

A HORROR FEATURE BY BRENDAN BYRNE

# C R O W E

THEY CAME FOR VIEWS. HE CAME FOR VENGEANCE.

PITCH DECK

SHADOW WOLVES PRODUCTIONS LLC



A person wearing a white mask and a dark jacket is holding a smartphone in their right hand. They are standing in front of a house at night, with a large tree to the right. The scene is dimly lit, with the house and tree silhouetted against a dark sky.

# LOG LINE

*Fifteen years after a brutal massacre, a group of clout-chasing influencers break into an abandoned orphanage for a viral challenge on the notorious app **SNARED**—only to awaken a masked killer with a personal vendetta and a thirst for revenge.*

# EXECUTIVE SUMMARY

- GENRE:** Horror | Thriller | Slasher | Self-Aware | Dark-Humor
- TOPE:** *Scream* meets *Black Mirror* — stylish, brutal, and blood-soaked, with sharp commentary on influencer culture, toxic fame, and vengeance.
- TARGET AUDIENCE:** 18–35 | Fans of elevated horror, slasher revivals, and LGBTQ+ inclusive storytelling. Appeals to viewers of *Scream*, *Halloween*, *Bodies Bodies Bodies*, *Fear Street*.
- TOTAL BUDGET:** Estimated production and delivery budget: \$2.5M USD (approx.)
- TIMELINE:** Once the film is greenlit; 4 weeks of **pre-production**, 6 weeks of **principal photography** and 9 weeks of **post-production**. Film is projected to be market-ready and monetizing within 12 months of greenlight.
- ROI & WATERFALL:** Equity investors receive **95%** of initial earnings. Production retains **5%** from Day 1 for SAG residuals, marketing and delivery. Once investors recoup **120%** of their principal, profits are split **50/50** between investors (pro rata) and producers. Any back-end shares (e.g. talent) are deducted only from the producer's half.

# THE WORLD OF CROWE

## THE SETTING



The walls hold secrets. The air carries whispers. And every hallway creaks under the weight of unspoken sins.

What was once the childhood home of Christian Crowe and his daughter Astrid, **Willow's Creek Orphanage** now rots on the edge of town — abandoned, decaying, and soaked in trauma and legend. Forgotten by the world —

**UNTIL NOW.**

## THE LEGEND



Christian Crowe buried his childhood trauma beneath years of silence. But when tragedy struck — and justice failed him once more — something inside him shattered.

His story became a myth, passed in whispers, twisted by rumor, and reshaped by Reddit threads. But when clout-chasing streamers exploit that pain for views, Crowe returns — more than man, less than monster — a silent, masked embodiment of vengeance, rage, and grief that never healed.

**"HOLY SH\*T — IT'S LIKE A CAMPFIRE MYTH SOAKED IN GASOLINE."**

## THE APP



**SNARED** is the app of the moment — a challenge-based livestream platform where streamers chase dares, escalate danger, and monetize chaos while millions watch. The higher the risk, the bigger the reward.

But at SNARED's first annual livestream party, the line between content and carnage disappears — and where the game ends, the legend begins.

# WELCOME TO

# SNARED

GET IT ON  
Google Play

Download on the  
App Store

VIEWS OVER EVERYTHING.

## The Game



The ultimate livestream challenge platform where fame, fear, and fortune collide.

Climb the ranks by completing dares that push you to your limits — and beyond. The more dangerous the task, the bigger the prize... and the greater the exposure.

**- BLOOD BADGE -**  
YOUR FIRST LIVE-  
STREAMED INJURY.

## Who Plays



Influencers. Streamers. Thrill-seekers. The desperate. The fearless. The ones with everything to prove — and nothing left to lose.

BUT, once you hit "**Accept**," there's no quitting. You either level up, or you're out... for good.

**- DEATH WISH VERIFIED -**  
COMPLETED THREE NEAR-  
DEATH CHALLENGES.

## The Architects



Make it to the top, and the game changes. No more dares. No more rules. You become an **Architect** —

Choose the target. Design the fear. Build the challenge.

**You control the chaos.**



# CAST CONSIDERATIONS



## Hunter King

*(Dexter, Give Me Your Eyes, The Young and the Restless)*



## Madelyn Cline

*(Glass Onion, Outer Banks, Stranger Things)*



## Mackenzie Foy

*(Interstellar, Twilight: Breaking Dawn, The Man Who Saved Paris)*

9:41

**SNARED**

✓ @CARE.BLAIR  
She/Her

TIER: 1  
SNARES 7

NAME: Blair Jennings  
AGE: 25  
RACE: Caucasian  
ARCHETYPE: The Final Girl

BIO: Blair is a conflicted yet morally grounded force of quiet resilience—a natural beauty wrapped in down-to-earth authenticity. Beneath her composed surface simmers a storm of PTSD and anxiety—scars from a tragedy that shattered her past and continues to bleed into her present. She’s the emotional core of the story, caught between healing and hell, especially when it comes to Roman and Calli—the people who know her best and break her worst.

10K  
5K  
2K  
1K  
10  
1

# CAST CONSIDERATIONS



**Zoë Kravitz**

*(The Batman, Mad Max: Fury Road, X-Men: First Class)*



**Isabela Merced**

*(Transformers: The Last Knight, Dora, Instant Family)*



**Madison Pettis**

*(The Game Plan, Five Points, Seven Pounds)*

9:41

**SNARED**

✓ **CALLILICIOUS**  
She/Her

TIER: **3**  
SNARES **3467**

NAME: Calli Williams  
AGE: 27  
RACE: Caucasian  
ARCHETYPE: The Femme Fatal

BIO: Calli is a rebel beauty with a razor-smile and sociopathic grace. Growing up as Astrid Crowe's foster sister, her grief twisted into a dark fixation on Blair after Astrid's death. She slides into Blair's world as a saving grace but slowly reveals her true nature. Calli's charisma will seduce your trust, slit its throat, and blow you a kiss while the blood dries.

