



US-BASED VIDEO  
PRODUCTION COMPANY



Commitment to excellence

"Cinematography is infinite in its possibilities... more so than music or language" Conrad Hall

FULL PRODUCTION CYCLE MANAGEMENT

"People like to read stories or watch movies which can touch them in any way: personal experience is the clue. They must feel affiliation to the protagonist and understand his motives".

- Radeli Vishnevski

Project site: <http://studioseventeen.biz/wp/>

#### OVERVIEW

"17" Productions, an emerging independent media company, is seeking an investment of \$55,000 to produce ***The Catcher in the Steam***, a psychological drama / adventure. *The Catcher in the Steam* is planned as a short film to be developed into a full-length wide screen feature film with more stories about the characters that is omitted in a short version, thus seeking additional funding of \$150,000.

The idea was inspired by the J.D. Salinger's "*The Catcher in the Rye*". The hero's journey is to go back to childhood dreams as the way to escape adult life problems. However, going against the Nature is fraught with dire consequences as well as trying to neglect its rules. The core conflict in the story lies in impossibility to avoid the hard-fought battle to take over the memories of the past - nature against the character.

Many successful feature films have followed this approach. It

is "17" Productions' business plan to utilize any revenue from *The Catcher in the Stream* to fund the ultimate goal of producing a feature-length film.

In return for an investment in *The Catcher in the Stream*, the following benefits are offered:

- For an investment in any amount, the individual will receive acknowledgment in the credits, a digital copy of the finished product and two tickets to a premiere screening
- For an investment of \$5,000 or more, the individual or a company will receive an Associate Producer credit in *The Catcher in the Stream* and on IMDb, in addition to a digital copy of the finished product.
- For an investment of \$10,000 for more, the individual or a company will receive an Executive Producer credit in *The Catcher in the Stream* and on IMDb in addition to a digital copy of the finished product.
- For an investment of the full requested budget, the individual or a company will receive a General Producer credit in *The Catcher in the Stream* and the same and share revenues from the short and in prospect developed full-length feature film.

#### **MARKETING/DISTRIBUTION STRATEGY**

The primary goal is to achieve an agreement for US and/or European distribution. The Producer intends to ensure the critical and financial success of *The Catcher in the Stream* with the following list of objectives:

- Adherence to widely marketable genres - Psychological Drama/Adventure
- Minimize costs to achieve high production value and maximum revenue
- Hire talented and experienced cast (crew of 4 people)

- Engage a publicist of its own
- Build an exciting and interactive website and promote through social media with own resources
- Submit *The Catcher in the Stream* (short version) to major film festivals and film markets around the world, including Sundance, Berlin, Cannes, Los Angeles, New York and Toronto
- Engage a reputable and successful sales agent to sell the film domestically and internationally
- Market the short version to generate enough revenue to finance the full-length film or obtain budget for it.

#### CREATIVE TEAM BIOS

#### Compact crew of 4 professionals

**Writer/Director: Radeli Vishnevski** is a cinematographer mastering the whole cycle from pre-production to post-production cycles. Skilled director, cameraman (RED, Blackmagic, DSLR), editor (Avid, Davinci, Premier, After Affect, Final Cut, Vegas)

Website: <http://studioseventeen.biz>

**Producer: Mir Azad Aliyev** is marketing and financial manager of the company with rich experience in film production and advertising business. Website designer and promoter.

Website: <http://studioseventeen.biz>

**Artistic Designer: Jacklyn Kirvalidze** is a skilled 3D graphics and special effects designer, animator. Winner of 2 international mascot design contest.

Website: <http://studioseventeen.biz>

**Script and playwright: Mikhael Meladze** is a dramatist, author and legal consultant.

Website: <http://studioseventeen.biz>

**EQUIPMENT:**

- RED *Dragon*
- BLACKMAGIC *Ursa*
- CANON *6D*
- Standard studio equipment
- Computer technology



**ABOUT THE COMPANY**



The company specializes in the production of full featured video materials.

It aims to become one of the leading production companies on the market by creating documentaries and feature

films along with videos of internal marketing, corporate communications, customer or client testimonials, brand awareness, sales meeting and quarterly review, product/service launch videos, technology and demonstration, product operation and user guide videos, training and educational videos, segmentation and channel videos, focus group or use case videos, futuristic trend videos, business to Business (B2B) videos, video News Releases (VNR), employee training videos, etc.

The company is young and prospective; ambitions are not hollow as all of its team has substantial experience and expertise to make films for any budget. The project management is set to provide the full cycle video production services in a short period of time maintaining the highest quality of a professionally made video material.

**CONFIDENTIALITY NOTICE**

This document and the information contained herein are provided solely for the purpose of acquainting the reader with *The Catcher in the Stream* and "17" Productions. It is proprietary

information to the company. By accepting this document, the recipient agrees to keep the contents in strictest confidence and not to reproduce or further distribute it without the express written consent of an officer of "17" Productions. This document is solely a business plan covering aspects of the motion picture industry and the proposed film *The Catcher in the Stream*, and is not to be construed as an offering for securities.

### **FILM INVESTMENT RISKS**

Any investment in film production involves a high degree of risk. This investment should not be made by anyone who cannot afford the loss of his or her entire investment. Before investments are made, the following risks must be carefully considered:

- The success of any medium, whether film or television, depends on the public's tastes and opinions at any given time. The likes and dislikes of the public vary greatly from day to day and can never be confirmed. As a result, it is impossible to determine the success of this, or any, film.
- The prior or simultaneous release of a similar film may affect the popularity of this film.

As a result of the above factors, and others not listed here, only one of future productions by "17" will recoup the cost.

For the interest of the Limited Liability Company, the investors realize they may not dispose of their investment at any time and that they bear the financial risk of their investment for an indefinite period of time.

"17" Production

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