

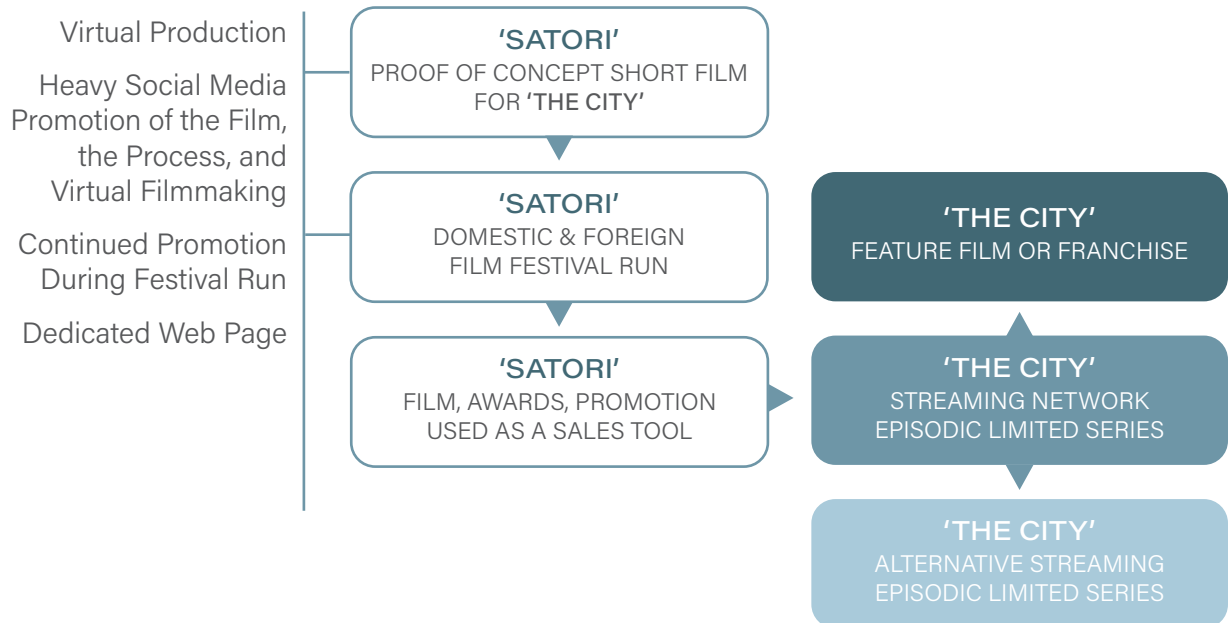
- RUFFHOUSE STUDIOS
- ANOTHER WAY ENTERTAINMENT



SHORT FILM BUSINESS STRATEGY

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PLAN OVERVIEW



'SATORI' - CONCEPT



'SATORI' is designed to work on its own as a compelling short film, and as a Proof of Concept Sales Tool for a larger, more ambitious project called 'THE CITY' with a visual and conceptual style similar to 'DUNE' and 'BLADE RUNNER: 2049'

SATORI - Log Line

Haunted by a powerful dream of life as she nears her death, Rayne Watson turns to Ed Kohl - a mysterious recluse - who helps reactivate her own consciousness and break free of the enslavement program imposed on humanity by the ai technocratic surveillance state of The City.

This visually stunning short film introduces the concept of The City through this prequel vignette. Satori is visually captivating and dramatically important to the central, timely message of The City which is: What does it mean to be truly human? What is human consciousness and why does it matter in a futuristic, ai dominated world?

Science Fiction Drama

Approx. Run-Time: 12 Minutes

Written/Directed by Award-Winning Visionary - Charles Wiedman

Produced by & Starring Award-Winning Producer/Actor - David Christopher



'THE CITY' - CONCEPT

THE CITY - Log Line

A burned out city detective must retrieve or eliminate "Rebecca" - a highly advanced AI experiment that's gone missing. The trail leads him to Rayne Watson - mysterious young woman with supernatural powers connected to an underground resistance movement of 'Extremists.' As his journey unfolds, his own latent super natural abilities are realized just in time to stop the agenda of a cabal of power elite to fundamentally transform the course of human consciousness - in a city that's become self-aware.

