

# ANTI- SOCIAL

PITCH DECK





# TABLE OF CONTENTS

- LEGAL INFORMATION
- EXECUTIVE SUMMARY
- LOGLINE
- SYNOPSIS
- ATTACHED CAST
- CAST CONSIDERATIONS
- PRODUCERS
- WHAT MAKES A GOOD SLASHER?
- MARKET & AUDIENCE
- COMPARABLE FILMS
- PRODUCTION PLAN
- HIGH-LEVEL OVERVIEW
- BUDGET TOP-SHEET
- RECOUPMENT WATERFALL
- REVIEWS
- AWARDS
- CONCEPT TRAILER
- DISTRIBUTION
- CONTACT US

” ABSOLUTELY TERRIFYING; I HAVE NOT BEEN ABLE TO SHAKE THE FEELING OF DISTURBANCE SINCE READING THE SCRIPT.





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ACTUAL FUTURE EVENTS MAY VARY SIGNIFICANTLY FROM THE BUDGETS AND FORECASTS AND THE ASSUMPTIONS THEY ARE BASED ON. WHERE NOT OTHERWISE STATED, SUCH STATEMENTS ASSUME THAT ECONOMIC AND FISCAL CONDITIONS WILL REMAIN UNCHANGED IN THE MEDIUM TERM. IT WOULD BE BEST IF YOU MADE YOUR OWN INDEPENDENT INQUIRIES AND INVESTIGATIONS OF THE ASSUMPTIONS AND CALCULATIONS UPON WHICH THE FORECASTS ARE BASED, THE IMPACT THAT DIFFERENT FUTURE OUTCOMES MAY HAVE ON THE FILM’S FINANCIAL PERFORMANCE, AND THE LIKELIHOOD OF IT’S OCCURRENCE.



# EXECUTIVE SUMMARY

**TITLE:** ANTI-SOCIAL  
**LENGTH:** FEATURE FILM  
**GENRE:** HORROR – THRILLER – SLASHER – MYSTERY –  
SOCIAL COMMENTARY  
**BUDGET** \$2,500,000 AUD  
**SHOOT (APPROX.)** Q1 2023 – Q2 2023





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# LOGLINE

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AFTER A BRUTAL MASSACRE SHOCKED THE SMALL TOWN OF EDEN FALLS, A MASKED KILLER RETURNS TO SEEK VENGEANCE ON A GROUP AS THEY LAUNCH THEIR NEW UNDERGROUND APP SPECIALIZING IN VIOLENT AND SADISTIC ENTERTAINMENT.





# SYNOPSIS

IN 2007, THE SMALL TOWN OF EDEN FALLS WAS RATTLED WHEN THE GROUNDSKEEPER OF ST. JOHN'S ORPHANAGE, **CHRISTIAN CROWE**, A DISFIGURED MAMMOTH OF A MAN, SNAPPED AND WENT ON A MURDEROUS RAMPAGE, SPARKING THE LEGEND OF THE EDEN FALLS MASSACRE.

TWENTY YEARS LATER, A GROUP OF INFLUENCERS -- **JESSIE, KAILANNI, CRYSTAL, TRENT**, AND THE GENDER-FLUID FLAMBOYANT DRAG-QUEEN **XANDER** OR "**QUEEN Z**," AS HE'S MORE COMMONLY KNOWN TO HIS FANS -- HEAD ON A ROAD TRIP TO THE BIGGEST PARTY OF THE YEAR TO LAUNCH THEIR NEW UNDERGROUND APP SPECIALIZING IN VIOLENT AND SADISTIC ENTERTAINMENT, **OUR SOCIAL PLAYGROUND (O.S.P)**.

THEY GET LOST IN EDEN FALLS AND MEET TWO HANDSOME LOCALS -- **BODHI** AND **QUINN** -- WHO HELP THEM FIND THEIR ACCOMMODATION; AN ELEGANTLY KING-SIZED LOG CABIN OWNED BY THE FRIENDLY AND CHARISMATIC **UNCLE ALF**.

THEY FINALLY GET TO THE PARTY, AND IT'S LIT -- ALCOHOL, DRUGS, SHIRTLESS MUSCLES, TANNED BIKINI-CLAD WOMEN, AND MORE IMPORTANTLY, A DJ PLAYING O.S.P's 'GREATEST HITS' ON THE BIG SCREEN. XANDER AND HIS BACKUP DANCERS PERFORM THE SET OF A LIFETIME, AS JESSIE'S EX-BOYFRIEND **CALEB** SHOWS UP, CREATING TENSION. BODHI STEPS IN AND RESCUES HER, AND THEY HEAD BACK TO THE ACCOMMODATION.

BACK AT THE CABIN, BODHI AND JESSIE TAKE THINGS TO THE NEXT LEVEL BUT ARE TORMENTED BY A GROUP OF PEOPLE IN MASKS. IT TURNS OUT TO BE JESSIE'S FRIENDS MAKING AN EPIC O.S.P. VIDEO TO GAIN HER MORE FOLLOWERS; BUT AS JESSIE DROPS HER GUARD, CHRISTIAN SHOWS UP, SLASHING HIS WAY INTO THE NIGHT, FORCING THE GROUP INTO A VICIOUS GAME OF CAT AND MOUSE, KILLING SEVERAL OF JESSIE'S FRIENDS, INCLUDING XANDER.

BODHI USES THE DISTRACTION TO KILL QUINN, CONFIRMING THAT HE'S IN LEAGUE WITH CHRISTIAN. JESSIE WITNESSES THE KILLING AND NARROWLY ESCAPES THE CABIN, STUMBLING ACROSS CHRISTIAN'S DEN. INSIDE SHE UNCOVERS THE BODIES OF HER MISSING FRIENDS, INCLUDING KAILANNI, WHO'S STILL ALIVE. WHILE TRYING TO ESCAPE, BODHI AND CHRISTIAN SHOW UP, AND WITH KAILANNI'S HELP, THEY KIDNAP JESSIE -- THE ULTIMATE BETRAYAL.

KAILANNI TAUNTS HER WITH THE REVENGE STORY THAT SET THE KILLINGS IN MOTION AS CHRISTIAN DRAGS CRYSTAL INTO THE ROOM. JESSIE IS OFFERED A CHANCE AT REDEMPTION, AN EYE FOR AN EYE. AFTER A BRUTAL CONFRONTATION, JESSIE IS FORCED TO KILL CRYSTAL TO SAVE HERSELF AND KAILANNI LIVE-STREAMS THE WHOLE THING ON O.S.P.

