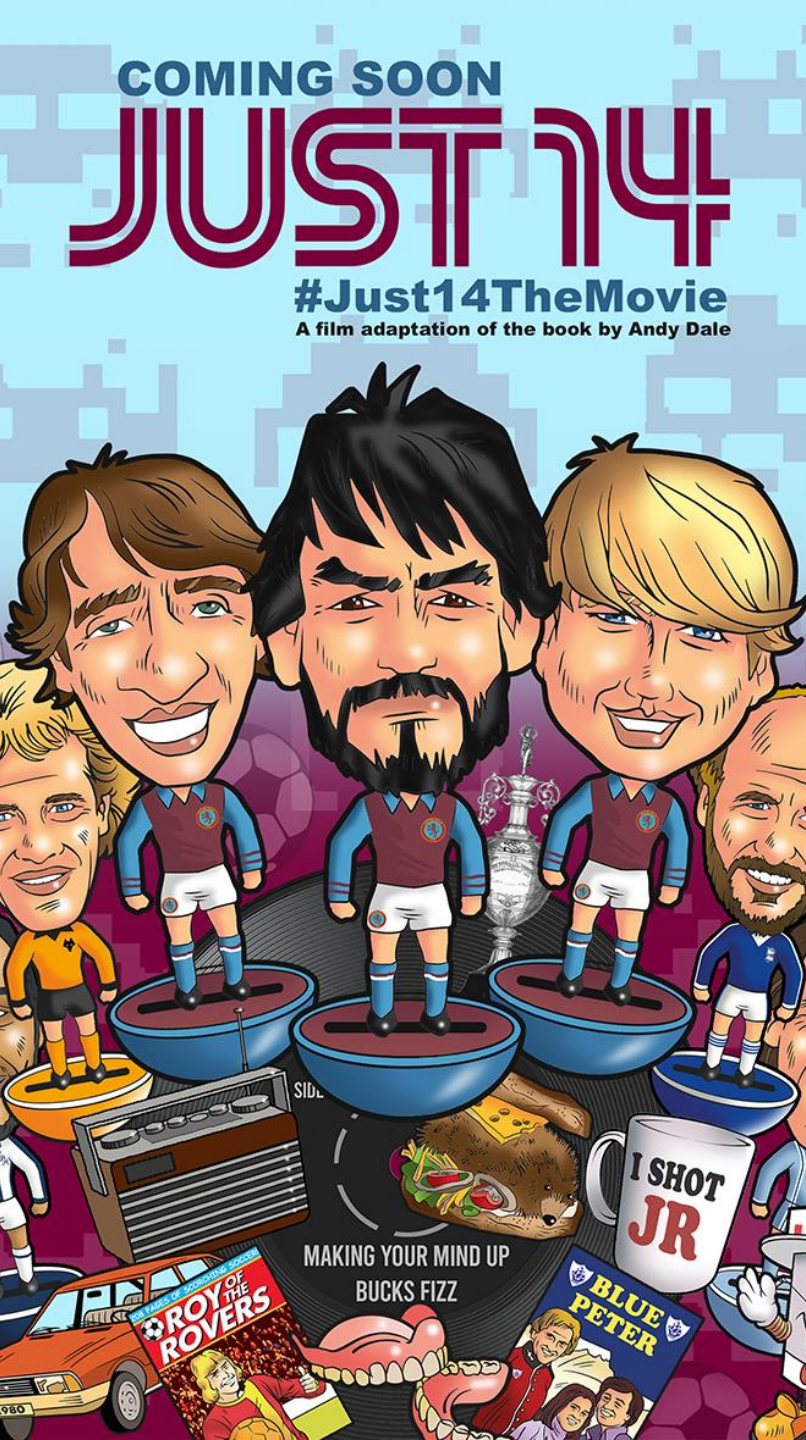




JUST 14 THE MOVIE PROJECT PLAN

- Overview
- Project Selling Points
- Timeline
- Budget
- Budget Funding Breakdown
- Financial Projections
- Possible Returns on Investment
- Investment Benefits
- Further Information



OVERVIEW

What's the film about?