Science Fiction Action/Drama

Written/Directed by - Charles Wiedman

Produced by - David Christopher

Script & Project Brief Available Upon Request

SATORI MOOD BOARD



LET'S BEGIN

'SATORI'
PROOF OF CONCEPT SHORT FILM
FOR 'THE CITY'

Virtual Production

Heavy Social Media
Promotion of the Film,
the Process, and Virtual
Filmmaking

Continued Promotion
During Festival Run

Dedicated Web Page

Create a compelling 10-15 minute short film utilizing cutting-edge VFX technology powered by Unreal Engine and other tools in a Virtual Stage.

The script is dramatic, with plenty of emotional depth to win the hearts of audiences and festival programmers - blowing their minds with this visual world - leaving them begging for more. The project will serve as a marketing/sales tool and a Proof of Concept as we enter into major global film festivals - leading to the sale and production of 'The City' and our other co-owned IPs.

Throughout the entire process of Preproduction, and through the planned Festival Run, we will maintain a sustained social media marketing push meant to promote the film, the process, and the companies involved.

'SATORI'
DOMESTIC & FOREIGN
FILM FESTIVAL RUN

We will submit to major film festivals worldwide with a history of supporting short film programming.
(See current list Page 9)

'THE CITY'
FEATURE FILM OR FRANCHISE

'SATORI'
FILM, AWARDS, PROMOTION
USED AS A SALES TOOL

'THE CITY'
STREAMING NETWORK
EPISODIC LIMITED SERIES

GOALS

Our number one goal is to monetize this project through a production deal, or the sale to, or the negotiation of a deal with a major studio or network for the larger project 'THE CITY' in the form of a Limited Series or Feature Film through our connections with Executives.

'THE CITY'
ALTERNATIVE STREAMING
EPISODIC LIMITED SERIES

EMERGING DISTRIBUTION PLATFORMS

We will actively explore placing 'Satori' on new and emerging digital platforms that support science fiction content as a way to build discovery, and win new audiences to 'The City' while searching for ways to monetize the short film by using it as a tool to secure a deal for 'The City'. In addition, we may also be able to create an ongoing short-form series produced locally in Austin, TX. which may produce a monetary return through subscriptions.

For instance, apart from the major Networks and Studios, there are a number of new or established independent platforms currently available for independently produced content:

DUST

<https://watchdust.com>

DUST IS THE SCI-FI DIVISION OF INDEPENDENT STUDIO GUNPOWDER & SKY

DUST reaches passionate sci-fi fans across all social channels, a flagship podcast and a linear free-to-view OTT channel, exploring the future of humanity through the lens of science and technology.

CAPABILITIES

- Development for Film, TV and Podcast
- Studio/Production Services
- Theatrical and Event Screenings
- Global SVOD/TVOD/AVOD Distribution
- International All-Rights and TV Sales
- PR, Marketing and Creative Services
- Operations, Delivery and Reporting

SOCIAL

10M+ ENGAGED VIEWERS

FAST CHANNEL

2M+ HOURS WATCHED/MONTH

APP

575K+ INSTALLS

THE EPOCH TIMES: CINEMA

<https://www.theepochtimes.com/epochtv>

This organization does more than news and publications. They have a viewer subscription model for video content with an existing library of films, shows, and documentaries, and are currently looking for more to offer in the form of original content.

NFTs, WEB 3.0 & BLOCKCHAIN TECHNOLOGY

In the near-future, Web3 and NFTs present a new opportunity through digital assets and NFTs which offer a new method for monetizing digital assets, enabling new forms of ownership and control, and providing transparency and security in the digital world. This could also be an exciting and uncharted opportunity for short-form content.

RISK STATEMENTS

This is a High-Risk Endeavour

Due to the subjective nature of the entertainment industry, marketability of the project at the time of completion, overall receptivity of networks and executives at the time of completion, and any other unforeseen factors, it is impossible to guarantee any financial reward or sale of this short film. Speaking plainly, investing time, money, and resources on any film or show is a high risk endeavour.

