

BUSINESS PLAN

"ABSOLUTELY AMERICAN"

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THE SUMMARY

True love prevails over prejudice. A zany, whimsical, lighthearted Chinese American Peter, dealing with his own problems encounters discrimination, where cultures clash with Nancy's Caucasian American family and with loving hearts hiding an embarrassing secret, discovers his American roots, reveals his ancestor's buried American History, wins with nonviolence against racial bigotry and surly antagonists and finds love on the way.

A priest, a Native American and the young hero's cronies turn into surprising allies in this coming-of-age story. Who would dream that Chinese immigrants could be so absolutely American?

THE MESSAGE

Purpose is to entertain the audience, give them a good laugh and/or cry.

Everybody has the same need for 'Love'. Viewers learn that nothing can be solved by violence. This 'Film' has a funny and smart way of uniquely showing audience that nobody can win with violence and with war, only with 'Love' and 'Peace'. Asian Americans, including other cultures, stereotype each other, not recognizing that people are unwilling to accept ourselves and not to discriminate against each other. Viewers can learn from the film that violence breeds more violence. And to focus on our similarities instead of our differences.

THE STORY (FILM SYNOPSIS/TREATMENT)

Peter, a single Chinese American, in his 30's, has problems dealing with assertive and attractive women especially American women. His buddies try to help by setting him up with blind dates and also try to remedy his dysfunction with some extraordinary methods but each attempt ends in disaster. On top of coping with this, he and his friends being minorities also face discriminations.

Peter's grandfather set him up with Nancy the nurse, who then invited him to her birthday party. He and his buddies went and met her brother, ex-boyfriend and friends who are all against this friendship. A fight breaks out. Peter refuses to fight. Romance blooms when Nancy saves Peter from her brother.

Peter's grandfather dies and leaves a map that leads to a treasure hunt in the California desert. Where Peter and Nancy have to fight again with her brother and her ex-boyfriend. Peter wins with Nancy's intelligent verbal help and his stylish Tai Chi demonstration. A wise Native American appears and also helps to resolve the situation without violence.

They found the "Treasure" which turns out to be a trunk full of love letters written by his great-great-grandfather who was one of the workers in the Transcontinental Pacific railroad. Because of the Chinese exclusion Act of 1882 he had been denied citizenship and was put into secure bunkers for long periods of time. He and his wife were separated for years because his wife was banned from immigrating by the immigration laws.

Peter and his friends who, not knowingly discriminate against each other serve as a sub-plot to reinforce the comedic scenes and the discrimination theme. Nancy's brother and ex-boyfriend become the constant obstacle with several fight scenes, all in one way or another, resolved by nonviolence.

Peter and Nancy falling in love provides a whimsical romantic scene with just a flash of nudity seen from behind only. The Chinese love of gambling, as part of the families' daily life, draws in a bewitching belly dancer. A cameo by a catholic priest provides a balance between Buddha and Zen philosophies.

There's some very light Martial Arts but no real violence.

A coming of age story, a mix of Jackie Chan with Steve Carell like, out of water character, who falls in love with a girl, but a girl not of his culture. The ensuing problems result in Peter and his buddies facing discrimination and heartache but Peter with the help of his buddies end up finding his true love

The meeting of "There's something about Mary" and "My big fat Greek wedding."

"Absolutely American" contains some stylish martial arts action but with no real violence. The film will reference in a comedic context the issue of male sexual dysfunction as well as themes of dating and ethnic discrimination.

The plot is full of twists and turns, one-liners and unbelievable sight gags.

THE WRITER

Peter Chen, the author, has written and licensed an Original Script for this project to Absolutely American LLC.

THE INDEPENDENT PRODUCER

"Absolutely American" will be independently produced by Absolutely American LLC, and its managing member, Peter Chen, who is currently looking for more actively involved members and producers for this project.

THE MARKET & COMPARABLE BOX OFFICE PERFORMANCES

Box office comparables and figures on the following Films: The anticipated movie rating is "PG 13" by the MPAA. The following are similar movies that made 100 million dollars:

"There's Something About Mary"
Comedy/Romance Box Office \$176 mill.

"My Big Fat Greek Wedding"
Comedy/Romance Box Office \$242 mill.

"Juno"
Comedy/Romance Box Office \$136.58 mill.

"Napoleon Dynamite"
Comedy Box Office \$44.56 mill.