♥10K  
♥5K  
♥2K  
♥1K  
♥10  
♥1

# CAST CONSIDERATIONS



**Jeremy Pope**

*(The Inspection, Pose, One Night in Miami)*



**Dewayne Perkins**

*(The Blackening, The Upshaws, Saved By The Bell)*




**Ryan Jamaal Swain**

*(Pose, Engaged, 1 Million Followers)*

*(Top 1, Top 2, Top 3)*

9:41



## SNARED


✓ @QUEEN-ZEE  
He/ They

TIER: **3**  
SNARES **6382**

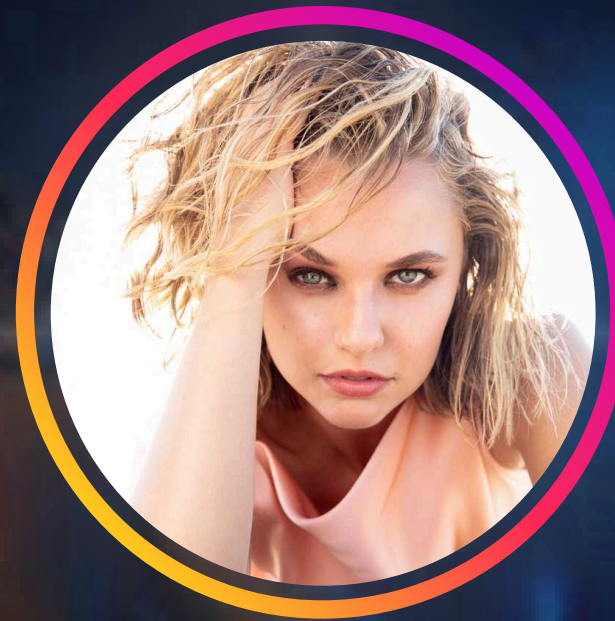
NAME: Zee  
AGE: 25  
RACE: Black  
ARCHETYPE: The Loyal AF BFF

BIO: Zee—known to the streamverse as Queen Zee—is a loud, proud, gender-fluid powerhouse who still rocks He/Him pronouns because he fucking can. Fiercely loyal, brutally honest, and always camera-ready, he's the glitter-glue holding the group together. But beneath the sass and sequins lies a sixth sense for people's pain—so if things get dark, he'll drop the ring light and crack skulls with a glitter-dipped crowbar—because no-one fucks with a Queen.

10K  
5K  
2K  
1K  
10  
1



# CAST CONSIDERATIONS



**Madison Iseman**

*(Jumanji, Annabelle, I Know What You Did Last Summer)*



**Jessica Lord**

*(Murder at Hollow Creek, Ransom, Binged to Death)*



**Abbey Lee**

*(Mad Max: Fury Road, The Neon Demon, Old)*

9:41

**SNARED**

✓ @BRATTY.X.BUNNY  
She/Her

TIER: **3**  
SNARES **2980**

NAME: Taryn Jennings  
AGE: 25  
RACE: Caucasian  
ARCHETYPE: The Mean Girl

BIO: Taryn is Blair's chaotic cousin in a crop top—the living, breathing thirst trap of toxic influencer culture. Narcissistic, provocative, and proudly shameless, she's mastered the art of weaponizing attention and proved it with the ultimate Snare: sleeping with Blair's boyfriend, Roman. Nothing she does is personal—it's just profitable. But even Taryn's show has a season finale—and spoiler alert: it's not some bullshit redemption arc.

♥10K  
♥5K  
♥2K  
♥1K  
♥10  
♥1

*"CROWE IS MYERS' BRUTALITY, JASON'S TRAGEDY, AND FREDDY'S NIGHTMARES—ALL STITCHED INTO ONE F\*CKED-UP, UNSTOPPABLE FORCE OF NATURE."*

# ATTACHED CAST



# CHRISTIAN CROWE

Christian Crowe is the myth, the monster, and the martyr of Willow's Creek—a towering force of violence forged in tragedy. Once an innocent, mentally challenged boy brutalized by the Willow's Creek Orphanage, he buried his trauma beneath years of silence, evolving into a quiet caretaker with the help of his daughter, Astrid, and Chief Alfie. For years, Christian kept his rage shackled... until grief and betrayal twisted him into something unrecognizable. Now, he is a relentless, silent executioner—nearly indestructible, emotionless, and feared as “*The Boogeyman of Willow's Creek.*” His only weakness? Astrid—the daughter he lost twice, and the last ember of humanity buried deep inside the monster.

**CREDITS INCLUDE:** *Mad Max: Fury Road, Spiderhead, Troy, Fearless, Condemned, Conan the Barbarian, Fast & Furious: Hobbs & Shaw, Charlie's Farm, Boar, Mortal Kombat, and Furiosa.*

