

Where the Buffalo Roam





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Executive Summary

The purpose of this business plan is to outline an actionable course for the successful completion, marketing, and distribution of the feature length motion picture, *Where the Buffalo Roam*.

THE STORY

A coming-of-age tale of a wealthy, young woman who upturns her privilege life to go on a quest for survival in order to find herself. In the vein of *Wild*, the heart of this film is woman vs. nature. Yet, tonal the film pulls from inspiration such as *Swiss Army Man*, *Moonrise Kingdom* and *Juno* with a quirky, off-beat sensibility.

CASTING

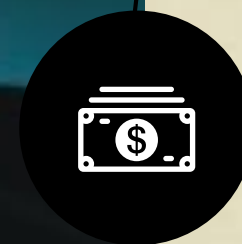
The Production Team is in the process of securing Letters of Intent for the lead role of JOSIE, MAGNOLIA, & WESLEY. High-profile talent are also being approached for a number of the top supporting roles in the film. Cast are being sought on the basis of bankability & marketing awareness, as well as their ability to generate strong pre-sales from top-tier sales agents.

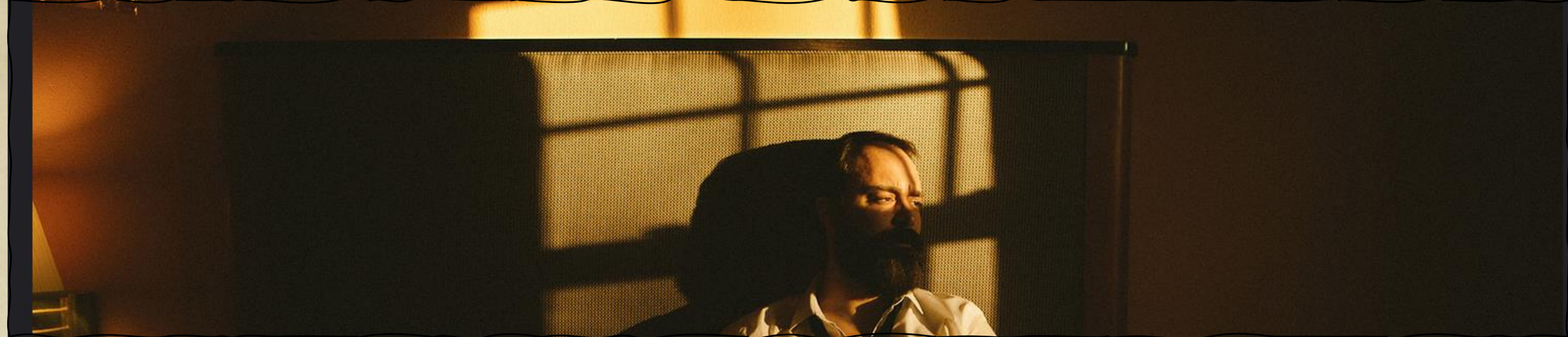
FINANCING

The financial requirement for this plan is \$1.6 million. \$1.6 million will provide for the development, production, and post-production deliverables for the film. The structure allows for both a traditional distribution path of an acquisition deal as well as a self-motivated release strategy of the film.

SALES

The Production Team is in discussions to attach strong international sales representation to present *Where the Buffalo Roam* globally at major film markets. With Buffalo 8 Productions advising on the content presentation, casting, marketing, and sales positioning, *Where the Buffalo Roam* can avoid the typical pitfalls of indie sales. The budget for the proposed film has been designed with the financial return in mind. The return strategy is based on a practical plan for accessing traditional dramatic & art-house audiences. With a stirring narrative that many are sure to relate to, the Producers believe that *Where the Buffalo Roam* can strike a chord with audiences looking for a thoughtful and reflective tale on what it means to truly live. Limited Theatrical, New Media, Streaming Video on Demand (SVOD), DVD/Blu-ray, broadcast, and foreign distribution outlets will be pursued—each with specific intent.





Synopsis

Our protagonist, Josie, is from a very wealthy, upper-class lifestyle. Yet Josie is very reclusive, due to parents who are constantly screaming and arguing. Josie's mom, Hope, is her life raft— creating imaginary worlds and stories to escape reality. But when Josie loses her mom in a mysterious boating accident, she is left unhinged—striving for the attention of her distant father, Charles. Always believing his wife to be unfaithful, Charles doubts that Josie is really his daughter and refuses to give her the affection she so desperately craves. When Hope leaves the entire family fortune to Josie—which she will receive when she turns 21— he ends up despising his daughter even more.

Once Josie reaches twenty-one, she has grown up to be a bit of a snob—very accustomed to a luxurious lifestyle where she doesn't have to do anything on her own. But when Josie is set to marry a man of her father's choosing, she starts to question her real purpose. After a seemingly chance encounter with a physic, Magnolia, and a buffalo surfacing on a tarot card, Josie decides to live out a dream of her deceased mother and go find the island where the buffalo roam—not knowing it will change her life forever. Along with her new friends, Magnolia and Wesley, she heads to the backside of Catalina Island, Two Harbors, to live off the land for one month, in search of buffalo as well as a sense of self.



The Character

Josie



Josie has grown up in the lap of luxury yet all roses have thorns. She is very prime and proper on the outside but struggles with demons on the inside. Josie lost her mom at a young age, who was everything to her. This left her striving for the attention of a distant father—an egoistical bull of a businessman who doesn't give his daughter the time of day.

At twenty-years-old she has never dealt with the grief of losing her mother and feels a lack of purpose in life, which she medicates daily with Xanax and shopping sprees.

Potential Cast



ZOEY DEUTCH

Set It Up
The Politician
Before I Fall



VICTORIA PEDRETTI

The Haunting of Hill House
Once Upon a Time... In Hollywood
You



KIERNAN SHIPKA

Mad Men
Chilling Adventures of Sabrina
When Marnie Was There

Incentivizing a mid-level talent agency with full packaging abilities will allow Where the Buffalo Roam to secure stronger than standard talent agreements. This list is a mere summary of sought talent.

The Character

M a g n o l i a



Magnolia is a bad girl with a spiritual edge. The daughter of a gypsy, she has lived an alternative lifestyle—learning how to survive on her own at young age. Now, in her early twenties, Magnolia lives in Topanga Canyon, where she gets by as a psychic with an occasional catering gig.

She's has an instinctual insight about others but wears a hard shell when it comes to letting anyone else in. Josie is curious about the free-spirit nature that Magnolia exudes. Befriending her is a glimpse into a completely different way of life.

Potential Cast



MAGARET QUALLEY

Once Upon a Time... In Hollywood
Fosse/Verdon
The Leftovers



DEBORAH ANN WOLL

True Blood
Catch .44
Daredevil



LAYSLA DE OLIVEIRA

In the Tall Grass
Guest of Honour
Locke & Key

Incentivizing a mid-level talent agency with full packaging abilities will allow Where the Buffalo Roam to secure stronger than standard talent agreements. This list is a mere summary of sought talent.

