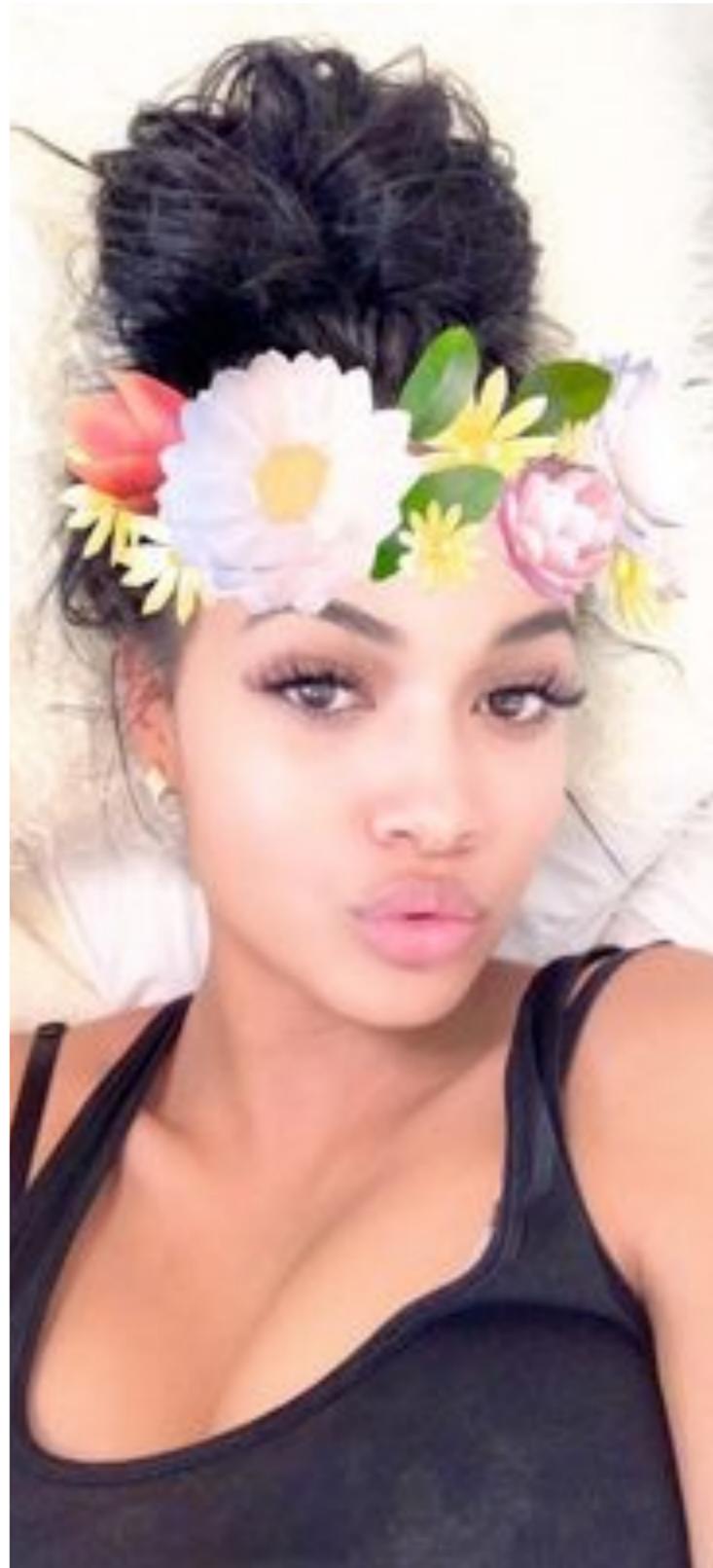




THE
A



B



C



S



**WOULD
YOU LOVE
YOURSELF
WITHOUT
A FILTER**

53%

OF AMERICAN 13 YEAR OLDS ARE UNHAPPY WITH THEIR BODY

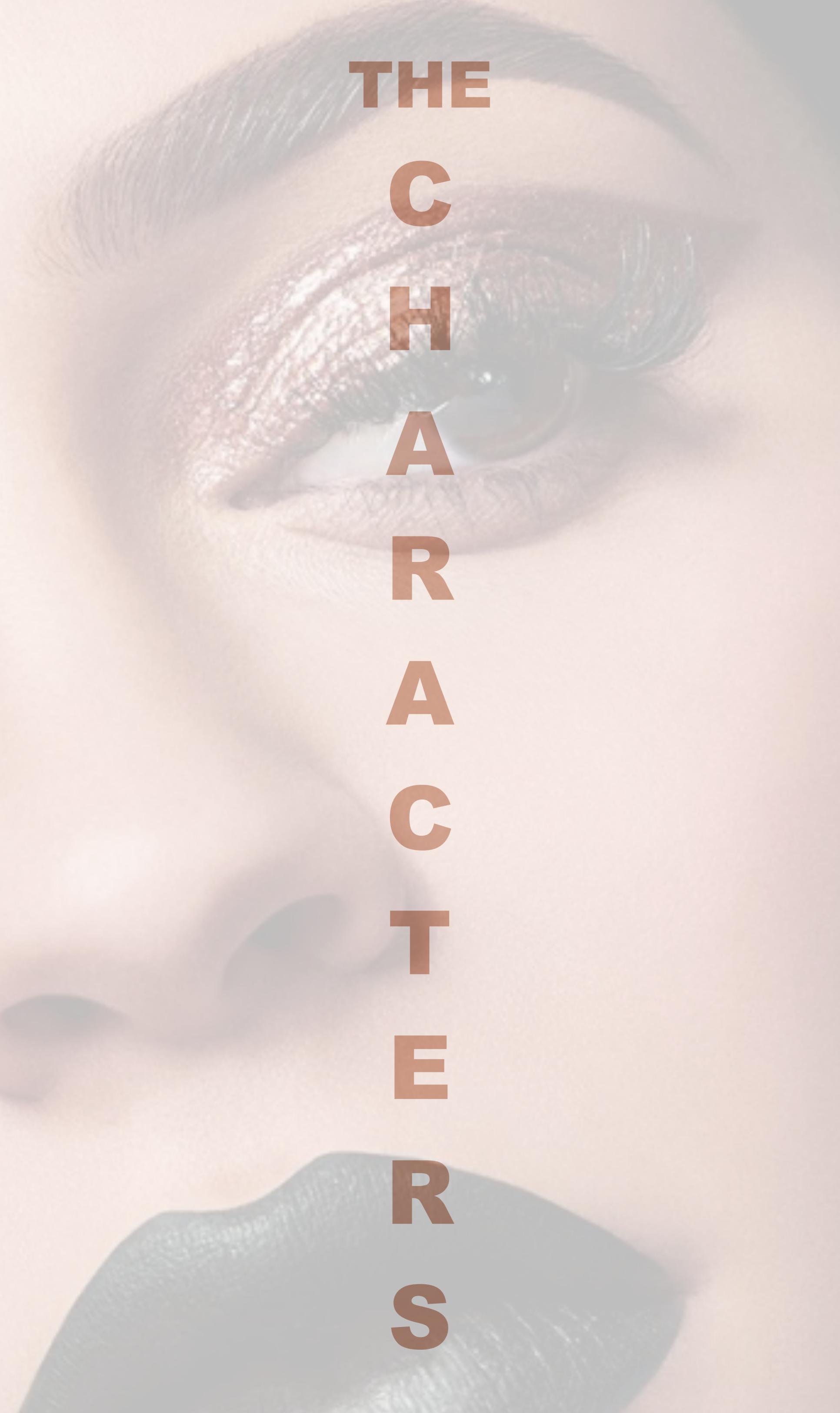
78%

ARE UNHAPPY WITH THEIR BODIES BY THE AGE OF 17

Young people live in a world of instant gratification and more connectivity than ever before, but this comes at a price. Young people are constantly being bombarded by images, notifications, videos and status updates that force them to question where they stand and if their lives are cool enough to “share”. How do you think that effects their self-esteem?

