

HORROR FEATURE PITCH DECK

CURUPIRA

The Shapeshifter





LOGLINE:

A teen girl faces her worst nightmare when she has to protect her family from her father, who is under the influence of the Curupira, after he unapologetically kills a doe with two fawns.

COMPS:

Strawdogs meets Hush and The Ritual

Inspired by the Brazilian Folklore



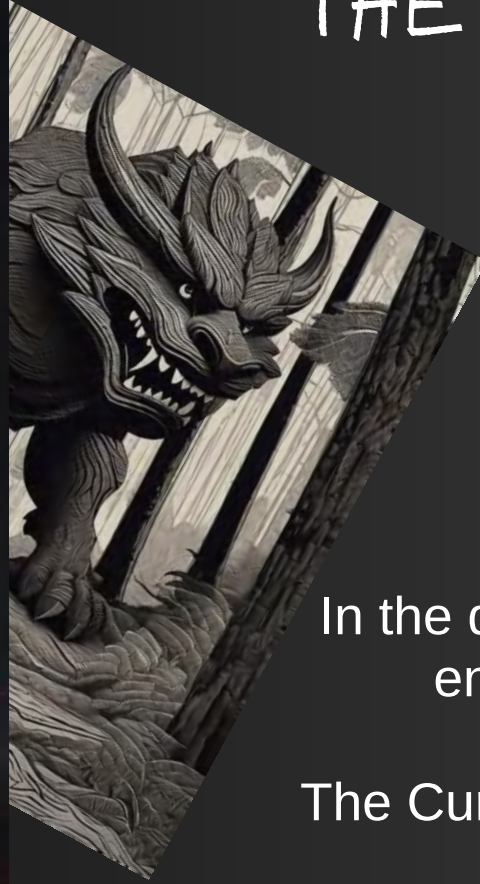




The Curupira, with its fiery hair and glowing eyes, is often depicted as a shape-shifting trickster who protects the rainforest and its inhabitants, punishing those who harm the forest or kill animals without purpose.

Some stories portray the Curupira as a wise benevolent spirit, deeply connected to the natural world. This depiction aids humans on occasion.

In both versions its main aim is to preserve the balance of the ecosystem.



THE FOLKLORE

Our Version

In the dark corners of Brazilian folklore, there exists a sinister version of the Curupira -- a malevolent entity that preys upon those who dare to disrespect and harm the rainforest and its wildlife.

The Curupira's wrath is particularly cruel towards hunters and poachers who have an insatiable desire to disrespect nature.

This vengeful spirit seeks retribution against destruction due to humans by unleashing a terrifying curse. In a haunting display of its powers, the Curupira transforms its victims or their loved ones into the very animals they hunt, the plants they exploit, or the trees they harm.

Once transformed, those who have harmed the rainforest, find themselves trapped within the bodies of their prey, forced to experience the fear and suffering they once were able to inflict. Hunters become helpless and vulnerable creatures, pursued by their former companions, while loggers find themselves rooted to the ground, unable to move or escape, and the like.

The Curupira's curse is said to be unbreakable unless those afflicted truly repent for their sins against nature and demonstrate genuine remorse. Only then may they have a chance at redemption.

This version of the tale serves as a grim reminder of the consequences that await those who disrespect the environment. It is a cautionary tale, meant to instill fear and discourage harmful intent, urging individuals to reflect upon their choices and bear the responsibility for their actions.



SETTING:

The Brazilian Rainforest with its lush canopy and abundant wildlife and the wild, rugged Green Mountains of Vermont set the stage for this terrifying tale.

WORLD:

This is a world where nightmares follow you into the real world, where bedtime stories aren't just for the young, and bad things can, and do, happen to good people. Unfortunately, the laws of nature, once violated, don't discriminate.

tone:

Dark, chillingly claustrophobic.

THEMES:

Reap what you sow. What it means to find your power?
Standing up to injustice. Protecting the world we live in.





BACKSTORY

The Borges-Renault family is a blended union not exempt from the struggles of cultural disconnect.