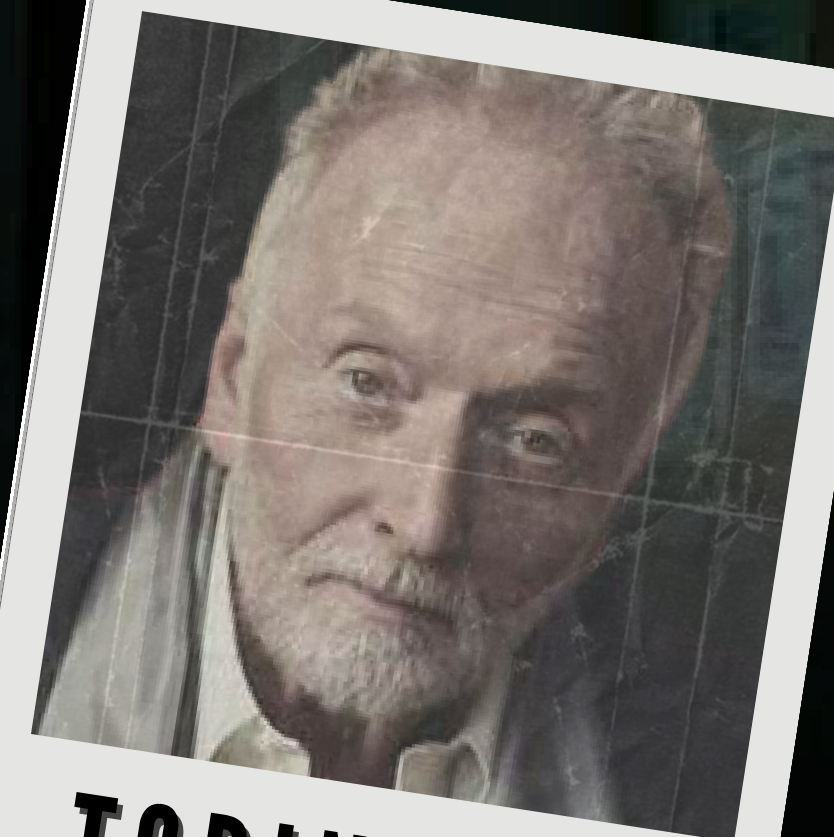


**NATHAN JONES**

# ALFIE

Alfie is the ghost of justice past—grizzled, bitter, and haunted by decades-old secrets that built this town. As the former chief of police, he straddles the line between protector and accomplice. The reluctant gatekeeper to the truth. Weary mentor to Rhea. Co-conspirator to Frank. And the one man who knows how deep the rot runs—and how high the cost will be if it's ever brought to light.

**CREDITS INCLUDE:** *Mississippi Burning, The Firm, In the Line of Fire, Unabomber, Walker, Texas Ranger, 24, The Sopranos, and the Saw franchise*



**TOBIN BELL**

# RHEA NAVARRO

Chief Rhea Navarro is intellect forged in fire—stoic, sharp, and scraped raw by a past she can't erase. Once entangled with Alfie and Frank, she now leads alone, hiding her pain behind protocol while walking the razor's edge between doing what's right and keeping the past buried.

**CREDITS INCLUDE:** *Halloween franchise, Marked for Death, The Last Boy Scout, Hatchet franchise, Urban Legend, The Wild Thornberrys, and Once Upon a Time in Hollywood.*



**DANIELLE HARRIS**

# ROMAN

Roman is the heartache that won't heal—brooding, self-sabotaging, and stuck on Blair like a scar that never closes. Magnetic and impulsive, he torched the one good thing in his life—Blair—for a reckless night with her toxic cousin, Taryn. Now he floats somewhere between protector and poison, walking into every situation like he's already fucked up—and nine times out of ten, he already has.

**CREDITS INCLUDE:** *Cloud 9, Teen Wolf, This Is Us, Days of Our Lives, The Bay, Son of the South, The Call, Slapface, Kidnapped for Christ, and Lost in America.*



**MIKE MANNING**



**DIRECTOR** Will Wernick

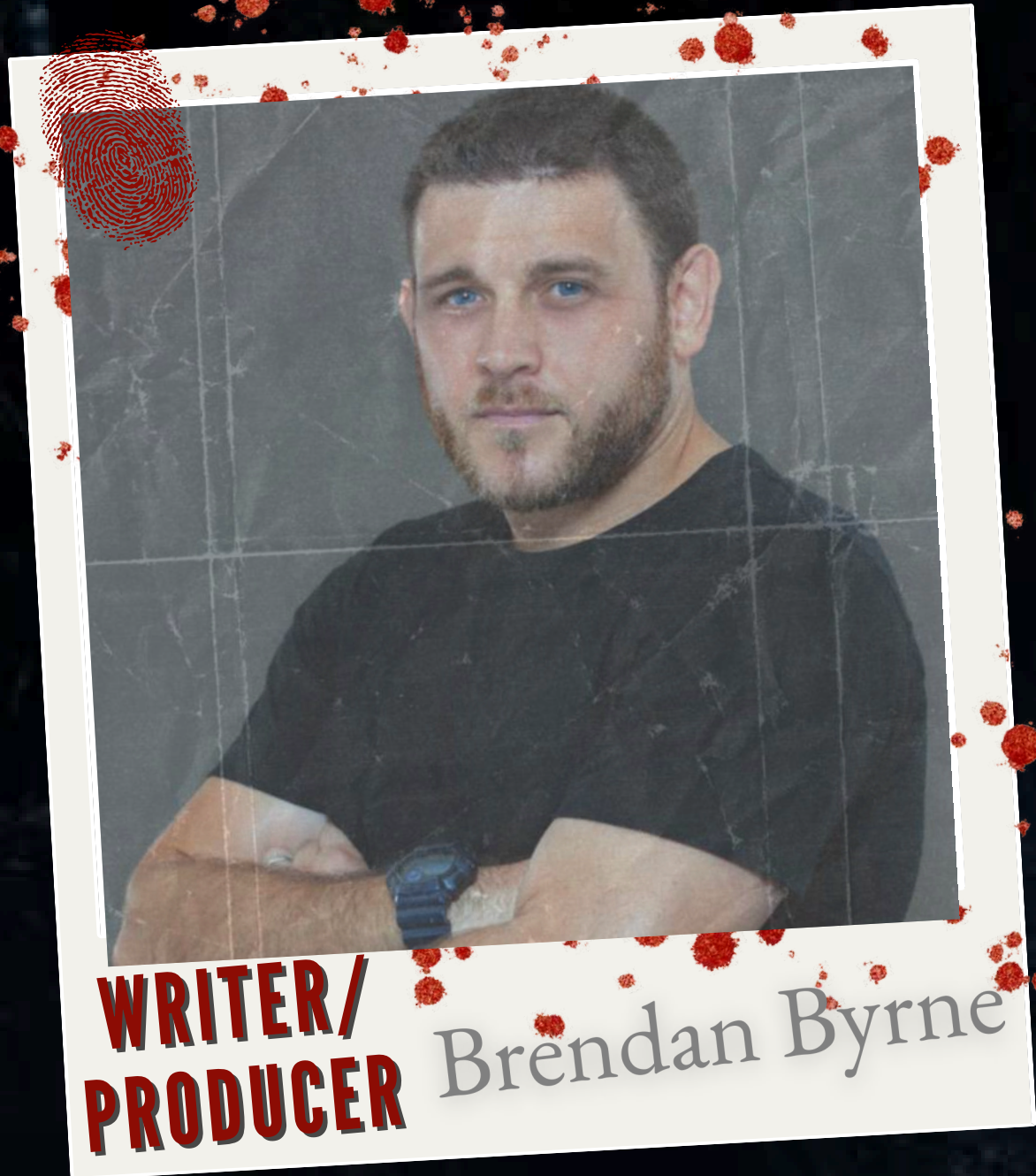
Will Wernick's journey into filmmaking is as compelling as the stories he tells. Adopted by musician parents, he grew up immersed in the arts, laying the foundation for a life of creativity.

