

ICESTRONGO STUDIOS



INVESTOR DECK - CONFIDENTIAL

FILMMAKING'S CURRENT LANDSCAPE

THE DOMINANCE OF MAJOR FILM STUDIOS IS SHIFTING. TODAY, INDEPENDENT STUDIOS ARE CARVING OUT A VITAL SPACE IN THE INDUSTRY BY TAPPING INTO REAL, RELEVANT HUMAN STORIES THAT LARGER STUDIOS OFTEN OVERLOOK. THESE INDIE STUDIOS FULFILL A CRUCIAL NICHE—AUTHENTICITY AND CONNECTION WITH MODERN AUDIENCES.

HOWEVER, MANY INDEPENDENT STUDIOS FALL INTO A FAMILIAR TRAP: THEY BECOME INSULAR, FAVORING ONLY THEIR IN-HOUSE WRITERS AND GRADUALLY ADOPTING THE SAME CLOSED-OFF PRACTICES AS THE MAJOR PLAYERS THEY ONCE SOUGHT TO CHALLENGE. THIS DILUTES THEIR ORIGINALITY AND WEAKENS THEIR IMPACT IN THE INDEPENDENT FILM WORLD.

ENTER ICESTRONGO STUDIOS

ICESTRONGO ISN'T JUST ANOTHER INDIE STUDIO—IT'S A MOVEMENT. WE ARE SETTING A NEW STANDARD FOR INDEPENDENT FILMMAKING AND INVESTMENT. BY FOSTERING A TRANSPARENT, INCLUSIVE, AND INNOVATIVE ENVIRONMENT, WE AIM TO RESHAPE HOW STORIES ARE BROUGHT TO LIFE AND HOW INVESTORS ENGAGE WITH THE CREATIVE PROCESS.

WE BELIEVE IN ACCESSIBILITY AND GLOBAL COLLABORATION. THAT'S WHY ICESTRONGO STUDIOS WILL REVIEW EVERY SOLICITED SCRIPT SUBMITTED FROM AROUND THE WORLD SEEKING FUNDING. WHILE NOT EVERY PROJECT WILL BE SELECTED, THE OPEN-DOOR POLICY ENSURES FRESH VOICES AND DIVERSE NARRATIVES HAVE A REAL SHOT—SOMETHING THAT SETS US APART IN AN INDUSTRY OFTEN PLAGUED BY GATEKEEPING.

A SMARTER WAY TO INVEST IN FILM

INVESTORS IN ICESTRONGO STUDIOS WON'T JUST BACK A SINGLE FILM—THEY'LL OWN A SHARE IN EVERY PROJECT WE PRODUCE, INDEFINITELY. THIS APPROACH SPREADS RISK ACROSS A PORTFOLIO OF FILMS, GREATLY INCREASING THE LIKELIHOOD OF CONSISTENT RETURNS AND LONG-TERM PROFITABILITY. IT'S A MODEL THAT BENEFITS BOTH THE ARTIST AND THE INVESTOR, WHILE BREAKING AWAY FROM THE EXPLOITATIVE PRACTICES OF TRADITIONAL DISTRIBUTORS AND SALES AGENTS.



EXECUTIVE SUMMARY

BUSINESS NAME: ICESTRONGO STUDIOS

LOCATION: CLEVELAND, OHIO

BUSINESS STRUCTURE: LIMITED LIABILITY COMPANY (LLC)

MISSION STATEMENT: TO CREATE COMPELLING STORIES THROUGH INNOVATIVE AND HIGH-QUALITY FILM PRODUCTION, FOSTERING CREATIVITY AND ENGAGING DIVERSE AUDIENCES WORLDWIDE WHILE SUPPORTING INDEPENDENT FILMMAKERS.

