

# REALM

PICTURES INTERNATIONAL

Spectacularly diverse **blockbuster entertainment**

Breaking brilliant **undiscovered talent**

Revenue-sharing with America's **HBCUs**



# **Realm Pictures International**

## **Executive Investment Summary**

REALM

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## The entertainment industry holds **immense opportunity**

**\$2.3T**

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The \$2.3 trillion global media industry is growing exponentially as audiences demand more content than ever.

**\$720B**

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The U.S. entertainment and media market alone is a \$720 billion industry.

**4.3%**

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The industry is projected to see a 4.3% CAGR over the next three years, with the over-the-top (e.g., streaming) market doubling in size.



# THE STUDIOS

have long been the vanguard of the global media industry.

But while Hollywood is second-to-none at producing **blockbuster entertainment**, studio earnings are consistently weighed down by a systemic practice that **dooms half of their releases to losses** and curbs profits for the successful half...



## GROSS OVERSPENDING

The Pentagon has its \$14,000 toilet seats. Hollywood has *Gemini Man*... and *Sahara*... and *Tomorrowland*.

Despite earning substantial revenues, each movie on this page lost money, as do fully half of studio films.

Notoriously bloated production budgets, combined with the studios' astronomical internal fee structures and addiction to throwing money at problems and personnel severely impact their bottom line.



Meanwhile

# INDEPENDENT PRODUCERS

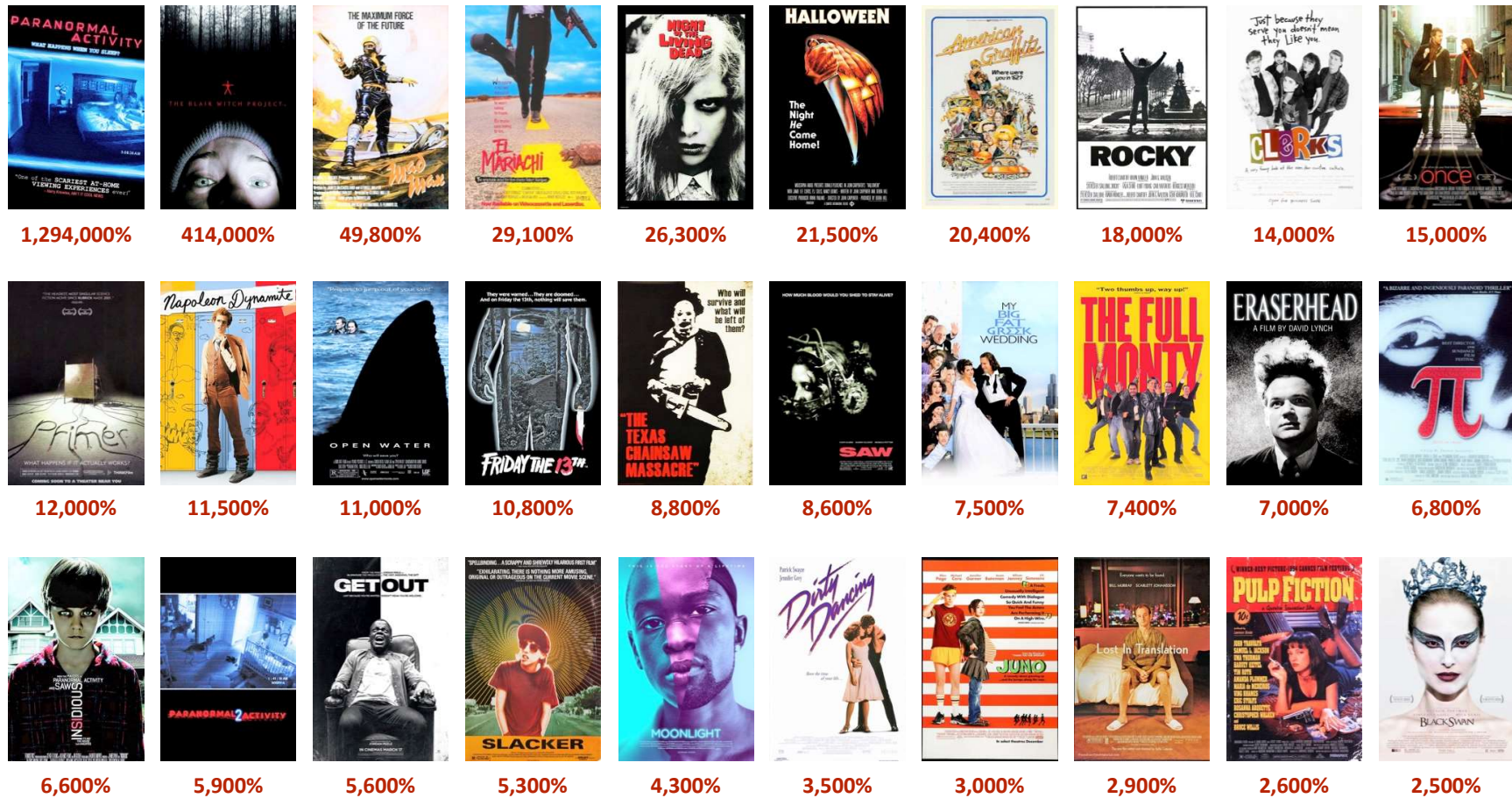
have long made movies for **nickels on the studio dollar** by slashing waste, compacting production schedules, procuring bottom-dollar pricing on labor, materials, equipment and services, and innovating ways to save money.