The Character

W e s l e y



A small-town boy from the deep South—Wesley grows up with a single mom who ran the local motel. Watching people coming and going, he always dreamt of getting out. At a young age Wesley took to the guitar—always hearing stories about his father, a big-name musician just passing through town. He loves nature, learning much needed survival skills from years of Cub Scouts.

At seventeen, Wesley loses his mom. Having nothing left, he leaves for LA to pursue music. Josie has never met anyone like him—a sensitive guy who wears his heart on his sleeve. She is instantly enamored with his rugged good looks and boyish charm.

Potential Cast



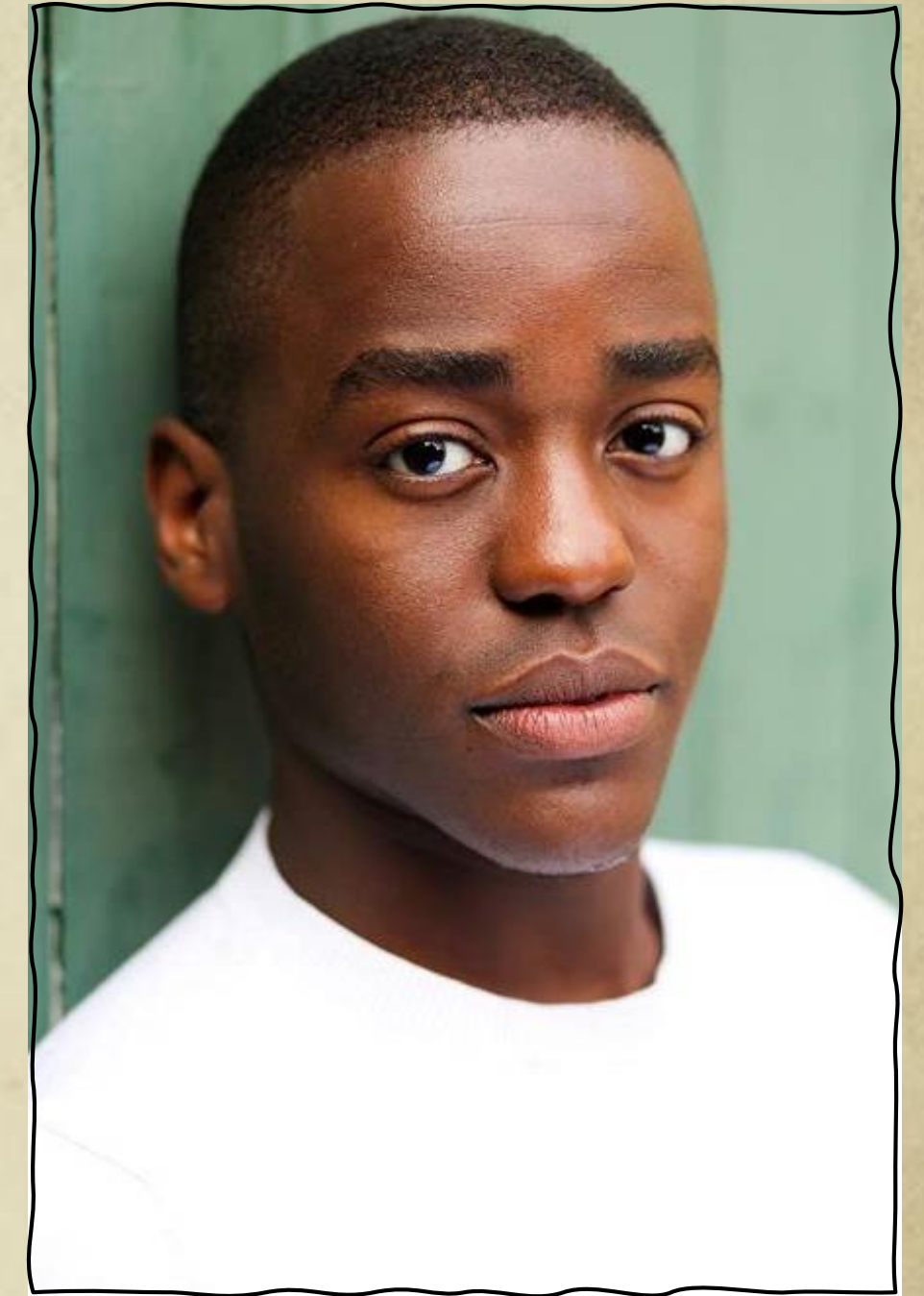
DEAN-CHARLES CHAPMAN

1917
Game of Thrones
The King



CONNOR JESSUP

American Crime
Locke & Key
Falling Skies



NCUTI GATWA

Sex Education
Stonemouth
Last Letter from Your Lover

Incentivizing a mid-level talent agency with full packaging abilities will allow Where the Buffalo Roam to secure stronger than standard talent agreements. This list is a mere summary of sought talent.

Production Timeline

FEATURING

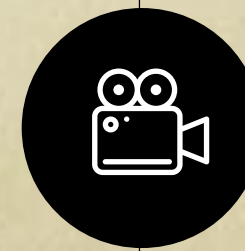
Pre-Production (4 Weeks)

- Set up production offices and accounting department
- Final casting, cast rehearsals, fittings
- Inform major and mini-major distributors of production status and establish tracking procedures
- Hire complete production team and crew
- Adjust and finalize production schedule and budget
- Complete all production design planning
- Book all equipment according to schedule
- Complete location scouting, contracting, and permitting
- Engage music licensing and pre-recording
- Book all travel and arrangements according to schedule and agreements



Development (Currently Underway)

- Fully develop the shooting script
- Complete preliminary shooting schedule
- Complete preliminary budget
- Secure preliminary talent commitments
- Secure project funding

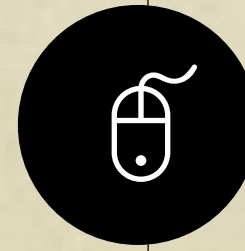


Principal Photography (5 Weeks)

- Engage in all activities involving picture and field sound acquisition on a five-week shooting schedule
- Schedule and execute any needed pickup shots and/or reshoots
- Wrap all outstanding business issues and ensure documentation is complete
- Finalize all accounting for audit
- Finalize, document, and back up all creative assets for post-production

Post-Production (12 weeks)

- Complete editorial of film
- Engage music scoring and record score
- Engage sound design including all Foley and looping activities
- Complete all digital effects and color correction
- Schedule and execute test screenings and collect data appropriately
- Make adjustments to final edit based on test screening data
- Mix and master final sound and picture for Dolby mix and/or THX Digital Master
- Complete all deliverables for domestic and foreign release including sound, music, trailer, print (film and digital), DVD, publicity, and legal requirements