KEY HIGHLIGHTS: ICESTRONGO STUDIO SPECIALIZES IN INDEPENDENT FILMS WITH A FOCUS ON UNIQUE STORYTELLING AND DIVERSE REPRESENTATION. MARKETING AND P & A WILL SET ICESTRONGO APART FROM OTHER STUDIOS WITH NEW MARKETING TECHNIQUES. AS AN EXAMPLE, ICESTRONGO'S PROJECT, INIQUITY, WILL HAVE HELICOPTERS DROP FAUX APPLES WITH A QR CODE FROM THE SKY IN THE MAJOR METROPOLITAN CITIES AROUND THE WORLD LEADING UP TO IT'S THEATRICAL RELEASE.

BUSINESS DESCRIPTION

INDUSTRY OVERVIEW: THE GLOBAL FILM INDUSTRY IS PROJECTED TO REACH \$50 BILLION BY 2026, DRIVEN BY CONTENT CONSUMPTION ON STREAMING PLATFORMS AND INCREASING DEMAND FOR QUALITY INDEPENDENT FILMS.

STUDIO OVERVIEW: ICESTRONGO STUDIO FEATURES AN ALL IN-HOUSE CREW THAT COVERS EACH STEP OF FILMMAKING.

TARGET MARKET: OUR PRIMARY AUDIENCE INCLUDES MILLENNIALS AND GEN Z VIEWERS WHO SEEK FRESH, DIVERSE CONTENT. SECONDARY MARKETS INCLUDE FILM FESTIVALS AND INTERNATIONAL DISTRIBUTIONS.

OWNERSHIP STRUCTURE: ICESTRONGO STUDIO IS CO-OWNED BY TWO AWARD-WINNING FILMMAKERS, NICOLE ICE (PRODUCER, DIRECTOR, WRITER) AND JOSH MENNING (DIRECTOR, PRODUCER CINEMATOGRAPHER)



MARKETING STRATEGY

MARKET TRENDS: THE RISE OF STREAMING PLATFORMS HAS INCREASED DEMAND FOR ORIGINAL CONTENT, WITH INDEPENDENT FILMS GAINING TRACTION FOR THEIR UNIQUE STORYTELLING.

COMPETITIVE ANALYSIS: COMPETITORS INCLUDE A24 AND FOCUS FEATURES, KNOWN FOR THEIR SUCCESSFUL INDIE FILMS. ICESTRONGO STUDIO DIFFERENTIATES ITSELF BY EMPHASIZING CULTURAL NARRATIVES AND COMMUNITY ENGAGEMENT.

MARKET NEEDS: MANY VIEWERS SEEK AUTHENTIC VOICES THAT REPRESENT UNDERREPRESENTED COMMUNITIES, CREATING AN OPPORTUNITY FOR ICESTRONGO STUDIO TO FILL THIS NICHE.

BRANDING: ICESTRONGO STUDIO WILL POSITION ITSELF AS A LEADER IN SOCIALLY CONSCIOUS FILMMAKING, TARGETING AUDIENCES HUNGRY FOR UNIQUE STORIES.

PROMOTION: MARKETING EFFORTS WILL INCLUDE SOCIAL MEDIA CAMPAIGNS, PARTNERSHIPS WITH INFLUENCERS, PARTICIPATION IN FILM FESTIVALS, AND TARGETED ADS ON STREAMING PLATFORMS.

DISTRIBUTION CHANNELS: OUR FILMS WILL BE DISTRIBUTED THROUGH THEATRICAL RELEASES, STREAMING PLATFORMS (NETFLIX, HULU), AND DIGITAL DOWNLOADS.



PRODUCTION PLAN

FILM PRODUCTION PROCESS: OUR FILMS WILL FOLLOW A STREAMLINED PROCESS FROM SCRIPT DEVELOPMENT AND CASTING TO FILMING AND POST-PRODUCTION, ENSURING QUALITY AND EFFICIENCY.

PROJECT PIPELINE: OUR IN-HOUSE PROJECTS INCLUDE SEVEN FEATURE FILMS THAT SPAN ACROSS ALL DIFFERENT FILM GENRES AS WELL AS TWO EPISODIC PROJECTS.