In 1989, Wernick survived the crash of United Flight 232 in Sioux City—a harrowing experience that ignited his passion for high-concept, visceral storytelling.

He made his feature debut with *Escape Room*, a low-budget thriller that showcased his exceptional skills and caught the attention of Lionsgate, leading to its distribution and setting the stage for his rising career.

He followed with *Follow Me (No Escape)*, a global theatrical success that trapped audiences in a relentless vortex of fear and anxiety. His fourth feature, *Break*—a coming-of-age drama set against Detroit's underground pool scene—received a wide theatrical release across the U.S.

Now, as his career continues to ascend, Wernick is deep in post-production on *Closure*, a psychological thriller exploring the darkest corners of the human mind. He will then return to his horror roots with the highly anticipated *CROWE*, further solidifying his reputation as a bold and visionary filmmaker.



Brendan Byrne is an accomplished producer, actor, writer, and author with over 20 years of experience in the industry. He first made his mark with his directorial debut, the highly controversial film *I'm Here Too*, which he wrote, directed, produced, and starred in. The film amassed over 13 million views, earning Byrne 23 award nominations and 12 wins, and solidifying his reputation as a bold creative force. His dedication and passion fuel every project, creating unforgettable experiences and earning him recognition from major outlets including Variety, Deadline, BuzzFeed, Inside Film, and Star Central.

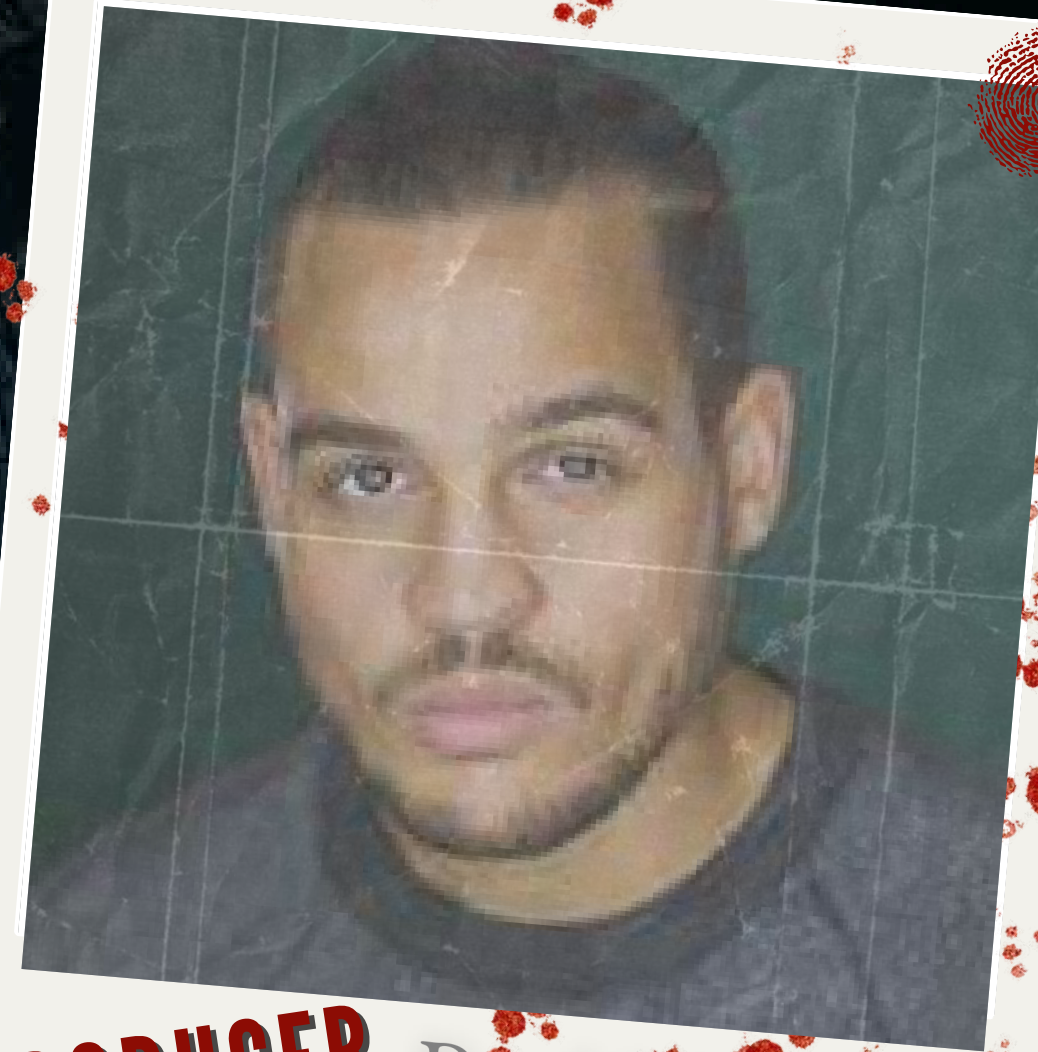
Keli Price is an inspirational writer, actor, and producer known for crafting impactful, character-driven films. His producing credits include *Reboot Camp*, *House of Glass*, and *On Thin Ice*. Price's talent for assembling standout casts is evident in his recent projects: he executive produced *Bandit*, starring Mel Gibson, Josh Duhamel, and Elisha Cuthbert; wrote and produced *Wolf Mountain*, featuring Danny Trejo and Tobin Bell; and wrote and produced *Murder at Hollow Creek*, starring Jason Patric, Mickey Rourke, Penelope Ann Miller, and Casper Van Dien.