Marketing and Distribution (Varies)

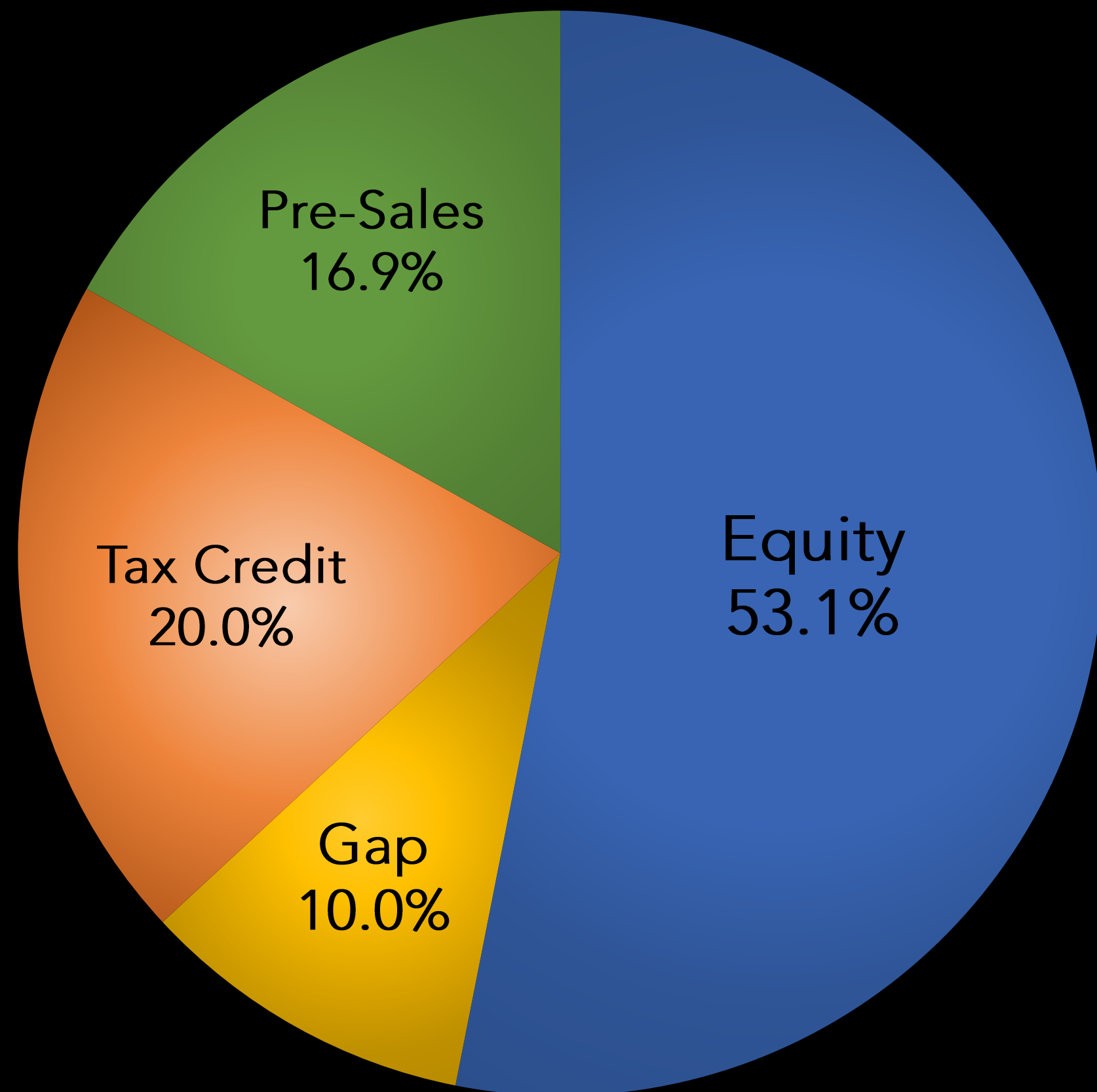
- Fully engage in all market-focused film festivals
- Schedule screening for distributors in Los Angeles
- Schedule screenings for leadership of special interest groups
- Contingent on mini-major or new media distributor interest, engage self-distribution plan (See Marketing and Release Strategies)



FINISH

Financial Plan

While the filmmakers are seeking as much equity as possible for production, the anticipated financial breakdown is below. As the budget is in the mid-millions range, other elements, such as a film tax credit, are a vital part of the financial plan. The Production Team has extensive relationships with a wide selection of Sales partners, and will seek to secure their involvement at an early stage. Greater detail on these four elements can be found under *Investment Strategy*.



Investment Strategy

ROI

Investors will recoup 120% of their investment before any profits are distributed. After that point, all of the net profits will be split on a 50/50 basis, with 50% being distributed to the investors on a pro rata basis and the remaining 50% going to the producing entity.

EXAMPLE

Assumption: \$6 million net revenue, with an ROI waterfall structure as follows:

- P&A Costs: \$900,000 (\$750,000 spent on P&A + 20% = \$900,000)
- Distribution Costs: \$1.2 million (\$6 million theatrical gross x blended rate of a return of 20% = \$1.2 million)
- International Sales Fee: \$600,000 (\$6 million theatrical gross x blended rate of a return of 10% = \$600,000)
- 1% CAMA: \$60,000
- Debt Lender: \$840,000 (12% APR on original \$750,000 loan)
- Equity/Direct Investors: \$1.02 million (20% return on the original \$850,000 investment)
- Profit participation recoupment: \$1.38 million (\$690,000 to investors and \$690,000 to the production entity)

100% HARD-EQUITY

Investors will be able to buy 50 of 100 available shares in the film LLC. Each share will be valued at \$17,000 and will give an investor a 1% profit share of the full gross return of the film.

EQUITY & LEGISLATION

Similar to the hard-equity strategy, the legislation strategy allows for production to shoot in an area with excellent tax-incentives. Certain states, such as California, offer a 20-25% tax-credit on most in-state spending.

- Taking advantage of such incentives protects an investment up to an additional 20-25% before production even begins. The production entity will offer investors this tax credit on a right of first refusal basis.

EQUITY, LEGISLATION & PRE-SALES

Combining with the strategy above, a pre-sales agreement takes advantage of a film's potential sales results and leverages that against a senior debt lender to finance a portion of the production.

- The difference is that once the sales agent is able to pre-sell some of the 150 territories, that money (minus the sales commission) will be handed back to the investors.
- The number one thing to allow for a successful pre-sale run is the attached key elements. Great talent and a strong director are key for a successful pre-sale

TAX DEDUCTIONS

- Section 181 Deduction under the Tax Cuts and Jobs Act of 2018 (TCJA) creates a 100% deduction for any money invested in a film, that is produced in the United States and that qualifies under the original qualification standards of Section 181.