TALENT ACQUISITION: WE WILL COLLABORATE WITH EMERGING DIRECTORS AND DIVERSE TALENT, CREATING MENTORSHIP OPPORTUNITIES WITHIN THE INDUSTRY AS WELL AS OUR A-LIST TALENT PIPELINES AND UP-AND-COMING TALENT.

OPERATIONAL PLAN

LOCATION AND FACILITIES: CURRENTLY, ICESTRONGO IS RUN FROM REMOTE HOME OFFICES BUT HAS THE OPPORTUNITY TO PURCHASE A PROPERTY OF 12.7 ACRES THAT BOASTS THREE HOUSES, A BARN FOR A SOUND STAGE AND A SCREENING ROOM. THE MAJORITY OF FILMING CAN BE DONE ON THE LOT WHICH REDUCES FILM BUDGETING TREMENDOUSLY.

TECHNOLOGY UTILIZATION: ICESTRONGO STUDIO WILL UTILIZE THE LATEST FILMING AND EDITING EQUIPMENT TO ENSURE HIGH PRODUCTION STANDARDS.

STAFFING PLAN: THE STUDIO WILL EMPLOY A CORE TEAM OF 10 STAFF, INCLUDING PRODUCERS, EDITORS, AND MARKETING SPECIALISTS, ALONG WITH DIFFERENT FILM ACQUISITION HEADS FOR EACH GENRE OF FILM TO READ THROUGH SUBMITTED PROJECTS.



FINANCIAL PLAN

COSTS: INITIAL FUNDING REQUIRED IS \$7 MILLION; \$1 MILLION COVERING STUDIO PURCHASES, SETUP AND INITIAL MARKETING EFFORTS AND \$6 MILLION COVERING FUNDING FOR IN-HOUSE PROJECTS TO BE PRODUCED FOR DEBUT RELEASES IN THREE DIFFERENT GENRES TO ESTABLISH ICESTRONGO STUDIOS AS A STRONG COMPETITOR IN THE INDEPENDENT FILM INDUSTRY.

REVENUE STREAMS: REVENUE WILL BE GENERATED THROUGH BOX OFFICE SALES, STREAMING ROYALTIES, INTERNATIONAL DISTRIBUTION RIGHTS, AND MERCHANDISE. IMPORTANTLY, INVESTORS WILL RECEIVE ONGOING REVENUE FROM EACH FILM PRODUCED THROUGH THE STUDIO AS PART OF THEIR INVESTMENT RETURN - FOR PERPETUITY.

FINANCIAL PROJECTIONS: PROJECTED REVENUES ARE \$5M IN YEAR 2027, SCALING TO \$20+ MILLION BY YEAR 4, WITH PROFITABILITY EXPECTED BY YEAR 2.

FUNDING REQUIREMENTS

INVESTMENT NEEDS: WE ARE SEEKING \$13 MILLION IN EXCHANGE FOR EQUITY STAKES IN ICESTRONGO STUDIO. FUNDS WILL BE ALLOCATED TOWARDS PRODUCTION COSTS, MARKETING, AND OPERATIONAL EXPENSES. WE INTEND ON HAVING MULTIPLE INVESTORS AT ALL DIFFERENT BUY-IN OPTIONS SO THE ROI IS MANAGEABLE AND THE RISK IF THE INVESTMENT ISN'T BURDENSOME TO THE INDIVIDUAL.

