipient.** John Arroyo holds the highest non-combat valor honor, awarded previously to Colin Powell.
- ◆ **Georgia Tax Credit Confirmed.** 30% rate, inclusive of the logo bump.
- ◆ **National Speaking Platform.** Twelve years of active circuit including the Pentagon, U.S. military installations worldwide, churches, and civic venues.
- ◆ **Studio-Quality Screenplay.** Complete and in final polish.
- ◆ **Production Home.** Athena Studios, Athens, Georgia.

MARKET VALIDATION

- ◆ **Faith-based theatrical proven.** *Sound of Freedom* \$251M+ on \$14.5M budget. *I Can Only Imagine* \$86M on \$7M. *Jesus Revolution* \$54M on \$15M.
- ◆ **Budget tier outperforms.** Comparable films in the \$3 to 7M tier have generated box office returns of 3x to 17x on their budgets.
- ◆ **Three audience segments.** Faith community, military and veterans, prestige true-story crossover. All three documented theatrical buyers underserved by mainstream Hollywood.
- ◆ **Pre-existing audience.** John Arroyo has spent twelve years building the audience this film is positioned to reach.
- ◆ **Prestige ceiling proven.** *Hacksaw Ridge* demonstrated that grounded faith-and-military true stories reach Best Picture, Best Director, and Best Actor Oscar nominations.

Every advantage listed above exists today. This is not projection, it is position.



After surviving a shooting on base, a wounded Green Beret must journey through the most painful memories of his life, guided by the very soldier who tried to kill him, racing to find the strength to return to his family before it is too late.

SYNOPSIS

The Story in Full

Based on the true story of Captain John Arroyo Jr., a decorated Green Beret shot in the throat during the mass shooting at Fort Hood.

ACT ONE: THE SHOOTING

John is gravely wounded and hovers between life and death. In that threshold, a surreal journey through his own memory begins.

ACT TWO: THE MEMORY JOURNEY

Guided by visions of his younger self, his wife Angel, and even his attacker, John relives childhood trauma, gang life, military struggle, and the pain he caused the people he loves. He is forced to reconcile with his past failures and the wounds within his family.

ACT THREE: THE RETURN

John rediscovers his faith and finds the courage to forgive, to heal, and to use his second chance to lift others above their own pain.

WHY THIS IS DIFFERENT

Get Up is not a battlefield film or a conventional survival drama. Its engine is **the memory journey**, a structural device that lets a grounded military true story carry the inventiveness of a thriller and the interior depth of prestige drama. The Fort Hood material is handled with the authenticity of a source who lived it, John Arroyo, whose **life rights and participation are secured**.

A TRUE STORY WITH A BUILT-IN AUDIENCE

The Arroyo Platform

For twelve years, John Arroyo has been telling this story. The audience is already listening, and growing.

12 YEARS ON THE CIRCUIT	400K+ VERIFIED VIEWS	12 INSTALLATIONS SERVED	5 BRANCHES REACHED	4 BOOKS AUTHORED
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NATIONAL EARNED MEDIA

John Arroyo's story has been featured by national outlets across faith, news, and military media. People Magazine. CBN. The 700 Club. Life Today with James Robison. Fox News Radio. NBC. CBS. Defense.gov. Army.mil. Assemblies of God News. Campbell University Magazine cover feature. **Each outlet has covered him independently.** The press relationships needed to launch this film already exist.

FAITH-BASED REACH

Author of four books. *Attacked at Home* on the official Army, Navy, Air Force, USCG, and USMC reading lists. Creator of the **8 Steps of Self-Care** resilience curriculum, taught at U.S. Army installations. National church and civic speaking circuit reaching **tens of thousands of attendees annually**. Co-platforms with Dave Roeber (Roeber Foundation) and retired Major General Mark Graham (Rutgers UBHC). Active relationships with chaplain networks across all five branches of the U.S. military.

Installations served also include Fort Polk and JB McGuire-Dix-Lakehurst. Active U.S. Army pilot study on resilience training outcomes underway.

