

THE **PROS** OF **CONS**

INVESTOR DECK



PROJECT OVERVIEW

Consumed by the secrecy and lies of the world of scam artists, a skilled and overconfident con artist gets conned and will stop at nothing to find the culprit and exact his revenge.

PRODUCTION COMPANY

Symplicity Productions, LLC

GENRE

Comedy

WHY WE WANT TO TELL THIS STORY

More than 10,000 Americans report having been scammed every month. The amount of money lost adds up to over \$10 million each month. Elderly Americans lose almost \$3 billion a year to scams and it can be a long-winded and expensive process to dispute these charges for the victim and provider alike. This film will raise awareness of popular scams and the mindset of a con artist. This will equip viewers with the knowledge to recognize and defend against scams. It will convey this information dramatically through the character driven story of Ray, allowing the audience to connect with the film both emotionally and intellectually.

OPPORTUNITY

- In choosing to partner with Symplicity Productions, you will be working with a young, up and coming, black-owned production company. It is an opportunity to support indie film as a whole to tell fresh, new stories that hollywood won't tell. "The Pros of Cons" will spread an important message about protecting yourself against potential con artists in a story about humility.
- Our distribution plans include a tour for the film that will consist of a total of 9 cities including Atlanta, New York, and Chicago. This will ensure that we will generate revenue independent of the festival circuit, theatrical release, or streaming. The tour will also spread awareness for your personal brand throughout major cities in the U.S.

UNIQUE COMPETITIVE ADVANTAGE

- Low private investment component
- Socially relevant topics
- Niche Market (Black Led Con Movie)

MARKETING STRATEGY

TOUR

- 9 Cities
- 11 Premieres

SOCIAL MEDIA

FESTIVALS

- Cannes
- Sundance
- Toronto International Film Festival

IMPACT CAMPAIGN

Scam Prevention

DISTRIBUTION STRATEGY

- We will approach international sales agents and streaming platforms to represent the worldwide rights to the film. These include companies like Netflix, Amazon, Apple and more.
- 9 City Tour with 11 Premieres
 - Raleigh
 - Charlotte
 - Atlanta
 - Washington DC
 - New York
 - Chicago
 - Austin
 - Los Angeles
 - Nashville