We choose to create this art because we believe in this project, understand there is no guarantee, and firmly believe it's worth the personal investment.

Risk Management

Since we do not have any 'bankable names' attached to this project, we are relying on the strength of the story, VFX, our experience, expertise, talent, track record, and connections to do everything we can - in good faith - to fortify the possibility of success. We've expended a significant amount of time in development. That expenditure will continue through production, through the festival run and beyond until we have exhausted every known option.

Much of this business revolves around relationships, connections, and moments of opportunity. Here's a partial list of experienced, connected people who we may contact as we move forward:

Feature Film and Television Mentors, Advisors, Producers

[Scott Mednick](#) - Executive Producer/Producer, Mednick Productions

[Martin Guigui](#) - Producer/Director, Sunset Pictures

[Scott Martin](#) - Partner, Archstone Entertainment

[Polly Morgan](#) - Producer/Cinematographer

[Tim Cavanaugh](#) - Producer

[Leni Faas](#) - Financier, Entrepreneur, Executive Producer

[David Self](#) - Acclaimed Writer, Saudi Film Institute Advisor

[Alex Lee](#) - Executive at Epoch Times

Film Festival Advisors

[Alexandra Jones](#) - Executive at Time Studios

[Michael Donaldson](#) - Entertainment Attorney at Donaldson & Calif

[Patrick Schweiss](#) - Artistic Director, Sedona International Film Festival

[Dave Steakley](#) - Artistic Director, Zach Scott Theatre

[Jim Ritts](#) - CEO/Executive Director, Paramount and State Theatres

Web 3.0 and NFT Advisor

[Scott Purcell](#) - Founder/CEO, Fortress.io

MARKET ANALYSIS

Market Share for Each Genre in 2023

'Satori' would be classified as Adventure (SciFi). 'The City' would be classified as Action/Adventure.

Rank	Genre	Movies	2023 Gross	Tickets	Share
1	Action	40	\$2,475,306,737	235,289,348	38.47%
2	Adventure	19	\$1,351,378,518	128,501,126	21.00%
3	Comedy	49	\$971,674,711	92,276,840	15.10%
4	Drama	106	\$674,684,834	64,085,212	10.49%
5	Horror	36	\$504,624,871	47,991,670	7.84%
6	Thriller/Suspense	29	\$318,779,368	30,276,592	4.95%
7	Black Comedy	6	\$84,504,581	8,025,125	1.31%
8	Romantic Comedy	6	\$27,685,975	2,629,244	0.43%
9	Documentary	52	\$18,905,710	1,795,389	0.29%
10	Multiple Genres	1	\$3,023,866	287,166	0.05%
11	Concert/Performance	5	\$2,504,557	237,847	0.04%
12	Musical	3	\$348,614	33,105	0.01%
13	Western	1	\$335,449	31,856	0.01%
14	Reality	1	\$5,393	512	0.00%

This Property falls within the top two most successful genres.

Source: <https://www.the-numbers.com/market/2023/genres>

PROJECTIONS

Projecting the Unknown

Short films are commonly produced as 'Calling Cards' or 'Proof of Concepts' (Sales Tools). We are unaware of any significant monetary reward for a single short film. Short Films may be monetized to differing degrees of success on YouTube. Beyond that, direct profit from a single short film is not common. The reward is placement on a platform to increase the visibility of the filmmakers or the project. This builds a fan base. It may also attract a studio, or producer willing to 'go big' with it. There are no financial returns to project on this short film for reasons previously stated.

'Satori' is a Sales Tool

This short film will serve as a powerful visual tool - helping the possibility of securing an option, sale, or other deal structure of the Property. Amounts and timelines are unknown and dependant upon our ability to find and negotiate that deal.

