



WEIGHT

WRITTEN BY
DAMIEN ROBINSON

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EXECUTIVE SUMMARY

The purpose of this business plan is to outline an actionable course for the successful completion, marketing, and distribution of the feature-length film, *WEIGHT*.

LOGLINE

A young football player on track to become a superstar gets dragged into a crime ring when his former friends from the neighborhood take advantage of his lavish overspending to use the NFL's official planes to smuggle drugs.

CASTING

The Production Team is in the process of securing letters of intent for the lead roles of KASIO, BIG O, DIRTY RED, and LATRICE. High-profile talent are also being approached for several of the top supporting roles in the film. Cast are being sought on the basis of artistic sensibilities, bankability and marketing awareness.

FINANCING

The budget estimate for this film is \$3.5M, which will provide for the development, production, and post-production deliverables for the film. The structure allows for both a traditional distribution path of an acquisition deal as well as a self-motivated release strategy of the film.

PRODUCTION TIMELINE

Pre-Production will last for 4 weeks, principal photography 6 weeks, and post-production 20 weeks. *WEIGHT* will aim for a release date in Fall, 2026.

SALES

The Production Team is in discussions to attach strong international sales representation to present *WEIGHT* globally at major film markets. With Buffalo 8 advising on the content presentation, casting, marketing, and sales positioning, *WEIGHT* can avoid the typical pitfalls of indie sales. The return strategy is based on a practical plan for accessing traditional urban and drama film markets. Theatrical, New Media, Streaming Video on Demand (SVOD), DVD/Blu-Ray, broadcast, and foreign distribution outlets will be pursued—each with specific intent.