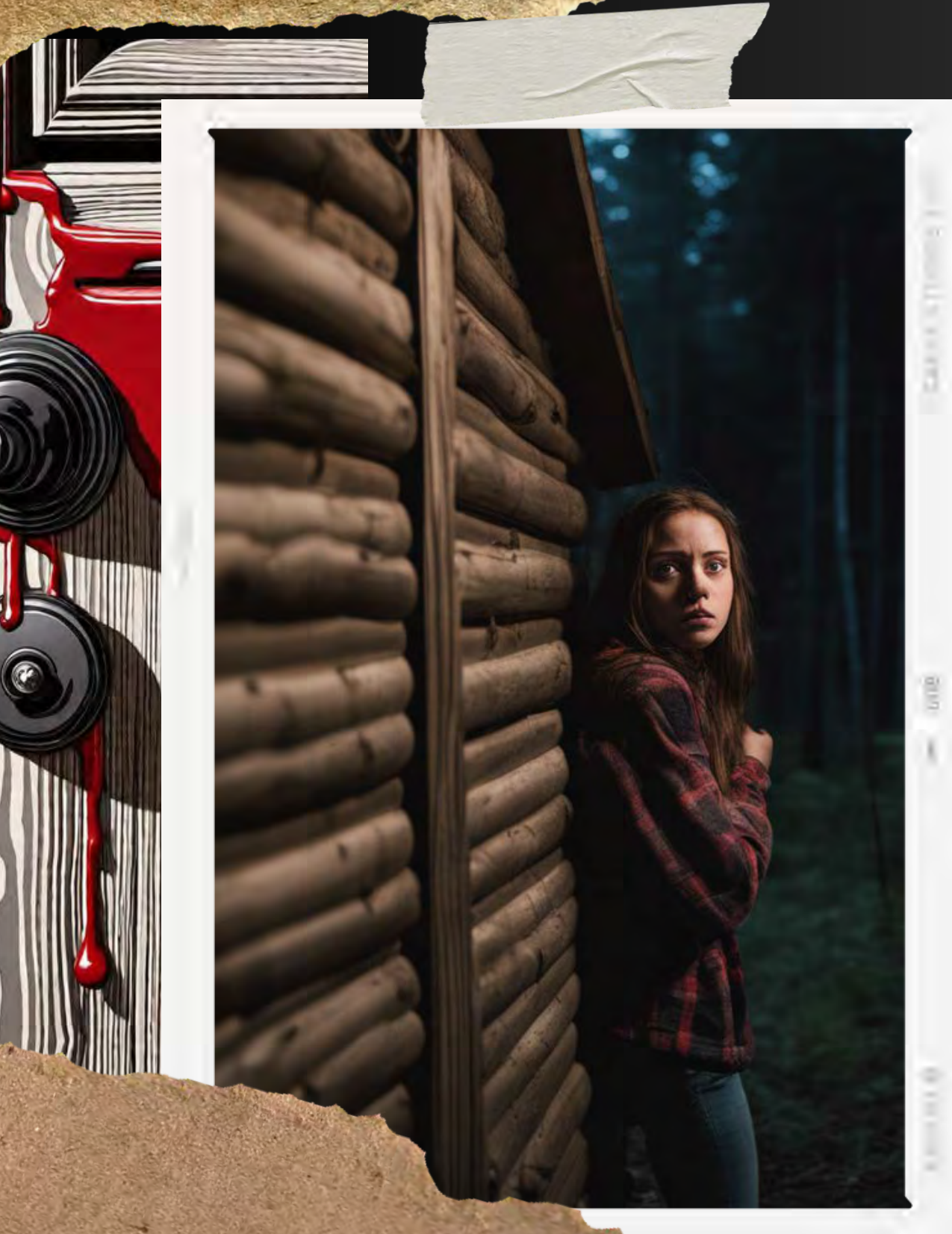
Aria Borges has twin girls from her former marriage to Sal Santos, a good man who made a mistake and lost his wife, for whom he still carries a torch. Their daughters Melody and Joy (16) couldn't be more opposite. Melody is a bright light of kindness, while Joy is the textbook, angry, disgruntled teen.