MILITARY CREDIBILITY

Soldier's Medal recipient. Special Forces Green Beret, 3rd Special Forces Group. Three combat deployments. Featured speaker at the U.S. Army Chief of Chaplains Leadership Symposium at the Pentagon (June 2023), addressing 300 senior chaplains and Religious Affairs Leaders. Has delivered resilience training at 12 U.S. military installations since 2023, including Fort Hood, Fort Bragg, Fort Sam Houston, Fort Stewart, and RAF Mildenhall.

DIGITAL PLATFORM

100 hours of original content across A Life Transformed Podcast (military-focused) and Legacy Unscripted Podcast (family-focused, co-hosted with JerriAnn Webb). **400K+ verified views** since 2023. Direct engagement with the exact military, veteran, and faith-based audience Get Up is built to reach.

PEOPLE · CBN · 700 CLUB · LIFE TODAY · FOX NEWS · NBC · CBS · ARMY.MIL · DEFENSE.GOV

TARGET AUDIENCE

Three Proven Audiences. One Film.

Each segment is a documented theatrical buyer. All three are underserved by mainstream Hollywood.



FAITH COMMUNITY

The most loyal theatrical audience in America. Churches function as distribution partners. Organized screenings, word-of-mouth, and repeat viewership drive long-tail performance.

\$251M

SOUND OF FREEDOM, WORLDWIDE

PROOF POINT

Sound of Freedom opened to \$19.7M on a \$14.5M budget and grossed \$251M worldwide. *Jesus Revolution* opened to \$15.8M, more than double projections, driven almost entirely by faith community mobilization.



MILITARY AND VETERANS

The most underserved patriotic audience in theatrical. Veterans organizations, active-duty installations, and military family networks turn out for grounded true stories of survival, brotherhood, and the realities of PTSD.

\$89.3M

AMERICAN SNIPER, OPENING WEEKEND

PROOF POINT

American Sniper opened to \$89.3M domestic, the largest January opening in history at the time. *Lone Survivor* grossed \$154M on a \$40M budget. Military true stories are among the most reliable opening-weekend performers in the genre.



TRUE-STORY PRESTIGE CROSSOVER

The supernatural memory journey, in which Arroyo is guided through decades of his own life by the soldier who shot him, elevates *Get Up* beyond traditional faith-based or military drama. The conceptual structure draws prestige and thriller audiences who reward inventive storytelling.

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HACKSAW RIDGE, OSCAR NOMINATIONS

PROOF POINT

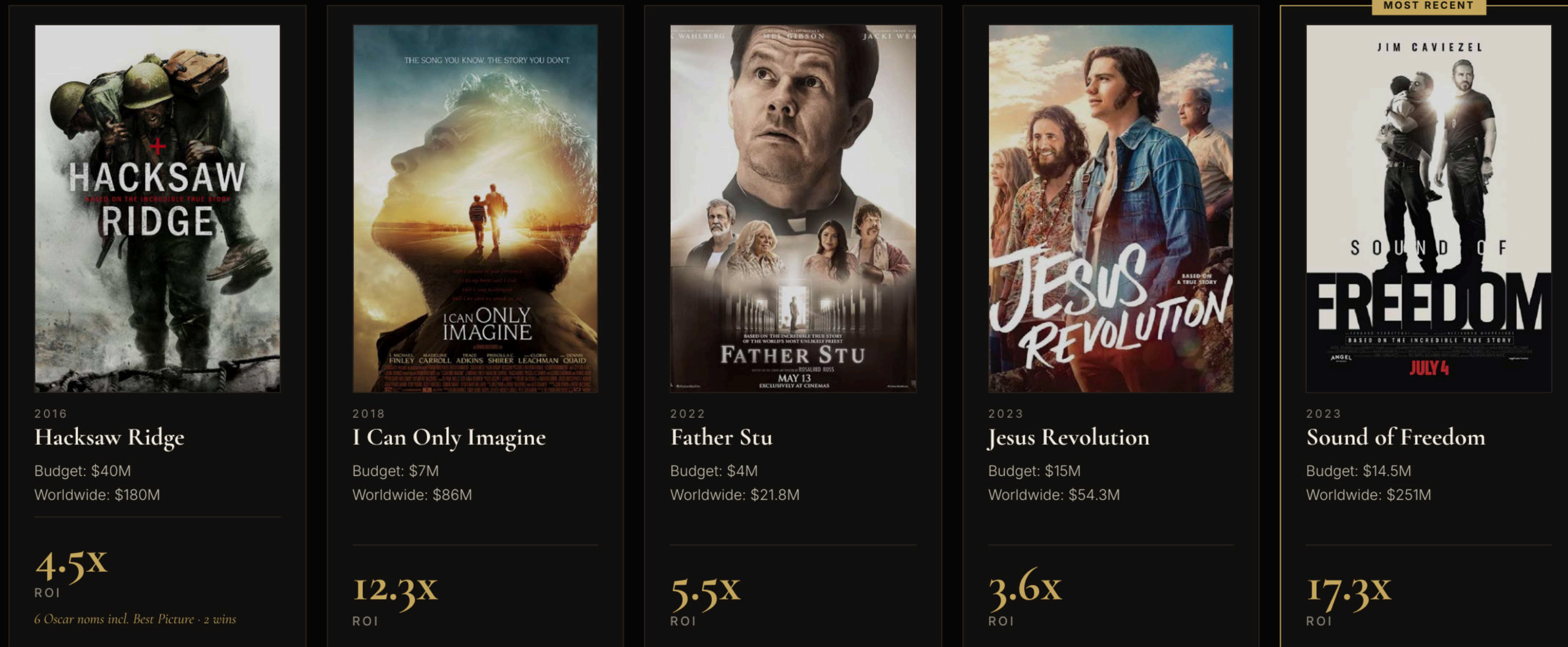
Hacksaw Ridge earned 6 Oscar nominations including Best Picture, Director, and Actor. *The Shack* proved faith-based films can sustain non-linear, supernatural storytelling at theatrical scale.