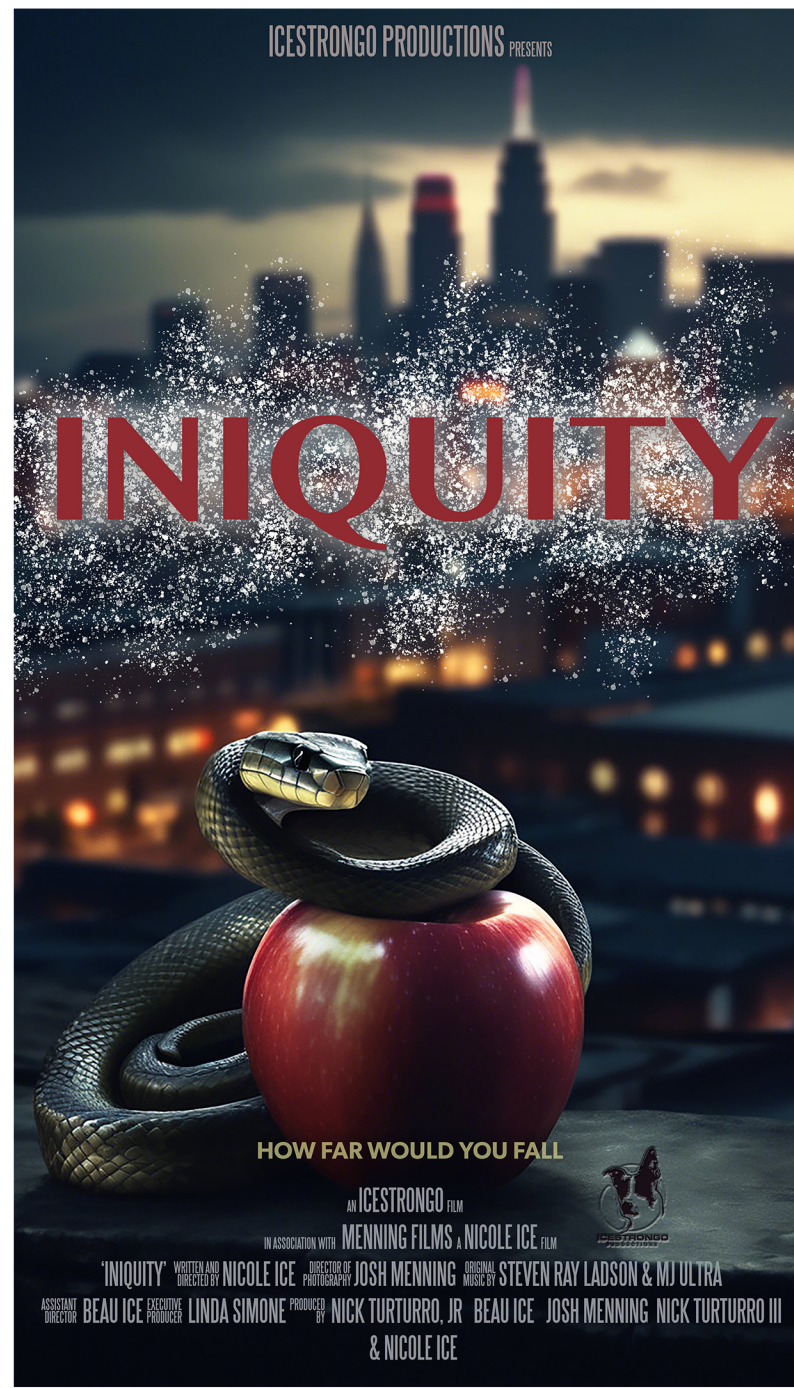
RETURN ON INVESTMENT: INVESTORS CAN EXPECT A 20% ROI WITHIN THREE YEARS, DRIVEN BY MULTIPLE SUCCESSFUL FILM RELEASES AND STRATEGIC PARTNERSHIPS. THEY WILL BENEFIT FROM ONGOING REVENUE STREAMS GENERATED BY EACH FILM PRODUCED, ENSURING A CONTINUOUS RETURN ON THEIR INVESTMENT FROM EVERY PROJECT, FOR PERPETUITY, THAT ICESTRONGO PRODUCES.