AS SIRENS APPROACH, JESSIE PUTS HER CAPTORS THROUGH A PSYCHOLOGICAL MIND GAME OF LIES AND MANIPULATION, TURNING THEM ON EACH OTHER, AND WHILE THEY'RE DISTRACTED, SHE SECURES BODHI'S GUN AND KILLS KAILANNI.

JESSIE TAKES FLIGHT, ONLY TO BE MET BY **SHERIFF CHEYENNE NELOWIE**, WHO ARRESTS JESSIE AND CHARGES HER WITH THE MURDERS. **DEPUTY DARIUS LAMONTE** SEARCHES THE PROPERTY, BUT THERE'S NO TRACE OF CHRISTIAN OR BODHI; HOWEVER, HE DOES UNCOVER SOME INCRIMINATING EVIDENCE THAT MAY PROVE JESSIE'S INNOCENCE.

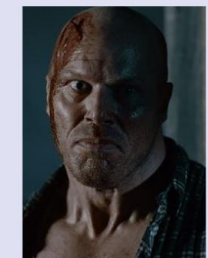


# CHRISTIAN CROWE

# ATTACHED CAST

**FILLED WITH RAGE AND A THIRST FOR REVENGE, CHRISTIAN CROWE HIDES HIS HIDEOUS SCARS BY WEARING A MASK; CREATING HIS ALTER EGO -- DEADPAN.**

NATHAN JONES MADE HIS WWE DEBUT ON "SMACKDOWN!" IN 2002, APPEARING ALONGSIDE THE UNDERTAKER AT "WRESTLEMANIA XIX" AND WAS PART OF TEAM LESNAR AT "SURVIVOR SERIES" IN 2003. SINCE THEN, JONES HAS BEEN BACK AND FORTH BETWEEN AUSTRALIA AND U.S.A FEATURING IN SOME INCREDIBLE FILMS SUCH AS "SPIDERHEAD" ALONGSIDE CHRIS HEMSWORTH AND MILES TELLER, THE ACCLAIMED OSCAR-WINNING AUSTRALIAN FILM "MAD MAX: FURY ROAD" WITH TOM HARDY AND CHARLIZE THERON, AND AGAIN IN THE UPCOMING SEQUEL "FURIOSA", ALONGSIDE BRAD PITT IN "TROY", WITH JET LI IN "FEARLESS", WITH STONE COLD STEVE AUSTIN IN "THE CONDEMNED", "CONAN THE BARBARIAN", "HOBBS & SHAW", "CHARLIE'S FARM", "BOAR", AND "MORTAL KOMBAT."



Nathan  
Jones



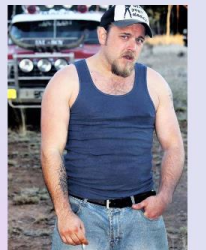
## BODHI

**BODHI IS A BROODING BAD BOY WITH A DISDAIN FOR SOCIAL MEDIA. AN ENIGMA, WHO'S VERY PROTECTIVE OF HIS LOVED ONES.**

BYRNE IS AN AWARD-WINNING ACTOR, PRODUCER, SCRIPTWRITER, AND PUBLISHED AUTHOR. HE EVOLVED AFTER IMPACTING THE FILM INDUSTRY WITH HIS DIRECTIONAL DEBUT AND HIGHLY CONTROVERSIAL FILM "I'M HERE TOO", WHICH WENT ON TO RECEIVE 23 NOMINATIONS, 12 WINS, AND OVER 12 MILLION VIEWS ON YOUTUBE. HE'S AN IMPRESSIVE UP-AND-COMER WHO HAS FEATURED IN FILMS SUCH AS THE CREATURE FEATURE "THERE'S SOMETHING IN THE PILLIGA", THE SUPANOVA COMIC-CON FAN-FAVORITE "A BLASTER IN THE RIGHT HANDS - A STAR WARS STORY", CULT CLASSIC "WYRMWOOD" AND THE PSYCHOLOGICAL THRILLER "DEATH'S WAITING ROOM", ALONGSIDE AUSSIE LEGEND ROGER WARD (MAD MAX, TURKEY SHOOT, BOAR) WHICH HE ALSO WROTE AND ACTED IN.



Prendan  
Pyrne

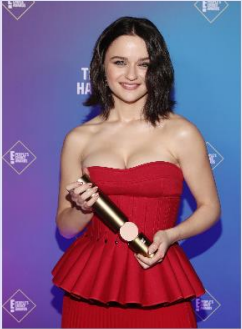




# CAST CONSIDERATIONS

## JESSIE

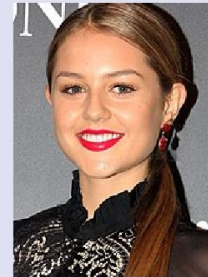
JESSIE IS THE GIRL NEXT DOOR, WITH A GENUINE INNOCENCE AND NAIVETY ABOUT HER. SHE'S HAVING TROUBLE RECONNECTING WITH THE INFLUENCER WORLD AFTER LEAVING IT BEHIND AFTER A HORRIFIC INCIDENT.



Joey King



Jenna Ortega



Isabelle Cornish





# CAST CONSIDERATIONS

## KAILANNI

KAILANNI IS A TRUE REBEL BEAUTY. SHE'S PROVOCATIVE AND CONFIDENT AND MASKS HER SENSITIVE SIDE WITH AN EDGY, TOUGH, UNCOMPROMISING ATTITUDE. SHE'S JESSIE'S BEST FRIEND THAT'S HARBORING A DARK SECRET.



Taylor  
Russell



Alix  
Lapri



Alexandra  
Shipp





# CAST CONSIDERATIONS

## XANDER/ QUEEN ZEE

XANDER, OR 'QUEEN Z' AS HE'S KNOWN TO HIS FANS, IS AN AFFLUENT, SASSY, GENDER-FLUID SOCIAL MEDIA INFLUENCER AND DRAG QUEEN. HE SHOWS HIS FOLLOWERS WHAT IT MEANS TO BE COMPLETELY COMFORTABLE IN YOUR SKIN.