COMPETITIVE ANALYSIS



TANGERINE (2018) - USA

- Genre: Comedy
- Budget: \$100,00
- Box Office: \$1.5m



LOCK, STOCK AND TWO SMOKING BARRELS (2018) - UK

- Genre: Crime
- Budget: \$1.3m
- Box Office: \$3.7m



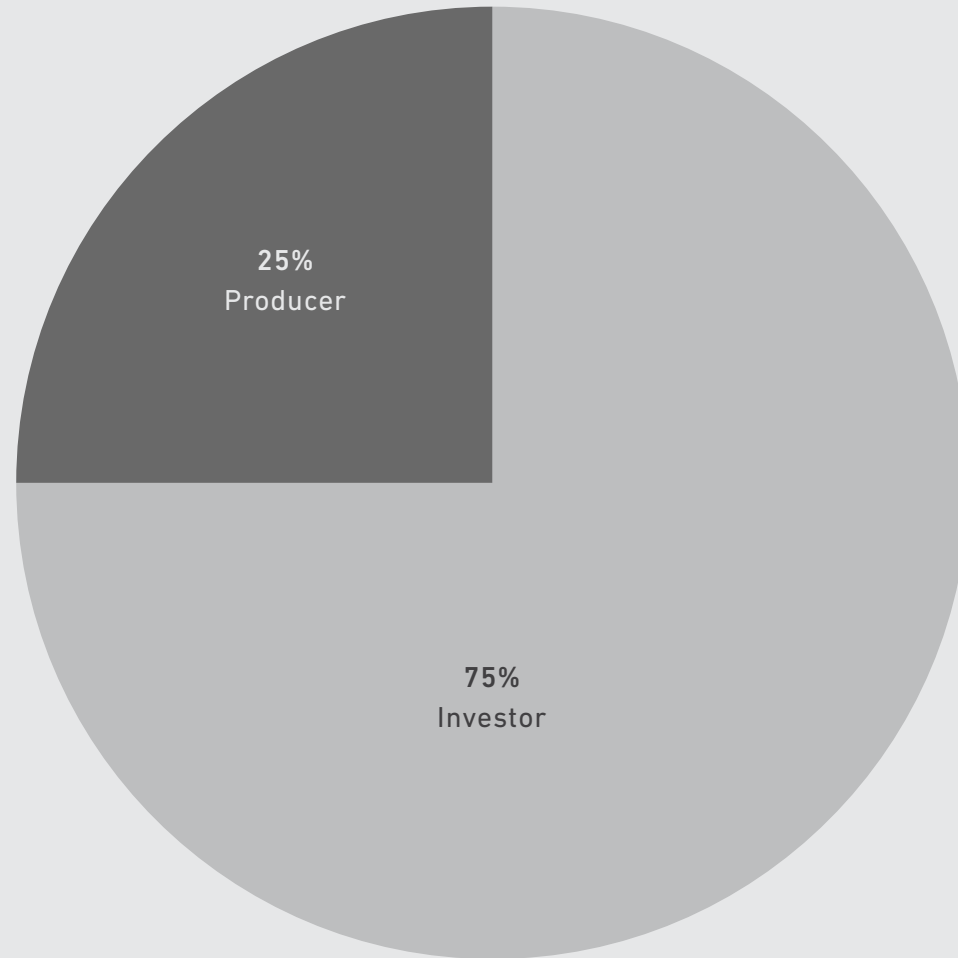
STARLET (2012) - USA

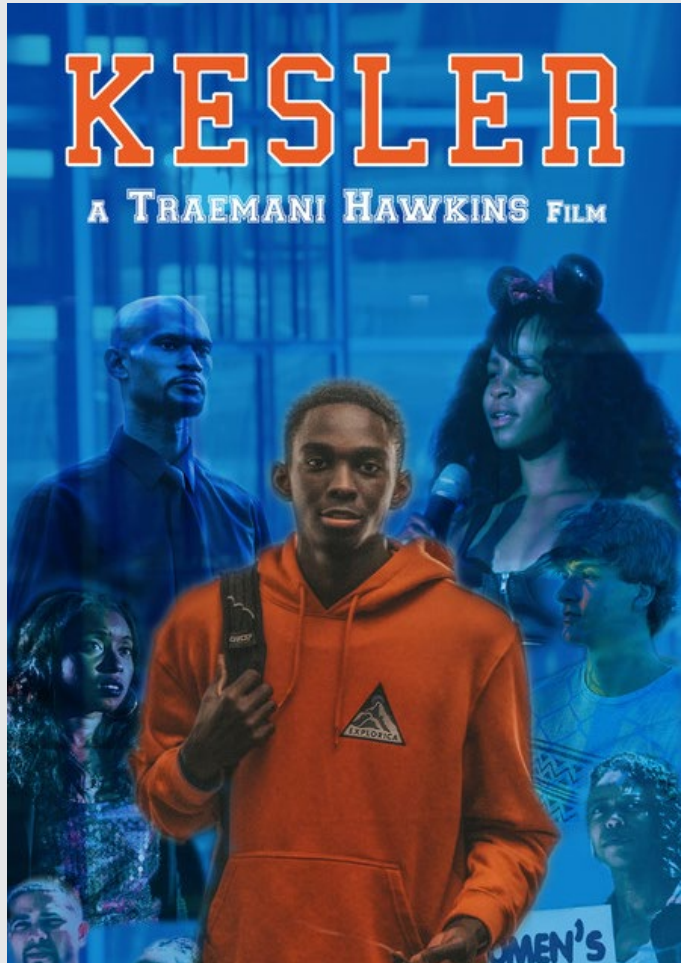
- Genre: Comedy
- Budget: \$235,000
- Box Office: \$88,212