Production Budget

Projections Model

"WHERE THE BUFFALO ROAM"
Budget v1 (based on Schedule v1)
SAG Low Budget
IATSE TIER 0
NON-DGA, NON-TEAMSTER

Prep Weeks: 4 Weeks
Total Days: 25 Days (5x5)
Post Weeks: 12 Weeks

PREPARED BY: BUFFALO 8

Acct#	Category Description	Page	Total
1100	STORY & RIGHTS	1	11,550
1200	PRODUCER'S UNIT	1	58,737
1300	DIRECTION	1	45,000
1400	CAST	1	390,423
1500	ATL TRAVEL	3	18,000
Total Above-The-Line			523,710
2100	PRODUCTION STAFF	4	73,043
2200	SET DESIGN	5	58,061
2300	SPECIAL EFFECTS	5	3,987
2500	SET OPERATIONS	5	53,689
2700	SET DRESSING	6	31,077
2800	PROPERTY	7	20,012
2900	WARDROBE	7	50,849
3000	PICTURE VEHIC & ANIMALS	8	21,964
3100	MAKEUP & HAIRDRESSING	9	28,268
3200	SET LIGHTING	9	52,995
3300	CAMERA	10	129,550
3400	PRODUCTION SOUND	11	23,645
3500	TRANSPORTATION	12	89,393
3600	LOCATION EXPENSES	13	158,244
3700	PRODUCTION DRIVES & LABORATORY	15	2,400
Total Below-The-Line Production			797,177
4400	EDITORIAL	16	64,515
4500	VISUAL EFFECTS	16	7,500
4600	SOUND EDITORIAL & RERECORDING	16	21,000
4700	MUSIC EDITORIAL & SCORING	17	19,000
4900	TITLES	17	4,000
5100	DELIVERY REQUIREMENTS	17	8,500
Total Below-The-Line Post			124,515
6900	CONTINGENCY : 10.0% (281,996 excluded)		116,641
7000	FEES & CHARGES	18	3,000
Total Below-The-Line Other			119,641
	INSURANCE PACKAGE : 1.3%		18,829
	LEGAL FEES (0.75%) : 0.75%		10,863
Total Completion Costs			29,692
Total Above-The-Line			523,710
Total Below-The-Line			1,071,025
Total Above and Below-The-Line			1,594,735
Grand Total			1,594,735



PROJECT: Where the Buffalo Roam

2/14/2020

Version

1

Case: Status Quo

Note: U.S. Dollars ^[2]	Financing Comments	Financing Type	Gross Collateral	Advance Rate ^[2]	US\$ Amount	% of Total Cash Budget
		Equity	--	--	\$850,000	53.1%
		Senior Loan - Tax Credit	\$ 375,000	90.0%	320,000	20.0%
		Senior Loan - Pre-sales	\$ 300,000	90.0%	270,000	16.9%
		Gap/Mezz	--	--	160,000	10.0%
= Total Production Cash Budget					\$1,600,000	100.0%
		(+) Loan Commitment Fee			30,000	1.8%
		(+) FX / Legal Reserve			15,000	0.9%
		(+) Mezz/Senior Interest Reserve			66,991	3.9%
= Total Finance Plan					\$1,711,991	106.5%

Notes:

[1] Potential Lender potential requirement. TBD.

[2] Post Lender's adjustments for variance on the tax credit of 5%.

FINANCE PLAN SUMMARY

Production Budget Summary	US\$ Amount	% of Total
Equity	\$850,000	53%
Senior Secured Loan	590,000	37%
Mezz/Gap Loan	160,000	10%
Total Production Budget	\$1,600,000	100%

Overall Finance Plan Summary

	US\$ Amount	% of Total
Equity	\$850,000	50%
Senior Secured Loan	590,000	34%
Mezz/Gap Loan	160,000	9%
Adjusted Loan (i.e. Fee/Interest reserves)	111,991	7%
= Total Finance Plan	\$1,711,991	100%

LOAN SUMMARY

Loan Amount (Principal Advanced)		
(+) Interest Reserve	66,991	7.8%
(+) Legal Reserve	15,000	1.7%
(+) Commitment Fee	30,000	3.5%
= Total Adjusted Loan Commitment	\$861,991	100.0%

Note:

This presentation has been prepared for discussion purposes only and shall not be relied upon to make any investment decisions.

The Producers, the Project, Buffalo 8 Productions LLC and Bondit LLC expressly disclaim all liability from any decision, express or implied, as it relates to this Presentation.

Projections Model

Project Title: Where the Buffalo Roam			
Case: Status Quo	Date: 2/14/2020	Version: 1	

Sources & Uses Summary:		Note: USD	
Uses:	\$ Amount	% of Total	
Film budget, net	\$ 1,800,000	93.9%	
Upfront Financing Fee	30,000	1.8%	
Legal Reserve	15,000	0.9%	
Interest Reserve	66,991	3.9%	
Total Uses	\$ 1,711,991	100.0%	
Sources:			
(A) Equity	\$ 850,000	49.8%	LTV %
(B) Senior Secured Loan (Tax Credit + P	590,000	34.8%	90% TC / 90% PS
(C) Gap/Mezz Debt (Capitalized of Fees	271,991	15.9%	10%
	-	0.0%	
Total Sources	\$ 1,711,991	100.0%	

Project Summary:	Talent:
Cash Budget \$ 1,800,000	Producers Carly Herbert
% Equity 53%	Exec. Producer(s)
Debt (principal) \$ 750,000	Production Co. 1
Total Adj. Debt \$ 861,991	Production Co. 2
	Director(s): TBD
	Genre: Drama
	Lead Actor(s): TBD
	Key Crew
	Writer: Carly Herbert
	Location: TBD
	Selling Intl: TBD Sales Company
	Selling Dom: TBD Sales Company
	Completion Bond: No
	Prep start: 6/1/2020