The legendary Roger Corman has produced 400 movies, **399 of them moneymakers**. By aggressively **slashing waste**, the cost-driven producer dramatically advances each film's profit point, delivering the stellar ROIs that have made his New World Pictures **a perpetual money machine**.

George Lucas produced **Star Wars: A New Hope** for only \$11 million, filming epic battleship scenes in sunlit parking lots to save money, delivering a gargantuan **14,500%** box-office-to-budget return, and launching a **\$65 billion empire**.

So while Marvel's **Avengers: Endgame** delivered an impressive **785%** theatrical box-office return over its \$356 million budget...

... shrewd **INDIE PRODUCERS** are delivering exponentially greater returns:



(These figures are not ROIs, but theatrical grosses vs. production budgets. Inclusion of television, home video and streaming revenues significantly increases these figures.)



Yet while brilliantly produced, none of these films aspires to be an epic on the scale of a *Braveheart*, *Bohemian Rhapsody*, or *Schindler's List*. Independent producers typically make **smaller films** targeting **narrow niche audiences**, curbing what could be far greater profits.

Until now, the studio and independent production methods have operated in parallel non-overlapping universes. In a trailblazing move, Realm is strategically merging these time-tested production models to forge what we believe will be the 21st Century's **new, exponentially scalable motion picture studio model**, producing:

# **BLOCKBUSTER ENTERTAINMENT**

## **AT INDIE PRICING**

# Realm's Movies, **Realm's Values**

Realm is producing only **global blockbuster entertainment**. Realm's slate of universally-themed motion pictures tell **timeless stories** poised to become **beloved classics**.

While spanning many genres, Realm's films will never be gratuitously violent or sexual, but will feature powerful uplifting stories of **hope, redemption** and **race reconciliation**.

Realm's movies will feature **diverse international casts** that break brilliant undiscovered talent, with a strong emphasis on **women** and **artists of color** (as per *Hamilton* and *Bridgerton*).

Realm will **philanthropically share box-office revenues** from each film with organizations and institutions that are forging futures of hope for our younger generations, beginning with America's **Historically Black Colleges and Universities**.

**For your consideration,**

# **REALM PICTURES INTERNATIONAL**

**presents our flagship motion picture...**

A treble clef is depicted as a glowing, fiery shape against a dark background. The lines of the clef are composed of bright orange and yellow flames, with a dark, charred outline. The fire appears to be consuming the shape, creating a sense of intense heat and energy.

**An apocalyptically divided nation**

**Warring pulpits and gods**

**White supremacists, Black militants**

**An American President and the Queen of England**

**Love, Rage, Faith, Hope**

**And the blazing valor of the most unlikely warriors**

**The year is 1871. The events are real.**



# STEAL AWAY

*"Steal Away is a captivating true story brilliantly brought to life."*

*"The characters are beautifully crafted, with poignant scenes and a vividly painted world. This is a moving story that had me in tears."*

*"Steal Away has a Spielbergian quality with humor, heartbreak and deep emotional transformation."*

*"Their story is epic. Their journey is unforgettable. There's a strong audience for Steal Away."*

(Script reviews from Scriptapalooza and Coverfly)

# STEAL AWAY

Based on Andrew Ward's epic **Dark Midnight When I Rise**, *Steal Away* is the legendary true story of **The Fisk Jubilee Singers**, a sensational warrior choir of young former slaves fighting the KKK's reign of terror against their schools – **the newly founded HBCUs** – not with bullets or bombs but breathtaking songs of faith and freedom. *Steal Away* follows the choir's titanic rise from the darkness of slavery to the glittering **ballrooms and throne rooms of England** as they conquer the world... and must then conquer their own demons.

