

# BABY



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PITCH DECK



BABY

# PLOT

A coming of age drama

At the heart of "Baby" lies the story of our main character Baby, a young girl who has navigated the challenges of homelessness and the emotional toll of having a mother battling drug addiction. Her life takes a turn when she's adopted by a nurturing family, offering her a chance at love and stability. However, with this new life comes the inevitable confrontation with her haunting past. The film delves deep into Baby's journey of facing her inner demons, understanding the importance of forgiveness, and striving to break the cycle of generational trauma that has shadowed her family. It's raw, it's real, and it's a reflection of many untold stories out there.

WHERE DARKNESS MEETS HOPE

BABY

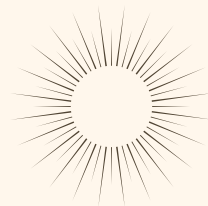
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# OBJECTIVES

Craft a compelling narrative that resonates deeply, mirroring untold tales from society.

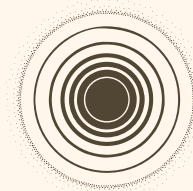
Generate a financial return through varied distribution and premieres.

Strive for recognition at Domestic and International film festivals.



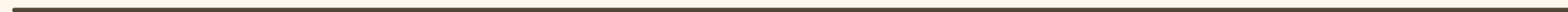
## CURRENT STATUS

A third of "Baby" has been brought to life on screen. To reach the finish line, a funding of \$100,000 is sought.



## TOTAL BUDGET PROJECTION

\$125,000 (inclusive of the \$25,000 already expended)



BABY

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# SCHEDULE

We are on a 20 day shoot schedule that has been created to be the most effective and efficient for our production. We have filmed 4 out of our 20 days and completed a total of 30 pages out of the 110 page script. Costing us a total of \$25,000.

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# BUDGET

- CAST: \$25,000
- LOCATION: \$5,000
- CREW & EQUIPMENT: \$40,500
- TRAVEL: \$5,000
- ART & WARDROBE: \$35,000
- MEALS & CRAFTY: \$8,000
- PRODUCTION INSURANCE: \$1,500
- MARKETING: \$5,000

TOTAL: \$125,000



# INVESTMENT

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In just 30 days, we successfully hit our goal of \$16,000 on Kickstarter. We had a total of 95 backers and received a Fiscal Sponsorship from, From The Heart Productions.

## ROI

RETURN ON INVESTMENT  
PROJECTION

Anticipating a 150% ROI within the first 18 months after release, factoring in college premieres and secondary distribution.

## PRA

POTENTIAL REVENUE AVENUES

Licensing for Digital Streaming (Platforms such as Netflix, Amazon Prime, Hulu, Apple, HBO).  
Campus Premieres and Weekend Showcases.  
International Film Distribution.

## FFS

FILM FESTIVAL SUBMISSIONS

Gain an International audience and network through submission to highly acclaimed film festivals. Including but not limited to Cannes, Sundance, Berlin International, Toronto International, Venice, SXSW, Tribeca, and Miami International.



## RISKS & COUNTERMEASURES:

Completion: Given that 1/3 of the film is done, the non-completion risk is diminished.

Market Reception: College premieres offer a unique revenue and feedback loop.

Operational Delays: A seasoned crew reduces delays arising from operational inefficiencies.

Unplanned Expenditures: A portion of the budget is earmarked for unforeseen costs.

Localized Interest: While the film is based in South Florida, its themes are universal. College premieres across the U.S. will help in gauging wider reception.

Casting: Fully casted, reducing risks associated with talent acquisition.

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# MARKETING PLAN

- Showcase at reputable film festivals for added visibility.
- College-focused marketing campaign leading up to premieres.
- Social media promotions using BTS content, interviews, and teaser trailers.
- Partnering with streaming platforms that champion indie cinema.
- Exclusive, strategic theatrical release, especially in Florida.

A South Florida film centered around homelessness, addiction, adoption, race, sexuality, mental health, healing, and trauma.

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BABY

# UNIQUE SELLING PROPOSITION

- A narrative that's not just compelling but socially relevant.
- Partial completion ensures a faster market release.
- A veteran crew with 50+ years of combined film experience.
- South Florida backdrop, adding a unique visual and cultural flavor.
- College premieres, offering both exposure and revenue.

"Baby" isn't merely a film. It's a reflection of societal realities, trials, and triumphs. With a significant portion already in the can, a seasoned crew at the helm, and a unique college premiere strategy, the journey to completion looks promising. We invite you to be a part of Baby's story – a tale that's raw, real, and ready to resonate.

