

Motion Picture Business Plan Contents Example



Executive Summary

- General Information Brief (includes financial overview)
- Business Organization Overview
- Projection Basis Brief
- Motion Picture Concept Comparison
- Story Concept
- Project Brief
 - Format
 - Target Rating
 - Expected Length
 - Anticipated Maximum
 - Completion Date
 - Estimated Schedule
 - Genre(s)
 - Target Demographic
 - Estimated Budget/ Total Funds Required
 - Main Distribution Plans
 - Merchandising Plans
- Funds Allocation Brief
- Projections
- Project Purpose

The Company

- About The General Partner Company Chief and Motion Picture's Executive Producer
- Executive Producers
- Associate Producers
- Director
- Other Above-The-Line and Below-The-Line Participants
- Advisory Board
- Legal Representation
- CPA

Project Summary

- Project Information
- Concept
- Estimated Budget Overview
- Estimated Schedule
- Progress To Date

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Marketing Information

- Market Overview
- Market Research Overview
- Distribution Plan Summary
- Distribution Management
- Merchandising

*In Our Opinion, The following Section **MUST** Be Reviewed and The Final Draft Be Prepared By An Experienced Attorney*

Investment Participation Structure

- Partnership Information
- Requirements
- Legal Entity
- Ownership
- Interests Offered
- Distribution Of Income
- Revenue Percentage Schedule
- Funds Organization
- Possible Tax Consequences
- Risk Assessment

Appendix A: Available Resumes

Appendix B: Raw Marketing Research

Appendix C: The Motion Picture Industry- A Brief History & Explanation

Appendix D: Treatment/Story

Appendix E: Graphics and Art

Note: In addition to the Business Plan, other documents are usually required for investment purposes including, but not limited to: **A Private Placement Memorandum, A Subscription Agreement** and an **Investor Accreditation Questionnaire**. For more information please contact your attorney or ThinkTank can assist in the acquisition of a qualified attorney.