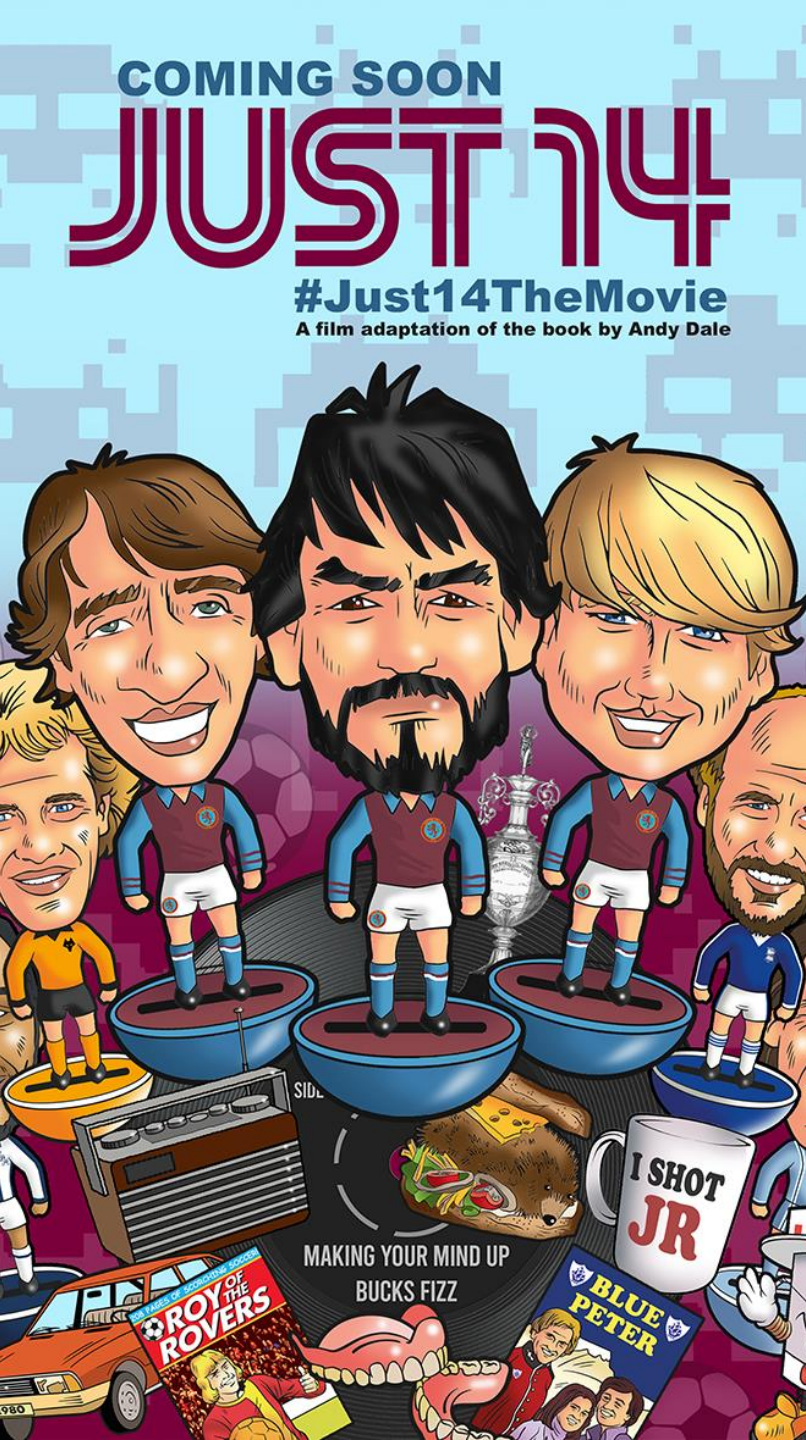
An 80's comedy Aston Villa film based on Andy Dale's book 'Just 14'. The story of a boy following his beloved football club during a rollercoaster 1980/81 season.

Just 14 the movie will definitely make you laugh, probably make you cry and totally transport you back to the 80's.

We aim to bring the joy, comedy and footie feel similar to some of the best British football related films of the last 40 years.