REVENUE PREDICTIONS

LOW		MEDIUM		HIGH	
REVENUE		REVENUE		REVENUE	
Revenue (Domestic USD)	\$140,121.93	Revenue (Domestic USD)	\$280,243.86	Revenue (Domestic USD)	\$420,365.79
Revenue (Intl USD)	\$22,549.10	Revenue (Intl USD)	\$45,098.19	Revenue (Intl USD)	\$67,647.29
Revenue (Tour)	\$41,400.00	Revenue (Tour)	\$56,200.00	Revenue (Tour)	\$71,000.00
REVENUE TO DISTRIBUTE (USD)	\$204,071.02	REVENUE TO DISTRIBUTE (USD)	\$381,542.05	REVENUE TO DISTRIBUTE (USD)	\$559,013.07
INVESTMENT RECOUPMENT (@ 120%)		INVESTMENT RECOUPMENT (@ 120%)		INVESTMENT RECOUPMENT	
Investor 1	\$15,000.00	Investor 1	\$15,000.00	Investor 1	\$15,000.00
Investor 2	\$15,000.00	Investor 2	\$15,000.00	Investor 2	\$15,000.00
Investor 3	\$15,000.00	Investor 3	\$15,000.00	Investor 3	\$15,000.00
Investor 4	\$15,000.00	Investor 4	\$15,000.00	Investor 4	\$15,000.00
Left for production company	\$144,071.02	Left for production company	\$321,542.05	Left for production company	\$499,013.07
Investor profit					
Investor 1	\$18,008.88	Investor 1	\$40,192.76	Investor 1	\$62,376.63
Investor 2	\$18,008.88	Investor 2	\$40,192.76	Investor 2	\$62,376.63
Investor 3	\$18,008.88	Investor 3	\$40,192.76	Investor 3	\$62,376.63
Investor 4	\$18,008.88	Investor 4	\$40,192.76	Investor 4	\$62,376.63
ROI	164%	ROI	342%	ROI	519%

FINANCE PLAN





CASE STUDY

In 2019, Symplicity Productions produced our first film: Kesler. It won the award for the best sci-fi narrative film at the Longleaf film festival and was a semifinalist for the Dumbo Film Festival. The score also won a silver medal at the Global Music Awards.

In February of 2020, we held the world premiere of Kesler at the Marbles IMAX in downtown Raleigh, NC. We had about 160 attendees and made about \$1,500 from ticket and merchandise sales. We unfortunately had to pause the tour due to COVID-19.

PRODUCTION TIMELINE

PRE-PRODUCTION

October 1, 2020



PRODUCTION

December 1, 2020



POST-PRODUCTION

December 15, 2020



RELEASE TIMELINE

WORLD PREMIERE TARGET



OFFICIAL SELECTION
FESTIVAL DE CANNES

Cannes Film Festival 2021

INT'L FESTIVAL CIRCUIT



Venice, TIFF, Sundance, Berlin, Tribeca, SXSW,
Rotterdam, London BFI, Busan, Beijing IFF

THEATRICAL RELEASE



November 2021

WHAT YOU WILL RECEIVE IN RETURN

1. Recoupment of your investment @ 120% and a share of 50% of the film's net profit, apportioned based on your investment against the total private investment.
2. Executive Producer credit
3. Company logo in end credits
4. Travel and accommodation at the film's international premiere
5. Access to the set while filming on location in Atlanta, GA
6. Up to 10x tickets to the film's premiere in your local city
7. Private dinner with the Writer/Director and Producer

DEADLINE

- Equity agreements executed by October 1st for production to begin on December 1st.

THE TEAM



JASON DAY

**Co-Founder
Songwriter & Producer**

Jason is a co-founder of Symplicity Productions. He is a songwriter and producer co-creating and curating the film soundtracks.



STEVIE THOMPSON

**Co-Founder
Score Composer & Producer**

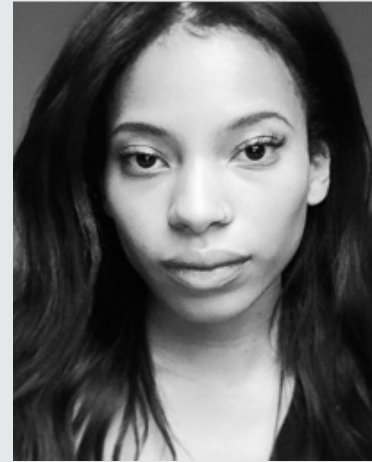
Stevie is the CEO of Symplicity Productions. He focuses on the overall strategy of projects and scoring/compositing for the film.



ADE ADESINA

**Co-Founder
Songwriter/Producer/ AD**

Ade is the Music Executive Producer of Symplicity Productions. He focuses on co-creating film soundtracks and is the Assistant Director of the film.



TIMIRA CONLEY

**Co-Founder
Creative Director**

Timira is the Creative Director of Symplicity Productions. She focuses on design, marketing, and branding for our projects overseeing all projects from ideation to execution.



TRAEMANI HAWKINS

**Co-Founder
Writer, Director & Producer**

Traemani is the writer and director of "The Pros of Cons" and "Kesler" for Symplicity Productions. He focuses on crafting fresh stories and telling them in unique ways.



THANK YOU

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