According to the American Academy of Facial Plastic and Reconstructive Surgery image-based apps like Instagram are at least partially responsible for the uptick in plastic surgery, especially among teens. 58% of surgeons surveyed saw an increase in requests for plastic surgery or injectables in people under 30 years old.

THIS IS THE WORLD OF THE ABCS



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A

ADRIANNA. She's sexy and she knows it. She is the A of the ABCs. Loves to have fun and doesn't take things too seriously. She may not be the sharpest tool in the shed but she is the sexist girl on the block. Her deepest secret is having had an affair with one of her married teachers.

B

BELLA. The B of the ABCs. She is a "hot nerd" but really she is a goody-two shoes as well. Nervous to maintain her spot in the cool group, she lies to her friends about her experience with guys. She is really a virgin and has never even kissed a boy before.

C

CAITY. Who runs the world? Caity. She is the undisputed leader of the ABCs. She's a mean girl and she's cool with that. But underneath it all, she is struggling with the fact that her mother is dying of cancer and living in their living room in hospice care.

D

DAKOTA. The new girl in town, she lost her mother when she was 8 and was raised by her father. A smart senior, but she is still prone to making rash decisions. She is lonely and desperate to fit in and have a real friend group, so she is vulnerable and sometimes insecure, but with one taste of power all of that disappears.



THE

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THE BLING RING



MEAN GIRLS



THOROUGHBREDS



JAWBREAKER



THE

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THE

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Who would play me in the movie



Duh, Dove Cameron!



Totes Sabrina Carpenter.



Sarah Jeffery is amaazing

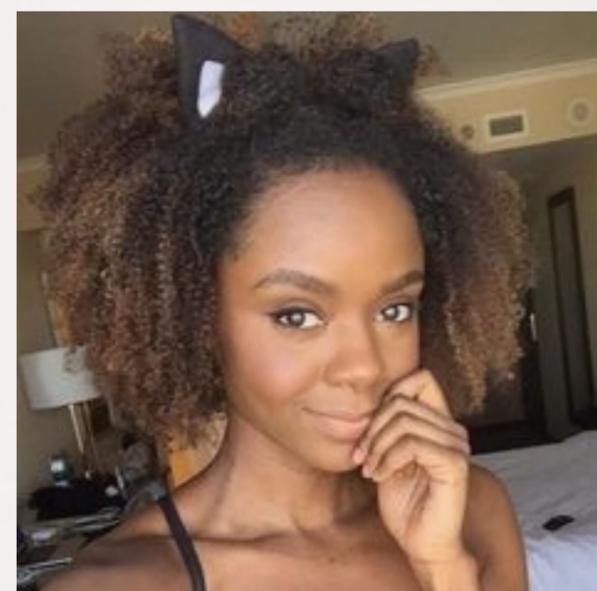
Yo, who would be me?



It'll be China Ann McClain



No way, Sofia Carson is perf



Ashleigh Murray would be lit!

Top 3 for me. GO!!



Camila Mendes! Like for realz



I vote for Cierra Ramirez



It needs to be Victoria Justice

ME! Me! What about me!