"Little Miss Sunshine"
Comedy/Drama Box Office \$58.89 mill.

"Better Luck Tomorrow"
Comedy/Drama Box Office \$3.9 mill.

"Super Size Me"
Comedy/Documentary Box Office \$11.57 mill.

THE AUDIENCE

European, Asian and US domestic markets the audience for this film includes young adults, college crowd, the word-of-mouth driven moviegoers, the activist community and the art community, teenagers and all adults. These audiences are relatively easy to reach, love romance and comedy, have ample spending money. For our target audience, the internet is an omnipresent source of entertainment and community. Our online presence will tap into this new dynamic. Our internet campaign will utilize "lifestyle" websites such as Myspace.com and Friendster.com and viral video sites like Youtube.com and iFilm.com. During pre-production, the filmmakers will insure that the film is listed in the "Variety" and "Hollywood Reporter" production charts. Because these are the premiere periodicals in the industry, the listing will alert distributors searching for new product that Absolutely American will soon be available for acquisition. Additionally, the film will be listed in "Film Finders" which is subscribed to by studio account executives, broadcast and cable program directors and home video buyers.

THE PRODUCTION

"Absolutely American" is a union SAG ultra-low budget feature-length movie which will be filmed in Los Angeles County and environs. The script is in English; casting has begun. The principal photography is scheduled for an 18 days shoot with a HD digital camera during the late summer 2006. Post-production includes editing and music composing, to take less than 52 days. Subtitles in Chinese and other languages will be scheduled for China and International markets. The film will be available for release by November 2006.

THE BUDGET AND USE OF PROCEEDS

The producer anticipates a production budget of \$200,000 to produce, film, market and distribute this motion picture. A copy of the initial budget. (See exhibit 'A' below.)

THE DISTRIBUTION

Distribution efforts will initially concentrate on the Asian markets. They are more open to low-budget films and less restrictive in certain areas.

"Absolutely American" will also be submitted to various film festivals, both domestic and international, so chances of winning at independent film festivals are very high because it resembles the above mentioned features.
(See exhibit 'B' below.)

REASONS TO SUBMIT PROJECT TO FILM FESTIVALS

We intend to enter into the biggest and most famous festivals in the world of films, as well as many Asian Film Festivals, because it is an Asian Film and an Independent Film Production Project. The probabilities of obtaining some kind of awards at festivals are high based on the past history of Independent Film Festivals.

THE MARKETING AND PROMOTION PLANS

Professional PR people and Publicist will contact distributors and do the Marketing and Promotions and do as many Showcases and Screenings as possible. Upon completion of the film, press kits will be created that will include critical production information as well as the movie poster and still production photographs. These kits will be given to film festival organizers and potential

distributors. A web site will also be constructed to promote the film and possibly to sell video copies of the film. The filmmakers have two strategies for securing distribution for the film. Thru Film Festivals, Both Domestic and International Distributors.

We can also make our own DVD copies to sell on the internet. There are several companies that are in place to assist with the process including discmakers.com, filmoutreleasing.com, filmbaby.com and b-movie.com. Videotex Systems has partnered with Film Out Releasing to help guide filmmakers through the distribution stage.

Videos, DVD, Web sites, Posters, Letters, E-mails, Credits and With "Special Thanks" to contributors. List of Distributors. (See exhibit 'C' below.)

THE FUNDING OF THE PICTURE AND CO-FINANCING

This is an independent film project with initial funding for production of \$200,000 to come from the principals and persons actively involved in the project.

THE INDUSTRY

Historically, independently produced feature-length films have generally not generated revenue exceeding expenses. However, when the film project is finished we can attempt to get agreements with distributors for commercial exhibitions and Video/DVD sales. Distribution agreements have not yet been entered for this project. There's always risk involved in any film/movie projects, but the returns are also great. (See exhibit 'D' below.)