**PRODUCER** Marissa Kaye

Marissa Kaye began her career as a young scientist on the hit TV series *Backyard Science*, before landing roles in Disney's *My School Musical* and the feature film *Number 87*. She went on to appear in the multi-plot feature *Seeing the Elephant* and Foxtel's reality series *Fashion is Life*. Now splitting her time between Australia and Los Angeles, Kaye continues to work as an actor and producer, with credits including *The Life of Baldrick*, *I'm Here Too*, and *Parasitize*.



**PRODUCER** Paul Michael Bair

Paul Michael Bair is an American film producer, actor, and writer who has appeared in FOX's hit series *Lethal Weapon*, CBS's *Pink Collar Crimes*, and Discovery Channel's *People Magazine Presents*. He later transitioned into producing, creating original works such as the comedy series *Rhino* and the heartfelt drama *Finding Home*. Quickly gaining recognition as one of the industry's rising producers, Bair has earned the opportunity to be mentored by some of Los Angeles' top industry luminaries.

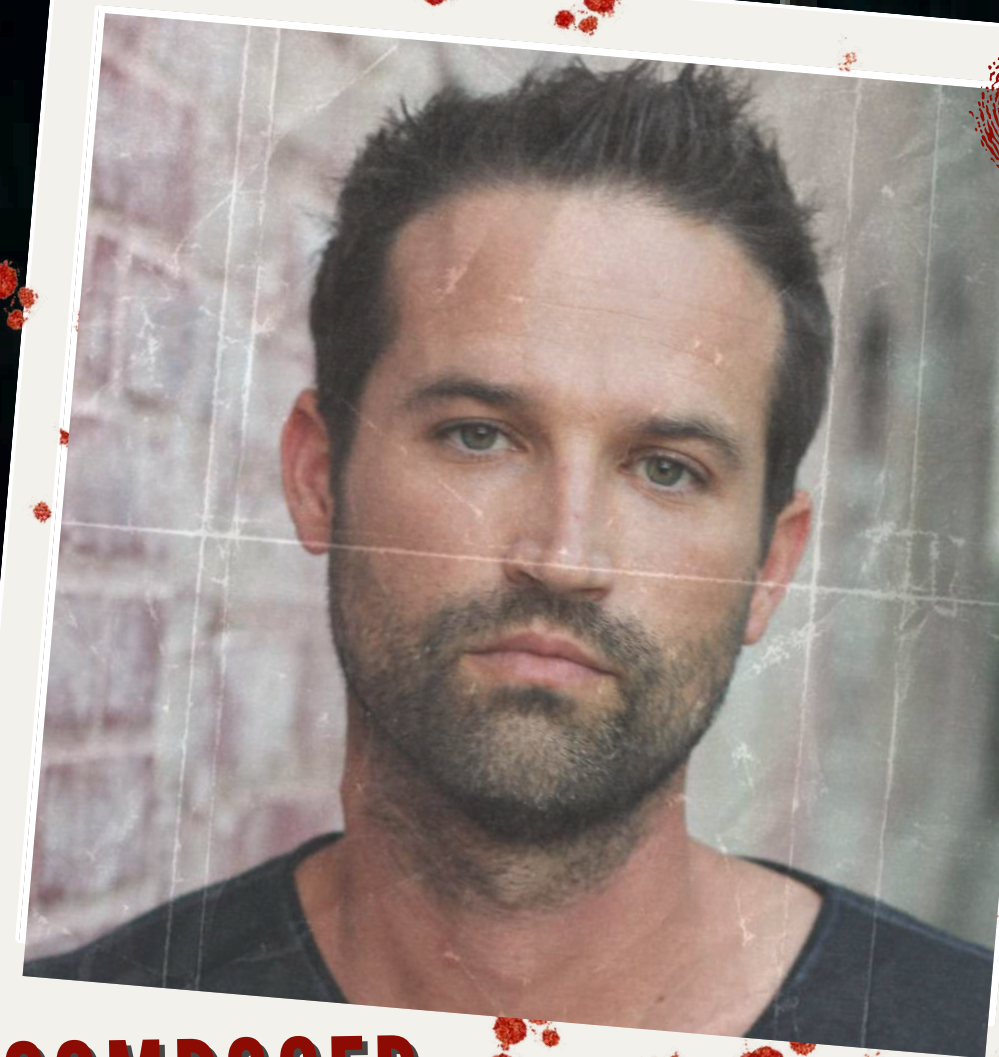


**CO-  
PRODUCER**

Texas Battle

Texas Battle rose to fame on *The Bold and the Beautiful*, leading to roles in *One Tree Hill*, *Dragonball Evolution*, and HBO's *12 Miles of Bad Road*. He made his mark on the big screen with standout performances in *Coach Carter* and *Final Destination 3*, and more recently led films such as *Blowback*, *Hard Kill*, and *Wrong Place*. Known for TV appearances including *The Bernie Mac Show* and *Committed*, Battle now brings his diverse acting experience and creative vision to producing, teaming up with Brendan Byrne and Keli Price for the highly anticipated thriller/horror film *CROWE*.