Skyler Samuels is like,
the best



Lili Reinhart #lili4ever



STFU! Vanessa Marano

THE

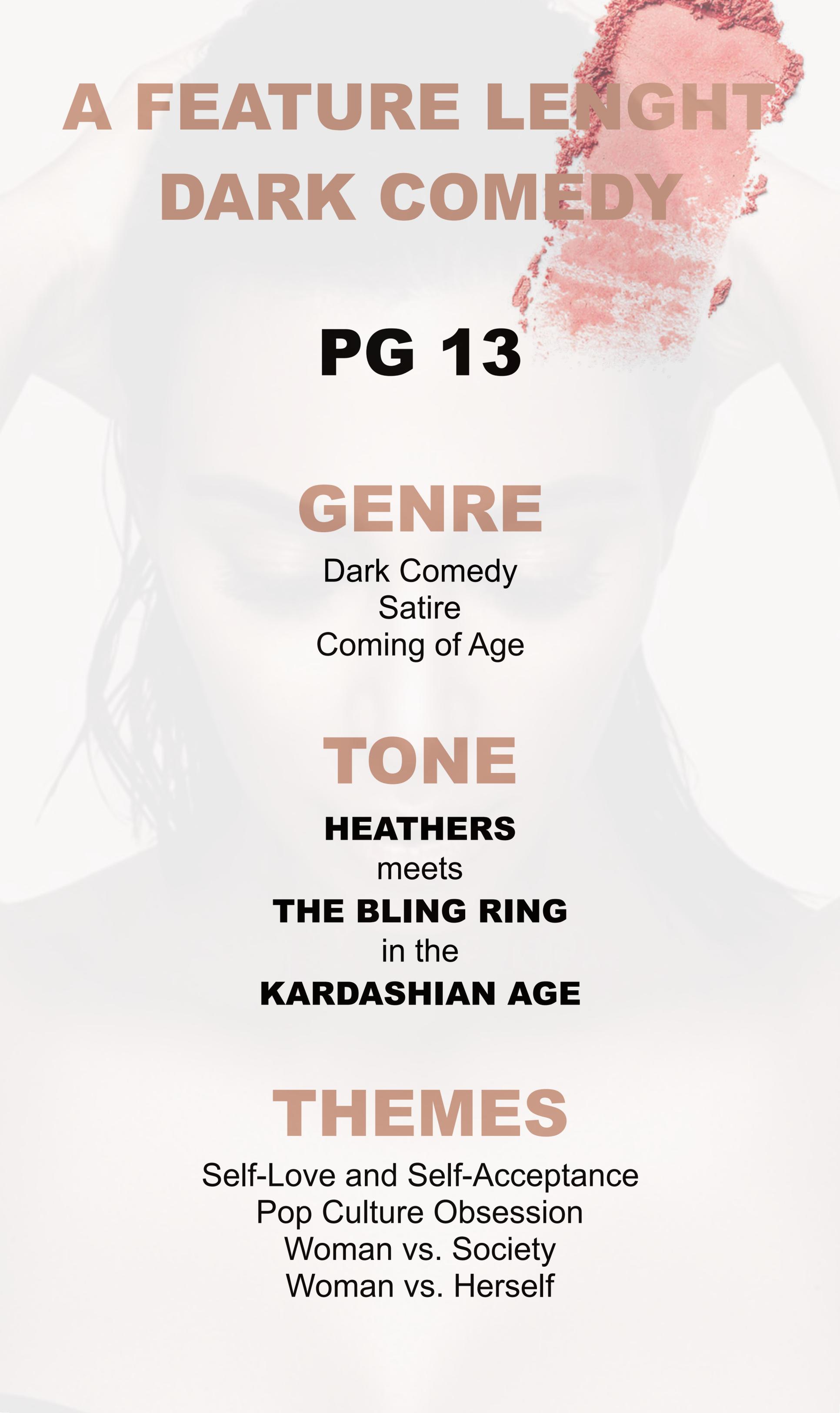
S

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A woman with long dark hair is shown from the chest up, wearing a white top. Her face is partially covered in red glitter, which is most prominent on her forehead and right side. The background is a soft, out-of-focus light color.

A FEATURE LENGTH DARK COMEDY

PG 13

GENRE

Dark Comedy
Satire
Coming of Age

TONE

HEATHERS

meets

THE BLING RING

in the

KARDASHIAN AGE

THEMES

Self-Love and Self-Acceptance
Pop Culture Obsession
Woman vs. Society
Woman vs. Herself

PSYCHOGRAPHICS

Popculture fanatics
Fans/Haters of the Kardashians
People who watch E!
Mothers of teenage girls
Fathers of teenage girls
Fashion lovers

PRIMARY AUDIENCE

Women 15 - 35
Women 35 - 45 (Mothers)

SECONDARY AUDIENCE

Men 15 - 35

GEOGRAPHICS

Markets with large affluent populations, that are cultural centers: NYC, LA, Atlanta, SF, D.C., Chicago, Miami, New Orleans

MOST LIKELY

Woman 15 - 35 in large urban cities.