THE STORY

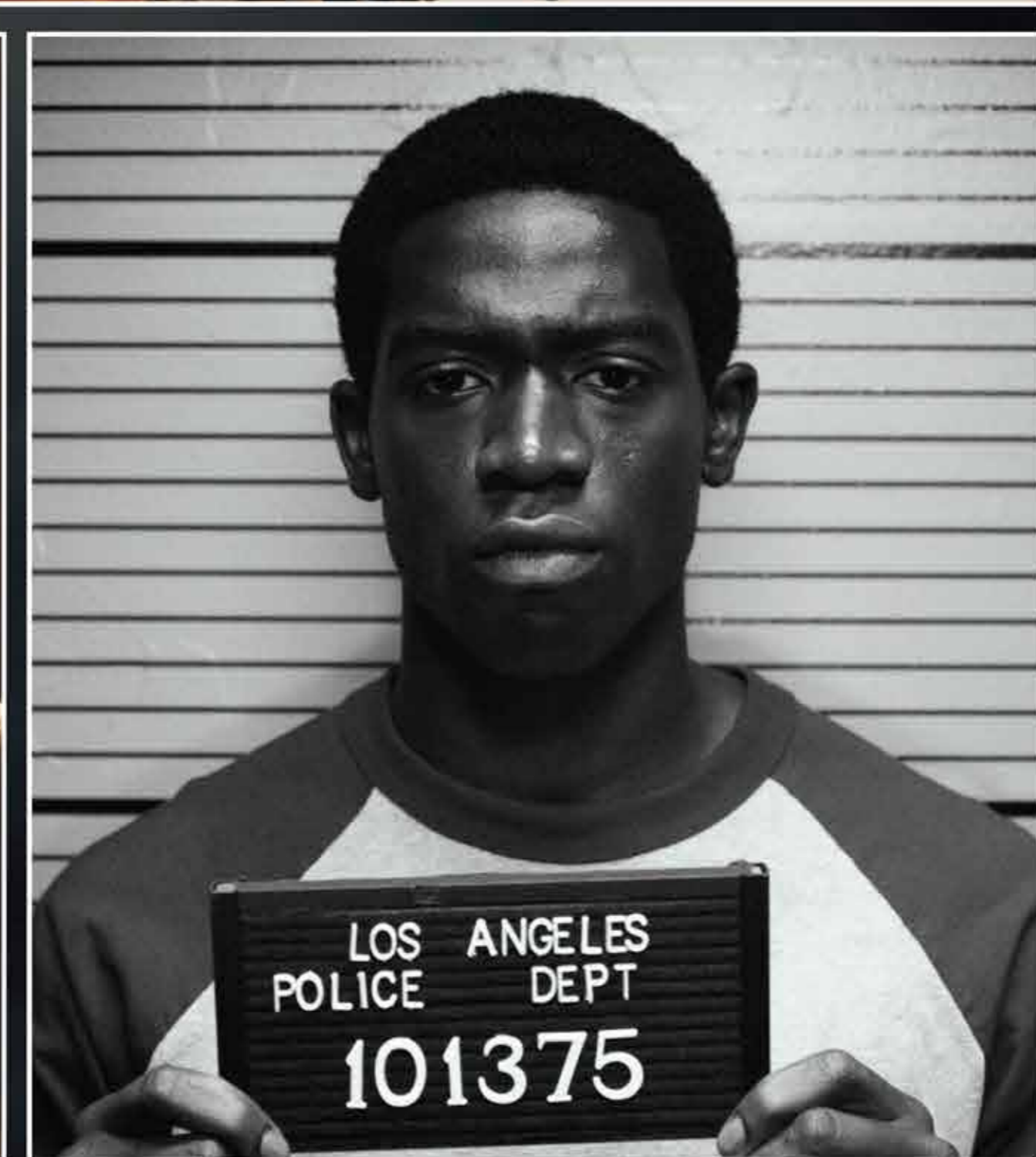
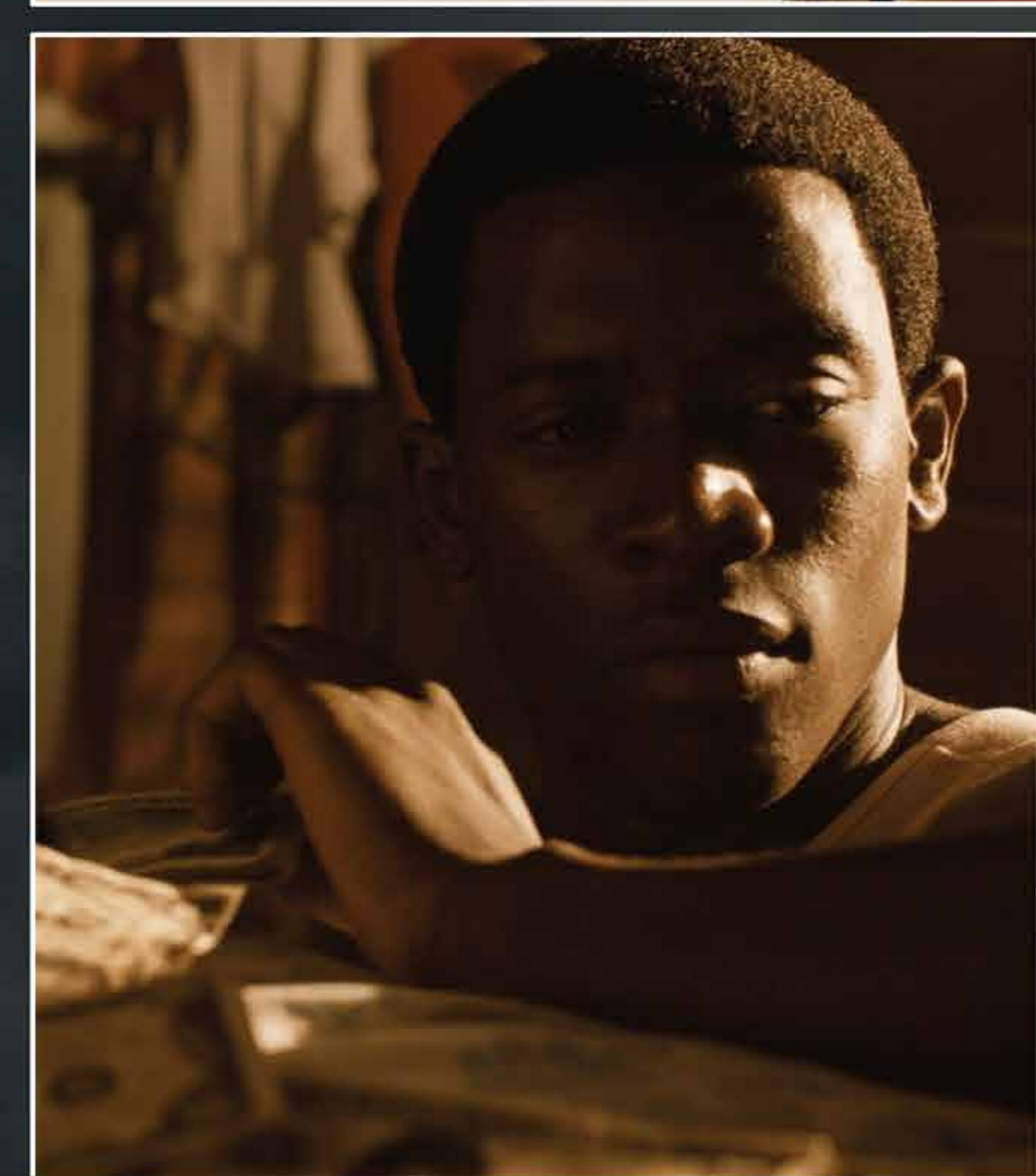
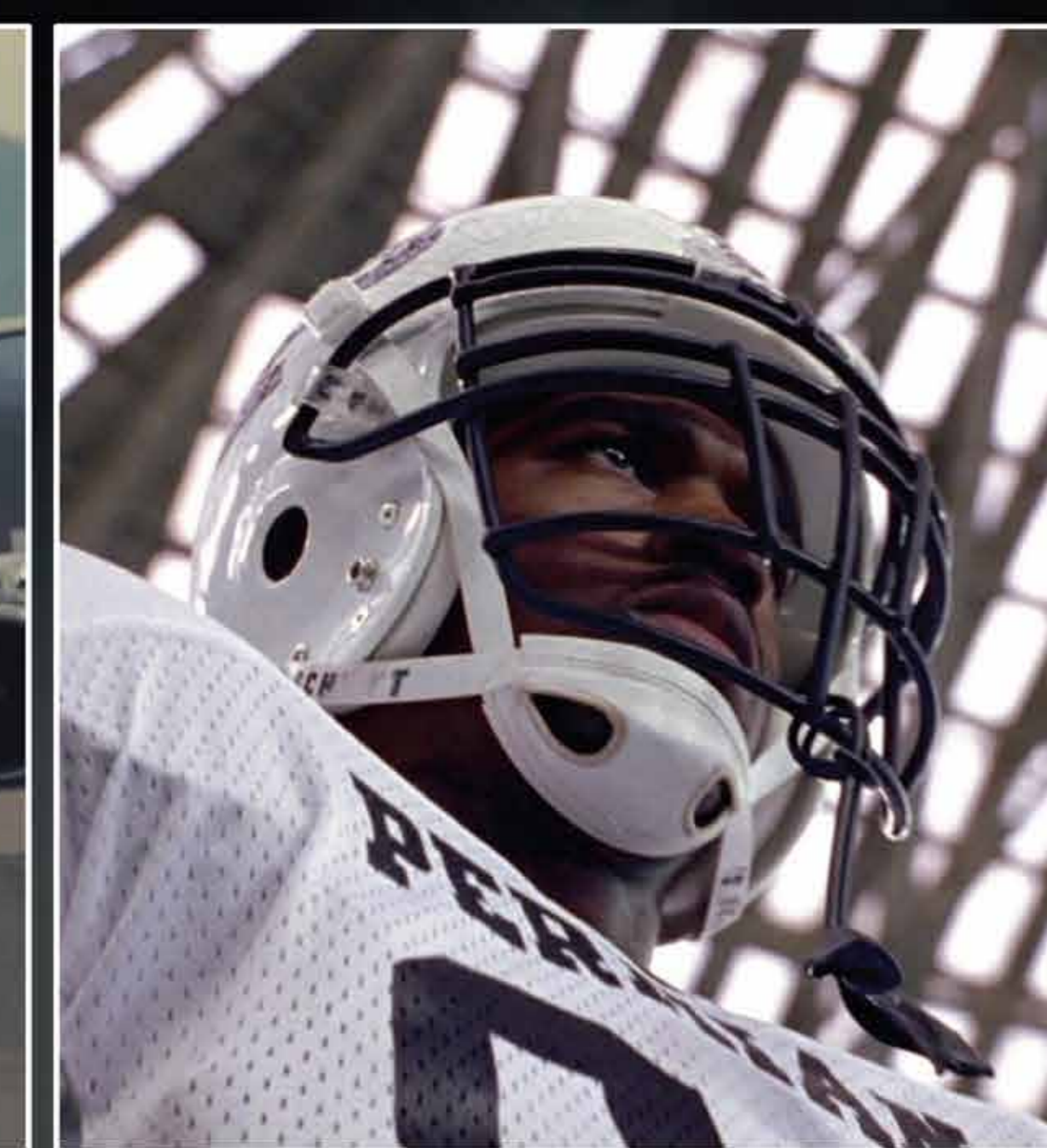
WEIGHT is a crime drama film in the vein of *Snowfall*, *Scarface* and *The Program*. With themes of Resilience and Brotherhood this project is ripe for success in the current marketplace.