I. The independent Market

In the past few years, there has been an explosion of independent filmmaking, and independent distributors are flourishing. An independent company is one that finds its own financing outside of the studios. The studios may still want to distribute the project, but the independent producers maintain complete creative control. A Brief Overview of the Opportunities in the Current Market. In 2004, worldwide motion picture revenues including theatrical, home video, and television hit a record \$44.8 billion, an increase of 9% over 2003.¹ The home video market—including DVD—continues to fuel this rapid growth, contributing \$21 billion in 2004, nearly half the total and an increase of 10% over 2003. In 2004 DVD revenues rose 46% internationally and 14% domestically. Overall revenues for 2005 are expected to surpass \$48 billion. While revenues continue to rise, so has the cost of making films. In 2003, the average cost of producing a studio picture was \$63.4 million.² Movies are more expensive in part

because the studios have changed their strategies. The studios currently spend more money to make fewer films. In 1948, the studios spent \$390 million to produce 500 films. In 2003, they spent \$18 billion to produce and distribute 185.3 In part this is because studios are now more interested in creating brands and intellectual properties to be exploited in a variety of media. They regard the theatrical release as being similar to a fashion show meant to launch a line of clothing. Theatrical exhibition, the "box office," only accounted for 17.9% of the studios' revenues in 2003.⁴ The rest of the revenues, and virtually all of the profits, come from home video, pay TV (basic and premium cable), free TV, not to mention soundtracks etc.

They make low budget pictures, from \$50,000 to \$5 million range. It not only provides many opportunities, but also the opportunity to bifurcate rights. Which means independently financed filmmakers can keep revenue streams from domestic and international markets separate. In the last few years some motion pictures, which have not performed well domestically, may perform exceedingly well internationally, or vice versa.

II. The Asian markets

The film is about a plucky Asian American, his family, friends and his ancestors in America. Most people in Asia are intrigued by the life of Asian Americans in the U.S. Furthermore, Asian markets are believed to be easier and many more distributors would accept the film.

III. The International foreign Markets and European markets

They also like to see the life of Asian Americans in the U.S. They are more open to English language films in DVD format.

IV. The Domestic US market

The majority of successful and unsuccessful feature-length films are produced and distributed by the studios. However, certain Independent and Foreign films have been picked up by major studios, and become commercial successes, particularly when marketed and distributed by major studios and their subsidiaries.

Risk Factors - The General unprofitability of Motion Pictures in Motion Picture investment entails a high degree of risk even when the picture is substantially packaged prior to financing. Recoupment of the investment and additional profits are largely a function of the film's costs of production and distribution in relation to its public appeal. The extent to which a picture will appeal to the public is largely dependent on unpredictable critical reviews and public taste. Unless otherwise stated, the investors in an

unsuccessful picture will have no opportunity to recoup their investment by an investment in, or cross collateralization with, any other picture. A substantial portion of motion pictures do not achieve profitability.

"Absolutely American" has not yet been picked up by a movie studio or distributor.

EXHIBIT "A"

Proposed Budget Filming Schedule = 3 weeks(18 days)

	<u>Quality</u>		<u>Fee</u>	<u>Subtotal</u>	<u>Actual</u>
<u>A. Story</u>					
Script	1		\$5,000.00	\$5,000.00	Deferred
					\$ 0.0
<u>B. Talent</u>					
Producer	2	Month	\$1,000.00	\$2,000.00	Deferred
Director	2	Month	\$1,000.00	\$2,000.00	Deferred
<u>Actor/Actress</u>					
	3	Week	\$7,000.00	\$21,000.00	\$21,000.00
Extra	3	Day	\$200.00	\$600.00	\$ 600.00
				\$21,600.00	\$21,600.00
<u>C. Production Personnel</u>					
Cameraman	18	Day	\$300.00	\$5,400.00	\$5,400.00
Soundman	18	Day	\$200.00	\$3,600.00	\$3,600.00
Gaffer	18	Day	\$150.00	\$2,700.00	\$2,700.00
Grip	18	Day	\$125.00	\$2,250.00	\$2,250.00
<u>Production Assistance</u>					
	18	Day	\$ 85.00	\$1,530.00	\$1,530.00
				\$15,480.00	\$15,480.00
<u>D. Travel/Location</u>					
<u>Meals/Kraft services</u>					
	18	Day	\$300.00	\$4,600.00	\$4,600.00
<u>Location fees</u>					
	18	Day	\$ 75.00	\$1,350.00	\$1,350.00
Petty Cash	18	Day	\$ 35.00	\$ 630.00	\$ 630.00
<u>Equipment Rental</u>					
	18	Day	\$ 25.00	\$ 375.00	\$ 375.00
Gas	1000	Mile	\$ 0.35	\$ 350.00	\$ 350.00
				\$7,305.00	\$7,305.00
<u>F. Location Equipment</u>					
VedioCamera	18	Day	\$500.00	\$9,000.00	\$9,000.00
<u>Video supplies</u>					
	18	Day	\$200.00	\$3,600.00	\$3,600.00
SoundPackage	18	Day	\$300.00	\$4,800.00	\$4,800.00
Lighting	18	Day	\$150.00	\$2,700.00	\$2,700.00
<u>Grip Equipment</u>					
	18	Day	\$50.00	\$ 900.00	\$ 900.00
Prop			\$500.00	\$ 500.00	\$ 500.00
Costumes			\$500.00	\$ 500.00	\$ 500.00

