

Strategic Alliance Pictures

# Irish Whiskey

10 US Screen Platform Release

Business Plan Executive Summary



## Contact Information



**Irish Whiskey crew setting up the first shot of the day.**

Jon Stevens, President/CEO  
Strategic Alliance Pictures  
920 N. Kings Road, Suite 326  
Los Angeles, CA. 90069  
323.650.1645 office      323.397.9442 mobile  
[jonstevensdga@aol.com](mailto:jonstevensdga@aol.com)

Irish Whiskey Web site: [WWW.IWFILM.COM](http://WWW.IWFILM.COM)

## Strategic Alliance Pictures

*This memorandum is an Executive Summary of a broader business plan. It is not an offering for sale of any securities of the company. A 21-page PDF web version, as well as a 132 hard copy version of the business Plan are available upon request.*

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### Executive Summary

#### *Mission Statement*

Distribute commercial films that serve, entertain, inform, and inspire millions of people in America and the world, starting with the release in US theaters of the film festival critically acclaimed, award winning motion picture IRISH WHISKEY.

#### *The Need & Solution*

Today it's practically *impossible* for an independently made movie to get US theatrical distribution in the United States. **Such a theatrical release is crucial to raise the value of the product in the US and International ancillary markets.** Strategic Alliance Pictures was launched to meet this need starting with distribution of its first product IRISH WHISKEY to be released on 10 screens, and based on performance, expanding until the goal of a 1,000 US screen release is accomplished.

#### *Management Team*

To professionally guide the distribution of IRISH WHISKEY, President/CEO of Strategic Alliance Pictures, Jon Stevens, film industry veteran writer-director-producer, network and studio executive, has nominated former Mann Theaters President/COO Jim Sheehan who knows every theater owner in America to the Strategic Alliance Pictures Board of Directors.

Jim will advise and supervise the US theatrical distribution of IRISH WHISKEY to include the selection of cities, choosing the best megaplexes, coordinating with the theater circuits the in-theater poster and trailer placements, and supervising the collections of money due Strategic Alliance Pictures at the conclusion of the theater rental engagements.

Jon also recruited veteran publicity and marketing executive Michael Gerety to help create the marketing campaign for IRISH WHISKEY.

#### *Marketing Irish Whiskey*

Under Jim Sheehan, Michael Gerety and Jon Stevens' professional guidance, IRISH WHISKEY will be marketed to adult American women, Irish and African-Americans, representing a potential audience exceeding **180 million people**, releasing the movie in three stages:

- **Milestone one:** 10 US screen release in cities, i.e., Boston, San Diego, Phoenix, Denver, Kansas City, Baltimore, Philadelphia, Detroit, Minneapolis, targeting the Irish-Americans, African-Americans, young and adult women.
- **Milestone two:** Based on the numbers generated by the 10 screen release, the booking of IRISH WHISKEY will expand to 100 additional US screens, and subject to successful box office performance,
- **Milestone three:** Booking will expand to 200, 400 US screens, and subject to performance, reach 1,000 screens or more.

### **Required Capital**

Investors will provide \$350,000 capital for the Milestone One 10 US screen release for ROI plus 50% of the profits.

### **Budget**

▪ 10 screen 30 day theater rentals, Prints and Ads	\$250,000
▪ Administrative, accounting, legal:	\$20,000
▪ Marketing tools: (trailers, poster, stills, shipping)	\$60,000
▪ Other office staff	\$20,000
<u>Total:</u>	<u>\$350,000</u>

### **Earnings, ROI & profit projections**

- Computerized projection systems of US movie theaters are programmed for 5 screenings a day. However, since we don't anticipate tickets sold during the day showings, we've limited the projections to 3 screenings per day.
- **To maximize the investor's profits, Strategic Alliance Pictures, distributors of the film, will wave its industry standard 30% distribution fees from gross income, instead deducting such fees from the Strategic Alliance Pictures 50% profit share, prior to splitting the balance with Irish Whiskey Productions, LLC.**
- Earnings Projections are based on 10 screens x 3 showings per day = 30 showings/day. Multiplied by 30 days, for a total number of showings of 900, ticket price: \$10.00. There will be no additional expenses deducted from ticket sales charged to the investors above the \$350k investment.

**900 screenings @ \$10.- ticket X 250 seats (225,000 ticket sales) = \$2,250,000**  
**Potential net profits (before taxes) if 100% of projections are met: \$1,900,000**  
**To be conservative, tables below shows breakeven and variations based on the \$1,900,000 net profit (before taxes) projections:**

**Breakeven point: 35,000 tickets sold @ \$10.00 each: average of 39 tickets sold per each of the 900 showing.**

<b>20% of projections: \$380,000</b>	<b>Profits: \$190,000 investors, \$190,000 SAP</b>
<b>30% of projections: \$570,000</b>	<b>Profits: \$285,000 investors, \$280,000 SAP</b>
<b>40% of projections: \$760,000</b>	<b>Profits: \$380,000 investors, \$380,000 SAP</b>
<b>50% of projections: \$950,000</b>	<b>Profits: \$475,000 investors, \$475,000 SAP</b>
<b>60% of projections: \$1,140,000</b>	<b>Profits: \$570,000 investors, \$570,000 SAP</b>
<b>70% of projections: \$1,330,000</b>	<b>Profits: \$665,000 investors, \$665,000 SAP</b>
<b>80% of projections: \$1,520,000</b>	<b>Profits: \$760,000 investors, \$760,000 SAP</b>
<b>90% of projections: \$1,710,000</b>	<b>Profits: \$885,000 investors, \$885,000 SAP</b>

**Return on Milestone One Investment (ROI) = 5 to 7 months or sooner**  
**At the end of each Release Milestone, the investors will have the option to either exit, or reinvest in the next milestone under the same terms and conditions of the IRISH WHISKEY 10 US screen release program.**

### **Long range plans**

With distribution of IRISH WHISKEY in progress, a 3-year Business Plan will be created to capitalize the distribution of new in-house and acquired product prior to initiating an IPO.