		Downside	"Takes" Case	"Ask" Case				
Sales Estimates Summary								
	70%	1,050,000	1,275,000	1,500,000	1,625,000	1,750,000	1,875,000	2,000,000
Foreign Gross Receipts								
Foreign Distribution Costs:								
		(105,000)	(127,500)	(150,000)	(162,500)	(175,000)	(187,500)	(200,000)
		(10,500)	(12,750)	(15,000)	(16,250)	(17,500)	(18,750)	(20,000)
		(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)	(75,000)
		(63,000)	(76,500)	(90,000)	(97,500)	(105,000)	(112,500)	(120,000)
		(253,500)	(291,750)	(330,000)	(351,250)	(372,500)	(393,750)	(415,000)
		796,500	983,250	1,170,000	1,273,750	1,377,500	1,481,250	1,585,000
		796,500	983,250	1,170,000	1,273,750	1,377,500	1,481,250	1,585,000
Domestic Gross Receipts								
	100%	700,000	700,000	700,000	850,000	1,000,000	1,150,000	1,300,000
Domestic Distribution Costs:								
		(70,000)	(70,000)	(70,000)	(85,000)	(100,000)	(115,000)	(130,000)
		(42,000)	(42,000)	(42,000)	(51,000)	(60,000)	(69,000)	(78,000)
		(10,500)	(10,500)	(10,500)	(12,750)	(15,000)	(17,250)	(19,500)
		(122,500)	(122,500)	(122,500)	(148,750)	(175,000)	(201,250)	(227,500)
		577,500	577,500	577,500	701,250	825,000	948,750	1,072,500
		577,500	577,500	577,500	701,250	825,000	948,750	1,072,500
Cash Flow Summary:								
		1,374,000	1,560,750	1,747,500	1,975,000	2,202,500	2,430,000	2,657,500
		356,000	356,000	356,000	356,000	356,000	356,000	356,000
		1,730,000	1,916,750	2,103,500	2,331,000	2,558,500	2,786,000	3,013,500
Senior Debt Summary:								
		500,000	500,000	500,000	500,000	500,000	500,000	500,000
		500,000	500,000	500,000	500,000	500,000	500,000	500,000
		(500,000)	(500,000)	(500,000)	(500,000)	(500,000)	(500,000)	(500,000)
		1,140,000	1,326,750	1,513,500	1,741,000	1,968,500	2,196,000	2,423,500
Mezz Loan Summary:								
		160,000	160,000	160,000	160,000	160,000	160,000	160,000
		178,981	178,981	178,981	178,981	178,981	178,981	178,981
		338,981	338,981	338,981	338,981	338,981	338,981	338,981
		(338,981)	(338,981)	(338,981)	(338,981)	(338,981)	(338,981)	(338,981)
		160,000	160,000	160,000	160,000	160,000	160,000	160,000
Credit Statistics:								
		1.11x	1.11x	1.11x	1.11x	1.11x	1.11x	1.11x
		100%	100%	100%	100%	100%	100%	100%
		3.36x	3.91x	4.46x	5.14x	5.81x	6.48x	7.15x
		100%	100%	100%	100%	100%	100%	100%
		YES	YES	YES	YES	YES	YES	YES
Prof Equity Summary:								
		801,019	987,769	1,174,519	1,402,019	1,629,519	1,857,019	2,084,519
		(52,500)	(63,750)	(75,000)	(81,250)	(87,500)	(93,750)	(100,000)
		(35,000)	(35,000)	(35,000)	(42,500)	(50,000)	(57,500)	(65,000)
		713,519	889,019	1,064,519	1,278,269	1,492,019	1,705,769	1,919,519
		850,000	850,000	850,000	850,000	850,000	850,000	850,000
		170,000	170,000	170,000	170,000	170,000	170,000	170,000
		1,020,000	1,020,000	1,020,000	1,020,000	1,020,000	1,020,000	1,020,000
		(713,519)	(889,019)	(1,020,000)	(1,020,000)	(1,020,000)	(1,020,000)	(1,020,000)
		306,481	130,981	44,519	258,269	472,019	685,769	899,519
		45.0%	5.0%	50.0%	20.033	116.221	212.408	308.596
		5.0%	5.0%	50.0%	2.228	12.913	23.001	34.288
		50.0%	50.0%	50.0%	22.259	129.134	238.009	342.984
					44,519	258,269	472,019	685,769

Project Title: Where the Buffalo Roam			
Case: Status Quo	Date: 2/14/2020	Version: 1	

Controls:		
Circ	1	
Annualized Rate	10.00%	Senior
Accrued Rate	5.00%	Mezz
Cash Interest	5.00%	
Start Date	5/14/2020	
End Date	11/13/2021	
Days out	548	
Months Out	18 months	
Case		
Principal, net to Production	\$ 750,000	
Plus:		
Fees/Reserves:		%
Lender Commitment Fee	\$ 30,000	3.0%
Lender Interest Reserve	\$ 66,991	0%
Lender Legal Reserve	\$ 15,000	2%
Total Fee/Reserves	\$ 111,991	
Adj. Principle	\$ 861,991	

Annualized Rate - Wtd Across Principal, net to Production.			
	Rate	Wtd. Avg.	
\$ 590,000	10.0%	7.9%	78.7%
\$ 160,000	13.0%	2.8%	21.3%
\$ 750,000		10.6%	100.0%

Total Debt Summary							
Period	Date	Adj. Principal	Accrued	Cash Pay	Lender CF	ProdCo CF	ProdCo Net Cash
-1	5/14/2020				(831,991)	831,991	831,991
1	6/13/2020	861,991	3,592	3,592	\$3,592	(\$3,592)	828,399
2	7/13/2020	865,582	3,607	3,607	\$3,607	(\$3,607)	824,792
3	8/13/2020	869,189	3,622	3,622	\$3,622	(\$3,622)	821,171
4	9/13/2020	872,810	3,637	3,637	\$3,637	(\$3,637)	817,534
5	10/13/2020	876,447	3,652	3,652	\$3,652	(\$3,652)	813,882
6	11/13/2020	880,099	3,667	3,667	\$3,667	(\$3,667)	810,215
7	12/13/2020	883,766	3,682	3,682	\$3,682	(\$3,682)	806,533
8	1/13/2021	887,448	3,698	3,698	\$3,698	(\$3,698)	802,835
9	2/13/2021	891,146	3,713	3,713	\$3,713	(\$3,713)	799,122
10	3/13/2021	894,859	3,729	3,729	\$3,729	(\$3,729)	795,393
11	4/13/2021	898,588	3,744	3,744	\$3,744	(\$3,744)	791,649
12	5/13/2021	902,332	3,760	3,760	\$3,760	(\$3,760)	787,890
13	6/13/2021	906,092	3,775	3,775	\$3,775	(\$3,775)	784,114
14	7/13/2021	909,867	3,791	3,791	\$3,791	(\$3,791)	780,323
15	8/13/2021	913,658	3,807	3,807	\$3,807	(\$3,807)	776,516
16	9/13/2021	917,465	3,823	3,823	\$3,823	(\$3,823)	772,693
17	10/13/2021	921,288	3,839	3,839	\$3,839	(\$3,839)	768,855
18	11/13/2021	925,127	3,855	3,855	\$932,836	(\$932,836)	(163,981)