Get Up is one of the few films in development that reaches all three segments simultaneously, with a single story, a single marketing spend, and a single release window.

MARKET AND COMPARABLES

The Proven Playbook

Get Up lives at the intersection of three proven audience categories, and the comps show what happens when films in those categories execute.
Faith. Military. True story. The audience is proven. The numbers speak for themselves.



The faith-based audience for grounded, true-story drama with grit is **proven and growing**. At \$4.9M net, Get Up requires a fraction of the capital of every comparable to reach profitability.

VISUAL WORLD

The World of Get Up



GRANDMA ROSIE · PRAYER



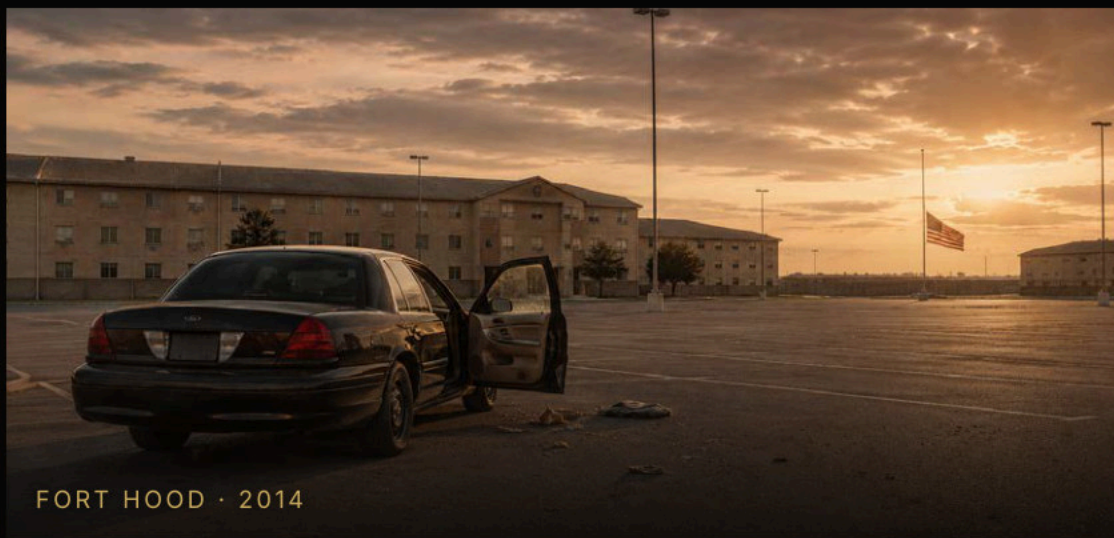
WHITTIER · 1990S



THE SHOOTER



GREEN BERET · DEPLOYMENT



FORT HOOD · 2014



THE MEMORY JOURNEY



THE VIEWFINDER



ANGEL · THE FAMILY



JOHN ARROYO · THE VICTORY

A true story of grace, survival, and forgiveness, told through the cinematic language of memory itself.