Factors that will positively or negatively affect our success:

- The finished overall quality and visual appeal of 'Satori' as a film
- A successful or unsuccessful Festival Run
- Receptivity of the Market once "Satori' is ready to push
- Receptivity of the Market towards 'The City'
- Attached talent and executives

Future Opportunities to Monetize

Traditionally, there are a number of ways to return money on a project which are strictly contingent upon a variety of factors including the Moment of Opportunity and Negotiations:

- **Option:** This gives temporary rights - typically 1 year - to a Producer or Studio to develop the Property. Options may range from \$1 - \$100,000+.
- **Sale:** Sale of the Property to a Network or Studio. This is a significant amount and can range from \$65,000 - \$100,000+.
- **Production Deal:** This is a deal from a Studio or Network where we produce a film or series as our own production company and deliver a completed product. Budget: TBD
- **Distribution Deal:** This is a deal from a Distributor or Network that offers guaranteed distribution of the film or series we produce ourselves. This would involve pre-sales which are then bankable or 'fundable' through larger investors or a bank. Budget: TBD

COMMITMENT STATEMENT

We're committed to excellence, and to create work that is beautiful, meaningful, and entertaining. We're committed to giving of ourselves more than what is necessary - to go above and beyond in all that we do. We're impeccable with our word and commitments to this project as professionals and as human beings set on a creative mission to inspire, entertain, and ultimately set in motion the mechanisms of financial success.

Furthermore, we are committed to supporting, promoting, and building each of our talents, brands and business endeavors. In this way, we demonstrate our commitment to building a team with an eye on longevity and prosperity.

PLANNED FESTIVAL RUN

We will submit to major film festivals worldwide with a history of supporting short film programming.

- Sundance Film Festival (United States)
- Cannes Film Festival (France)
- Berlin International Film Festival (Germany)
- Toronto International Film Festival (Canada)
- Venice Film Festival (Italy)
- South by Southwest (SXSW) Film Festival (United States)
- Tribeca Film Festival (United States)
- Clermont-Ferrand International Short Film Festival (France)
- Telluride Film Festival (United States)
- Slamdance Film Festival (United States)
- Palm Springs International ShortFest (United States)
- Edinburgh International Film Festival (United Kingdom)
- Raindance Film Festival (United Kingdom)
- Annecy International Animated Film Festival (France)
- HollyShorts Film Festival (United States)
- International Short Film Festival Oberhausen (Germany)
- Fantastic Fest (United States)
- Busan International Film Festival (S. Korea)
- Sydney Film Festival (Australia)
- Melbourne International Film Festival (Australia)

Festivals Well-Regarded for Science Fiction:

- Sci-Fi-London Film Festival (United Kingdom)
- Philip K. Dick Science Fiction Film Festival (United States)
- Fantasia International Film Festival (Canada)
- Sitges Film Festival (Spain)
- Brussels International Fantastic Film Festival (Belgium)
- Seattle International Film Festival (United States)
- Future Shorts Film Festival (International)
- Other Worlds Austin (United States)
- Phoenix Film Festival (United States)
- A Night of Horror International Film Festival (Australia)

OUR HISTORY OF FESTIVAL SUCCESS

THE SEED - 2019



MAGNIFICENT BEAST - 2021



Examples of projects that started as short films and were later adapted into feature films or television series:

District 9 (2009) - The feature film "District 9" directed by Neill Blomkamp was based on his short film "Alive in Joburg," which explored themes of alien immigration and segregation.

9 (2009) - The animated short film "9" by Shane Acker was expanded into a feature-length animated film of the same name. Both versions tell a post-apocalyptic story in a world inhabited by sentient ragdoll-like creatures.

Portal: No Escape (2011) - The short film "Portal: No Escape" by Dan Trachtenberg, based on the popular video game "Portal," gained attention for its suspenseful and creative portrayal of the game's concepts. While not directly adapted, Trachtenberg went on to direct "10 Cloverfield Lane" (2016) and other projects.

Pixels (2010) - The short film "Pixels" by Patrick Jean, depicting video game characters invading the real world, inspired the feature film "Pixels" (2015) starring Adam Sandler.

The Leviathan (2015) - "The Leviathan," a short film by Ruairí Robinson featuring massive space creatures, generated interest and discussions in the sci-fi community. While not adapted into a full-length feature, it showcased the potential for visionary storytelling.

Alive (2013) - The Spanish short film "Alive" by Jimmy Loweree and Jake Unsworth, about a man who wakes up buried alive, was expanded into the feature film "The Wretched" (2019).