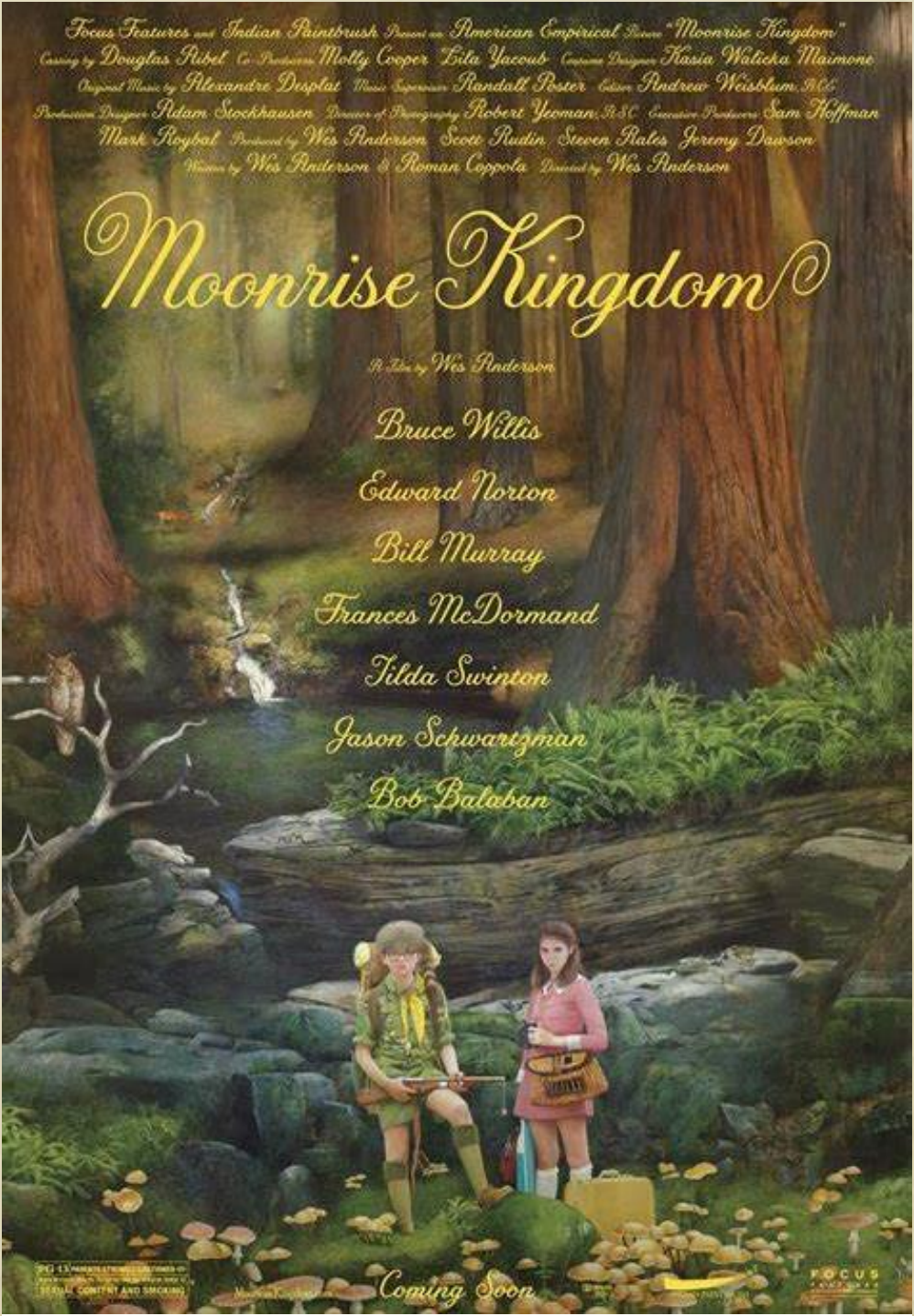
Similar Films

FEATURING



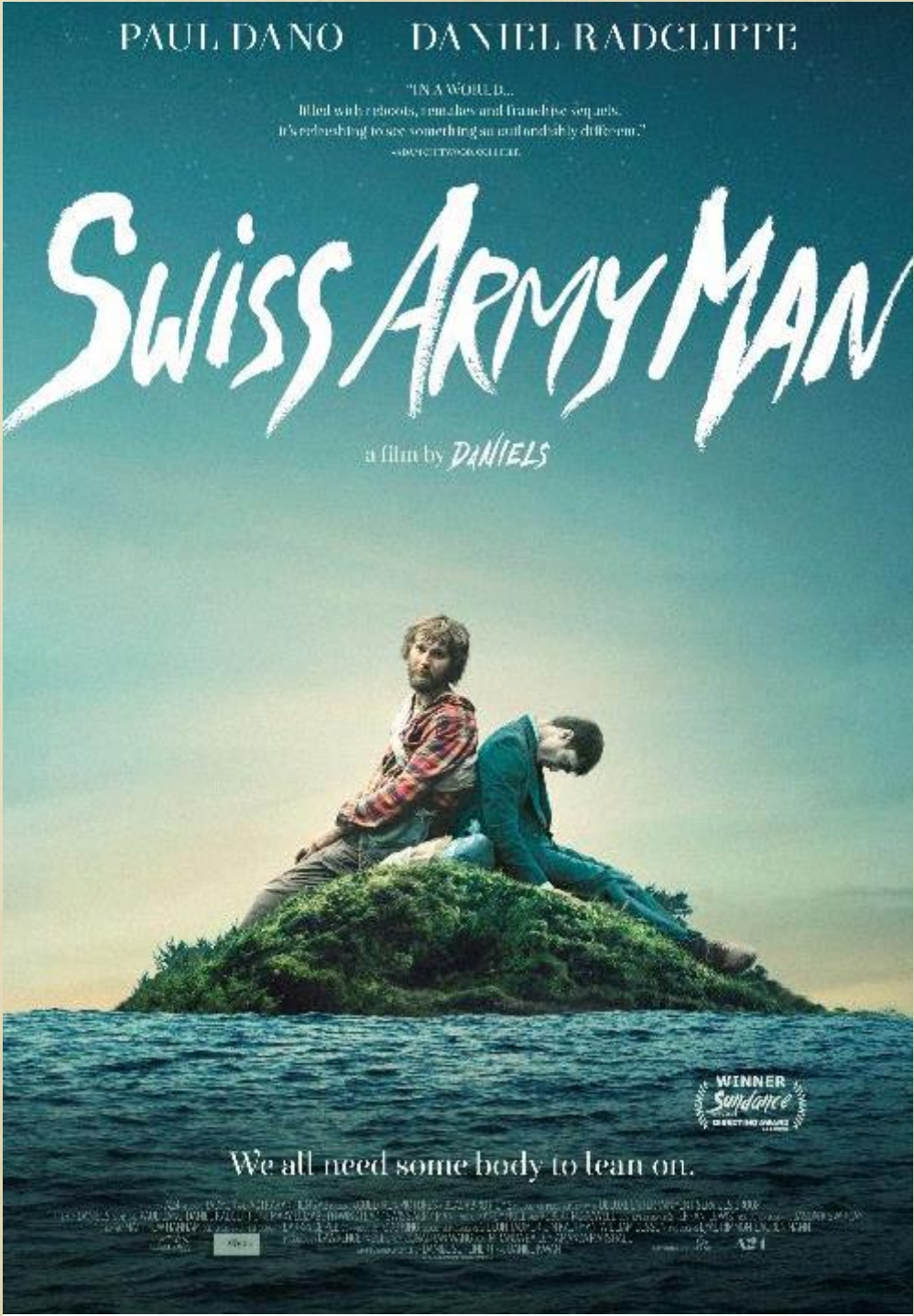
THE SPECTACULAR NOW

Production Budget: **\$2.5 million**
Worldwide Box Office: **\$6.9 million**



MOONRISE KINGDOM

Production Budget: **\$16 million**
Worldwide Box Office: **\$68.3 million**



SWISS ARMY MAN

Production Budget: **\$3 million**
Worldwide Box Office: **\$5.8 million**

* Although not all of the content in the above relates to Where the Buffalo Roam, each were chosen due to: a similar budget level, a recent, independent, theatrical release outside of a major studio, and/or similar genre elements.



Risk

INVESTMENT RISK

An investment in the production of a motion picture is extremely speculative and involves a high degree of risk. Management will seek accredited investors who understand this risk. The ideal investor is one who believes that *Where the Buffalo Roam* should be shown to the widest audience possible. With this goal in mind, the producers have established an accurate budget and prepared a marketing strategy for major release, or a release through an SVOD partner. This is in an effort to eliminate the element of chance and to ensure future returns.

PRODUCTION RISK

The cost of developing and producing motion pictures is often underestimated and may be increased by reasons or factors beyond the control of the producers. The mistake many inexperienced filmmakers make is to begin preproduction and principal photography before all elements are in place for the successful completion and delivery of a quality product. The producers intend to mitigate these production risks in three ways:

1. Ensure key elements are satisfactorily addressed and resolved before the production phase (large expenditures) begins. Such issues include: finalizing a script, engaging a reputable script clearance company to address legal issues, and ensuring the film has a committed cast in place that have both the skills and draw to attract distributors as well as an audience.
2. Create alternate plans for personnel and workflow that limit production delays due to unexpected circumstances. The filmmakers of *Where the Buffalo Roam* are experienced in the field and possess excellent production planning and execution skills. Essential factors in planning are to have qualified personnel available to step into key positions in case of emergency. To that end, the Production Team will have alternate shooting locations readily available when inclement weather is anticipated and will build the production schedule so it can easily accommodate necessary changes. The Production Team also has great relationships with a wide variety of production partners, meaning all vendors/equipment, etc., will be obtained at fair & equitable rates.
3. Put in place comprehensive insurance to mitigate any expense that might truly be out of the producers' control. Procuring business insurance might seem obvious; however, too often inexperienced producers take shortcuts when it comes to production insurance. Although the Production Team's first goal is to continue working once the momentum of full production starts, it is vital that all measures be taken to ensure the project will be completed and there is no legal exposure that endangers delivery. Comprehensive coverage will include Film Producer's Indemnity (Cast Insurance), Negative Film Coverage (or digital equivalent), Producer's Errors and Omissions, et al.

Distribution Plan

SALES APPROACH

The majority of independent films suffer from an unrealistic expectation for the film's release; *Where the Buffalo Roam* excels in that it recognizes the necessity of the sales input from an early stage. By attaching a well-known sales company during the development phase, *Where the Buffalo Roam* is able to execute on strong cast selections, generate early interest in the film before production is complete, and introduce the concept to the market before beginning physical sales.