**ICESTRONGO
STUDIOS**

**PROJECT
CATALOG**

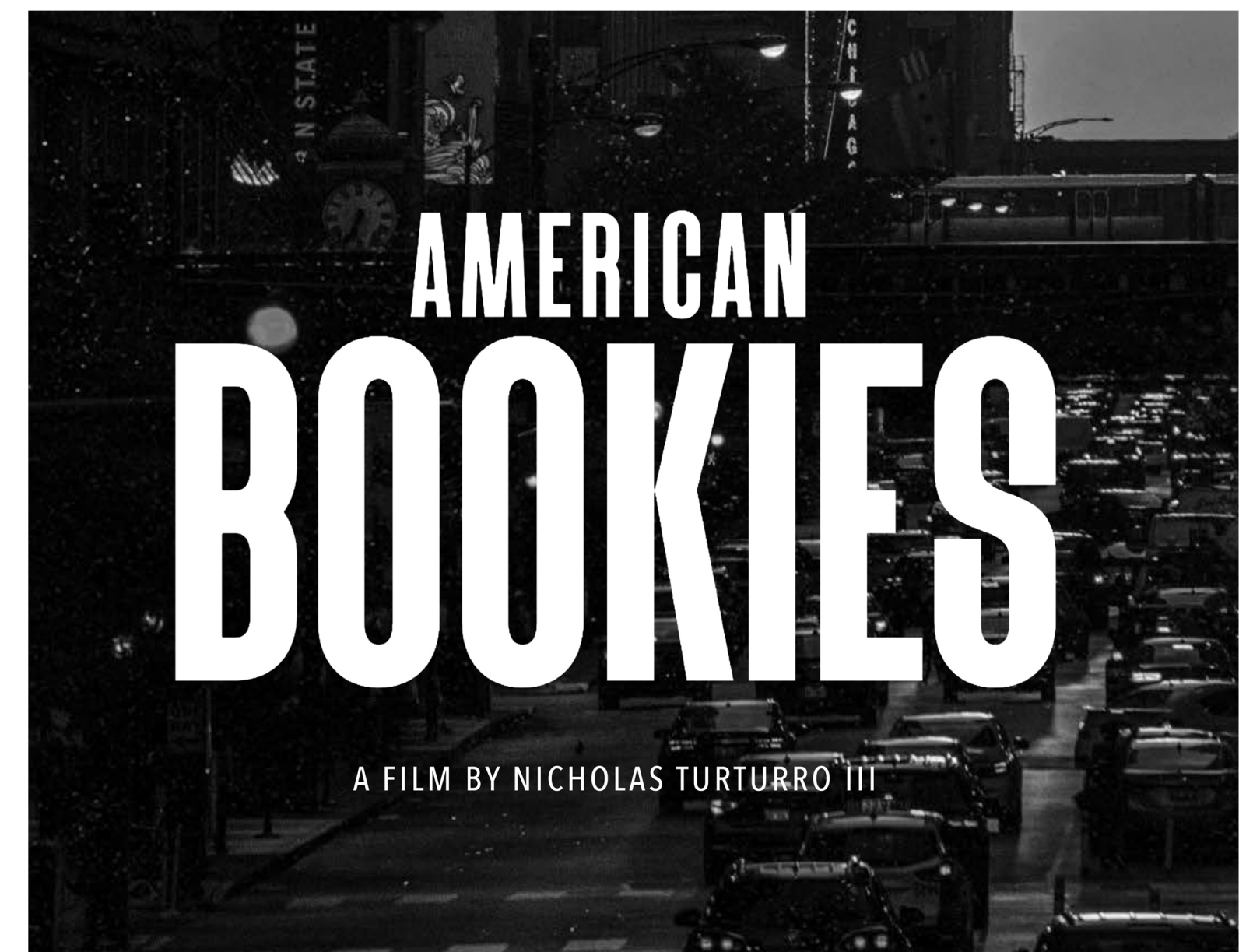




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