Aria and her new husband, Trevor Renault, have two children, Penny (8) and Logan (4). Penny would be an angelic gift for any parent, and she is the cement that keeps this family grounded while Logan is slowly dying from Aortic Valve Disease. He is the little soul that keeps this family fighting for one another.

Aria fell fast for Trevor Renault, her new husband when the Vermont native opened the first branch of his company in Brazil. Trevor fell head over heels with the idea of Aria and the duplicitous life he could enjoy with a family in Brazil and his desired lifestyle back home.

Amongst his forays to America, one stands out amongst the rest. Trevor enjoys a debauchorous hunting trip back home every year with his college buds. Hunting, killing, playing, complete with poker and prostitutes -- what happens in Vermont stays in Vermont!

This year, Trevor is in for a big awakening when he is forced to invite his entire family on his fiercely protected guys' trip after a night out drinking with Aria's brothers. The night gets wild and results in a DUI -- on the night of his Anniversary! Trevor thinks fast on his feet and plays the invitation off as a surprise. He was discussing with her brothers and just lost track of time. What else could he do -- there was no other way out of the mess he made by his reckless behavior and he knew this time Aria was leaving!





SYNOPSIS

Things turn disastrous when Aria and the Borges-Renault clan arrive in Vermont. Unbeknownst to Aria, Penny brings a totem from home. Penny, being her protector, takes her grandmother's beloved Curupira totem. An heirloom that's been in their family for generations. This small act releases the Curupira in the Vermont Green Mountains.

Trevor grows increasingly more aggressive, the more he hunts with his friends and Joy becomes increasingly more protective of her mother, the more Trevor acts out against her. It's not long before all of Trevor's companions end up fatally wounded, an event he can't explain. Though Joy believes her stepfather is the culprit when she observes him covering his tracks.

Trevor takes Melody hunting, and the day results in more bloodshed. Trevor convinces Melody to stalk a doe, not a buck, a mother with several fawns. The incident results in Melody's death. The first time she ever did anything wrong in her entire young life. The problem is the Curupira doesn't give second chances.

It's not long before Aria and Joy discover Trevor is deadset on taking his family out. What they don't know yet is that Trevor sees them all as prey. The Curupira has tangled his mind and perception of what's real and what isn't. Trevor, believing his family are deer, can't resist the urge to hunt them all down.

After Aria is severely wounded, Joy finds herself alone to defend her younger siblings. It is not until Logan disappears that Penny opens up about the totem. The two girls destroy the totem, praying that will set things right. To their dismay, it doesn't. Joy is forced to kill her stepfather in order to save her family.

Logan is found afterward, and miraculously, his heart has been healed. The Curupira isn't all bad! Innocence is protected.





TREVOR

Trevor Renault (40s, white) is an All-American New Englander with a pretentious fatal flaw -- his over-inflated ego!

Trevor wants to have his wedding cake and devour it, too, in every sense of the old saying. He wants Aria and his family safely tucked away on an entirely different continent while he enjoys all the single man's pleasures one can dream up in life.

Trevor has never accepted Aria's daughters from her previous marriage, and Aria is stunned when, all of the sudden, they are part of a surprise trip Trevor has been planning to surprise her with.



ARIA

Aria (40s, Brazilian, feisty, with the heart of a lion) is a capable woman who has just married the wrong man. For whatever reason, she can't seem to walk away even when she knows she should.

She makes excuses for Trevor when he forgets Logan's doctor's appointments and their anniversary, even when he lies about finding a specialist for their son.

Aria is wounded while protecting her children from the Curupira.



JOY AND MELODY

The Twins couldn't be more the opposite. -- Joy is your typical disgruntled teen, and she doesn't trust her stepfather at all, whereas Melody is a sweet-natured, do-anything-for-anyone kind-hearted soul who trusts Trevor just because he's part of the family.

Both girls adore their younger brother and go out of their way to pick up the slack for their mom when things get tough.

After Melody is killed and their mother wounded, the family's protection falls on Joy's shoulders.



PENNY AND LOGAN

Penny is an innocent, happy child who unknowingly causes turmoil with her constant curiosity.