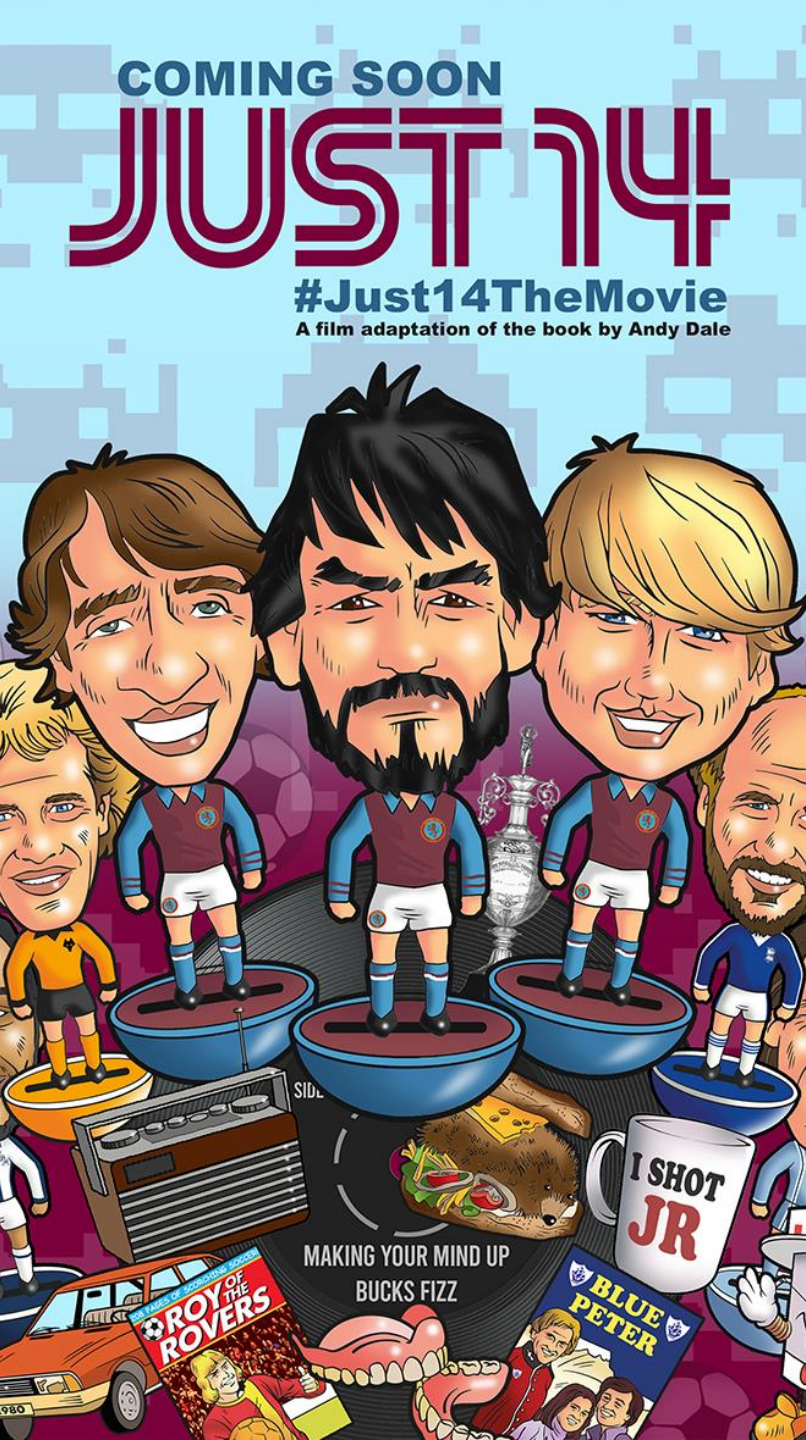
Why Invest in UK Film Industry?

The UK film industry is a thriving business with an impressive history; despite the financial crisis the film industry remained strong and continued to make money, while many other industries struggled. Investing in film is a great way to see good returns.