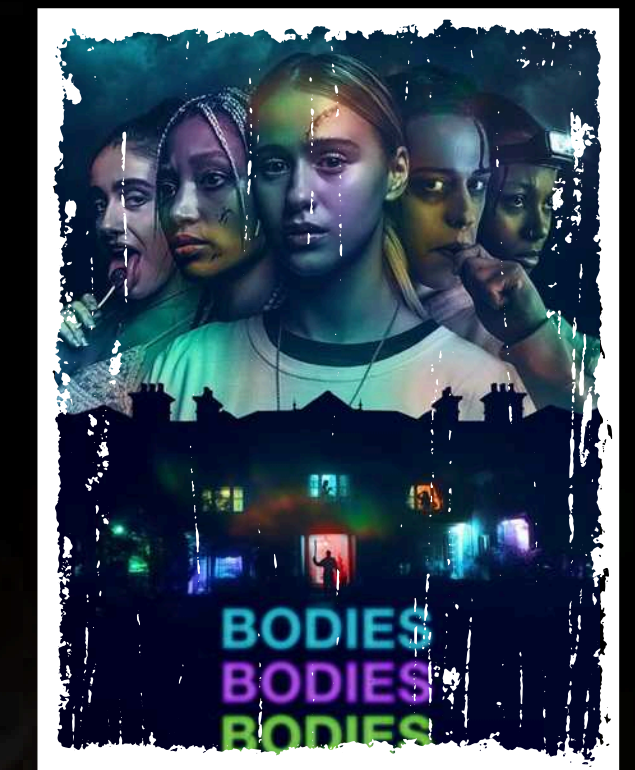
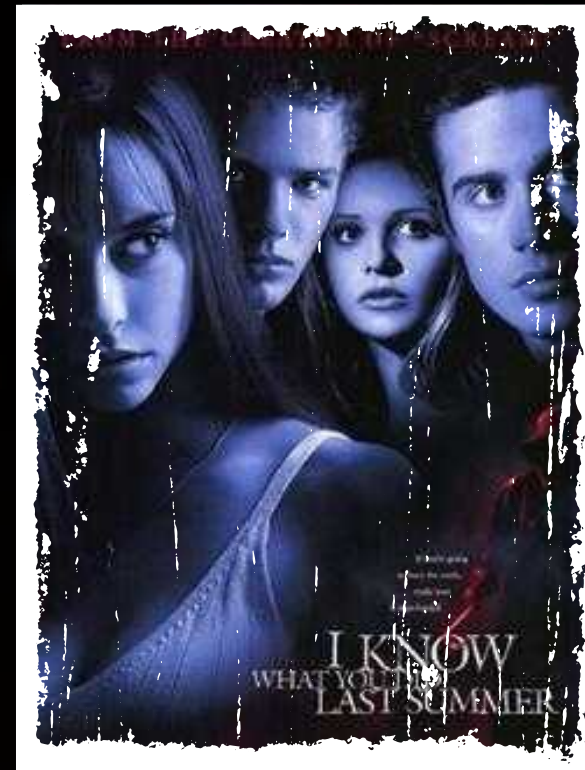
Will Musser's creativity and passion for musical excellence have made him one of the industry's rising talents. A recipient of the prestigious ASCAP Award—previously awarded to legends like Hans Zimmer, John Powell, and Howard Shore—Musser's evocative, emotional compositions have been featured across major platforms. His work includes *American Horror Story*, HBO's *Game of Thrones* and *Possessions*, *Homecoming*, Blumhouse's *The Craft: Legacy* and *Run, Sweetheart, Run*, as well as feature films like *Beckman*, *Escape the Field*, and *Gretel & Hansel*.



**COMPOSER**

Will Musser

# COMPARABLE FILMS



# MARKET ANALYSIS



## PROFITABLE GENRE:

Between 2010 and 2024, thriller-horror films have consistently been among the most profitable genres worldwide, grossing over \$1.5 billion annually at the global box office alone — not including streaming revenues, licensing, and merchandising.



## HIGHEST ROI:

Horror and thriller-horror hybrids deliver an average return on investment (ROI) of 180–250%, according to 2023 data from Statista and the MPAA. Genre films dominate because of low-to-moderate budgets paired with strong audience loyalty, making them the #1 most consistently profitable genre in film history.



## TARGET AUDIENCE:

The prime demographic (17–40 years old) remains the most active across theatrical releases and streaming platforms. According to the 2024 MPAA report, young adults aged 18–34 represent over 50% of horror film revenue, and account for over 60% of subscription-based streaming consumption.



