

Ability Films, llc.
Kris Courtney, CEO
www.abilityfilm.com



LIVE PITCH:

RoleCall Film Pitch #16 on November 20th @ General Assembly, Atlanta GA

Good Evening Everyone,

Special thanks to Stephen Beehler, Carla and the entire RoleCall staff for this exclusive invite to present the True Story – Norma’s Sun.

My name is Kris Courtney, CEO of Ability Films, llc (An ATL based Production) and author of the International Award Winning Screenplay that is an adaptation from my first book, published 10 years ago. This Screenplay, recently circled the Film Festival Screenplay circuit and was recognized and awarded Best Feature Screenplay, Including the International UTAH Film Festival in PROVO UTAH this March 2019. I wrote the first page of this experience at age 12.

You will have found in your chair our PR Card that contains the original Screenplay Poster and contact information and behind me will be a presentation of information to conclude this Pitch and lead us into a Q&A that I will then bring all of our Cast & Crew on stage that are present with us tonight. I ask you to open your minds and thank you for listening.

This Period Piece is a True Story Journey from the 1930’s that will follow a multi-generational family of choice’s and paths that lead to an emotional event that will touch your core! This Film will ask you to determine right from wrong, moral choice and the imposing consequences of each action taken by those who act without regard for anything other than instant gratification.

In history of the story, family members will be drawn together in a way that opens the door to forbidden love, taboo desires and those who will witness in disgust or acceptance and the core of a decade of penalties. As the images begin to reveal, Middle America, It's a Wonderful Life, American Pie and The Misfits will lead to a similar experience Comp' of Forest Gump that fails to escape the braces of burdens and secrets that follow Norma into a life searching for love.

Project:

The Cast & Crew assembled to date has been one of Full Disclosure and with each member, the attachment of all LOI's was immediate. After winning the UTAH Festival, Ability Films issued a Casting Call on Backstage where in only 5 days, I received over 3,000 submissions!

I had already aligned with Brandon who was the first member of my Team after completing the Screenplay in 2016. I then began to assemble Composer, Stefan Smith of the Pacific Symphony/Hollywood Bowl. This alignment was followed by Jason Canovas – The Oscar winning Sound Engineer of the “Lord of the Rings” When Jason answered, his words were simply “Kris, you had me at Cancer”

This project is a greater entity than just a film to shoot and distribute. We have all seen the child on St Jude, a disabled child, Childrens Hospital, etc. And although some stories have attempted to tell similar from the “Outside” nobody has filmed this story from the Inside of Norma's Experience. There are MILLIONS of Norma's who have at a seconds notice have released all dreams, all plans, all beliefs to the sound of being told your family is now different. Different than anything considered normal! It is that POWER and Strength of content that carries this message of Benevolence and yet the same penalty of choice!

The Production is Scalable and our FULL Production Budget is 3.5m. We have assembled additional Team Members and through the Casting Call, we have signed 25 members to date. Our Leading Lady “Rachel Alig” is matched perfectly in this Multi Generational Story that evolves a 40 years span on screen. And we have 2 FEATURE ROLES that are Staged for “A List” Principle Talent. These Roles

are KEY Principles and we have approached 4 individuals (Rumored 2 – Cate Blanchet & Jake Gyllenhaal) We have preliminary signed “Pay or Play” agreements with Vickie Lawrence and Lynda Carter.

The Lynda Carter agreement takes on a new dynamic because of the preliminary location shot in Paducah KY. This town not only is strategic in Period Place Architecture, it is also directly across from Metropolis IL.

Paducah KY was the location for my 3rd Art Gallery & Studio and I have a Huge amount of Resources to draw upon and the Superman COMIC CON is held there in Metropolis. Lynda’s inclusion will serve for an extension of the PR Marketing and Cause Based involvement that will include a Benefit Concert, Wonder Woman Appearance and Community involvement. With Lynda cast as our KEY Matriarch Featured, we Estimate the Pre-Release Marketing alone will take us to a Social Media Frenzy and Exposure that is clearly waiting for THEIR Story to be told.

These attachments and Talent costs can be handled with a gracious Marketing budget for Premier & Distribution that is outlined in our original line FULL budget. But we also want to emphasize that our adjustable budget, based upon Executive Investment that is currently backed up against the GA Tax Incentives will be 2.6m and is able to be reduced even further to 1.7m with GAP funding and Ability Films taking on additional financing. Under each of these outlines, there is an Immediate 10% Hurdle Rate to be presented at production camera 1. In addition, the back end TAX is open to negotiations and is slated for both Investor incentive and Marketing that will lead us to AFM after a POWERFUL Full Release Premier here in ATL that will highlight our Charitable alignments.