A breathtaking saga rivaling ***Gone With the Wind*** in scope and ***Bridgerton*** and ***Hamilton*** in diversity, *Steal Away* will feature a spectacularly diverse cast, an electrifying soundtrack by Grammy-winning legend **Billy Childs**, and a universal message of **hope, redemption** and **race reconciliation** that will inspire global audiences from Boston to Beijing.

**Queen Victoria** was so awestruck by the choir that she commissioned this **portrait** of them in 1874:



The Fisk Jubilee Singers, 1874.



# STEAL AWAY

## STORY HIGHLIGHTS, BOX-OFFICE COMPARABLES

The world's leading box-office analytics firm, **Nash Information Services**, projects **robust earnings** for *Steal Away* **across global distribution platforms**. Citing the movie's universal themes and broad crossover appeal, Nash identifies several high-grossing studio releases as box office comparables based on story, genre, and production method. The following pages feature *Steal Away*'s **story highlights**, motion picture **comparables** identified by Nash or Realm, and **gross trans-platform revenues** for each comparable.

(More on Nash Information Services further on)



**\$1.8 billion**



**\$522 million**



**\$907 million**

## LEGENDARY TRUE STORY

True sagas rule the screen. Captured in a dazzling book, a ravishing PBS special (“Sacrifice and Glory”) and now a critically acclaimed screenplay, the Jubilee Singers’ epic war for the soul of America is one of the most breathtaking stories ever known.

**\$417 million**



**\$501 million**



**\$646 million**





**\$1.09 billion**



**\$967 million**



**\$5.2 billion**

## EPIC QUEST

Audiences pay to be swept away. The Jubilees' titanic rise from the hell of the Deep South to the heights of global fame, to their harrowing plunge from glory then on to a thunderous resurrection, will electrify audiences everywhere.

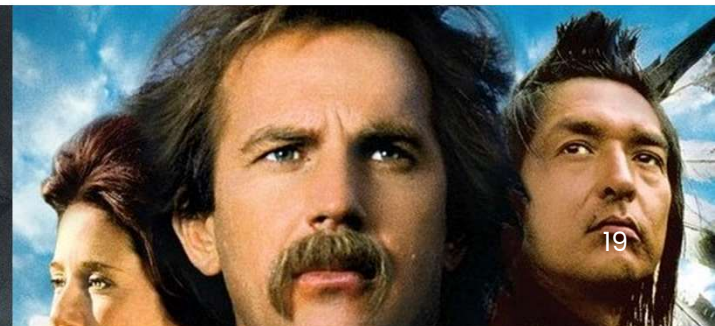
**\$740 million**



**\$970 million**



**\$862 million**





**\$3.9 billion**



**\$483 million**

## IMPOSSIBLE LOVE

Epic love packs theaters. Ella and Wallace are from violently far-flung worlds. The KKK's murder of Wallace's family has made him a raging militant, while Ella is staking her life on a colorblind future. Their war-torn love is a powder keg set to explode.

**\$795 million**



**\$629 million**



**\$822 million**





## BELOVED CHARACTERS

Fans want their heroes larger than life. *Steal Away* features towering characters with sweeping dramatic arcs, and a spellbinding young female lead. Damned by past sins and desperate for redemption, Ella Sheppard is a blazing warrior who takes no prisoners, suffers no fools, and will be one of the most enthralling heroines ever onscreen.





## BREATHLESS ACTION

Moviegoers want to be pushed to the edge of their seats. As the KKK unleashes an apocalyptic reign of terror against the innocent, the Jubilees charge through the chaos like heroes, dodging bullets and shrapnel to rescue victims. The heart-stopping massacre ends with a cataclysmic explosion that shatters all hope. Until...





**\$610 million**



**\$625 million**

## SOARING REDEMPTION

Redemption reigns. At the eleventh hour, as the Jubilees and their quest lie shattered in ruins and the future looks tragically lost, hope sparks from the most unexpected place. The choir's revival from the jaws of defeat to the battleground of hope will leave audiences everywhere cheering.