Jeremy  
Pope



Lil  
Nas X



Keiynan  
Lonsdale





# CAST CONSIDERATIONS

## CRYSTAL

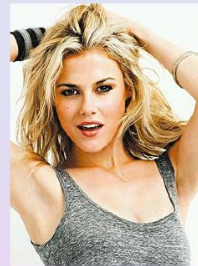
CRYSTAL IS JESSIE'S COUSIN, AND A SELF-PROCLAIMED NYMPHOMANIAC THAT LIVES BY THE MOTTO, "IF YOU'VE GOT IT, FLAUNT IT". SHE RAN THE 'POPULAR' GROUP IN SCHOOL AND IS NOW AN INFLUENCER THAT'S USED TO GETTING HER OWN WAY.



Madison  
Iseman



Rachael  
Taylor



Abbey  
Lee





# PRODUCERS



## BRENDAN BYRNE/ WRITER, PRODUCER

BYRNE IS AN AWARD-WINNING ACTOR, WRITER, AND FILMMAKER WHO IS KNOWN AMONG HIS FELLOW ACTORS AND FILMMAKERS AS AN INSPIRATION DUE TO HIS TALENT, DEDICATION, AND COMMITMENT TO THE INDUSTRY. HE'S PRODUCED SOME FANTASTIC PROJECTS, INCLUDING THE HILARIOUS OFFICE MOCUMENTARY "*THE LIFE OF BALDRICK*", THE INTERNATIONAL MULTI-AWARD WINNING SHORT FILM "*I'M HERE TOO*", "*THERE'S SOMETHING IN THE PILLIGA*", AND THE SOON TO BE RELEASED, "*DEATH'S WAITING ROOM*."



## MARISSA KAYE/ PRODUCER

KAYE STARTED HER CAREER AS A YOUNG SCIENTIST IN THE HIT T.V. SHOW "*BACKYARD SCIENCE*" BEFORE LANDING ROLES IN DISNEY'S "*MY SCHOOL MUSICAL*," AND THE FEATURE FILM, "*NUMBER 81*." SHE THEN APPEARED IN THE MULTI-PLOT FEATURE "*SEEING THE ELEPHANT*" AND FOXTEL PREMIERED REALITY T.V. SHOW "*FASHION IS LIFE*." KAYE NOW WORKS AND LIVES BETWEEN AUSTRALIA AND L.A. AS AN ACTOR AND PRODUCER AND HAS A HANDFUL OF FILMS UNDER HER BELT INCLUDING "*THE LIFE OF BALDRICK*," "*I'M HERE TOO*," AND "*PARASITIZE*."



## PAUL MICHAEL BAIR/ PRODUCER

BAIR IS AN AMERICAN FILM PRODUCER, ACTOR, AND WRITER WHO HAS APPEARED IN FOX'S HIT TV SHOW "*LETHAL WEAPON*", CBS' "*PINK COLLAR CRIME'S*," AND DISCOVERY CHANNEL'S "*PEOPLE MAGAZINE PRESENTS*". HE THEN BEGAN PRODUCING HIS OWN WORK INCLUDING THE HILARIOUS TELEVISION PILOT "*RHINO*," AND THE HEART-BREAKING DRAMA "*FINDING HOME*." BAIR HAS GAINED CREDIBILITY AS ONE OF THE BIGGEST UP-AND-COMING PRODUCERS, WHICH HAS GRANTED HIM THE OPPORTUNITY TO BE MENTORED BY SOME OF L.A.'S TOP LUMINARIES.



# WHAT MAKES A GOOD SLASHER?

ISOLATED  
LOCATION

A  
MEMORABLE  
KILLER

THE  
KILLER'S  
BACKSTORY

CHARACTERS  
SPLIT  
UP

WEAPON  
OF  
CHOICE

AND WE HAVE IT ALL

THE  
FINAL  
GIRL

KILLER BODY COUNT  
20 20 21 30 35 38 39 39 49 50 60 98 107 123 146  
MULTIPLE  
VICTIMS

NO SIGNAL

KILLER  
RESURRECTS

A  
KILLER  
ENDING



# MARKET AUDIENCE

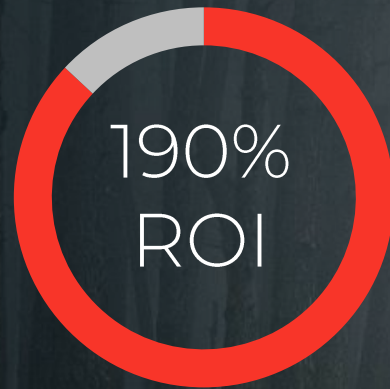
## Box Office

BETWEEN 2007 AND 2022, THRILLER-HORROR FILMS HAVE GROSSED MORE THAN \$1.1 BILLION IN BOX OFFICE EARNINGS WORLDWIDE.



## #1 Most Profitable

MOST THRILLER-HORROR FILMS RECEIVE MORE THAN 190% RETURN ON THEIR INVESTMENT SECURING THE TITLE AS THE NUMBER ONE MOST PROFITABLE GENRE.



## Audience

ACCORDING TO THE MPAA, OUR TARGET IS PRIMARILY YOUNG ADULTS AND ADULTS AGED 17-40, WHICH IS THE PRIME AGE OF MOST FREQUENT MOVIEGOERS AND STREAMERS (18 MILLION ON AVERAGE).

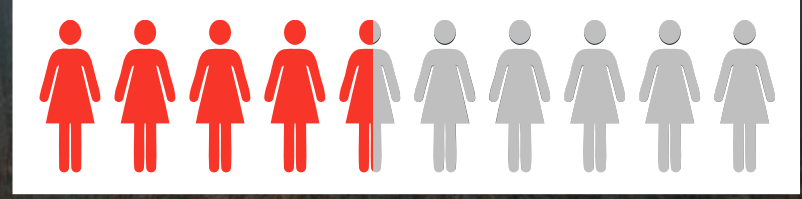
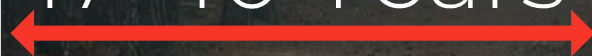


## Independents

OVER THE LAST 30 YEARS, MORE THAN HALF OF THE TOP-GROSSING FILMS HAVE BEEN INDEPENDENT FILMS.