SYNOPSIS

Kasio, Big O, and Dirty Red are rising football stars at their high school, their futures seemingly bright until a tragic accident changes everything. After a night of partying, Red's cousin Devin is killed when a scuffle over a gun turns deadly. Despite the devastation, the three boys each sign with major universities and head off to pursue their dreams. However, college life proves far more brutal than expected. Red spirals into drug use and drops out, while Big O is expelled after getting caught up in illegal activities. Only Kasio stays focused, working hard to succeed.

Years later, Kasio is drafted into the NFL and enjoys the fame and fortune that come with it, but his loyalty to Big O and Red proves costly. He gives them money for what he believes is a business venture, only to find himself entangled in their drug operation. After his father is violently attacked, Kasio agrees to help smuggle drugs to cover medical expenses, a choice that leads him further down a dangerous path. Though he eventually cuts ties with Red and Big O, he later learns they had orchestrated his father's attack to manipulate him.

Following Red and Big O's deaths in a police shootout, Kasio confesses his own crimes and loses his place in the NFL. However, returning to his roots brings him a deeper happiness. Coaching youth football and living in his hometown with Latrice and their son, Kasio rebuilds his life with honesty and purpose, finally finding peace beyond the fame and fortune he once chased.



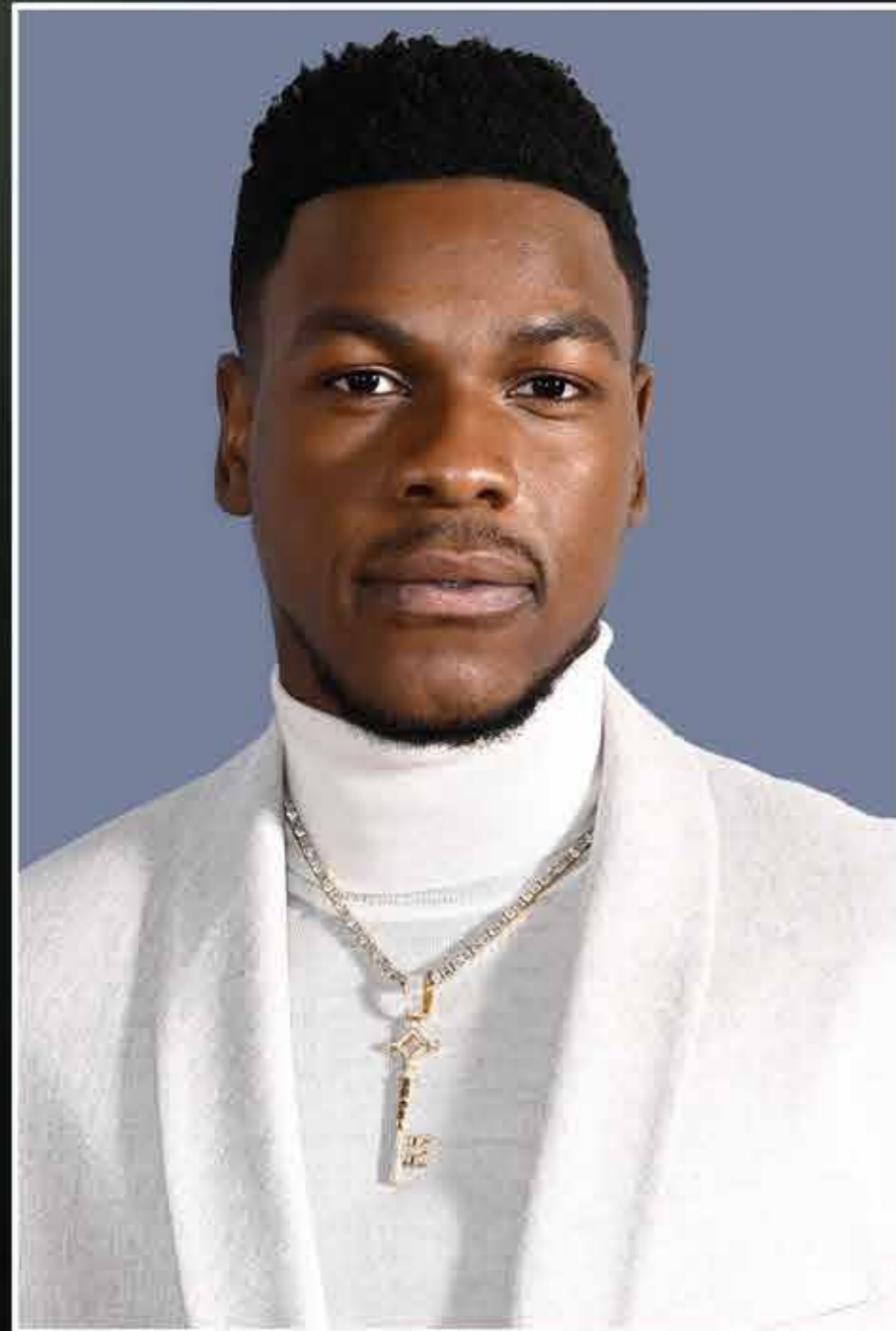


THE CHARACTERS

TARGETED CAST

KASIO

Grounded and level-headed, Kasio cares deeply for all the people around him; a quality that will eventually lead him down the wrong path.



JOHN BOYEGA

Star Wars Series
Pacific Rim: Uprising (2018)
Attack the Block (2011)