Shane C. Drake

DIRECTOR

THE DIRECTOR

Shane C. Drake

Shane Drake brings **25 years of visual storytelling** to *Get Up*, a director whose work spans prestige drama, mainstream commercial branding, and music's biggest stages.

His direction won **Video of the Year at the MTV VMAs** for Panic! At the Disco's "I Write Sins Not Tragedies." He has collaborated with Taylor Swift, Tim McGraw, Kelly Clarkson, and Keith Urban. His commercial work includes Ford, Google, Snickers, American Idol, and The Voice.

A **16-year member of the Directors Guild of America**, Shane has directed actors including Henry Winkler, Brittany Snow, Tony Hale, Jonathan Schaech, and Kate Upton. His documentary feature *Rising Star* is streaming on Amazon and Tubi.

Get Up is the film Shane has spent his career preparing to make. He wrote the screenplay.

25
YEARS IN INDUSTRY

DGA
16-YEAR MEMBER

MTV
VMA VIDEO OF THE YEAR

LEADERSHIP

The Team



HONNIE KORNGOLD

PRODUCER · CINEVANTAGE PRODUCTIONS

Athens, Georgia-based producer and founder of **CineVantage Productions**, Georgia StoryLab, and PhilanthroFilms. Creator of *Travel with Spirit*, seven seasons, 90+ countries. Coca-Cola Refreshing Films technical partner. Member of the Academy of Television Arts and Sciences and Women in Film.



JERRIANN WEBB

PRODUCER

Producer of *Repair the Breach* (theatrical 2026). Founder of Light Breaks Through. Author of *The Kingdom* and *Heaven in My Home*. National speaker bringing messages of hope and restoration to churches and faith conferences across the country. Co-host of *Legacy Unscripted* podcast with John Arroyo.



SHANE C. DRAKE

WRITER · DIRECTOR

DGA. MTV VMA Video of the Year winner. **25 years** across prestige drama, music video, and commercial work.



CAPT. JOHN ARROYO, U.S. ARMY (RET.)

EXECUTIVE PRODUCER · MILITARY ADVISOR

Retired Special Forces Green Beret. **Soldier's Medal recipient**. Three combat deployments. Author of four books on resilience and recovery. Contractually committed to the Get Up marketing campaign alongside his wife Angel.

KEY PARTNERS & INFRASTRUCTURE

Athena Studios · A Life Transformed · Light Breaks Through · CineVantage Productions

Distribution, faith-based marketing, sales agency, and key creative positions in active conversation. Strategic relationships with Angel Studios, Kingdom Story Company, Pinnacle Peak Pictures, and Motive Marketing in development.

TALENT TARGETS

Casting Vision

The faces below reflect the caliber and tone the production is building toward. No talent is attached or has been approached.



CAPT. JOHN ARROYO · THE LEAD

Dramatic depth and physical credibility.