17-40 Years





# COMPARABLE FILMS



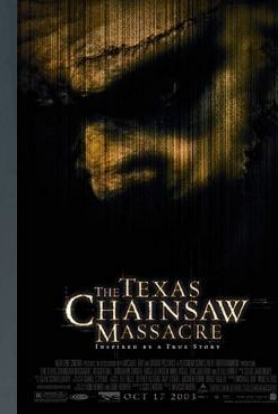
SCREAM  
(1996)  
BUDGET: \$15M  
Box Office: \$174M



I KNOW WHAT YOU DID...  
(1997)  
BUDGET: \$17M  
Box Office: \$125M



THE STRANGERS  
(2008)  
BUDGET: \$9M  
Box Office: \$83M



TEXAS CHAINSAW MASSACRE  
(2003)  
BUDGET: \$9M  
Box Office: \$108M



FRIDAY THE 13TH  
(2009)  
BUDGET: \$19M  
Box Office: \$92.7M



HALLOWEEN  
(2018)  
BUDGET: \$10M  
Box Office: \$255M



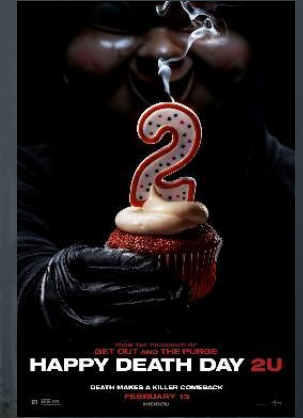
CABIN IN THE WOODS  
(2012)  
BUDGET: \$30M  
Box Office: \$70.7M



HUSH  
(2016)  
BUDGET: \$1M  
Box Office: \$23M



THE PURGE  
(2013)  
BUDGET: \$3M  
Box Office: \$91M



HAPPY DEATH DAY  
(2017)  
BUDGET: \$4.8M  
Box Office: \$125.5M



# PRODUCTION PLAN

DEVELOPMENT

SCRIPT LOCK -- RAISE CAPITAL

PRE-PRODUCTION  
12 WEEKS

SECURE CAST & LOCATIONS - HIRE HODS - FINALIZE SHOOTING SCHEDULE, MARKETING STRATEGY, BUDGET CONTINGENCIES, PRODUCT INTEGRATIONS, AND INFLUENCERS.

SHOOT  
4 WEEKS

SHOOT SCENES - UPDATE CALL SHEETS - DAY-TO-DAY CONTINGENCIES - BACK-UP AUDIO AND VISUAL - DELIVER RUSHES.

POST-PRODUCTION  
6 MONTHS

DATA HANDLING - ROUGH CUT - VFX - CGI - SOUND DESIGN - MUSIC COMPOSITION -

PICTURE LOCK  
8 MONTHS  
(TOTAL TIME)

FINAL DELIVERY - TEST AUDIENCES.

SELLABLE FILM  
(WITHIN 9 MONTHS OF  
CAPITALIZATION)

DISTRIBUTION - THEATRICAL AND STREAMING

GOAL

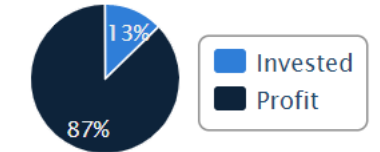
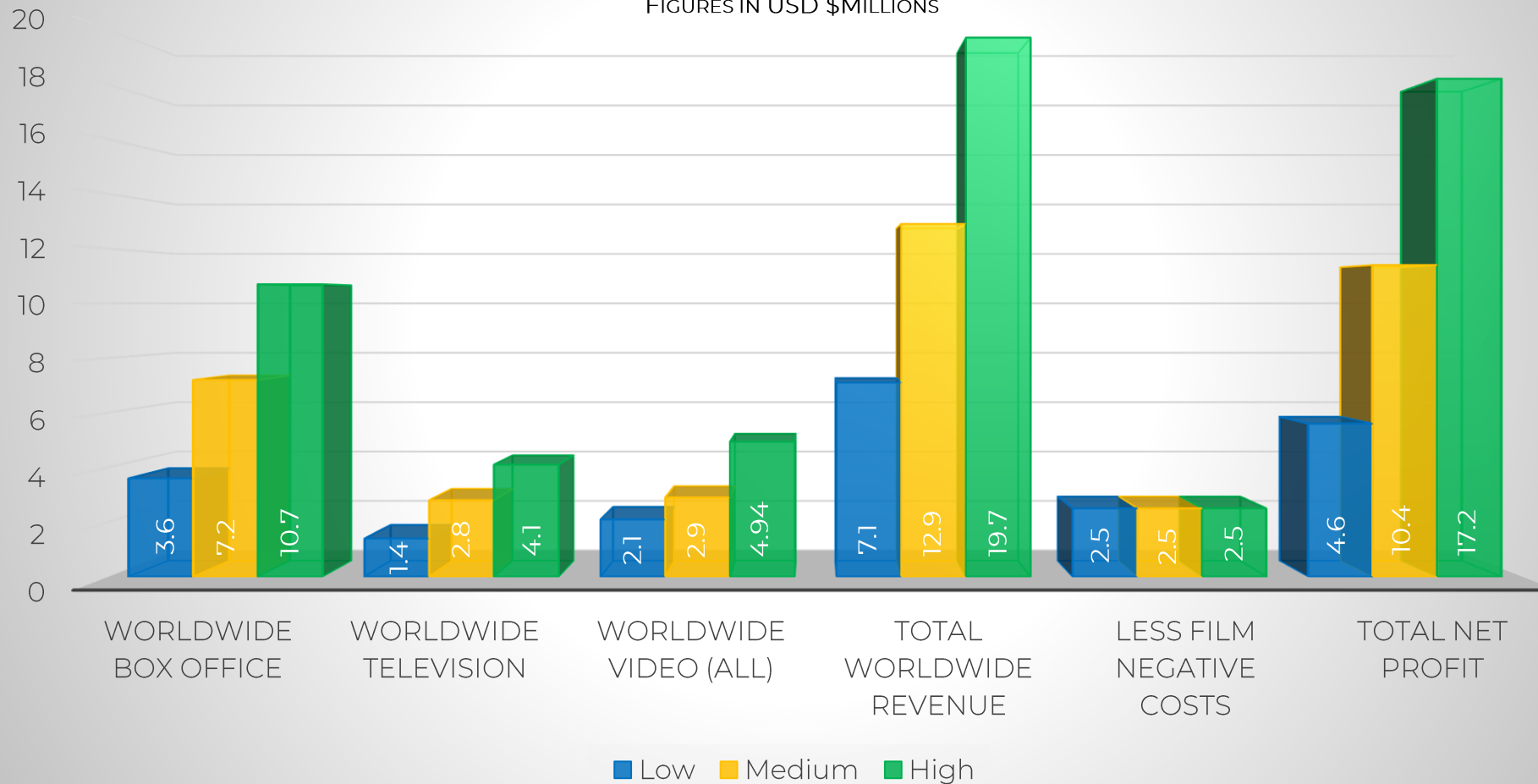
ANTI-SOCIAL IS SOLD AND PROFITABLE WITHIN 14 MONTHS OF FUNDING



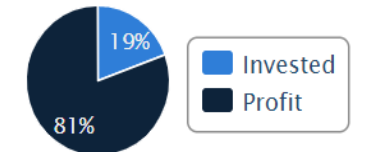
# HIGH-LEVEL OVERVIEW

THE THREE PROFIT SCENARIOS SHOWN ARE BASED ON MODERATE REVENUE AND HIGH BUDGET ESTIMATES.