Logan has a faulty aortic valve and relies on his sisters for literally everything. Because of Logan's innocence, the Curupira cures his condition, while reeking havoc on everyone else.





DIRECTOR'S STATEMENT

Why Us:

Tonia and Bulent both have a fond love of nature. Bulent, being a survivalist, spends most of his time outdoors, and Tonia has an unconditional bond with all things great and small. As a girl growing up on a farm, she was often referred to as Snow White. Together, this is their love letter to Mother Nature for all she bestows on humanity. It is also a call to action and a not-so-gentle reminder that our actions have consequences.

Why Now?

We saw how badly the planet needs a reset during the recent pandemic. It doesn't take much to give back and curb the harm we are inflicting on the host that sustains our parasitic lifestyles. We aren't extremists or anything like that, but we do share a healthy awareness of what's to come if we don't stop behaving the way we do.

Why Horror?

Horror never goes out of style and a low-budget horror done right with great marketing can turn an 80k production into a \$131,000,000.00 grassroots hit.

Artistic Vision:

Curupira will have moody undertones capturing the emotional disarray of the family as they navigate the horrors befalling them for violating the sacred laws of nature. It will be a contained, dark, claustrophobic nightmare. The break in tension will come from the family's bond and their love for one another as their world shatters. It will be written and produced with a small cast and crew with limited locations, which have already been secured. CGI and special effects will be minimal. The shapeshifter, much like the monster in Cloverfield, will only be seen a few times and will have a gradual reveal, staying budget-conscious.





A New Wave of Horror Movie Directors Are Reshaping the Genre

After being shut out for years, more directors who are women and people of color are bringing a fresh take to this popular genre.

 Shondaland / Oct. 30, 2020

HORROR DIRECTORS ARE RESHAPING THE GENRE



From 'Babadook' to 'Raw': The Rise of the Modern Female Horror Filmmaker

From 'Babadook' to 'Raw' – how the rise of the modern female horror filmmaker has helped elevate the genre and brought fresh blood to scary movies.

 Rolling Stone / Oct. 26, 2016

TARGET AUDIENCE AND DISTRIBUTION

Horror fans are loyal. The genre maintains a consistent fanbase regardless of industry highs and lows. Low-budget horror investments have proven to generate a good return on investment, and when it comes to attracting a more diverse viewership, horror is one of the few genres ahead of the pack.

The Curupira combines popular tried and true genre elements, borrowing from classics like Predator and Cabin In The Woods to elevate this independent film above the typical run-of-the-mill low-budget horrors.

The film touches on a socially relevant, forward-thinking theme and has a female lead, a female producer/director/writer, a female line producer, a female production coordinator, and a female camera operator -- a combination that will position it for success at festivals and distribution across multiple markets worldwide.

Preliminary Marketing/PR:

- The Curupira Lore is globally known.
- A graphic novel is in the works to be pushed alongside the feature
- Hire a PR Firm to generate a grassroots campaign during the pre-production stage (and after)
- Incorporate Social Media influencers both in the film and for services to heighten reach
- Develop a Marketing strategy with a reputable firm prior to production

Distribution Strategy:

- A world premiere at a prominent, genre-friendly festival (e.g. Fantasia, Sitges, Tribeca, Sundance, SXSW, AFF, BFF, etc.)
- A buzzworthy, global festival run
- Active PR/Marketing Campaigns
- Inclusion at Film Markets (AFM, The Gotham)
- Theatrical runs (Chicago, New York, Los Angeles, Atlanta, etc.)
- Ancillary markets (streaming, VOD, cable, airline)