Michael Peña

Also in consideration: Oscar Isaac, Diego Luna, David Castañeda

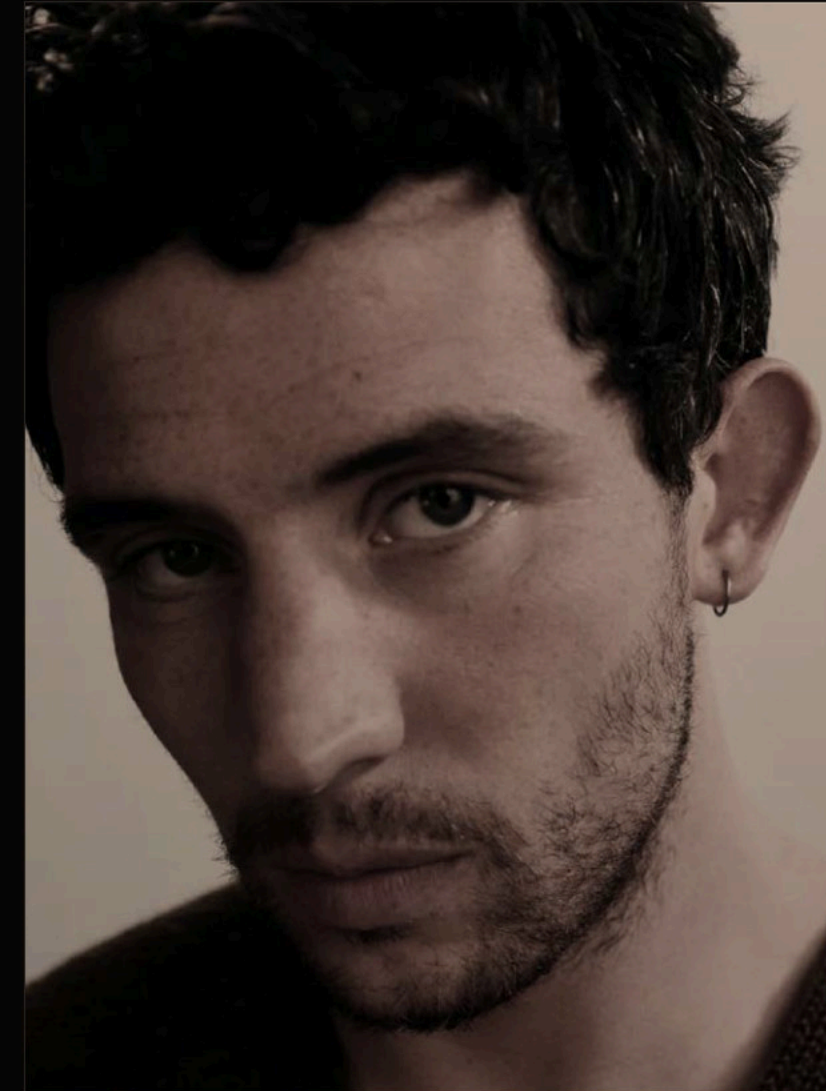


ANGEL ARROYO · JOHN'S WIFE

The film's emotional anchor.