Mortal Kombat: Rebirth (2010) - While not a direct adaptation, the short film "Mortal Kombat: Rebirth" directed by Kevin Tancharoen reimagined the "Mortal Kombat" video game franchise with a darker and more realistic tone. This led to Tancharoen directing a web series titled "Mortal Kombat: Legacy" and contributing to the franchise's revival.

Sleep Dealer (2008) - The feature film "Sleep Dealer" directed by Alex Rivera expanded on themes explored in his short film "Why Cybraceros?" which depicted a future where remote labor is performed through cyberspace.

Whiplash (2013) - The short film "Whiplash" directed by Damien Chazelle was expanded into the critically acclaimed feature film of the same name in 2014.

12 Monkeys (1995) - The film "12 Monkeys" directed by Terry Gilliam was based on the short film "La Jetée" (1962) by Chris Marker.

Bottle Rocket (1994) - Wes Anderson's debut feature film "Bottle Rocket" (1996) was expanded from a short film of the same name.

Mr. Robot (2010) - TV series "Mr. Robot" was initially conceived as a short film by creator Sam Esmail.

These examples highlight the potential for short films to be expanded into longer formats or adapted for television. It's worth noting that such adaptations may involve significant changes and developments to suit the new medium or runtime.

RUFFHOUSE STUDIOS - est. 2003

Charles Wiedman

Writer / Director / Producer / Actor

Charles is an award-winning creative talent who's worked as an actor, writer, producer, and director in Los Angeles, and Austin, TX where he's currently based. He moved to Texas (2003) from LA to start RuffHouse Studios and create content that entertains and inspires. His film 'MAGNIFICENT BEAST' won several prestigious awards on the 2021 international film festival circuit. In 2006, he won two Telly Awards, and the Aegis Award for 'THE BUCKLETEERS!' His film '32 GOVERNOR'S HILL' won at the 2006 48 Hour BloodShots Filmmakers Competition. He wrote, produced, and directed 'THE SINNER' which was released in 2012 as a feature film. Charles helped produce 'CHARLIE SHEEN: BAD BOY ON THE EDGE' (2011). He wrote and directed 'THE SEED' (2019) which was Officially Selected for 5 domestic and foreign film festivals. He's also known as the creator and designer of 'LUNCH MONEY', an award-winning collectible card game distributed internationally by Atlas Games. Charles studied acting in Los Angeles with renowned acting coach Sal Dano, as well as Roy London protégé Clayton Rohner. As an actor, credits for Charles include: "USS Indianapolis: Men of Courage", "The Leftovers" (HBO), and two seasons of Queen of the South" (USA) as "Denny Villalobos".

[Website](#)
[IMDb](#)

ANOTHER WAY ENTERTAINMENT - est. 2008

David Christopher

Producer / Actor

David Christopher is an award-winning actor and producer, known for 'MAGNIFICENT BEAST' (2021), 'THE SEED' (2019), 'THE SINNER' (2012), 'BENEATH THE DARKNESS' (2011) and 'HOLY HELL' (2016). David started his career in South Beach, Florida as a model and commercial actor in the 90's. He moved to New York City to study at The Neighborhood Playhouse in NYC before moving back to Austin to raise his daughter. David has performed in multiple Equity stage productions including the role of 'TOM JOAD' in 'THE GRAPES OF WRATH', 'METAMORPHOSES', "GLEN GARRY, GLEN ROSS" and others. He's involved in the thriving independent film community in Austin and has earned outstanding reviews from Variety Magazine, TV Guide, Ain't It Cool News and The Examiner. David developed, produced and starred in the film 'THE SEED' (2019) which premiered at The Sedona International Film Festival - a proof of concept short film taken from the feature version which is currently being shopped. David performed as himself in the ground breaking documentary 'HOLY HELL" which was a Grand Jury Prize Nominee at The Sundance Film Festival (2016). David developed and is producing 'TRIPLE LIFE' a scripted television series currently being shopped; and he developed, produced and starred in the short film 'MAGNIFICENT BEAST' which won multiple awards on the international 2021 festival circuit.

[IMDb](#)

CONTACT INFORMATION

PRIMARY CONTACT

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