STRATEGY

Start as a platform release,
then roll out to a wider release.

FESTIVAL PREMIERES

AFI , Tribeca, SXSW

LIMITED US-RELEASE

2nd or 3rd weekend in March to catch
kids/parents on Spring Break.

March is Woman's History Month
so we can do tie ins for marketing.

PLATFORM RELEASE PATTERN

Starting in LA and NY

Build positive word of mouth and gain momentum.

WIDE RELEASE

If the word of Mouth and reviews are good then
we would slowly add theaters in different markets.

SCREENINGS

Host influencer screenings in NY and LA
inviting top social media influencers like

AMANDA STEELE

BABY ARIEL

AMANDA STENBERG

PARTNERSHIPS

THE DOVE SELF-ESTEEM PROJECT
and do an ad campaign featuring all of the young stars of the movie.

**VICTORIA SECRET
FOREVER 21**

BRANDY MELVILLE

to style the young stars of the film for the movie and do fashion spreads in publications like

TEEN VOGUE

and make sure that the spreads are shared on Instagram and other social media platforms.

These brands are meaningful to the younger audience and it is important to get into publications they read.

ANASTASIA BEVERLY HILLS

cosmetics and do ad campaigns and countering make up tutorials that can be shared on their social media and youtube channel.

SNAPCHAT

Create a filter in LA and NY.

INFLUENCERS

On top of our own social media presence, partner with larger influencers pages on sites like

Facebook, Instagram, Tumblr, Snapchat, Youtube

Use the followings of the films stars to build awareness.





THE

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LOGLINE

When high school senior, Dakota, starts at a new school she gets inducted into a group of Kardashian obsessed, insta famous cool girls called THE ABCS; in order to become a full member of the group Dakota must find a way to pay for a boob job so she can become a perfect 10, but on her quest to perfection she may go a bit too far.

THE ABCS

is the story of what a young girl will do to fit in and how far she is willing to go to become Instagram perfect.

The ABCs explores fantasy and the imagination in the lives of teenage girls. Navigating the realm between childhood and adulthood, teenage girls are forced to give up the trappings of the young, like imaginary friends. They are thrust in a new, technologically unimaginable adult world filled with fantastical idols like the Kardashians. How can we ask teenagers to give up one fantasy for another? What happens when fantasy, imagination, and social media blend? How do teenagers navigate the world today when their “stories” can only be ten-seconds and will literally disappear on apps like Snapchat?

The ABCs follows Dakota, 17, new in town and desperate to fit in with the insta-famous cool girls at her new school, the ABCs. But Dakota has a secret: Margot. Margot is everything Dakota is not--she's stronger, more attractive, more confident. And, she's Dakota's imaginary friend. Margot floats in and out of Dakota's mind and lives by her own rules.

The ABCs tell Dakota she can only join their #squad if she becomes perfect, like a Kardashian, by getting a boob job. Convinced she isn't perfect, and that "perfection is achievable," Dakota (and Margot) have to find a way to get money to fund the cosmetic enhancement. Her Dad Brian won't give her the money. Then, a delicious idea hits her: she'll rob a house ala *Bling Ring*. Turning from a wanna-be to the Queen-be, Dakota blackmails the ABCs into helping her rob a classmate's house. This plan is not foolproof, and Dakota is caught red-handed.

At her lowest point, Dakota must face her demons, those voices in her head that tell her “the image in the mirror is not perfect,” and must stand up to Margot. It’s Margot who strained her relationship with her Dad. It’s Margot who convinced her she wasn’t good enough, didn’t look good enough. And it’s Margot who’s been filling the hole in her heart left by her Mother’s death. Mustering together all her strength, Dakota banishes Margot to silence, finally removing her from her life. For good.

The ABCs, desperately panicked by the robbery attempt and trying to maintain their power and status, bash Dakota publicly. Much to their dismay, the general high school public does not seem to care. The ABCs are stripped of their crowns, left buffering, waiting for their lives to begin. At a party, Dakota meets Nina, a new friend. At the film’s end, Dakota is able to look in the mirror and smile, to live her life in the real world and not in the virtual world of social media.