**\$628 million**



**\$1.1 billion**



**\$524 million**





**\$870 million**



**\$835 million**

## ELECTRIFYING SOUNDTRACK

Sensational songs bring down the house – *Steal Away* comparable *Bohemian Rhapsody* has grossed nearly \$2 billion across global platforms. *Steal Away* will feature ravishing arrangements of some of the most beloved music of all time, and an electrifying soundtrack by multi-Grammy-winning composer Billy Childs.

**\$358 million**



**\$766 million**



**\$480 million**







## SCRIPT REVIEWS

Two of the entertainment industry's leading script analysis firms, **Scriptapalooza and Coverfly**, have critically reviewed *Steal Away*'s screenplay based on concept, plot, structure, characters, dialogue, and marketability. Following are excerpts from their coverage:

“*Steal Away* is a captivating true story **brilliantly brought to life**.  
This is a wonderful story **sure to touch audiences**.” <sup>1</sup>

---

“Their story is **epic**. Their journey is **unforgettable**.  
*Steal Away* is an **incredible accomplishment**.” <sup>2</sup>

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“From the memorable opening scene, *Steal Away*  
has a **Spielbergian quality** with humor, heartbreak,  
and deep emotion transformation.” <sup>3</sup>

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“*Steal Away* is **deeply captivating**, with raw emotion,  
human connection, romance, pain, heartbreak,  
laughter and everything in between.” <sup>4</sup>

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“*Steal Away* is epic. It’s asking audiences to compare  
itself to **Gone with The Wind**.” <sup>5</sup>

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“The plot constantly raises the stakes, with **twists and turns**  
and **strong, surprising developments**. *Steal Away* is epic.” <sup>3</sup>

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“The plot is full of conflict – anything that could go wrong  
did go wrong. It’s Murphy’s Law creating a **delightful story**.” <sup>1</sup>

“The characters are vivid and real. The dialogue  
is **moving** and **strikes an emotional chord**.” <sup>6</sup>

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“The writer has crafted **compelling characters** and  
brings their stories to a satisfying resolution.  
**I teared up and had chills multiple times**.” <sup>6</sup>

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“The characters are beautifully crafted, with poignant  
scenes and a vividly painted world. **This is a moving  
story that had me in tears**.” <sup>7</sup>

---

“Ella is a **brilliant protagonist** – sympathetic and  
intelligent but flawed and imperfect” <sup>3</sup>

---

“Ella is complex and layered. **Her arc is compelling**. This is  
an amazing role any young actress would love to play.” <sup>7</sup>

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“Ella’s romance with Wallace is **nothing short of perfection**.  
Their exchanges are **wonderfully designed**.” <sup>1</sup>

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“This is one of the most engaging historical dramas I’ve  
ever read. **There’s a strong audience for *Steal Away***.” <sup>8</sup>



# Business Model

# STEAL AWAY

## PRODUCTION BUDGET: **\$50 MILLION vs. \$200 MILLION**

To budget *Steal Away*, Realm has turned to eminent line producer **Kelly Todd** (Dawn of the Planet of the Apes, *Heroes*). Industry-renowned for her fiscal mastery, Todd was recently named **VP of Feature Production** at William Morris Endeavor's **Endeavor Content**. With its epic cast, locations, action sequences and soundtrack, **Paramount** or **Disney** would easily spend upwards of \$200 million to produce *Steal Away*, but budgeting on an indie cost basis, Todd brings the picture in at a fraction of studio cost. *Steal Away*'s \$50 million budget reflects a **75% cost savings** that exponentially increases the film's projected profit yield.

Now with Endeavor Content, Todd is not currently affiliated with *Steal Away*.

# BUDGET BREAKDOWN

Production Design / Art Direction

**13.5%**

Post-Production  
(Editing, VFX, Titles, Soundtrack, etc.)

**3.8%**

IP Rights, Above-the-Line Fees,  
Business Affairs, Legal Affairs, etc.

**12.9%**

Production Expenses  
(Transportation, Travel, Insurance, Sound, etc.)

**18.8%**

Cast, Union and Guild Fees, etc.

**30.2%**

Cameras, Grip and Electrical Equipment, etc.