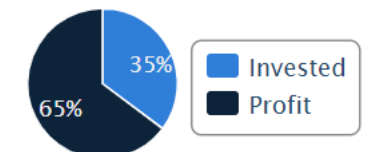
FIGURES IN USD \$MILLIONS



**HIGH ROI** 688%



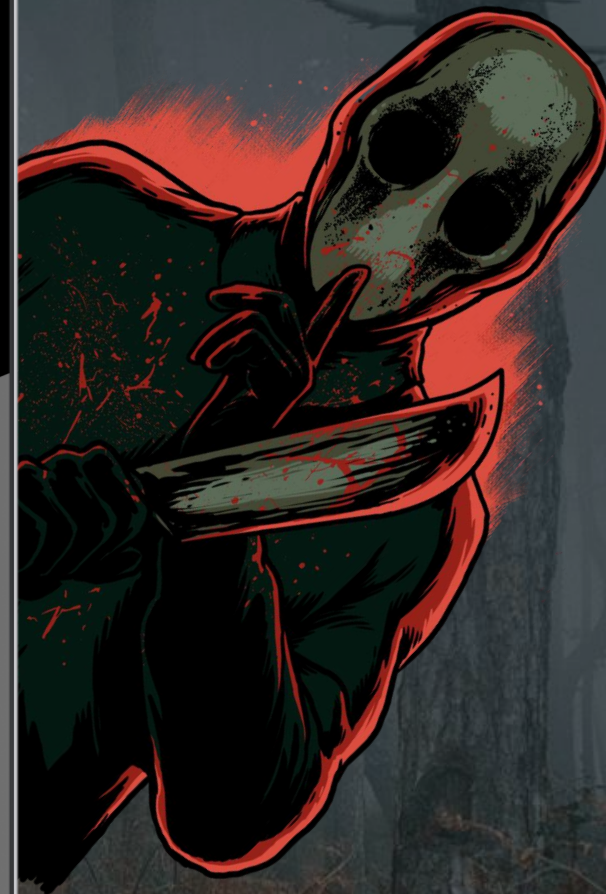
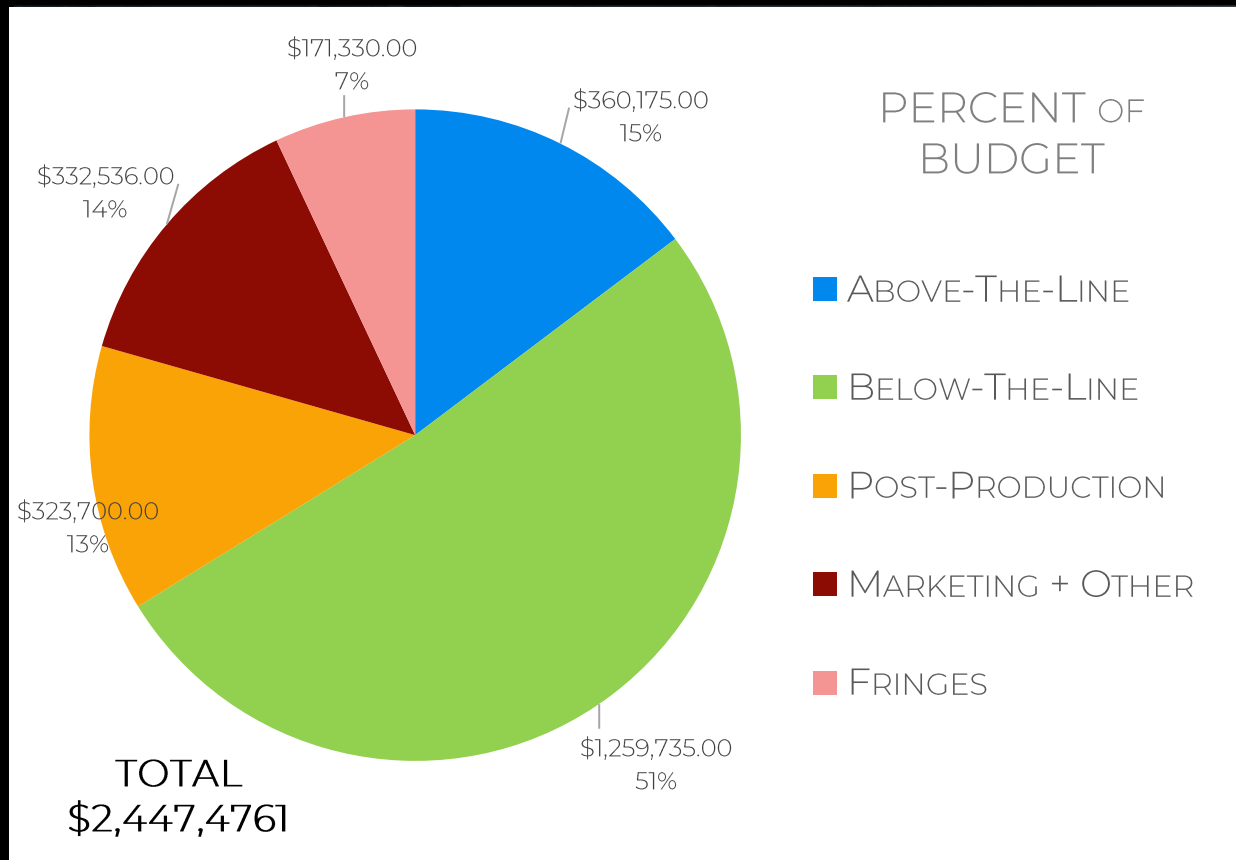
**MEDIUM ROI** 416%