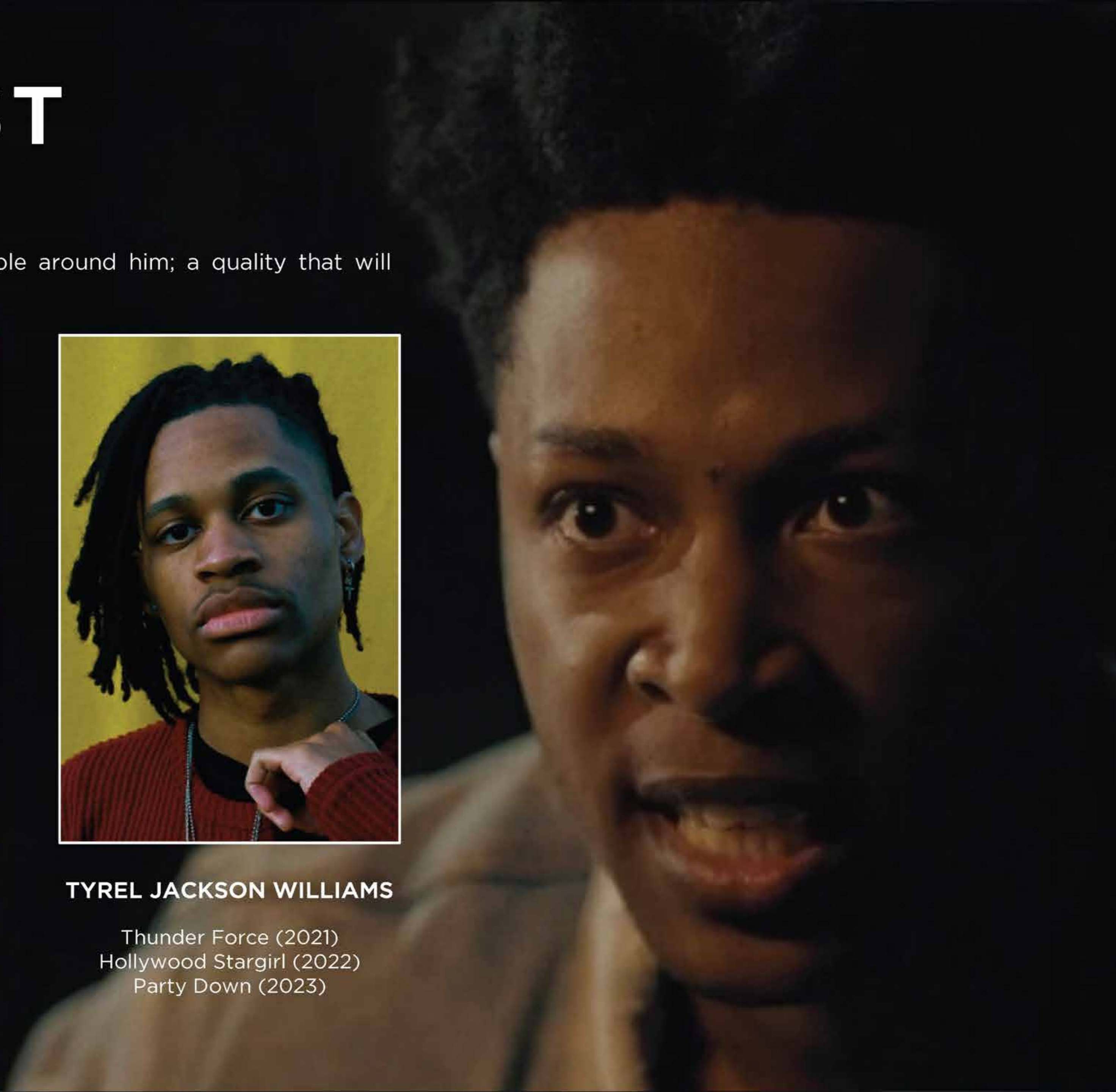
JACOB LATIMORE

Vanishing on 7th Street (2010)
Collateral Beauty (2016)
Detroit (2017)



TYREL JACKSON WILLIAMS

Thunder Force (2021)
Hollywood Stargirl (2022)
Party Down (2023)



TARGETED CAST

BIG O

Originally the big-hearted and good-natured member of the friend group, he begins to struggle on his college team when the demanding nature of it builds up bit by bit until it turns into a full-blown scandal.



TREVOR JACKSON

SuperFly (2018)
Burning Sands (2017)
Grown-ish (2018-2024)



CJ WALLACE

Kicks (2016)
Notorious (2009)
Everything Must Go (2010)



O'SHEA JACKSON

Straight Outta Compton (2015)
Cocaine Bear (2023)
Godzilla: King of Monsters (2019)

TARGETED CAST

DIRTY RED

Brash and flashy, Dirty Red has always been the wildcard of any group he's in. After witnessing the murder of his beloved cousin, Dirty Red spirals further and further out of control.



MEKAI CURTIS

Alexander and the Terrible Horrible,
No Good, Very Bad Day (2014)
Kirby Buckets (2014-2017)
Arrested Development (2013)



JOEY BADASS

Mr. Robot (2016-2019)
Creed (2015)
Power Book III: Raising Kanan (2021-2025)



ASANTE BLACKK

Landscape with Invisible Hand (2023)
This Is Us (2019-2022)
When They See Us (2019)

TARGETED CAST

LATRICE

Kasio's high school sweetheart, Latrice is a calming and grounding presence to him but don't let that fool you. She is incredibly sharp and ambitious.



STORM REID

A Wrinkle in Time (2018)
Euphoria (2019-2022)
A Happening of Monumental Proportions (2017)



AMANDLA STENBERG

The Hunger Games (2012)
Everything, Everything (2017)
The Hate U Give (2018)



ALEXANDRA SHIPP

Barbie (2023)
Shaft (2019)
X Men Series

TARGETED CAST

TYRIN TURNER as POPS





TARGETED DIRECTOR

JAMIE FOXX

Jamie Foxx is an award-winning singer, actor, and comedian best known for his roles in movies including *Ray* and *Ali*. Foxx started his acting career in the 1990s as a cast member of *In Living Color* before landing his own sitcom, *The Jamie Foxx Show*. He then proved himself as a dramatic actor in 2004 with performances in the thriller *Collateral* and the biopic *Ray*. The latter earned Foxx an Academy Award for his portrayal of Ray Charles. His other acclaimed roles include *Dreamgirls*, *Django Unchained*, and *Just Mercy*. As a singer, Foxx has released five studio albums and won a Grammy Award for "Blame It." Perhaps his most well-known musical success is his 2005 hit collaboration with Kanye West on the song "Gold Digger." After recovering from a nearly fatal stroke in 2023, Foxx has returned to acting through the movies *Strays* and *Back in Action*.

SIMILAR CONTENT

FEATURING





THE TEAM

CARAVANSERAI
P I C T U R E S



CARAVANSERAI PICTURES

PRODUCTION COMPANY

Caravanserai Pictures is a motion picture company dedicated to creating films and series that inspire and resonate with audiences worldwide. At the core of our storytelling is a focus on exploring the human journey through authentic narratives.