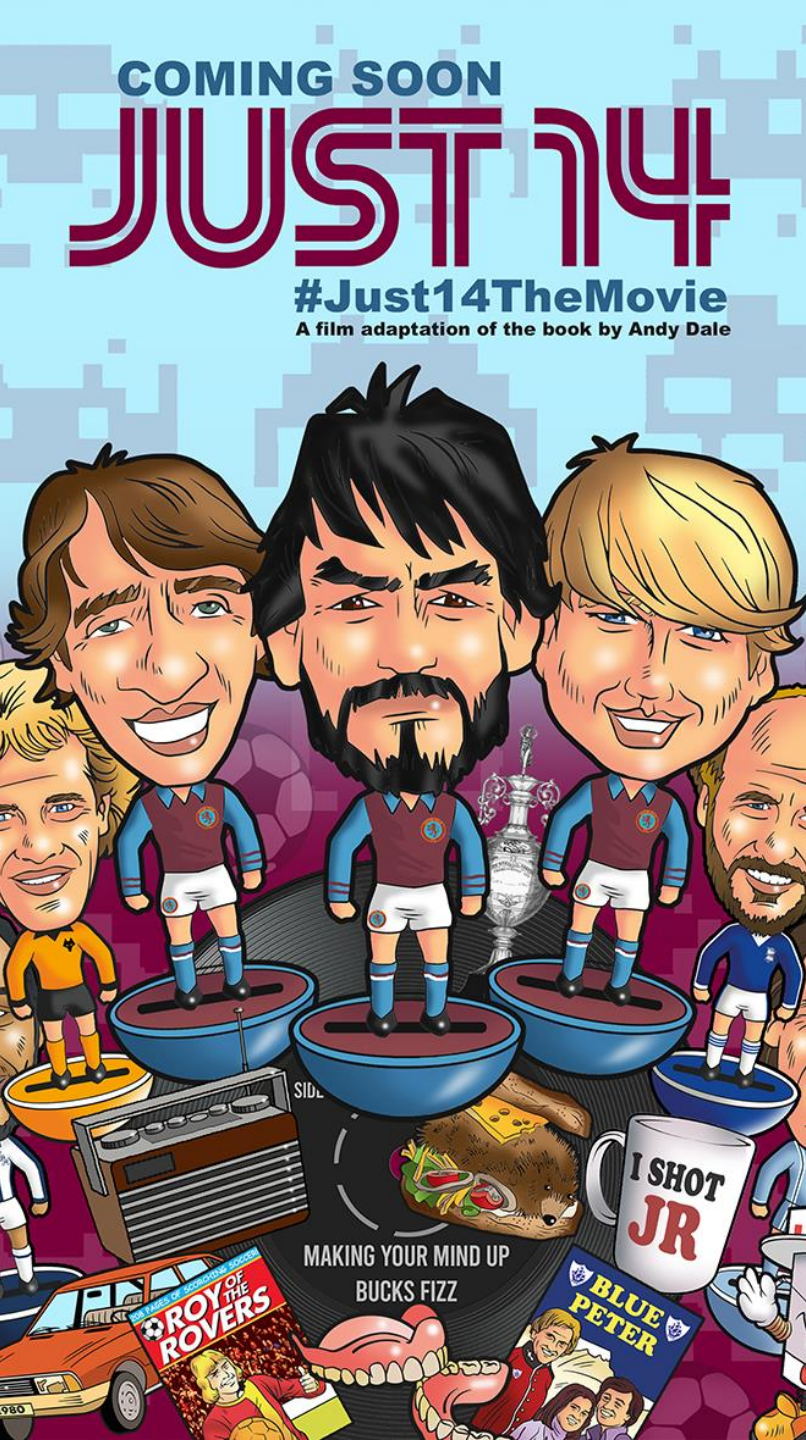
PROJECT SELLING POINTS

- ✓ Book fan-base (nearly 40,000 copies sold in all formats)
- ✓ Aston Villa fan-base (over two million fans worldwide)
- ✓ Rise of English Premier League worldwide (watched by over 1 billion people)
- ✓ High profile British actors have expressed an interest (due to their allegiance with Aston Villa)
- ✓ Film with royal approval (Prince William a big Villa fan who has read the book)
- ✓ The retro appeal of the 80's era and 80's music
- ✓ Success of British comedies with a feelgood factor
- ✓ Success of football based films like 'Bend It Like Beckham', 'Fever Pitch', 'Gregory's Girl'
- ✓ Involvement of director who has had major success with other English football based films