**5.4%**

Wardrobe, Makeup, Hair, Prosthetics

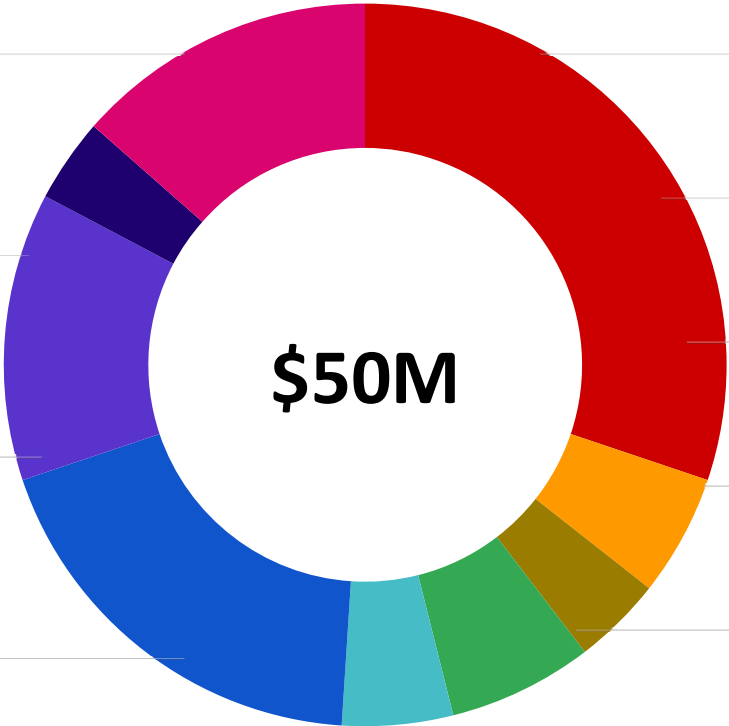
**4.0%**

Locations, Soundstage Rentals

**6.5%**

Below-the-Line (Crew, Production Staff, etc.)

**5.0%**





## GLOBAL ADVERTISING, THEATRICAL PREMIERE, WORLDWIDE DISTRIBUTION

*Steal Away* will be globally promoted with a studio-scale advertising campaign and distributed across worldwide theatrical, home video, streaming, television and ancillary platforms. In addition, its immensely lucrative soundtrack, merchandising, and music publishing revenue corridors will be robustly monetized.

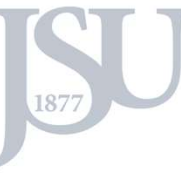




## **\$712 MILLION GROSS REVENUES, 220% ROI: NASH INFORMATION SERVICES**

Distinguished by its proprietary analytics modeling and unparalleled four-quadrant distribution dataset, **Nash Information Services** is the entertainment industry's most trusted box-office analytics firm. Consulted by **studios, networks, investment banks** and **industry retailers**, Nash's Comp Analysis Reports are the gold standard in motion picture revenue projections. Nash forecasts **robust earnings for *Steal Away* across all global distribution platforms**, with median revenues projected at **\$712 million**, a median ROI of **220%**, and a potential ROI of **≈ 600%** should *Steal Away* reach its potential of matching the success of comparable *Bohemian Rhapsody*.

Nash's detailed Comp Analysis Report will be made available to Investment Partners.



# Realm's Commitment to HBCUs:





# ENDOWING AMERICA'S HBCUs, BREAKING BRILLIANT UNDISCOVERED TALENT

America's **Historically Black Colleges and Universities** are teeming with some of the **most brilliant minds on Earth**, but the gates of opportunity are systematically shut to them – an HBCU alumna with the skill of Shakespeare has virtually no chance of her script being read in Hollywood. Meanwhile, the severely underfunded HBCUs are struggling in their crusade to forge futures of hope for **hundreds of thousands of young people**, with some teetering at the brink of bankruptcy.

Realm passionately joins their crusade. Throwing down the gauntlet for both Hollywood and Wall Street to follow, we pledge to endow our HBCUs with **10% of *Steal Away's* net box-office revenues**, endowments projected to potentially reach \$75 million. Meanwhile in the production of Realm's motion pictures, we will vigorously draw upon the outstanding **literary, performing arts and technical talent** emerging from these dynamic campuses, breaking outstanding young artists of color into the **\$2.3 trillion global media industry**.

A blurred photograph of a recording studio session. Several musicians are visible, wearing large headphones and holding instruments like double basses. The scene is dimly lit, focusing on the collaborative work in a studio.