TRAILER

The teaser will drop early January.
The official trailer will drop first week in February.

CONCEPT

KANYE WEST'S BLACK SKIN HEAD

Girls putting on makeup like war paint
Donning jewelry and shoes like weapons
Pimping their dresses like body armor
These are the ladies of THE ABCS,
walking into a party in formation.

DAKOTA'S VOICE OVER

Introduction of THE ABCS,
what it means to be a part of the group.
The girls are teen royalty.
Treated like queens at parties.
Then; Dakota's journey to becoming an ABC
Dakota falling in love with the power
Finishing with Dakota asking herself in the mirror

CAN YOU LOVE YOURSELF WITHOUT A FILTER?



THE

B

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\$1.8 M IN EQUITY

to cover all of the costs of the feature.

FOUR SHARES

will be sold to raise the films budget with the minimum share price being \$450 K. Each share will represent 12.5% revenue share.

AN "EXECUTIVE PRODUCER"

credit will be given to each share holder.

The Investors will be in first position to recoup their investments upon the sale of the film.

PROFITS

will be split 50/50 between filmmakers and investors once the investors are made whole.

RAISE \$1.8 MILLION

SHOOT IN SYRACUSE

taking advantage
of the tax incentive

FESTIVAL RUN

LIMITED THEATRICAL

or

DIGITAL PLATFORM RELEASE

LOW

\$3.2 MILLION BOX OFFICE

Rough break even point for combined production
and P&A Costs Investors made whole.

MEDIUM

\$5 MILLION BOX OFFICE

Investors made whole and participants
join in moderate profit.

HIGH

\$10 MILLION BOX OFFICE

Investors made whole and participants
share in healthy profit

BUDGET COMPARISON

	OBVIOUS CHILD	THE BLING RING	LADY BIRD
DIRECTOR	GILLIAN ROBESPIERRE	SOFIA COPPOLA	GRETA GERWIG
DISTRIBUTOR	A24	A24	A24
GENRE	COMEDY	CRIME	DRAMEDY
RELEASE	JUNE 6 - 2014	JUNE 14 - 2013	NOVEMBER 3 - 2017
EST. BUDGET	1 MILLION	8 MILLION	10 MILLION
DOM BOX OFFICE	3.2 MILLION	5.8 MILLION	17.1 MILLION
W.W. BOX OFFICE	N/A	13.3 MILLION	N/A
TOTAL	3.2 MILLION	19.1 MILLION	17.1 MILLION