The producers and management team also have strong relationships with the top talent agencies including: WME, CAA, UTA, ICM, Gersh and Paradigm in which they plan to work with one of their packaging departments to build a cast with the highest value and represent the project in the domestic market as well as assist with festival placement. Management intends to have a theatrical release and will be shopping to various distributors, with potential SVOD and OTT platform licensing to Netflix, Amazon, Hulu, Vudu, Apple, Quibi, etc.

The Production team plans to engage these partners in coming months (both before and after production) as the project becomes more fully realized.

FESTIVALS

Working in tandem with agency and sales partners, the Production Team plans to premiere *Where the Buffalo Roam* at a top-tier film festival, specifically: Berlin, Cannes, Tribeca, or Toronto. The Production Team also has relationships with additional festivals, including: Sun Valley FF, Telluride FF, Nashville FF, among others. The Producers have had projects premiere or screen at each one of the listed festivals and believes the quality of *Where the Buffalo Roam* and their strong standing relationship with various programmers at each will allow for a successful festival run.

START TO FINISH MARKETING

Although in the early stages of development, the Production Team for *Where the Buffalo Roam* has already begun implementing their marketing philosophy. Marketing starts at the beginning of development and finishes after release on all distribution platforms. This means immediately beginning grassroots marketing efforts through social media and targeted genre fan bases. The Producers recognize the necessity of savvy & thoughtful marketing campaigns, and realize their importance in the overall success of the film.

LEADING INDUSTRY PROFESSIONALS

The Production Team will utilize proven industry professionals for all services and department head positions to ensure completion of a quality product and to best protect the interests of the lenders. There is no substitute for experience, and shortcuts are not acceptable — where most independent films' suffer in their hiring process, *Where the Buffalo Roam* will outclass the competition. Already *Where the Buffalo Roam* has managed to begin putting together a strong team of industry professionals.





Target Markets

URBAN PROFESSIONALS

Young urban professionals accounted for an exceptional 18-20% of total ticket sales for similar titles to *Where the Buffalo Roam*. With sophisticated sensibilities and disposable income—this demographic is one of the most crucial emerging sales groups to focus on. With the average moviegoer in this category purchasing upwards of 8 movie tickets/year (per MPAA statistics) this group is more likely to be keyed into movie culture, and excited by an independent film like *Where the Buffalo Roam*. This isn't necessarily surprising, since these individuals are generally renters and thus have high amounts of disposable income and free time with which to see movies, especially those that don't receive expensive marketing campaigns like big-budget tentpole projects.

With a demographic that's also twice as likely to use social media platforms like Facebook, Twitter & Instagram daily, the marketing potential with this demographic is huge. Dramatic, art-house films such as *Little Women* and *Midsommar*, both experienced increased box office results due to savvy word-of-mouth marketing campaigns, something that the Producers of *Where the Buffalo Roam* are keen to replicate. And with many different aspects of *Where the Buffalo Roam* being appealing to this diverse demographic, there is plenty of potential for *Where the Buffalo Roam* to strike a chord with this audience group.