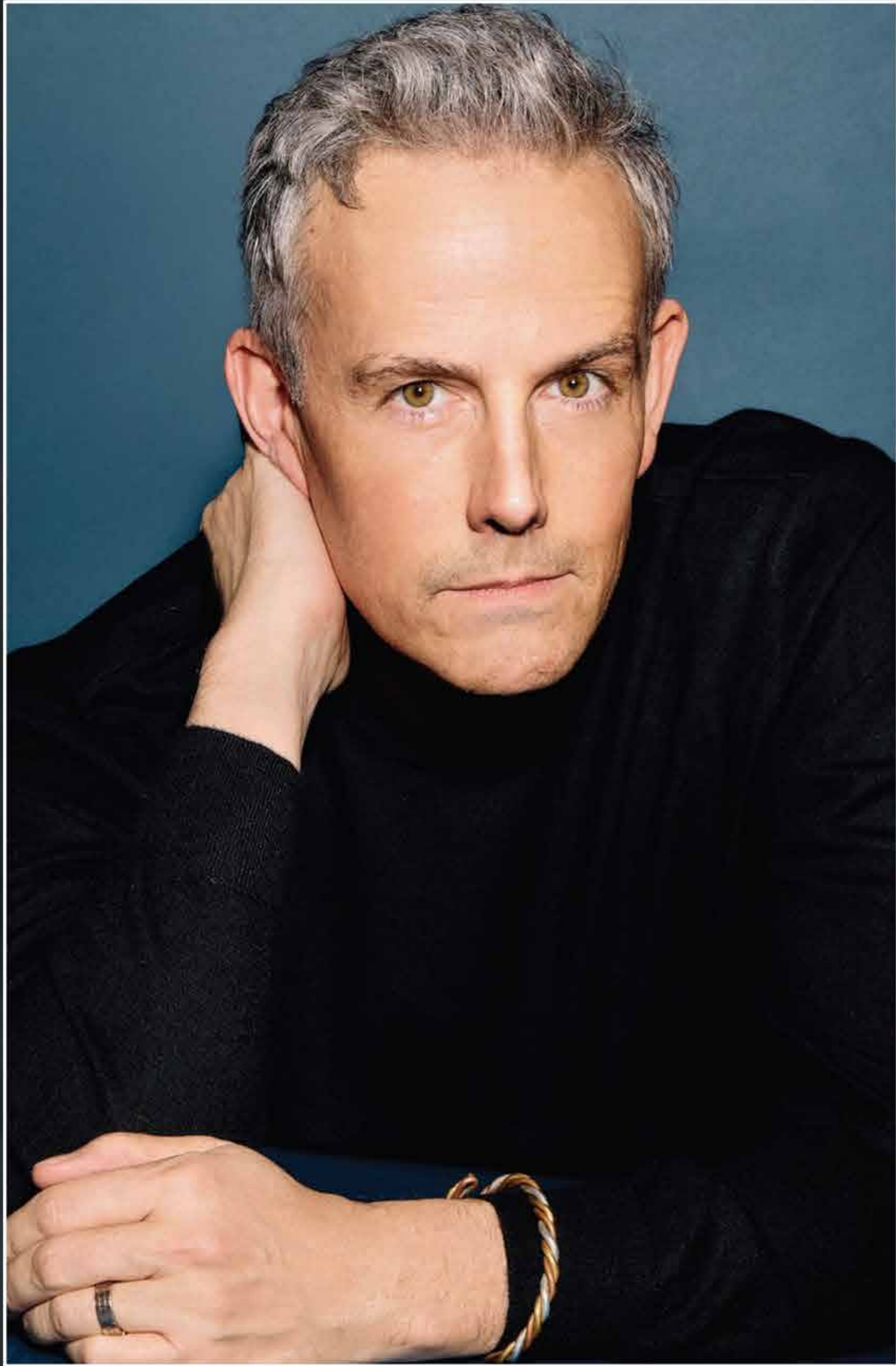
Our mission is to craft cinematic experiences that leave a lasting impression. By combining artistic vision with thoughtful storytelling, we aim to create projects that evoke emotion and encourage reflection and spiritual growth. Each film and series reflect our belief in the potential of stories to connect and uplift.

Our Vision

We aspire to create stories that go beyond entertainment, offering perspectives that inspire hope and connection. Through our work, Caravanserai Pictures seeks to highlight the shared experiences that unite humanity.

- Passion for Storytelling: We develop films and series that prioritize meaningful and engaging narratives.
- Collaborative Approach: Our team works closely with industry professionals to bring each story to life.
- Global Perspective: Our projects aim to reach diverse audiences, focusing on themes that are universally relevant.

At Caravanserai Pictures, we welcome collaboration with producers, writers, directors, and other industry professionals. Together, we aim to create stories that matter and contribute positively to the world of cinema.



COLLIN CURTIS

FOUNDER - CARAVANSERAI PICTURES

Collin Curtis is a producer, filmmaker, entrepreneur, and real estate innovator whose career spans storytelling, business, and mentoring youth. A University of Southern California graduate with a Master's degree in Film Production from Loyola Marymount University, Curtis made an early impact with his debut film *Wavemaker* (1995), a coming-of-age romance that received international acclaim at over a dozen film festivals. This success led to the founding of Wavemaker Films, where he co-wrote, directed, and produced notable indie projects, including *Where the Red Buds Grow* (1999) and *Zulch* (1997). His films, known for their emotional depth and compelling narratives, cemented his reputation as a rising creative force.

While continuing to develop film projects, Curtis expanded into boutique luxury real estate, and launched firms across the Western U.S. that specialized in restoring historic properties and developing lifestyle estates. He built a reputation for visionary leadership, blending market insight with a passion for design. His expertise in contract law, negotiations, and team leadership propelled him on to increasing levels of success and profitability that allowed him to transform urban and rural landscapes while maintaining his commitment to sustainability and architectural integrity.

In 2015, Curtis rekindled his passion for filmmaking by partnering with his father, Dr. Steve Curtis, a retired orthopedic surgeon, screenwriter, and fiction novelist. Together, they created and developed screenplays and novels that explore themes of love, redemption, and human resilience. Through his new venture, Caravanserai Pictures, Curtis is dedicated to producing films for screen and television that inspire, uplift, and emphasize the transformative power of storytelling.