Charitable Alignment:

This Product – FILM BUSINESS is setup in a way that will create an ECONOMIC Engine for both Executive Equity & Funding, but also Producer Goals and Desire to utilize this means to deliver a Benevolent content that serves others. To bring light to those millions of homes who are simply waiting for their story, their pain, sacrifice and hope to be told – A Built In Audience is Already in this Product !!

It is truly my hope on a personal level that the Principle Investor , whether they be a single person or team of individuals, that they share in these Human Values. To realize that WE ALL Are more alike than Different and that EVERYONE in this Room has had experience at some level with Disability, Cancer, Lies and Secrets!

Ultimately, this will become a Business of Accountability & Profit. The projections outlined in our PITCH Deck that is presented here and at our website www.normasun.com Is one that explains our desire to not only create a healthy return ROI , but to allow for a 5 year Exit with predictability & promise. As we gain Global Exposure, VOD and International Market, the revenues will become clearly a 100% , plus the 5 year 50/50 as outlined.

Included in the Foundation of this Film Business, we have also not only established but successfully presented a full 5013c NonProfit “Norma’s Sun, Inc” that allows for TAX Exempt Donations. We are positioned in a way that Both Initial Donations and in the Post, we can accept Profits and Donations from both Producer and Principle. And although as mentioned, not required, it is our hope that our New Team Member will carry the same vein of gift and purpose at a Spiritual Level to help others.

We are setup and ready to go with EP Accounting, We are a Registered GA Based Production, Our Legal Team includes Contract Attorney in Macon GA, Creative Law in Louisville KY and Consultants at mutual levels of the Entertainment Industry from Santa Fe NM , where I also had an Art Gallery / Studio.

M3 Creative, Michael Mueller is known to many of you in this room. Michael has recently developed and is opening a state of art Production Studio to compliment his already established skill set and reach into the industry. His reputation, energy and professionalism speaks for itself. I look forward to this Powerful Team Assembly that will produce a Work of Cinematic Artistry. It is this thread of Creativity that has brought the RIGHT PEOPLE together on this Project – This PRODUCT – THIS BUSINESS.

With M3 in place, We have examined our BASE LEVEL BUDGET that can be as Effective with adjustment on Time, Talent & Location. The IDEAL LOW BUDGET Funding would be \$750k that can accomplish 2nd Unit, Talent Principle and Post without compromise to initial projections.

I am GOING To Make this Film – It Will Set a Cinematic Visual in Place that will Capture an Audience beyond a Short Indie Release. It will Impact Peoples Lives and It will become an Iconic Testimony to the Untold, Unseen Emotional and Strength of all the Norma's who NEED Their Story Told from the INSIDE !!

On a personal Note; I was born with multiple amputations, birth defects and placed inside a full body cast at age 3 days. I had over 20 surgeries by age 10 in order to walk, function and be as normal as possible. And as I mentioned in the beginning, I wrote the first page of our lives at age 12. This story has NEVER Been about my Disabilities – As my Children's Book explains, Life is about Ability! We have all seen that story and when I speak with Mothers, Fathers and Families that understand, they weep at the understanding to know THEIR Sacrifice and Consequences have Value that another person recognizes! Norma was poisoned by tainted water in Hinkley CA and died in my hands as I watched her drown on her own body. In that second of death, the last moral fiber that connected me to life severed and I escaped reality, Only to emerge a year later from a drunken illusion and oblivion.

My family has all been dead and gone now for decades; I walk this life alone now and have written a story that is parallel to your life too perhaps. If not, I suspect you are fully aware of the Uncle, Father, Aunt or Cousin who has traveled a similar journey that lives in shadow. I have surfaced and survived to tell another day.

Please Consider Contribution to our NonProfit 501c3 Norma's Sun, Inc. Invest in Ability Films, llc. Production of Norma's Sun and watch how a True Story of Imposing Consequences can not only Change Your Life, but that of all who will

watch this Masterpiece!! Please feel free to ask our Team anything and we Invite you, that person in this room who felt every word just presented to be our Champion – We Need You to be the Executive Investor who Makes a Difference!

Summary:

This Full Feature, Family history of choices, imposing consequences and the people who survive with grace and unparalleled ability! A dramatic journey of secrets, the carrier unknown and the burden imposed. Norma will stride through the illumination of what is possible and the shadow of reality to raise a child with special needs, all while searching for her own true love.

"Never in our silent moments of illusion do we sense the dark parallel that lives beside us. Nor do we suspect the carrier."

Thank You, We look forward to speaking with you at the conclusion.

Kris