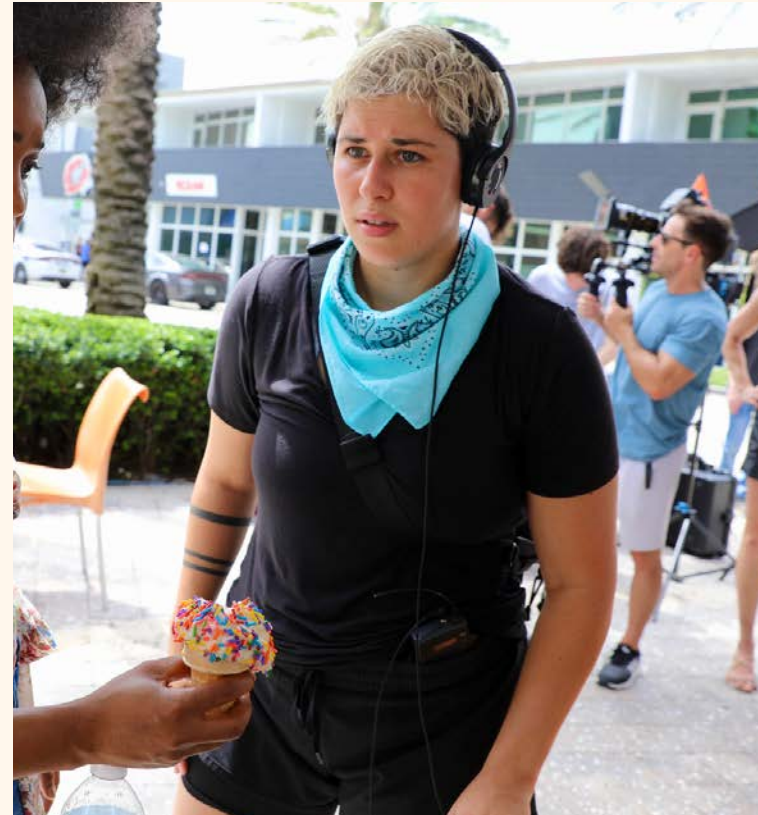
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## BABY TEAM

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Crew boasts a cumulative 50+ years in the film industry, assuring production quality.

# MEET OUR TEAM



LEXI GOLDI

Writer & Director



STEPHANIE PONS

Line Producer



NICO JULLIAN

Director of Photography

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CAST

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# MEET OUR CAST



IRELAND  
DANNEMANN

Baby (1993)



JULIET  
SARGENT

Baby (1996-2000)



ABIGAIL  
ABRAMS

Baby (2002)



PIPER  
VERBRICK

Baby (2006-Present)

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Throughout the film, a talented group of actresses bring to life the character of Baby, seamlessly portraying her evolution at various stages of her compelling journey.

CAST

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# MEET OUR CAST



LEANNE  
JOHNSON

Ma



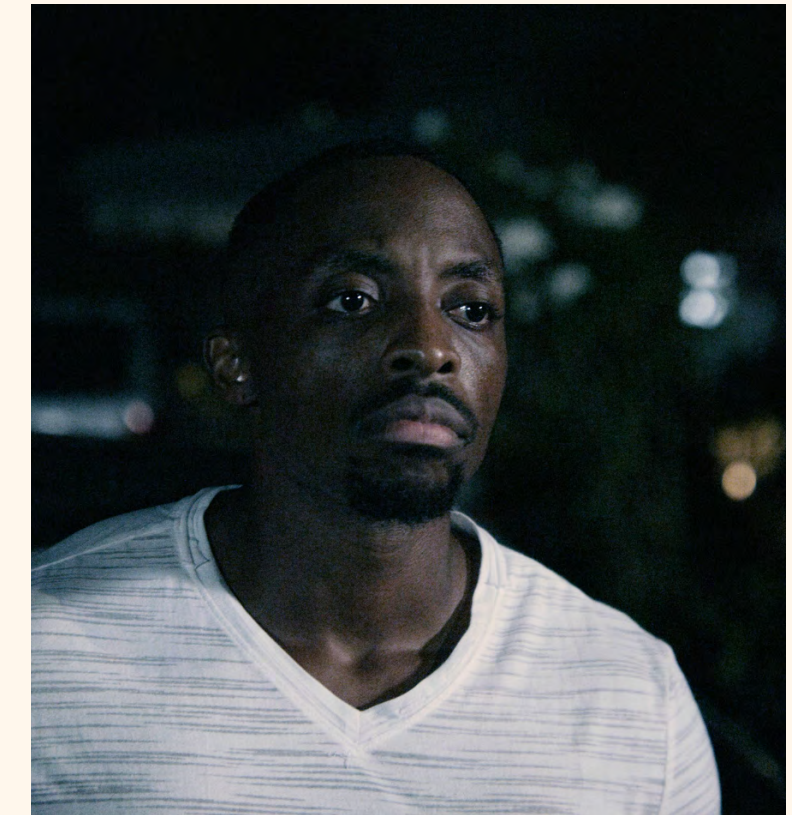
CLAIRE  
CLANCY

Juney



AUNDREUNNA  
MCCLAIN

Val



RANDELL J.  
JACKMAN

Cole

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Baby's birth mother, Ma, her best friend Juney, and Baby's adoptive parents, Val & Cole.

Baby

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# THANKS



Any Questions?

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