Make-up supplies	\$1,000.00	\$1,000.00	\$1,000.00
Misc. Art Work	\$ 250.00	\$ 250.00	\$ 250.00
Misc. Equip. Rent	\$ 300.00	\$ 300.00	\$ 300.00
Animal 1 Day	\$ 250.00	\$ 250.00	\$ 250.00
Tape	\$2,500.00	\$2,500.00	\$2,500.00
Sound Tape	\$1,000.00	\$1,000.00	\$1,000.00
		\$27,300.00	\$27,300.00

G. Studio/Location Rental

Center 3 Day	\$ 300.00	\$ 900.00	Deferred
Stage 1 Day	\$ 300.00	\$ 300.00	Deferred
Rooms 4 Day	\$ 250.00	\$1,000.00	Deferred
Coffee Shop 3 Day	\$ 400.00	\$1,200.00	Deferred
Restaurant 1 Day	\$ 400.00	\$ 400.00	Deferred
Desert 3 Day	\$ 0.0	\$ 0.0	
Hill 1 Day	\$ 0.0	\$ 0.0	
Field 1 Day	\$ 0.0	\$ 0.0	
House 1 Day	\$ 250.00	\$ 250.00	Deferred
		\$ 0.0	\$ 0.0

H. Labs

Video Transfer			
1	\$10,000.00	\$10,000.00	\$10,000.00

I. Sound & Music

MusicRights 5 Select	\$ 500.00	\$ 500.00	\$ 500.00
Music Research Fee			
1 Fee	\$ 150.00	\$ 150.00	\$ 150.00
Audio Stock 9 Rolls	\$ 50.00	\$ 400.00	\$ 400.00
Sound Effects			
20 Each	\$ 30.00	\$ 600.00	\$ 600.00
Transfer costs			
8 Hours	\$ 100.00	\$ 800.00	\$ 800.00
Sound Mix 4 Hours	\$ 100.00	\$ 400.00	\$ 400.00
		\$ 2,850.00	\$ 2,850.00

J. Title & Optical

Art Cards 50 Each	\$ 25.00	\$1,250.00	\$1,250.00
Art Work 1 Fee	\$ 350.00	\$ 350.00	\$ 350.00
Title photography			
30 Fee	\$ 45.00	\$1,350.00	\$1,350.00

K. Editing & Finishing

Editor 8 Week	\$ 500.00	\$4,000.00	\$4,000.00
Editing Equipment			
8 Week	\$ 350.00	\$2,800.00	\$2,800.00
		\$6,800.00	\$6,800.00

L. Office

Office Supply	\$ 400.00	\$ 400.00	\$ 400.00
Copies	\$ 300.00	\$ 300.00	\$ 300.00
Legal fee	\$ 5,000.00	\$5,000.00	Deferred
Postage	\$ 150.00	\$ 150.00	\$ 150.00
Booking fee	\$ 150.00	\$ 150.00	\$ 150.00

Insurance	\$ 3,500.00	\$3,500.00	\$3,500.00
		\$4,500.00	\$4,500.00
<u>K. Contingency</u>	\$10,000.00	\$10,000.00	\$10,000.00
			\$100,000.00
<u>L. Marketing & Promotion</u>			
Advertising	\$3,000.00	\$3,000.00	\$3,000.00
CD	\$ 500.00	\$ 500.00	\$ 500.00
Film Market fees	\$5,000.00	\$5,000.00	\$5,000.00
Other media	\$4,000.00	\$4,000.00	\$4,000.00
		\$12,500.00	\$12,500.00
Total:			<u>\$198,335.00</u>

EXHIBIT "B"

"There's Something About Mary"

Nominated for 2 Golden Globes. Another 16 wins and nominations: American Comedy Award, ALMA Award, ASCAP Award, Blockbuster Entertainment Award, Bogey Award, DVDX Award, Golden Globe, Golden Screen, MTV Movie Award, NYFCC Award, Vision Award, People's Choice Award, Teen Choice Award.