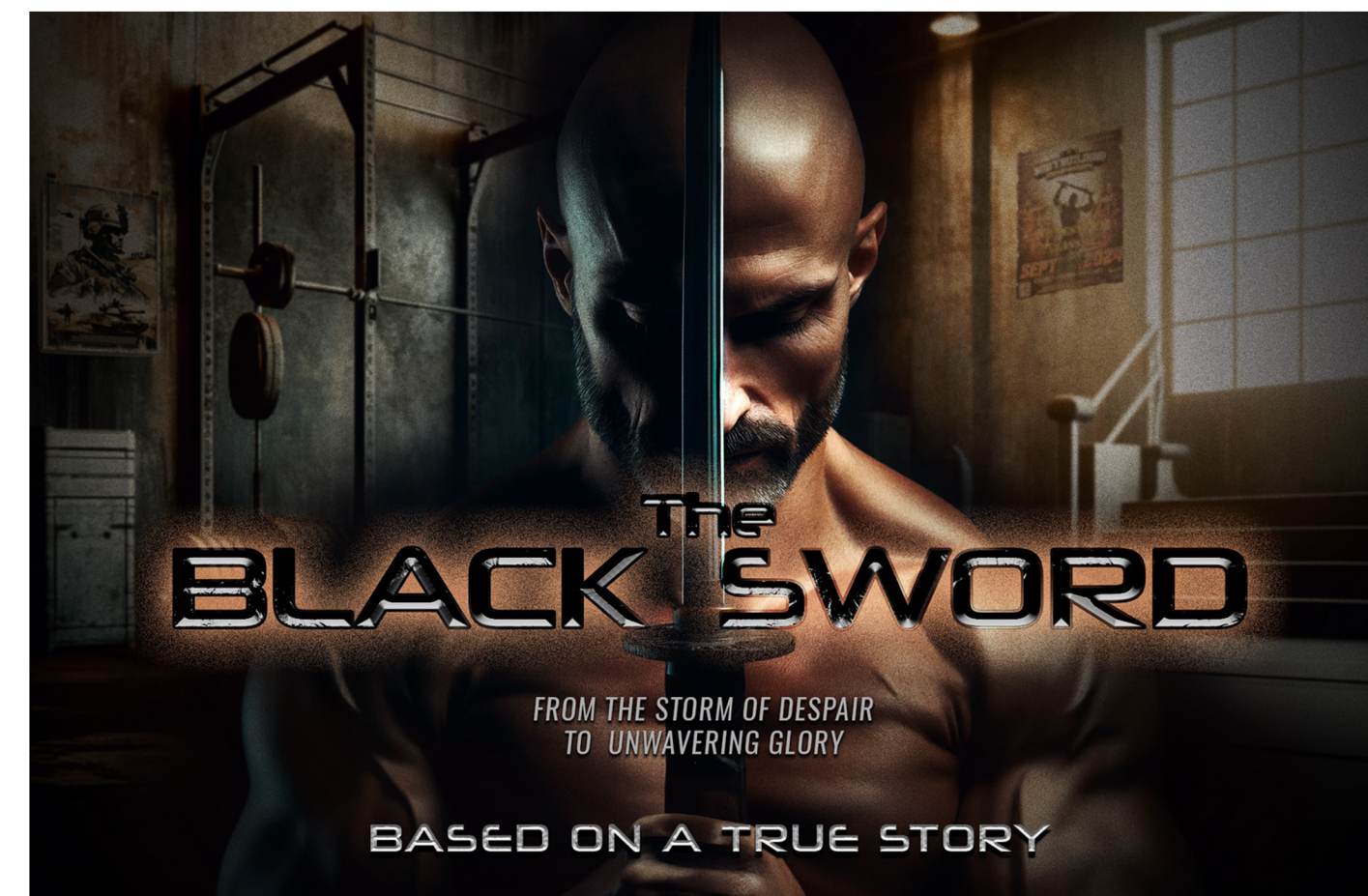
ROMANTIC COMEDY



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