Beyond his creative and business pursuits, Curtis is deeply committed to community service and mentoring young people. He has served on multiple nonprofit boards, including the Turtle Creek Chorale and Youth First Texas, and has been a CASA court-appointed advocate for neglected children. He is passionate about mentoring and empowering young leaders, inspiring positive growth and meaningful change.

An avid cyclist, skier, and yoga enthusiast, Curtis finds his balance through nature, music, and meditation. He and his husband, Steven, along with their Vizsla, Rusty, live on a tranquil horse ranch near Lake Tahoe, where he aspires to blend creativity, leadership, and his deep love of storytelling.

The driving forces behind Curtis' work are creativity, innovation, and collaboration. With unwavering dedication, he works to shape meaningful stories and impactful ventures, bringing heart, leadership, and vision to every project to leave a lasting impact on both his community and the industry.



BOBBY PASCHALL

PRODUCER - RPJ PRODUCTIONS

Robert Paschall Jr. brings a unique blend of experience, creativity, and expertise to every conversation, making him a valuable guest for podcast hosts and their audiences. As an award-winning producer of acclaimed films like *My Dead Friend Zoe* and *The Old Way*, Robert has a wealth of stories and insights about storytelling, filmmaking, and navigating the entertainment industry. His journey from idea conception to screen success is filled with lessons on perseverance, creativity, and leadership.



STEVEN HOLT

CHIEF OPERATING OFFICER - CARAVANSERAI PICTURES

Steven Holt, COO, is a media, public relations and marketing executive with more than twenty years of experience. His passion for films and series spans the gambit including action/adventure, science fiction (on and off the planet), historical fiction and romantic comedies. AFI's top 100 films are as often on the rotation as Netflix and Apple TV.

Steven served as a senior communications executive with The Ritz-Carlton Hotel Company for over twelve years, developing strategy and launching hotels in Lake Tahoe, Rancho Mirage and celebrity chef restaurants throughout the western U.S. He held Market Director roles in San Francisco and Los Angeles leading PR & Marketing for Northern California, Southern California, Hawaii and Colorado. Ultimately, he was named Regional Director, Public Relations, The Americas with responsibility over media relations, influencer, C-suite and crisis communications for the brand.

Steven left The Ritz-Carlton to form his own consultancy and partner with a former CBS executive in New York City to join 360Bespoke, a bi-coastal PR/Marketing firm. He has written public relations, marketing and brand strategy across multiple industries including luxury, lifestyle, hospitality, entertainment, design, the arts, events and real estate.

Steven, like a filmmaker is a master storyteller with a global perspective, from his hospitality-driven business experience to his American and European education. Steven is a lifelong foodie and loves to cook, developing that passion while working on the Food & Wine Classic in Aspen festival team for nearly two decades. He loves the mountain lifestyle and is an avid skier and hiker.



RISK

INVESTMENT RISK

The Producers of the film will seek accredited investors who understand this risk. The ideal investor is one who believes that *WEIGHT* should be shown to the widest audience possible. With this goal in mind, the producers have established an accurate budget and prepared a marketing strategy for major and self-release. This is to eliminate the element of chance and to ensure future returns.

PRODUCTION RISK

The cost of developing and producing motion pictures is often underestimated and may be increased by reasons or factors beyond the control of the producers. The mistake many inexperienced filmmakers make is to begin preproduction and principal photography before all elements are in place for the successful completion and delivery of a quality product. The producers intend to mitigate these production risks in three ways:

1. Ensure key elements are satisfactorily addressed and resolved before the production phase (large expenditures) begins. Such issues include: finalizing a script, engaging a reputable script clearance company to address legal issues, and ensuring the film has a committed cast in place that have both the skills and draw to attract distributors as well as an audience.
2. Create alternate plans for personnel and workflow that limit production delays due to unexpected circumstances. The filmmakers of *WEIGHT* are experienced in the field and possess excellent production planning and execution skills. Essential factors in planning are to have qualified personnel available to step into key positions in case of emergency. To that end, the Production Team will have alternate shooting locations readily available when inclement weather is anticipated and will build the production schedule so it can easily accommodate necessary changes.
3. Put in place comprehensive insurance to mitigate any expense that might truly be out of the producers' control. Procuring business insurance might seem obvious; however, too often inexperienced producers take shortcuts when it comes to production insurance. Although the Production Team's first goal is to continue working once the momentum of full production starts, it is vital that all measures be taken to ensure the project will be completed and there is no legal exposure that endangers delivery. Comprehensive coverage will include Film Producer's Indemnity (Cast Insurance), Negative Film Coverage (or digital equivalent), Producer's Errors and Omissions, et al.

DISTRIBUTION PLAN

SALES APPROACH

The majority of independent films suffer from an unrealistic expectation for the film's release; *WEIGHT* excels in that it recognizes the necessity of the sales input from an early stage. By attaching a well-known sales company during the development phase, *WEIGHT* is able to execute on strong cast selections, generate early interest in the film before production is complete, and introduce the concept to the market before beginning physical sales.

The Producers also have strong relationships with the top talent agencies including: WME, CAA, UTA, ICM, Gersh and Paradigm in which they plan to work with one of their packaging departments to build a cast with the highest value and represent the project in the domestic market as well as assist with festival placement. The Producers intend for *WEIGHT* to be released both theatrically and digitally through SVOD and OTT platform licensing to an outlet such as: Netflix, Amazon, Hulu, Vudu, Apple, Roku, etc.