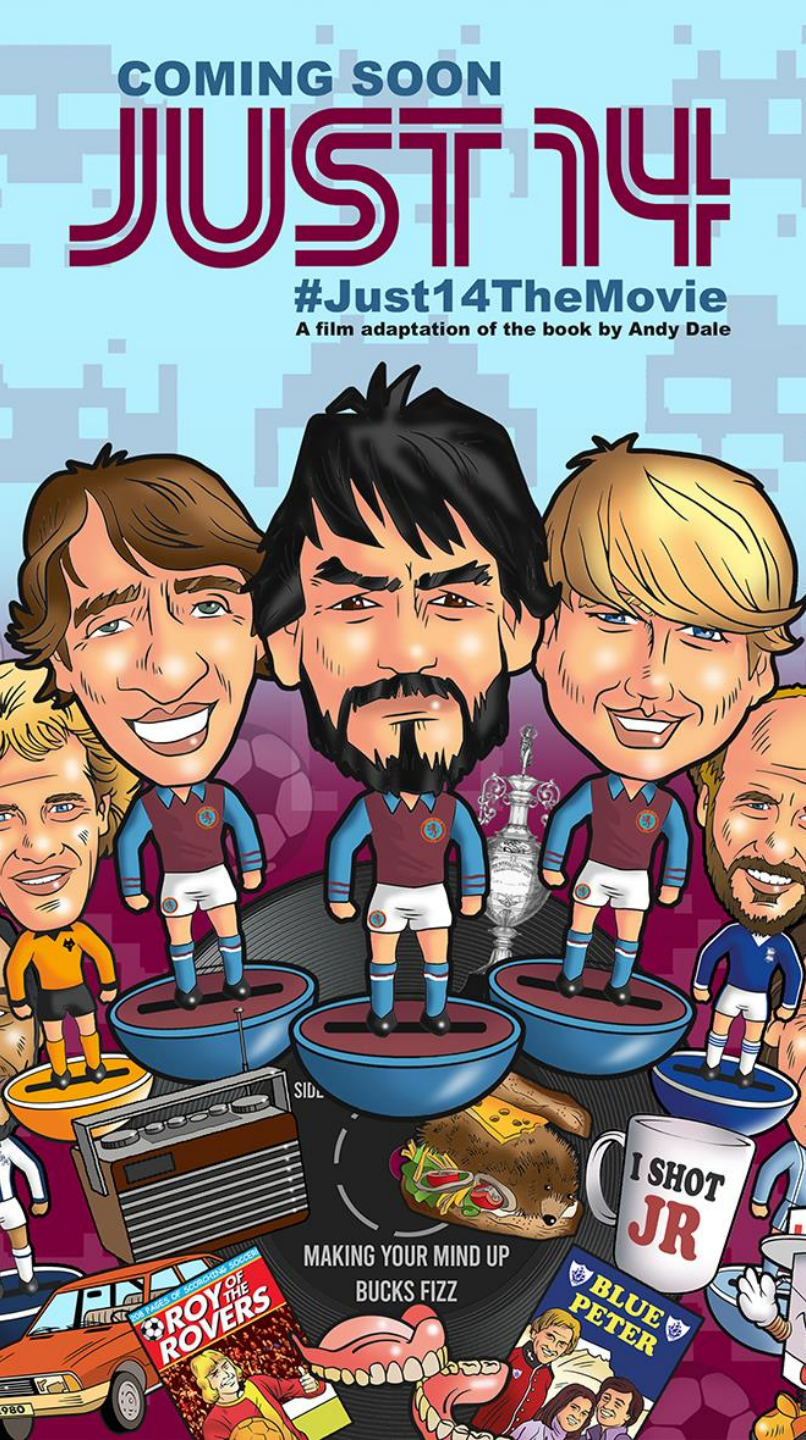
PROJECT TIMELINE

- ❑ Oct 2022 Promotional Trailer Premiered
- ❑ Dec 2023 Final Budget compiled
- ❑ Jan 2023 Development completed and Pre-Production begins
- ❑ Apr 2023 Pre-Production completed
- ❑ June 2023 Production begins (principal photography – filming)
- ❑ Aug 2023 Production completed and Post Production begins
- ❑ Nov 2023 Promoted at Birmingham Film Festival
- ❑ Dec 2023 Post Production completed
- ❑ Dec 2023 Distribution stage begins
- ❑ Feb 2024 UK cinema premiere and release
- ❑ Jun 2024 Worldwide release