Lily Rabe

Also in consideration: Haley Bennett, Brittany Snow

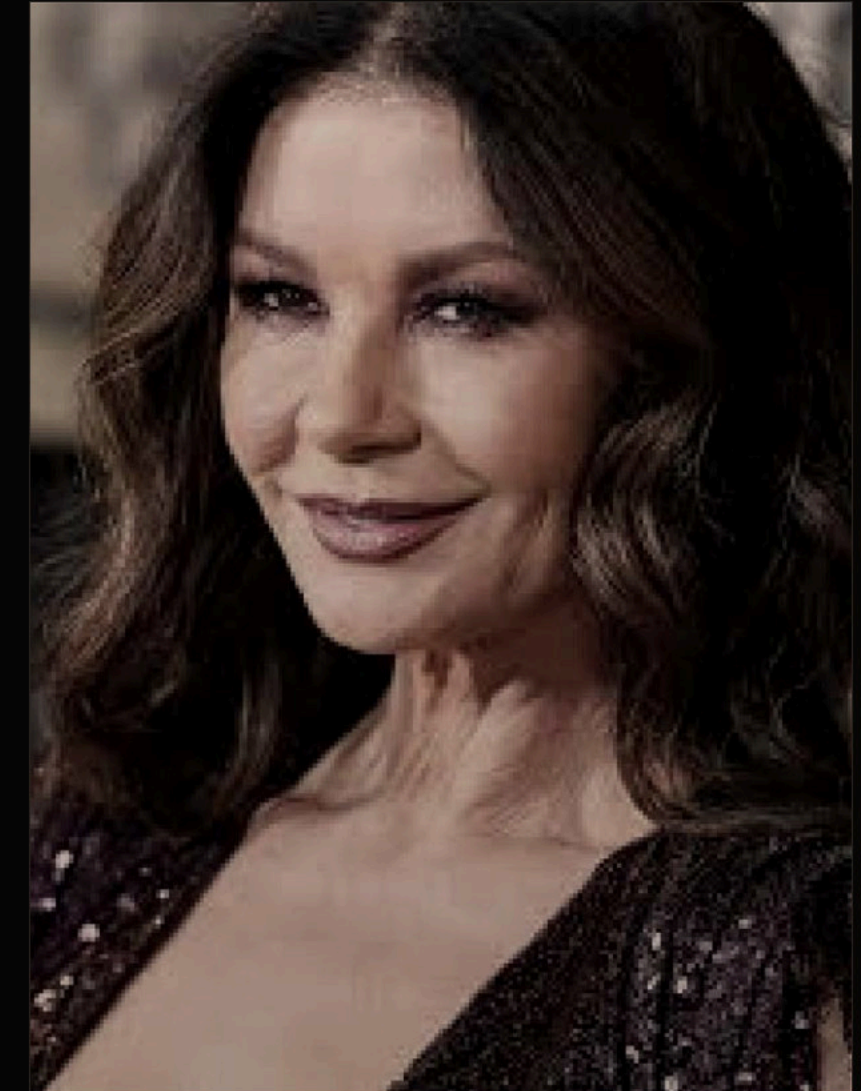


THE SHOOTER

Haunted, unpredictable, tragic.

Josh O'Connor

Also in consideration: Caleb Landry Jones, Jack O'Connell



GRANDMA ROSIE

John's grandmother, seen in memory. The film's spiritual root.

Catherine Zeta-Jones

Casting targets are illustrative of the production's creative vision only. No talent is attached, and these names do not represent commitments or approaches. For private investor review.

FINANCIAL PROJECTIONS

Investor Return Scenarios

\$4.9M Net Investment · 115% Recoupment · 50/50 Profit Split · 25% Distribution Fee · 1.3x Domestic-to-Worldwide

	Conservative <i>Below Comp Floor</i>	Moderate <i>Father Stu Range</i>	Strong <i>Jesus Revolution</i>	Breakout <i>I Can Only Imagine</i>
Domestic Box Office	\$10M	\$20M	\$40M	\$70M
Worldwide Revenue (1.3x)	\$13M	\$26M	\$52M	\$91M
Less Distribution Fee (25%)	(\$3.25M)	(\$6.5M)	(\$13M)	(\$22.75M)
Net Revenue to Production	\$9.75M	\$19.5M	\$39M	\$68.25M
Investor Recoupment (115% = capital + 15% preferred)	\$5.635M	\$5.635M	\$5.635M	\$5.635M
Remaining for 50/50 Split	\$4.115M	\$13.865M	\$33.365M	\$62.615M
Investor 50% Profit Share	\$2.06M	\$6.93M	\$16.68M	\$31.31M
Total Investor Return	\$7.69M	\$12.57M	\$22.32M	\$36.94M
	+57%	+156%	+355%	+654%

MULTIPLE REVENUE STREAMS

Returns flow from theatrical, streaming, international, home video, and TV licensing. The faith-based, military, and family audiences drive consistent long-tail performance across all windows.

RECOUPMENT TIMELINE

Projected investor recoupment within 18 to 30 months of theatrical release, based on typical performance for films in this category. Faith-based, military, and family titles are front-loaded theatrically, followed by home entertainment, streaming, and TV licensing windows. Timeline is an estimate contingent on securing distribution.

Georgia Tax Credit: 30% applies to qualified Georgia expenditures. Gross Budget \$6.29M · Tax Credit (\$1.39M) · Net Ask \$4.9M · P&A and development raised separately. Distribution fee modeled at 25%, a midpoint industry estimate. All figures are for discussion purposes only and subject to change. Final fees, terms, and waterfall structure will be defined in a forthcoming Private Placement Memorandum. Box office figures are illustrative scenarios based on comparable film performance, not projections. P&A is financed and recovered separately from production equity; investor recoupment shown above reflects the production waterfall after distribution economics.

NEXT STEPS

Let's Make Get Up.

Honnie Korngold

PRODUCER · CINEVANTAGE PRODUCTIONS

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Athena Studios · Athens, Georgia

JerriAnn Webb

PRODUCER

jerriannwebb@lightbreaksthrough.org

"And that's when I heard the voice. And in that moment, He said, John, get up."

CAPTAIN JOHN ARROYO JR., U.S. ARMY (RET.)