**LOW ROI** 184%

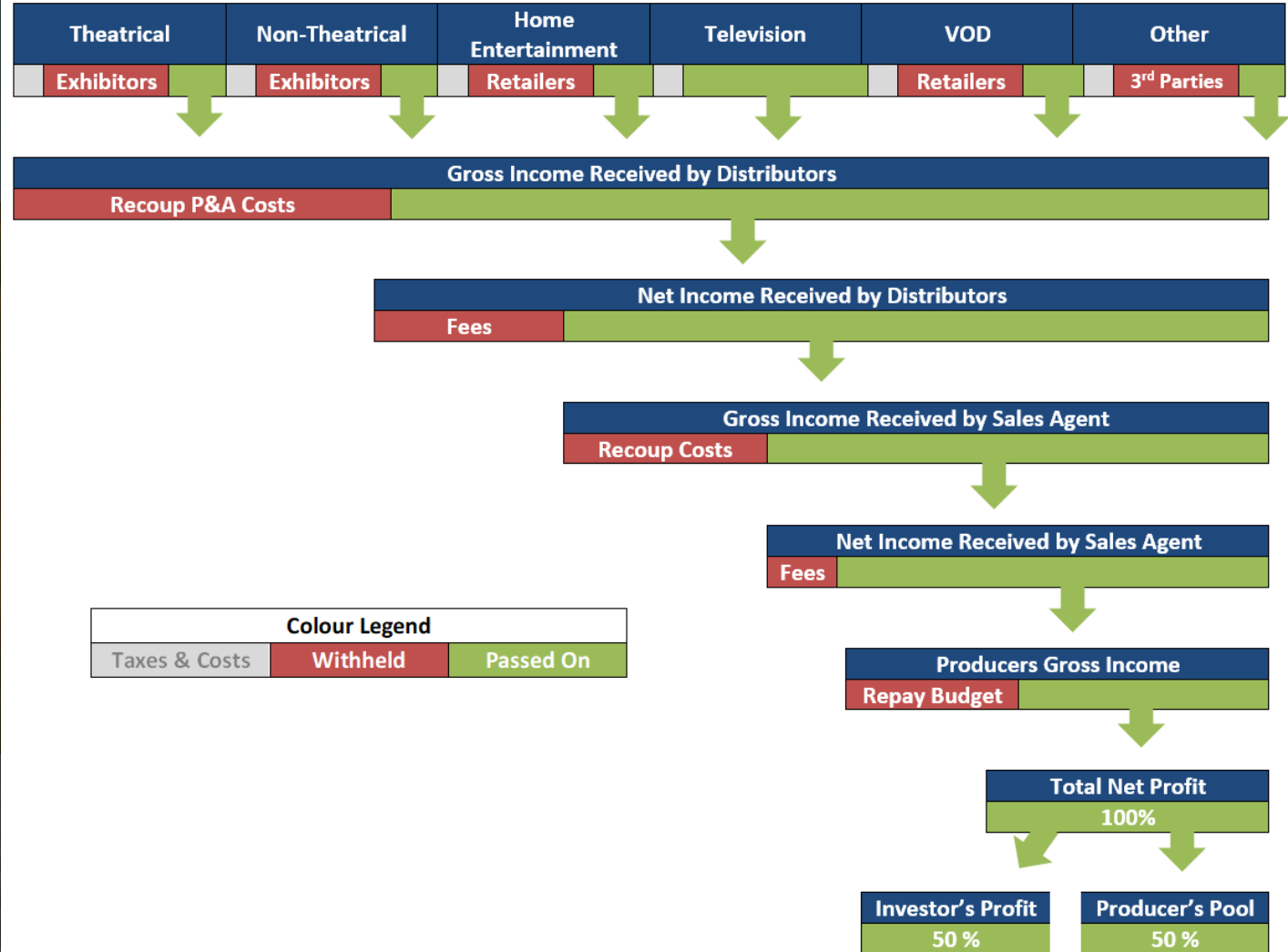


# BUDGET TOP SHEET





# RECOUPMENT WATERFALL





# AWARDS



**DOUBLE RECOMMEND**  
STAGE 32



**RECOMMEND**  
WESCREENPLAY



**RECOMMEND +  
QUARTER FINALIST**  
SEARCH FOR NEW BLOOD



**RECOMMEND +  
SEMI-FINALIST**  
CHICAGO SCREENPLAY AWARDS



**CONSIDER +  
FINALIST**  
FILMMATIC FILMMAKER AWARDS



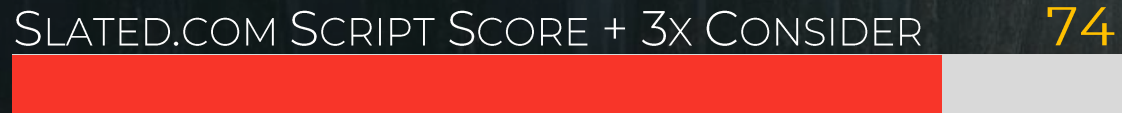
**CONSIDER +  
FINALIST**  
SCRIPT PIPELINE



**CONSIDER +  
SEMI-FINALIST**  
SOCAL SCREENWRITING COMP



**97% SCRIPT SCORE**  
SCREENCRAFT HORROR COMPETITION



**TOP 1 % OF  
SCRIPTS ON  
STAGE 32**



**TOP 2 % OF  
SCRIPTS ON  
COVERFLY**



# REVIEWS

“ANTI-SOCIAL IS AN EXCEPTIONALLY WELL-WRITTEN HORROR WITH A HEALTHY AMOUNT OF AMBITION.”  
- **SCRIPT COVERAGE, SLATED**

“THE PREMISE IS ENGAGING AND THE SOCIAL MEDIA ELEMENTS HELP TO PROVIDE A FRESH AND MODERN TAKE.”  
- **EUROPEAN FEEDBACK FILM FESTIVAL**