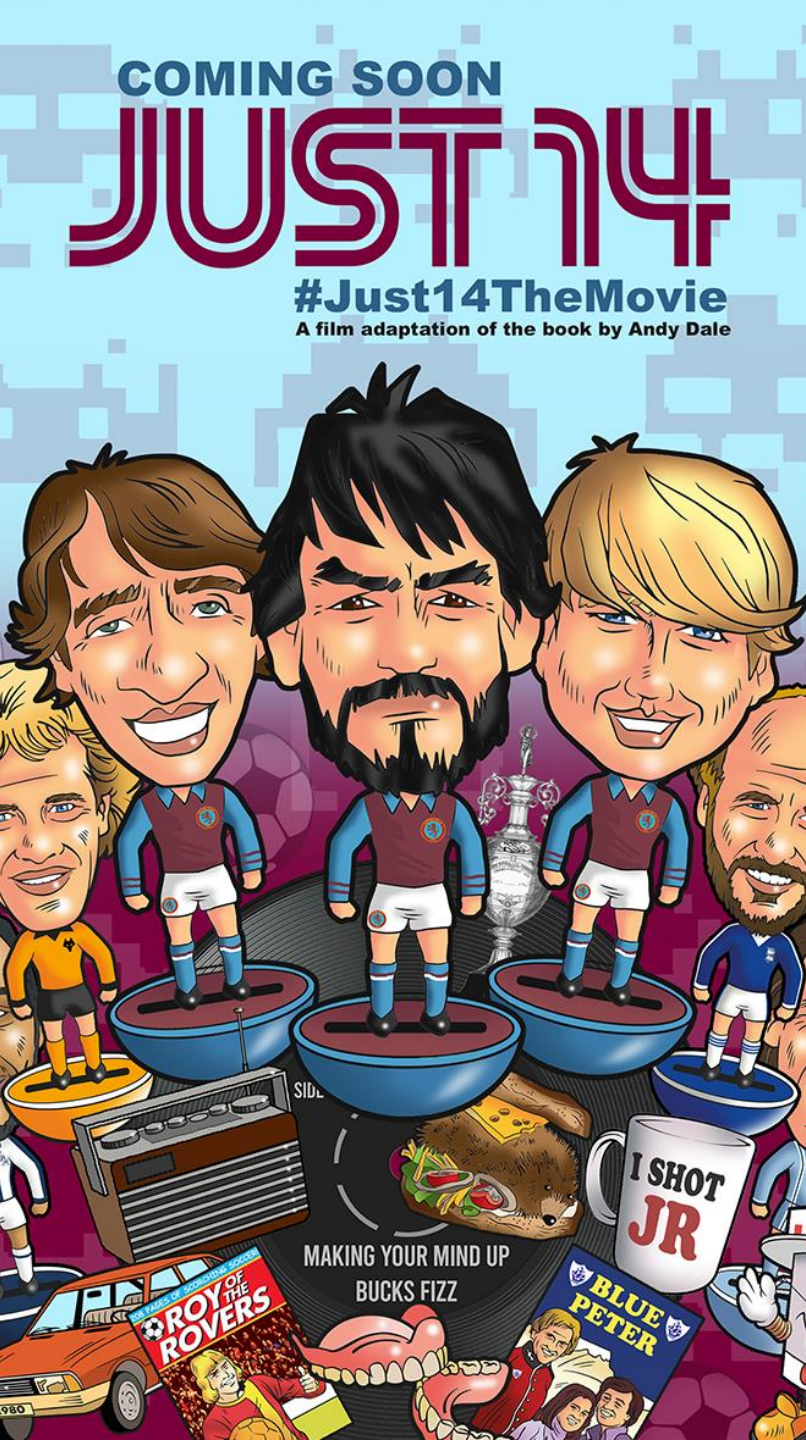
DRAFT BUDGET

Project Stage	Estimate
Development (includes script, contracts, Line Producer, sourcing investments)	£20,000
Pre-Production (Casting Director, Producer, Directors, Rights/Legal costs, location planning)	£280,00
Production (Filming, actors, crew, equipment etc.)	£1,000,000
Post Production (video production, audio production, and photography)	£250,000
Distribution (Marketing, commercial strategy, sales)	£250,000
Contingency (10%)	£180,000
Total	£1,980,000



BUDGET FUNDING BREAKDOWN

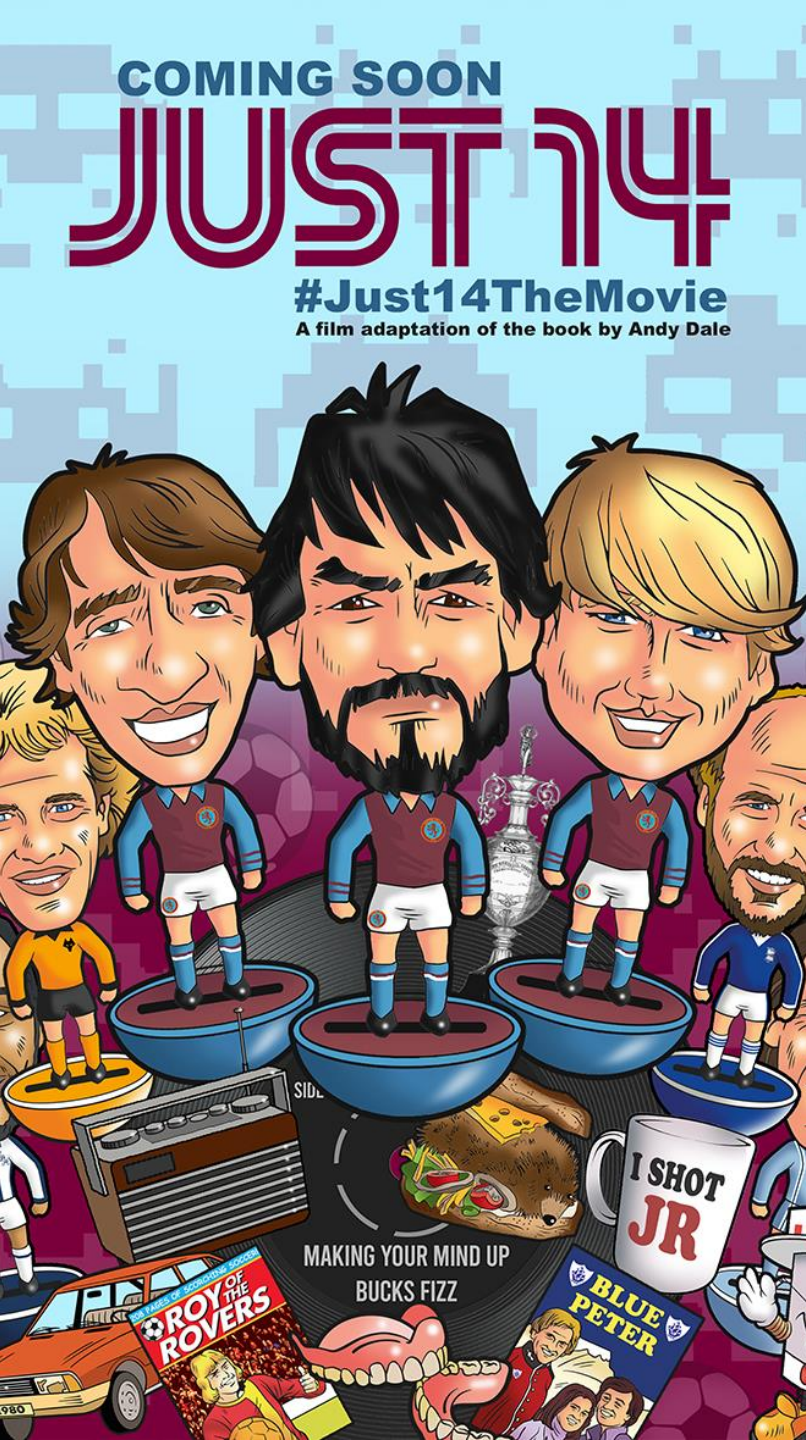
Funding	Estimate
Private Investors	£1,875,000
Sponsorship	£90,000
Crowd Funding	£25,000
Total	£1,980,000