# Team



## Writer / Director **Stephen Ashley Blake**

Stephen Blake's motion picture, television and music video credits span over 200 productions, including projects for Universal, Paramount, Warner Brothers, Sony, HBO, Samuel Goldwyn Films, Fox Television and USA Network. As Director, Producer, and/or Cinematographer he has shot iconic music videos for chart-topping artists including **Wu-Tang, Tupac, Snoop Dogg, LL Cool J ("Mama Said Knock You Out"), Bono, Kirk Franklin, Public Enemy, Digital Underground, Bell Biv DeVoe, Neil Young, and Chris Rock**, at Geffen, Motown, Interscope, Virgin, Capitol, Columbia, MCA, RCA, Atlantic, Elektra, Epic, Island, Def Jam and Arista. In directing *Steal Away*, he joins the ranks of his fellow music video directors who have transitioned to directing, producing and/or writing blockbuster motion pictures, including:

**Michael Bay** (Armageddon, Pearl Harbor Bad Boys, Transformers & sequels)

**David Fincher** (Se7en, Fight Club, The Social Network)

**Marc Webb** (500 Days of Summer, The Amazing Spider-Man 1 & 2)

**Gore Verbinski** (Pirates of the Caribbean & sequels)

**Francis Lawrence** (Constantine, I Am Legend, The Hunger Games films)

**Garth Jennings** (Sing 1 & 2, The Secret Life of Pets 2)

**Antoine Fuqua** (Training Day, King Arthur, The Magnificent Seven, The Equalizer 1 & 2)

**F. Gary Gray** (The Italian Job, Straight Outta Compton, Men in Black: International)

**Brett Ratner** (Rush Hour 1, 2, 3, The Family Man, X-Men: The Last Stand)

**Simon West** (Con Air, Lara Croft: Tomb Raider, Black Hawk Down)

**McG** (American Pie, Scream 2, Charlie's Angels 1 & 2)

**Alex Proyas** (I, Robot)

**Dominic Sena** (Gone in 60 Seconds, Swordfish)

**Len Wiseman** (Underworld & sequels, Total Recall)

# COMPANY



**Stephen Ashley Blake**  
Founder, Chief Executive Officer

A forty-year entertainment industry veteran, Stephen cut his teeth as a young cinematographer on a slate of tremendously profitable micro-budgeted genre films. He later parlayed these no-waste indie production strategies to the music video sector, producing universally acclaimed music videos with world-class production value at a fraction of standard cost. Some time later, when Stephen read Andrew Ward's *Dark Midnight When I Rise* and discovered the extraordinary true story of this choir of young warriors taking the world by storm as they conquered hate with songs of hope, all other work came to a halt. Passionate about bringing this unbelievably inspiring story of redemption and light to our increasingly dark and troubled world, Stephen and his wife Sonya sold their home to develop *Steal Away* for global theatrical screens.



**Sonya Kay Blake**  
Founder, Chief Corporate Officer

As co-founder of Realm, Sonya brings an extensive history as a strategic catalyst in the corporate, political, and charitable sectors. As a Director in the Los Angeles Office of Economic Development, she authored wide-ranging economic programs for the City's small businesses. As California's Director of the Office of the Small Business Advocate she chaired the Governor's Small Business Task Force and advised state leadership on legislative and regulatory matters affecting the State's four million small businesses. She has served as President/CEO of the National Association of Women Business Owners, Executive Director of the Santa Monica College Foundation, Director of Corporate Giving at the Los Angeles County Museum of Art, and has sat on the Board of Directors of the Southern California Regional Purchasing Council. Concurrent with her work at Realm, she serves as President/CEO of The Valley Economic Alliance.



**Robin Stewart**  
Chief Operating Officer

As Chief Operating Officer, Robin drives Realm's team towards execution excellence. Between the United States Marine Corps and General Electric, Robin brings 30 years of leadership, quality, and project experience to Realm. She has held numerous global project senior leadership positions at General Electric, including Strategic Project Operations Director, Quality Leader, Global PMO Manager, and Risk Management Leader. During her career, Robin has led global consortium teams in the development of numerous project plants in Ireland, Canada and the United States, ensuring they met or exceeded the critical metrics of budget, time and quality. Additionally, she has provided strategic and expert guidance to develop global project organizations and PMO's. As a graduate of the U.S. Naval Academy, veteran of the U.S. Marine Corps and avid distance runner, Robin brings passion, drive and commitment to the highest level .... and she exercises that same dedication and enthusiasm as Realm's Chief Operating Officer!