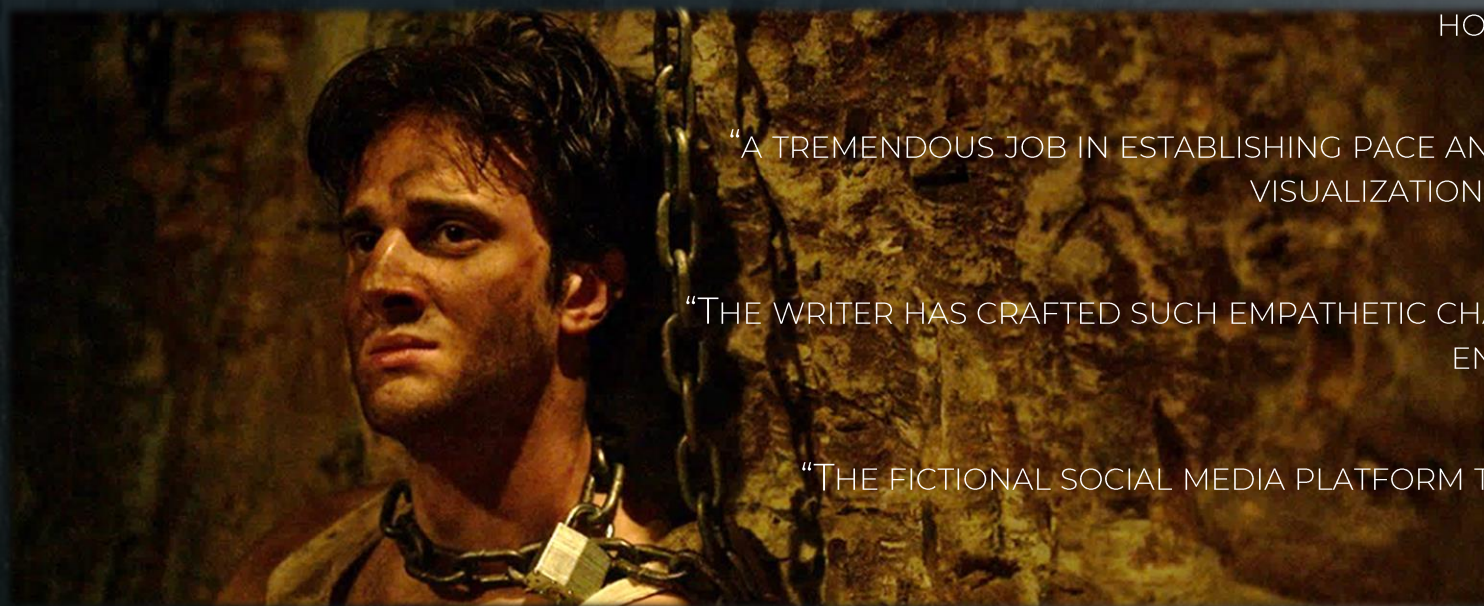
“THIS WAS ABSOLUTELY TERRIFYING; I HAVE NOT BEEN ABLE TO SHAKE THE FEELING OF DISTURBANCE SINCE READING THE SCRIPT. THE WRITER CLEARLY HAS EXPERIENCE WRITING IN THE HORROR GENRE.”  
- **SEARCH FOR NEW BLOOD FILM FESTIVAL, STAGE 32**

“THE IDEA OF MIXING THE MORE TRADITIONAL WHODUNNIT THRILLER-HORROR GENRE WITH THE EQUALLY HORRIFIC SOCIAL MEDIA COMMENTARY IS ABSOLUTELY BRILLIANT.”  
- **13HORROR**

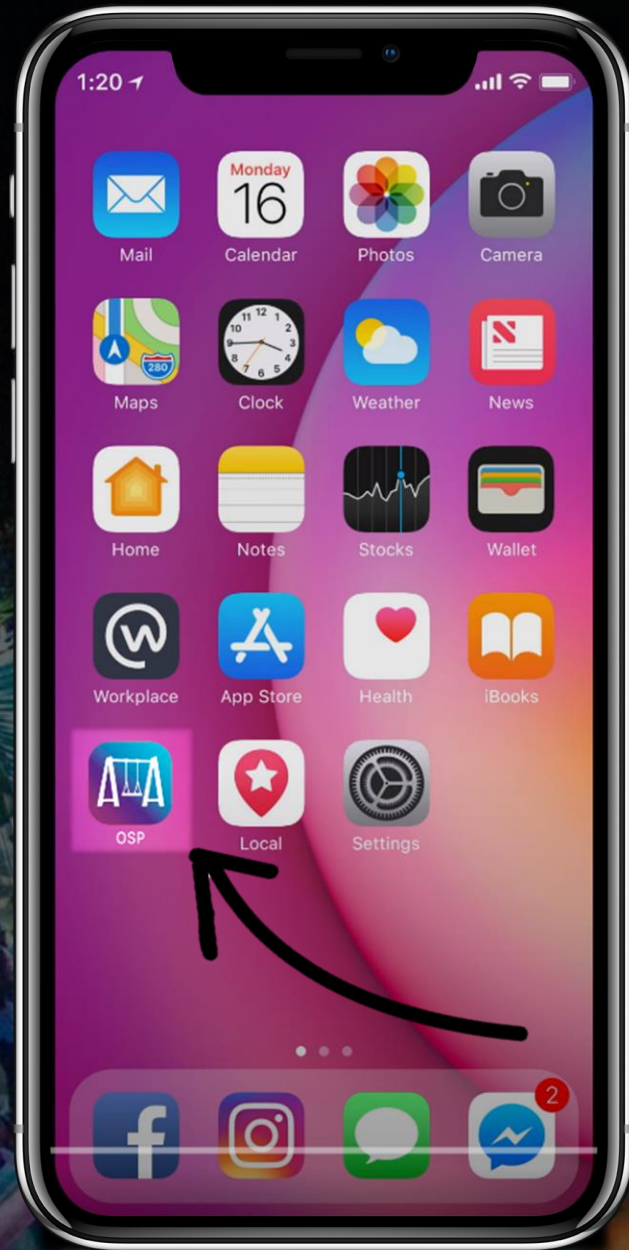
“A TREMENDOUS JOB IN ESTABLISHING PACE AND TONE. THE VIVID IMAGERY AND MASTERFULLY CONSTRUCTED VISUALIZATION OF EVERY SINGLE SCENE GAVE THE SCRIPT A SEAMLESS FLOW.”  
- **S. SHAHIN, LOS ANGELES SCREENPLAY AWARDS**

“THE WRITER HAS CRAFTED SUCH EMPATHETIC CHARACTERS THAT IT ADDS A STRONGER EMOTIONAL CORE TO THE ENTIRE SCRIPT, GENERATING MORE TENSION FOR THE AUDIENCE.”  
- **PITCH NOW SCREENPLAY COMPETITION, FILMATIC**

“THE FICTIONAL SOCIAL MEDIA PLATFORM THE WRITER HAS CREATED, OUR SOCIAL PLAYGROUND, IS BOTH INGENIOUS AND TERRIFYING.”  
- **WESCREENPLAY SCRIPT COVERAGE**







# CONCEPT TRAILER

A CONCEPT TRAILER IS GENERALLY PRODUCED INDEPENDENTLY BY THE FILMMAKER TO ILLUSTRATE THE FEATURE FILM'S CONCEPT, STYLE, EMOTION, TONE, AND THEME TO POTENTIAL INVESTORS, CAST & CREW.