INVESTOR SHARE BREAKDOWN

SHAREHOLDER	% of Shares
Private Investors	75%
Executive Producer	20%
Other Profit Share Members	5%

Private Investor shares available in blocks of 1% at £25,000 a block



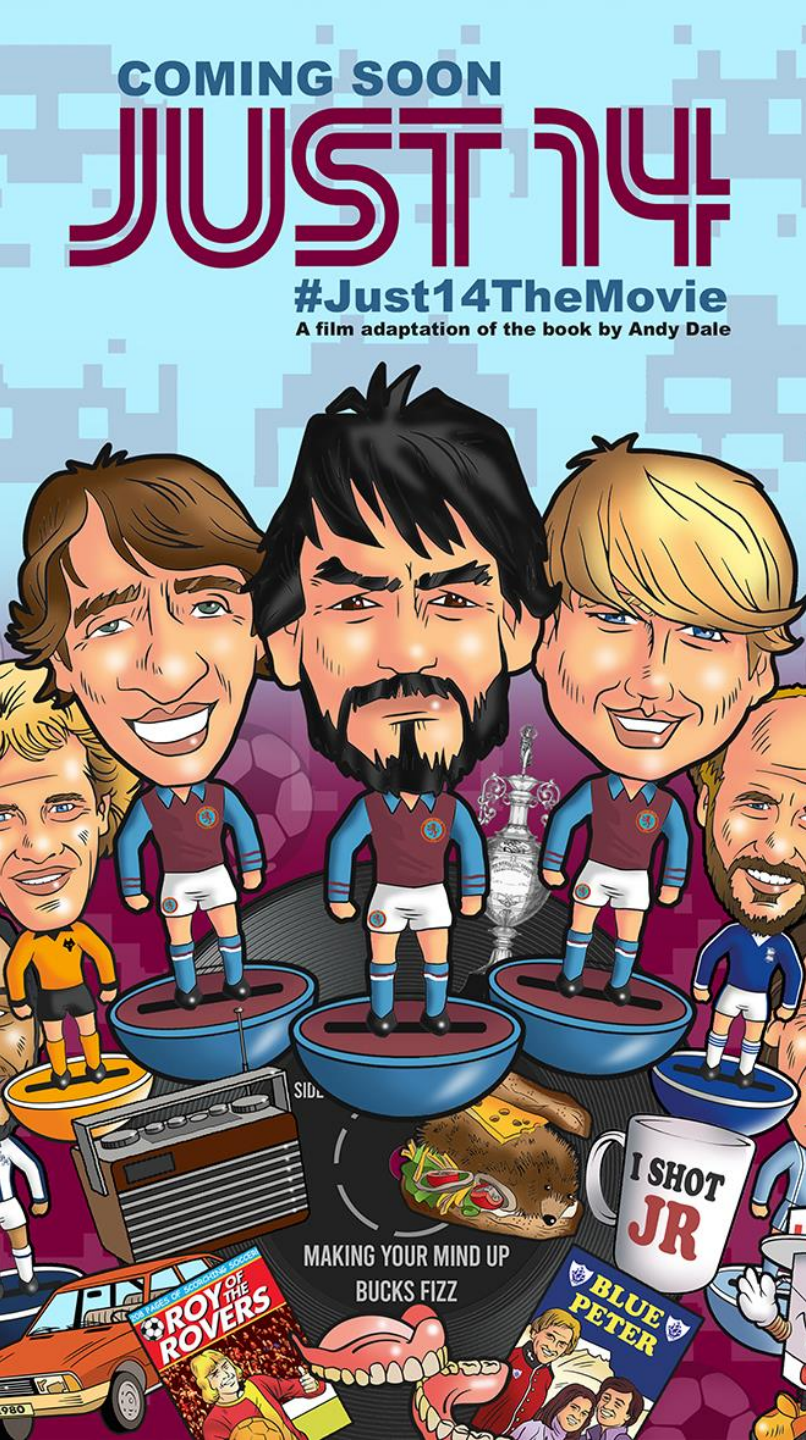
FINANCIAL PROJECTIONS

Based on available finance from similar UK films in last ten years.