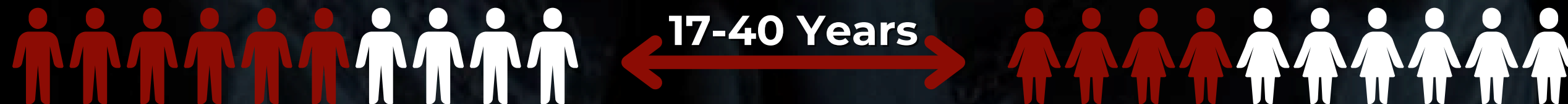
## INDEPENDENT POWER

Over the last 30 years, more than half of the highest-grossing horror films were independently produced or financed — including breakout titles like Paranormal Activity, Terrifier 2, Smile, Talk to Me, and Get Out. Today, independent horror continues to outperform dollar-for-dollar against studio tentpoles.



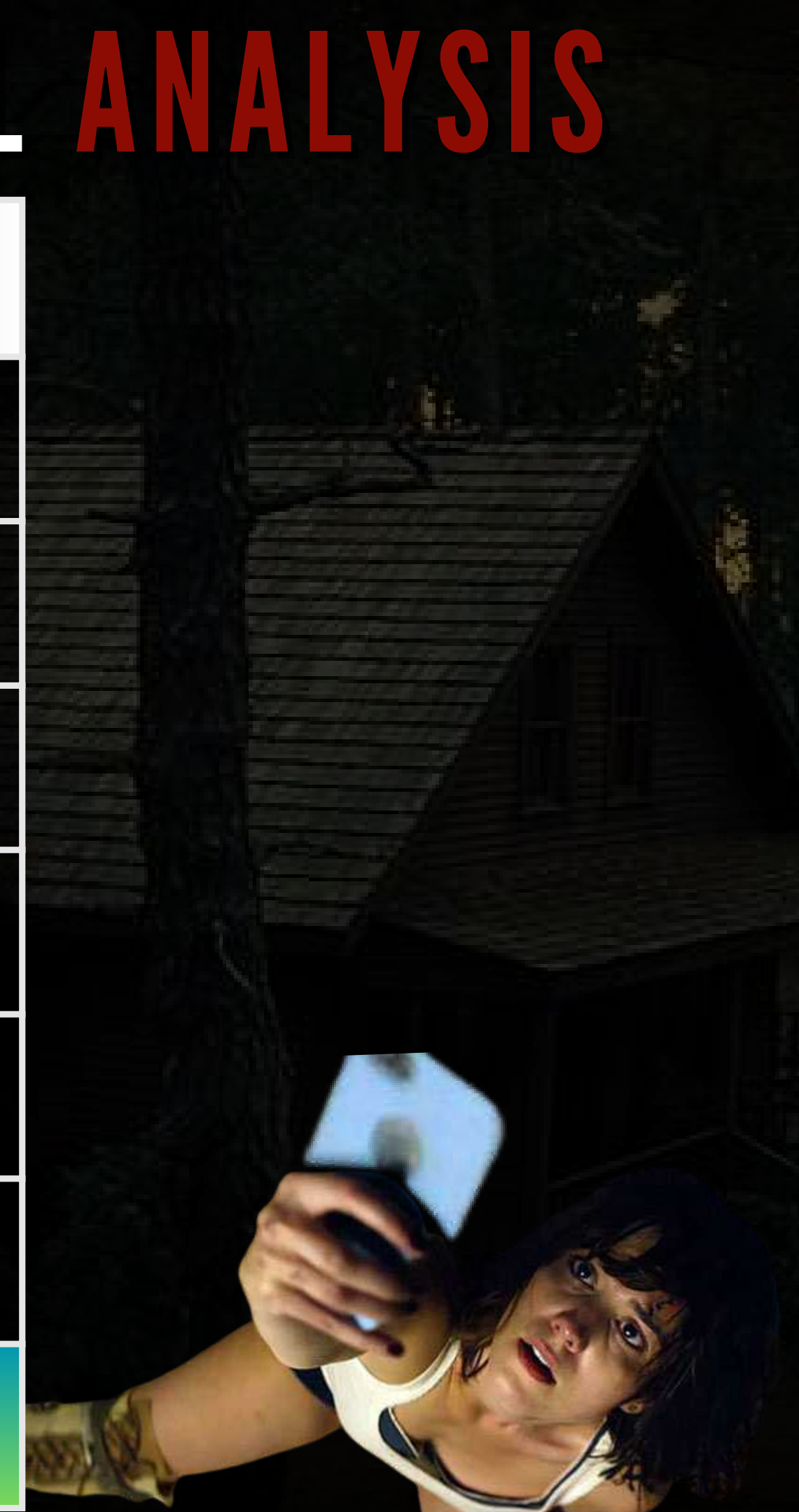
## STREAMING EXPANSION

Post-2022, streaming platforms like Netflix, Shudder, Prime Video, and Hulu have increased acquisitions of high-concept, low-to-mid budget horror features by 28%, driven by demand for franchise-ready properties that appeal to global markets.