RECOUPMENT

1 - BANK

Senior Debt: Tax credits banked
+ 1% fee + Interest

2- SALES AGENT

Flat Fee + box office percentage

3 - WORLD WIDE SALES COMMISSION

If any; 15% net of worldwide revenue

4 - P&A RECOUPMENT

5 - EQUITY INVESTOR RECOUPMENT

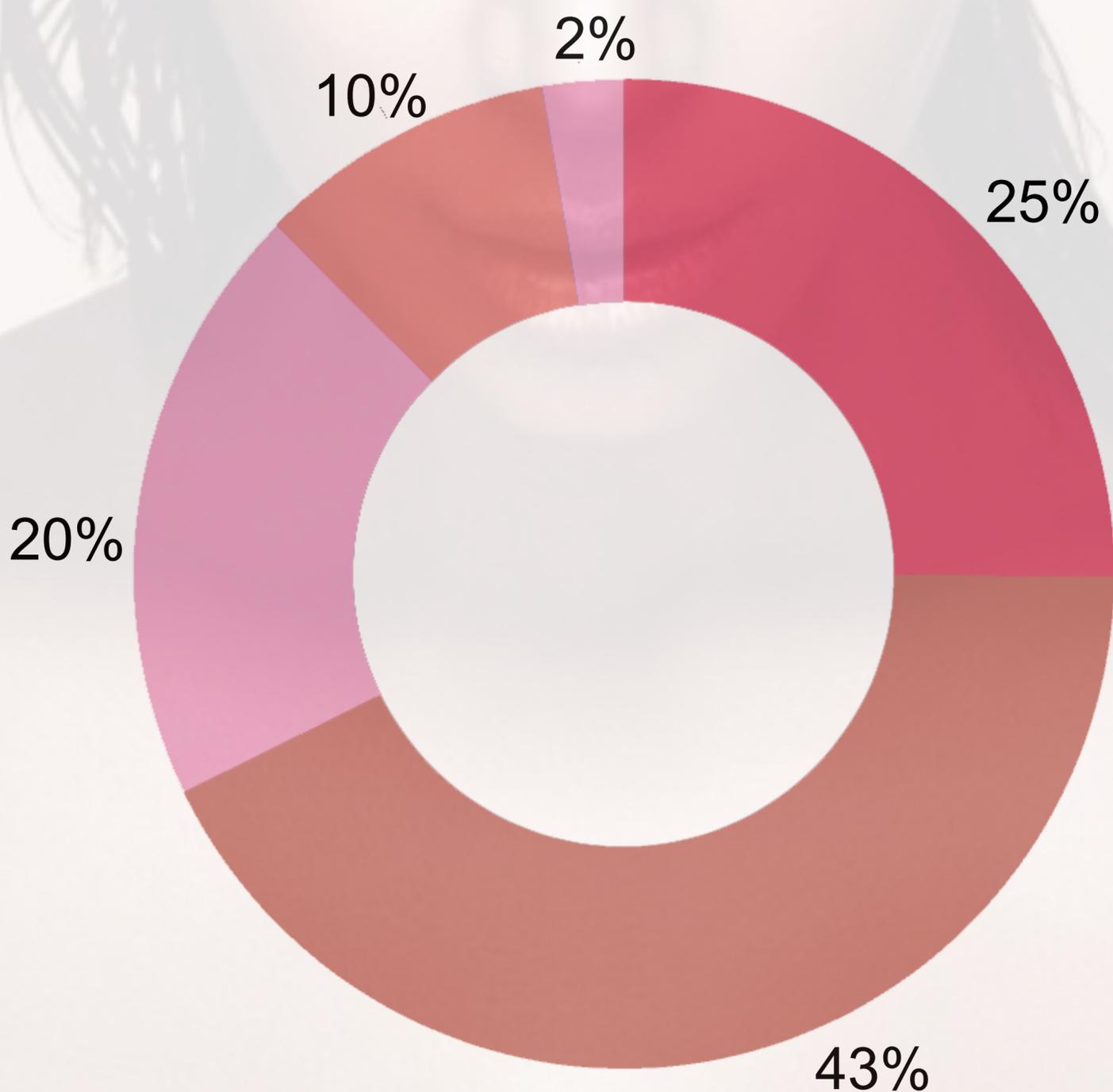
6 - PARTICIPATIONS AND RESIDUALS

BREAKDOWN

Above The Line (ATL)	25%	\$450K
Below The Line (BTL)	43%	\$774K
Post Production (Post)	20%	\$360K
Contingency	10%	\$180K
Other	2%	\$54K
Total		\$1.8M

*This will be a bonded film

**Partner with EP for payroll/accounting



BREAKDOWN

Syracuse tax rebate	40%	\$720,000
Equity at risk	60%	\$1,080,000
Total		\$1,800,000



Production companies may be eligible to receive a fully refundable credit of 40 percent of qualified production costs and post-production costs incurred in Syracuse, Upstate New York.

For the period 2015-2022, productions with budgets over \$500,000 can receive an additional 10 percent credit on qualified labor expenses incurred in certain counties.

TIMELINE

PRE-PRODUCTION

3 months

PRODUCTION

1 month

POST PRODUCTION

6 months

FESTIVAL RUN

12 months

Sell world wide rights to a studio
or

Bifurcate rights and sell rights
territory by territory

THEATRICAL

2 months

Make investors whole
Distribute profits

SVOD, PAY TV

12 months

Make investors whole
Distribute profits

NETWORK TV



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