Income	Estimate
UK Cinema	£2,900,000
Video On Demand	£1,900,000
American Income	£1,700,000
Other Worldwide Income	£900,000
Other Income (DVD, TV deals)	£600,000
UK Film Tax Relief	£495,000
Total	£8,495,000

Gives an estimated Gross Profit of £6,515,000

* High risk investment as only 11% of UK films made over 200% net profit and nearly 40% did not make a profit.



POSSIBLE RETURNS ON INVESTMENT

Private Investment	£1m Gross Profit Return	£2m Gross Profit Return	£3m Gross Profit Return	£6m Gross Profit Return
1% (£25,000)	£10,000	£20,000	£30,000	£60,000
5% (£125,000)	£50,000	£100,000	£150,000	£300,000
25% (£625,000)	£250,000	£500,000	£750,000	£1,500,000
50% (£1,250,000)	£500,000	£1,000,000	£3,000,000	£3,000,000
75% (£1,875,000)	£750,000	£1,500,000	£2,250,000	£4,500,000



INVESTMENT BENEFITS

Investing in Film is one of the best investments you can make, the benefits stretch far beyond the sales of box office tickets. DVD/Blu-Ray sales, television airings, Video on Demand (VOD) subscriptions and the sale of merchandise all count towards the profit a film makes and can continue to generate a profit for a lifetime.

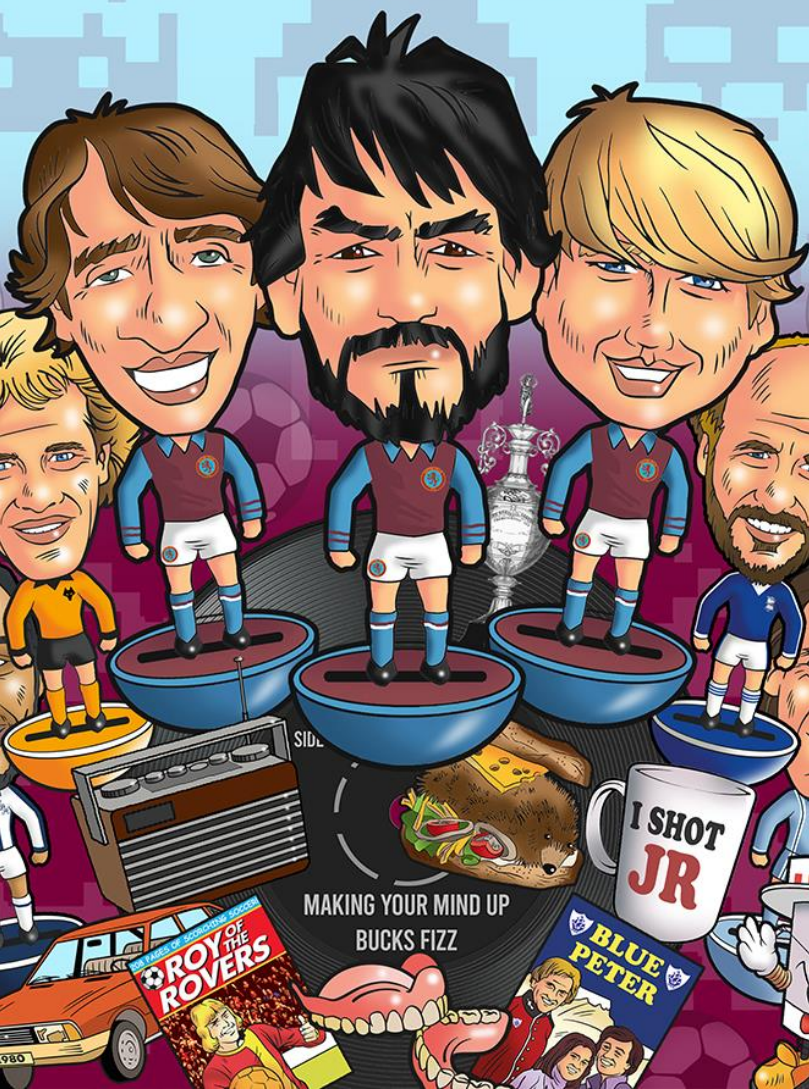
What are benefits in investing in 'Just 14'?

- ✓ Your name in the credits at the end of the film
- ✓ Chance to be involved with the production of the film
- ✓ Chance to meet the cast, Villa players and crew backstage
- ✓ An invitation to attend claret carpet events including the film premier
- ✓ VIP opportunities to attend special events such as The Cannes International Film Festival
- ✓ Sample merchandise
- ✓ Tax relief benefits - [The Enterprise Investment Scheme \(EIS\)](#) | [Red Rock Entertainment](#)

COMING SOON JUST 14

#Just14TheMovie

A film adaptation of the book by Andy Dale



FOR FURTHER INFORMATION

To ask any questions or find out any further information please contact Executive Producer Andy Dale.

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