ALLOCATION OF FUNDS/FUNDING PLAN

Production Budget: \$500,000.00

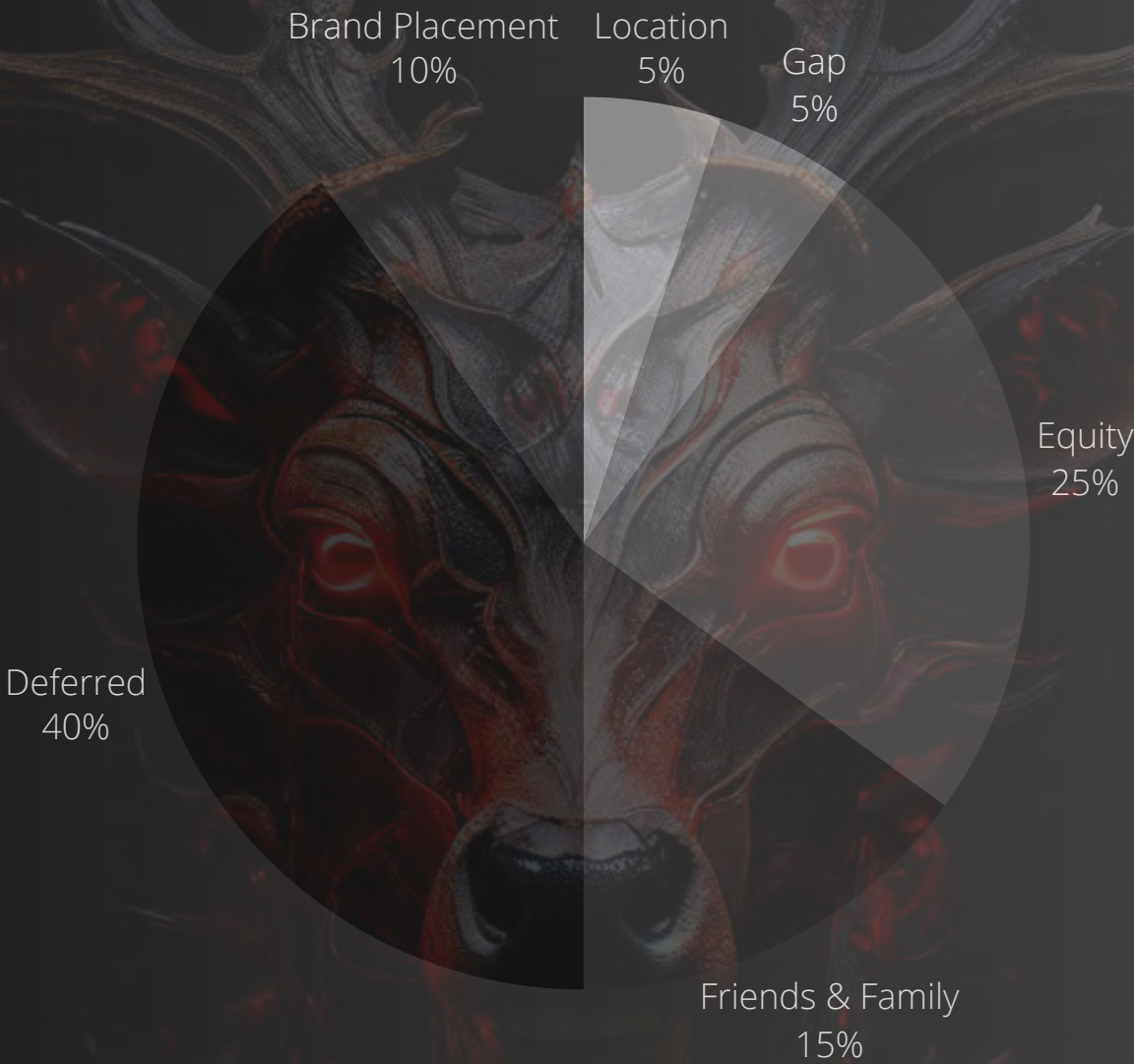
- Talent: \$100,000
- Above the Line: \$200,000

Additional Funds (Not in Production Budget):

Preliminary Marketing Budget: \$100,000.00

- Marketing: \$40,000.00
- Social Media: \$20,000.00
- PR: \$40,000.00

Festival Budget: \$25,000.00



Recoupment Schedule Waterfall

- Friends & Family (Obtained- Soft)
- Equity (3rd)
- Deferments (2nd)
- Gap (1st)

Production Budget

45% Secured to date (Personal/Deferments, and location secured/cost covered)



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