"My Big Fat Greek Wedding"

Nominated for Oscar. Another 14 wins & 21 nominations: Oscar, Grand Prix, Discover Screenwriting Award, BMI Film Music Award, BFCA Award, Canadian Comedy Award, Russell Smith Award, Screen International Award, Golden Globe, Golden Trailer, Hollywood Makeup Artist and Hair Stylist Guild Award, Independent Spirit Award, MTV Movie Award, Visionary Award, People's Choice Award, Motion Picture Producer of the Year Award, Teen Choice Award, Audience Award for Comedy Film of the Year, Young Artist Award.

"Napoleon Dynamite"

10 Wins & 18 nominations: Film Discovery Jury Award 2005, Satellite Award 2005, Golden Trailer & MTV Movie Award 2005, Grand Jury Prize 2004, Independent Spirit Award & Critics Choice Award 2005, Nominated for Grammy 2006.

"Little Miss Sunshine"

Won 2 Oscars. Another 40 wins & 45 nominations: Oscar, Silver Condor, BAFTA Film Award, Critics Choice Award, César & Chlotrudis Award, Grand Special Prize, Audience Award, Best Director Award, Best Actress Award, MTV Award, Best Ensemble Cast 2006, Independent Spirit Award & Motion Picture Producer of the Year Award 2007, Golden Satellite Award, WGA Award (Screen), Grammy, Young Artist Award, Golden Globe 2007.

"Juno"

Nominated for 4 Oscars. Another 29 wins & 20 nominations:
 Critics Choice Award, Sierra Award, PFCS Award, NBR Award,
 Festival Award, Satellite Award, Golden Globe, Oscar,
 Independent Spirit Award, Audience Award, Young Artist Award.

Award Winning Films Shot under SAG Low Budget

Agreements: "Audit," "The Believer," "Big Eden,"
 "Boychick," "Boys Don't Cry," "Farewell to Harry,"
 "Gasline," "Helicopter," "Judy Berlin," "Love Liza,"
 "Loving Jezebel," "Personal Velocity,"
 "Rollercoster," "Secretary," "Tao of Steve,"
 "Treasure Island," "Tumbleweeds," "White Face,"
 "Wildflowers," "The Woman Chaser," "You Can Count on
 Me", "Better Luck Tomorrow"... etc.

Submissions to film festivals

The Cannes Festival, Sundance Festival, Toronto Festival,
 Venice Festival, Berlin Festival and New York Festival.
 Also, the Moon Film Festival, South by South West Film
 Festival, Los Angeles Film Festival, New York Film Festival,
 Chicago Film Festival, Visual Communication Film Festival...

Los Angeles Film Festival awards:

Audience Award for Best International Feature, "March of the
 Penguins," directed by Luc Jacquet, Jury Prize for Best
 Performance Catherine Kellner and Ebon Moss-Bachrach, for
 their performance in "Road," directed by Leslie McCleave.

Winners are chosen by those in the know:

Film Independent members, with voting privileges extended to
 'IFP' members. Many voters attend nominee screenings and view
 nominated films through 'Netflix' before selecting the
 Independent Spirit Awards winners.

EXHIBIT "C"

List of Possible Distributors:

Century Fox (Far East) (China) (Hong Kong) (Tai Wan) (Japan)
 Universal Home Video (Far East) (Brazil) (DVD) & (VHS)
 Hispano Fox Films S.A.E. (Spain)
 Twentieth Century Fox Film Corporation & UGC-Fox Distribution
 (UFD) (France) (Spain) (Brazil) (Italy) (Germany) (Argentina)
 UGC-Fox Distribution (UFD)
 Universal Studios Inc. (USA) (all media) (theatrical)
 CIC-Taft Home Video (Australia) (theatrical)
 United International Pictures (Japan) (Far East) (China)

EXHIBIT "D"

The following films' production costs & income review:

Release Date, Movie, Distributor, Budget, Worldwide Gross,
 and Percentage Return of mostly 3,000% or more.

Note: The profit and loss figures are very rough estimates based on the assumption that 50% of box office receipts were returned to the studio. They don't include ancillary (video, TV etc.) earnings, and serve only as a guide.

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