# COMPANY



**Brent Buchanan**  
Chief Investment Officer

Brent Buchanan serves as Realm’s Chief Investment Officer. Brent brings over 21 years of experience in contract and terms negotiations, procurement management, and supply chain leadership from Fortune 500 companies such as Quanta Services, Inc., HDR, Inc., Burns & McDonnell, Inc., Hawker Beechcraft, and Bombardier Aerospace. Concurrently, he is a procurement executive, managing large equipment procurement contracts in the Energy sector. Brent’s extensive business finance and procurement experience and passion for success makes him perfectly positioned to support Realm.



**Lexxi Reid**  
Chief Administrative Officer

Lexxi Reid, Chief Administrative Officer at Realm Pictures, brings a sense of leadership and direction like no other to the team, and her unrivaled ability to organize Realm’s journey and growth is to the benefit of every single individual she interacts with. Leadership and the ability to uplift and direct the team in a positive and helpful manner comes second nature to Lexxi, whose experience with multiple communities, people from all walks of life, different organizations and industries, and different levels of energy and intricacy have all gained from Lexxi’s unceasing support and skilled approach to administrative duties backed by a wealth of knowledge in technical and creative ventures that allow her to understand crucial team efforts from across the board.



**Gary E. Morgan**  
Chief Strategy Officer

Serving as Chief Strategy Officer, Gary E. Morgan is integral to Realm’s core functionality, affording Realm the ability to create and sustain high-level relationships with investors. His sharp eye, fine-tuned to spot crucial business opportunities is key to the company’s current and sustained success and for decades, Gary’s unwavering efforts, smart business sensibilities, and disarming charm that instantly allows him to establish personal connections with all whom he encounters has paved the way for unforeseen financial growth and expansive portfolios for foundations, endowments, organizations, and corporations alike. Gary’s laser focus on details has led him to the top of his profession, where his honed skill set gives way to sound advice and allows him to bring a fresh perspective to Realm on how to connect creativity and the community for a path to success.

# COMPANY



**Sue Seiff**

Director of Web Development

Sue Seiff, Realm’s Director of Web Development, is a seasoned IT professional who lives and breathes design, web-based tech, and trends. She brings to Realm more than 25 years in the software development industry focused on User Experience and User Interface. Sue has built many websites during her career, including sites for non-profit and religious organizations, political candidates, Political Action Committees, businesses, authors, schools, and medical professionals. Her ability to seamlessly collaborate with teams, coupled with her astute understanding of a company’s core essence and goals, has helped her design powerful and productive online experiences for both brand and consumer alike. Sue has honed her genius in website design to deliver the subtle nuances that help define Realm Pictures’ innate style.



**Suzanne Paschall**

Chief Creative Consultant

Realm’s Director of Communications is the winner of numerous awards for communications planning and execution. Suzanne has implemented two university capital campaigns that exceeded their targets of \$30 and \$100 million as well as a visual identity change campaign. She has designed and implemented fundraising campaigns for a repertory theatre, cinema house, and large jazz festival. Additionally, she has developed and facilitated many training programs and is a cultural crowdfunding expert. Suzanne is also a storyteller at heart with a 40-year, international career in the US, Canada, the Middle East and Japan. Whether a public relations director, indie best-selling book publisher, writer, musician, or journalist, her lifelong mission is to craft purposeful, beautiful narratives. Suzanne has penned four non-fiction books, lyrics for several music albums, numerous short stories, magazine/newspaper articles, and a TV pilot. We are thrilled to have Suzanne join Realm’s team!



**Kadeem Phillips**

Creative Director, Soundtrack Development

Kadeem Phillips serves as Realm’s Creative Director. He is the founder of Power Enrichment Group, which offers Knoxville-based high school students free access to ACT prep and college prep workshops. He is also the founder of Power Entertainment, a full-service music company dedicated to monetizing music development and songwriting for entrepreneurs. His continuous advocacy for new artists led him to serve as the Executive Director with Creatives’ Day, a Nashville-based non-profit. Kadeem continuously searches for ways to stay involved by supporting small charities, helping donors with smarter giving, and developing campaigns that offer greater transparency and diversity within the music industry. Armed with the tools, know-how, and dedication to creating new opportunities for emerging artists and students, Kadeem breathes life into Realm, embodying its mission and dedication to HBCUs.

# REALM

PICTURES INTERNATIONAL

PLEASE DIRECT **INQUIRIES** TO

Brent Buchanan, Chief Investment Officer

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