WITH 'ANTI-SOCIAL', WE CREATED A SHORT FILM 'DEAL WITH THE DEVIL' AND INCORPORATED PART OF IT INTO A CONCEPT FOR 'OUR SOCIAL PLAYGROUND,' THE SOCIAL MEDIA APP THAT OUR CHARACTERS USE IN THE FILM.

CLICK THE '[OSP](#)' APP TO LAUNCH THE APP AND WATCH OUR CONCEPT TRAILER.



# DISTRIBUTION



THEATRICAL



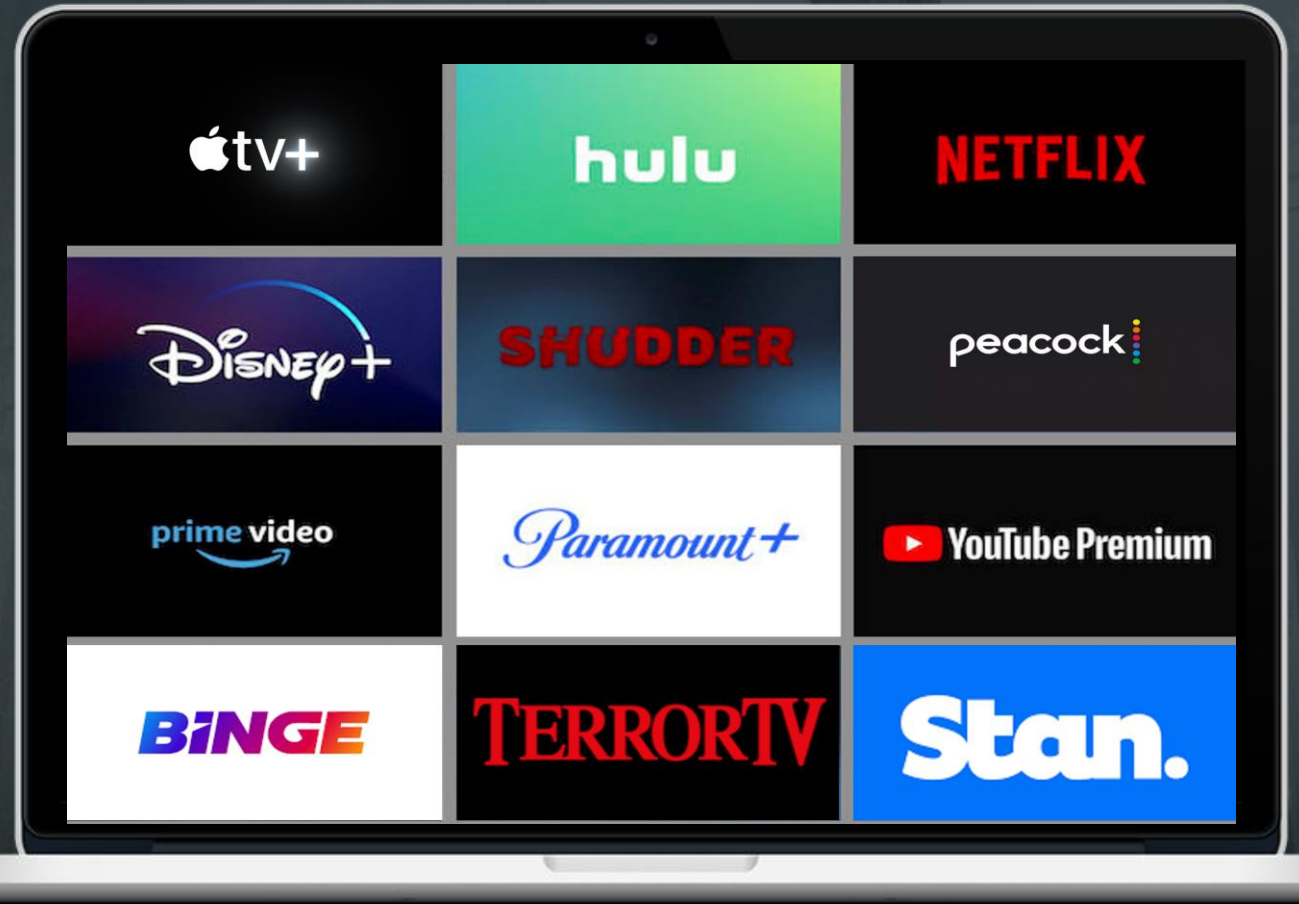
STREAMING



IN THE EVER-CHANGING, FAST-PACED DIGITAL AGE, STREAMING SERVICES HAVE BECOME INCREASINGLY POPULAR, EVEN MORE SO, THAN ATTENDING ACTUAL CINEMAS, ESPECIALLY THROUGHOUT THE UNCERTAIN TIMES OF THE COVID-19 PANDEMIC.

WE'RE CONTINUALLY STRIVING TO STAY ON TOP OF THE LATEST TRENDS AND MAXIMIZE OUR FILMS' EXPOSURE IN MAINSTREAM OUTLETS. WHETHER PHYSICAL OR DIGITAL, OUR GOAL IS TO GET OUR MOVIES OUT THERE FOR VIEWERS TO RENT, BUY, STREAM, DOWNLOAD OR WATCH.

HERE ARE JUST A FEW OF THE SERVICES THAT WE WILL BE PITCHING OUR FILM TOO.





# CONTACT

THANK YOU FOR TAKING THE TIME TO REVIEW OUR PITCH DECK FOR 'ANTI-SOCIAL'.

FOR MORE INFORMATION PLEASE CONTACT:

**BRENDAN BYRNE – PRODUCER**

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**SHADOW WOLVES**  
PRODUCTIONS

Why wait for an opportunity  
when you can create it.