FEMALE AUDIENCES

In recent years there has been an increased focus on the lack of female roles in films. Generally constrained to very specific types, there are minimal roles for female leads with any sort of depth or character development. In this same vein, there is an antiquated way of thinking that female centric films don't sell tickets. However, recent years saw the success of female-led films like *Booksmart*, *Captain Marvel*, and *Little Women*, all of which far-surpassed their production budgets at the box office.

Most interestingly though is the fact that nearly 53% of domestic moviegoers are females but are a relatively underserved film audience. The producers believe that catering to this audience has helped drive the success of these films (e.g. 54% of the audience of *The Hunger Games Saga* was female, compared to just 42% for *The Marvel Cinematic Universe*). In 2019, the aforementioned *Booksmart* became a word-of-mouth hit, grossing \$25 million at the box office on a small \$6 million production budget. *Where the Buffalo Roam* is poised to follow in the footsteps of these success stories with a relatable story about female empowerment and coping with long-term grief. And with compelling visuals and engaging characters, the wide-market potential of this film is exceptional.

Appendix



Appendix A - LLC Registration

As development can be a time-consuming process, it is customary for the company documentation to be filed when the first subscription agreements are submitted. Procedures and timeline for company registration are outlined in the *Where the Buffalo Roam, LLC Confidential Private Offering Memorandum* according to applicable law. The full Operating Agreement is included with the offering memorandum and is available upon request. All company registration and documentation will be provided before escrow is established and will be available to investors before suitability is determined.

Appendix B - Wire Information

Wire information is available to qualified investors.

Appendix C - Legal Notices

This business plan does not constitute an offer to sell or a solicitation of an offer to buy any security or interest of any kind in the company or other entity herein. No representations or warranties of any kind whatsoever are made, or should be inferred, with respect to the information set forth herein.

This business plan represents the confidential and proprietary work product of *Where the Buffalo Roam* and is not intended for general use or publication. Consummation of the undertaking described in this business plan is subject, in pertinent part, to the company obtaining the funds necessary to finance the venture.

This business plan contains certain information and assumptions which are presented solely for the purpose of information and illustration. No representations or warranties of any kind can be made as to the accuracy or completeness of such information.

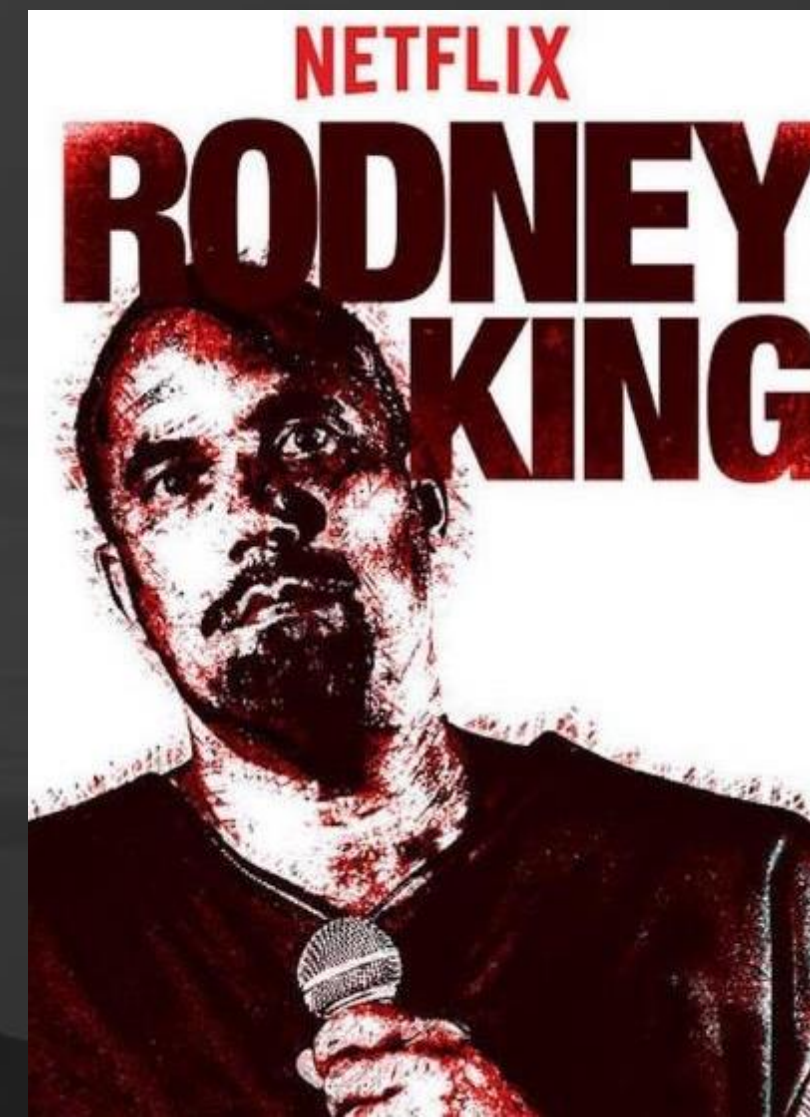


buffalo 8
A BONDIT COMPANY

BUFFALO 8 EXECUTIVE SUPPORT

Founded in 2012 by partners Matthew Helderman & Luke Taylor, Buffalo 8 is a full-service film and media company, focused on production, post-production, management, and finance based in Santa Monica, California, with films premiering and awarded at Sundance, Berlin, Toronto, and SXSW.

Buffalo 8 is built on the fusion of entrepreneurial ethos and quality filmmaking. The company is also partnered with industry leading BondIt Media Capital, enabling streamlined production and finance opportunities.



Production Support Offerings



buffalo 8
A BONDIT COMPANY

Post-Production

- Sound / Color / VFX / Deliverables, etc.
- [Division One-Sheet](#)
- [The Infiltrators – Sundance Award-Winning Case Study](#)

Music

- Music Supervision, Recording Space, Composing, etc.
- Led by Grammy Award-winning artist [Greg Richling](#)
- [Interview with Greg Richling regarding The Wallflowers](#)

Marketing

- Strategic Media Relations, Creative Marketing, Social Media, Event Planning, etc.
- [Division One-Sheet](#)
- [Rodney King – Spike Lee’s Netflix Original Case Study](#)



BondIt
MEDIA CAPITAL

[BondIt Media Capital](#) is a world-renowned film, television and media financier founded in 2014. Based in Santa Monica, BondIt is a flexible financing partner for projects, producers and media companies alike.

- [Team / Service Offerings](#)
- [BondIt Company Resources](#)



PAYROLL
A BONDIT COMPANY

[ABS Payroll](#) specializes in entertainment & payroll accounting services designed for indie projects and low-budget projects. As ABS Payroll is part of the [BondIt family of companies](#), ABS Payroll is able to provide extremely competitive rates on services to Buffalo 8 & BondIt-related productions.

- [ABS Payroll Company Resources](#)