FESTIVALS

Working in tandem with agency and sales partners, the Production Team plans to premiere *WEIGHT* at top-tier film festivals, such as: Sundance, Berlin, Cannes, or Toronto. The Production Team also has relationships with additional festivals, including Sun Valley FF, Telluride FF, Nashville FF, among others. The Producers have had projects premiere or screen at each one of the listed festivals and believes the quality of *WEIGHT* and their strong standing relationship with various programmers at each will allow for a successful festival run.

START TO FINISH MARKETING

Although in the early stages of development, the Production Team for *WEIGHT* has already begun implementing their marketing philosophy. Marketing starts at the beginning of development and finishes after release on all distribution platforms. This means immediately beginning grassroots marketing efforts through social media and targeted genre fan bases. The Producers recognize the necessity of savvy & thoughtful marketing campaigns and realize their importance in the overall success of the film, especially in the rapidly shifting indie film market due to the current theatrical climate.

LEADING INDUSTRY PROFESSIONALS

The Production Team will utilize proven industry professionals for all services and department head positions to ensure completion of a quality product and to best protect the interests of the lenders. There is no substitute for experience, and shortcuts are not acceptable — where most independent films suffer in their hiring process, *WEIGHT* will outclass the competition. Already *WEIGHT* has managed to begin putting together a strong team of industry professionals.





TARGET MARKETS

URBAN PROFESSIONALS

Young urban professionals accounted for an exceptional 18-20% of total ticket sales for similar titles to *WEIGHT*. With sophisticated sensibilities and disposable income—this demographic is one of the most crucial emerging sales groups to focus on. With the average moviegoer in this category purchasing upwards of 8 movie tickets/year (per MPAA statistics), this group is more likely to be keyed into movie culture, and excited by an independent film like *WEIGHT*. This isn't necessarily surprising, since these individuals are generally renters and thus have high amounts of disposable income and free time with which to see movies, especially those that don't receive expensive marketing campaigns like big-budget tentpole projects.

With a demographic that's also twice as likely to use social media platforms like Facebook, Twitter & Instagram daily, the marketing potential with this demographic is huge. The success of drama films experienced increased box office results due to savvy word-of-mouth marketing campaigns. The results of both films are something that Producers of *WEIGHT* are keen to replicate. And with many different aspects of *WEIGHT* being appealing to this diverse demographic, whether it's the noble character struggles, message of faith, or comedic moments there is plenty of potential for *WEIGHT* to strike a chord with this audience group.

DRAMA FILM FANS

The drama market is one of the most popular genres in the current marketplace. In 2023, the genre was capturing 10.10% of the market share with 157 films being released. That amounts to over \$900 million in gross revenue spread in that year. The success of the drama genre, and specifically dramedies, has also resulted in major studio attention with recent productions such as *Oppenheimer*, *May December* and *American Fiction*.

According to the MPAA statistics for 2023, the demographic most likely to see a drama film (18-45-year-olds) owns more pieces of key technology than any other, marking a key crossover with the "College Students" target market as well. This same group was also more likely to attend a greater number of films per month. By targeting a demographic that is more engaged, and excited about drama films than any other, the producers believe that *WEIGHT*, which is full of dramedy and an uplifting message of faith, can generate as much excitement as its comparable with its unique story, while also being primed to breakout theatrically or on SVOD platforms due to its clever and charming writing throughout.

WEIGHT
Budget V1

PREPARED BY BUFFALO 8

Account	Description	Total
1100	STORY AND RIGHTS	\$80,160
1200	PRODUCERS UNIT	\$162,000
1300	DIRECTION	\$100,000
1400	CAST	\$1,186,764
1500	ABOVE-THE-LINE TRAVEL	\$45,900
	Total Above-The-Line	\$1,574,824
2100	PRODUCTION STAFF	\$178,427
2200	EXTRA TALENT	\$174,025
2300	ART DEPARTMENT	\$93,614
2400	SET DRESSING	\$83,991
2500	SET OPERATION	\$149,201
2600	PROPERTY	\$85,065
2700	SPECIAL EFFECT	\$30,000
2800	WARDROBE	\$40,825
2900	MAKEUP AND HAIRDRESSING	\$30,950
3000	SET CONSTRUCTION	\$26,500
3100	SET LIGHTING	\$66,798
3200	CAMERA	\$154,758
3300	PRODUCTION SOUND	\$71,331
3400	LOCATIONS	\$134,100
3500	TRANSPORTION	\$27,250
	Total Production	\$1,346,835
4100	EDITING	\$64,500
4200	MUSIC	\$75,000
4300	POST PRODUCTION SOUND	\$35,000
4500	TITLES & OPTICALS	\$5,000
4600	VISUAL EFFECT	\$68,000
4700	DELIVERY REQUIREMENTS	\$5,000
	Total Post Production	\$252,500
5200	PUBLICITY	\$25,000
5400	GENERAL EXPENSE	\$5,250
	Total Other	\$30,250
	B8 EP FEE (5%)	\$105,408
	INSURANCE PACKAGE (2%)	\$73,660
	LEGAL FEES (1.5%)	\$55,245
	CONTINGENCY (10%)	\$368,298
	Total Above-The-Line	\$1,574,824
	Total Below-The-Line	\$1,629,585
	Total Above and Below-The-Line	\$3,204,409
	Total Fringes	\$478,568
	Grand Total	\$4,285,586
	TX TAX CREDIT (22.5%)	(\$787,921)
	Net total	\$3,497,665

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