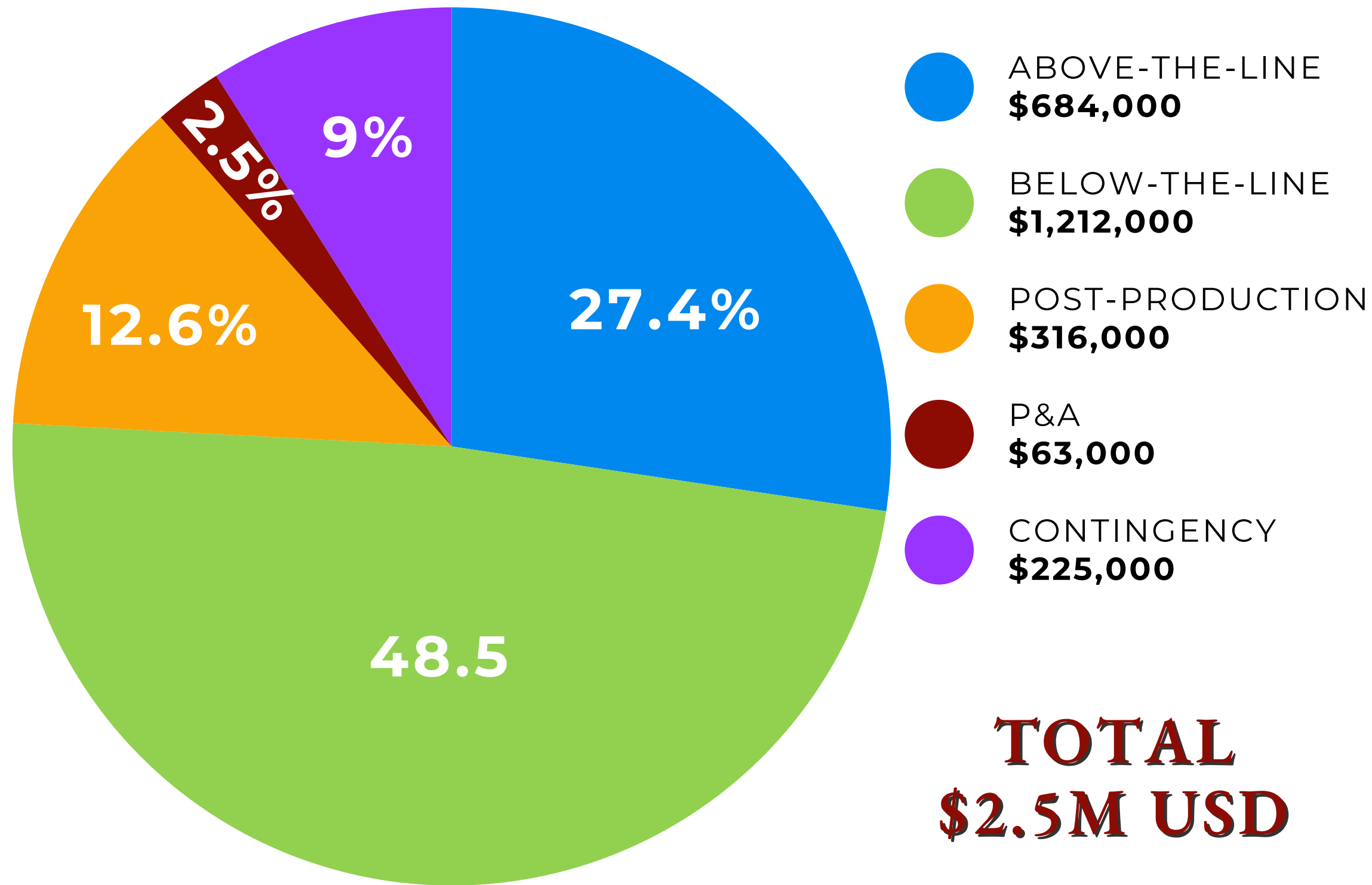


# FINANCIAL ANALYSIS

COUNTRY	HIGH	MEDIUM	LOW	AVERAGE EXPECTED
U.S.A	14,800,000	2,516,900	603,300	5,973,400
Australia	1,684,400	538,000	18,900	747,100
China	12,200,000	3,828,300	962,000	5,663,433
South Korea	741,200	176,800	42,000	320,000
United Kingdom	3,600,000	1,272,500	224,000	1,698,833
Japan	9,700,000	656,600	279,500	3,545,366
TOTAL	42,725,600	8,989,100	2,129,700	17,309,133



# BUDGET OVERVIEW



Full Line Item Budget Available Upon Request

# PRODUCTION PLAN

## Development

Script lock | Raise capital | Greenlight

## Pre - Production (4 Weeks)

Planning | Casting | Location Scouting | Crew Hire & Prep | Directional Prep | Tech Scout | Marketing Strategy | Budget Contingencies | Product Integrations | Rehearsals etc.

## Principal Photography (6 Weeks)

All Aspects of Physical Production —  
Shoot Scenes | Pick Up's & B-Roll | Day-to-Day Contingencies | Back-Up Audio & Visual etc.

## Post - Production (9 Weeks)

Data Handling | Rough Cut | VFX & CGI | Sound Design & Mix | Score & Music Composition | Color Grade etc.

## Picture Lock (3 Weeks)

Mastering & Final Delivery — Test Audiences.

## Sellable Film (within 6 months)

Distribution — Theatrical & Streaming

## GOAL

**CROWE is sold & profitable within 12 months of funding**

Full Line Item Shooting Schedule Available Upon Request.

# SHOOTING IN INDIANA

**Our narrative, set across various U.S. locales, will be primarily filmed in Indiana—a choice that offers both authentic visuals and significant production efficiencies.**



## VERSATILE LANDSCAPES:

While Indiana doesn't fully replicate Wyoming's vast deserts or towering mountain ranges, its rolling hills, dense forests, and expansive prairies authentically capture the tone and atmosphere our story demands, while maintaining production efficiency.



## COST-EFFECTIVE PRODUCTION:

Indiana's Film and Media Tax Credit provides up to **30%** back on qualified production expenses, including additional credits for local labor, facility rentals, and post-production services. This makes filming in Indiana substantially more economical than in Wyoming.

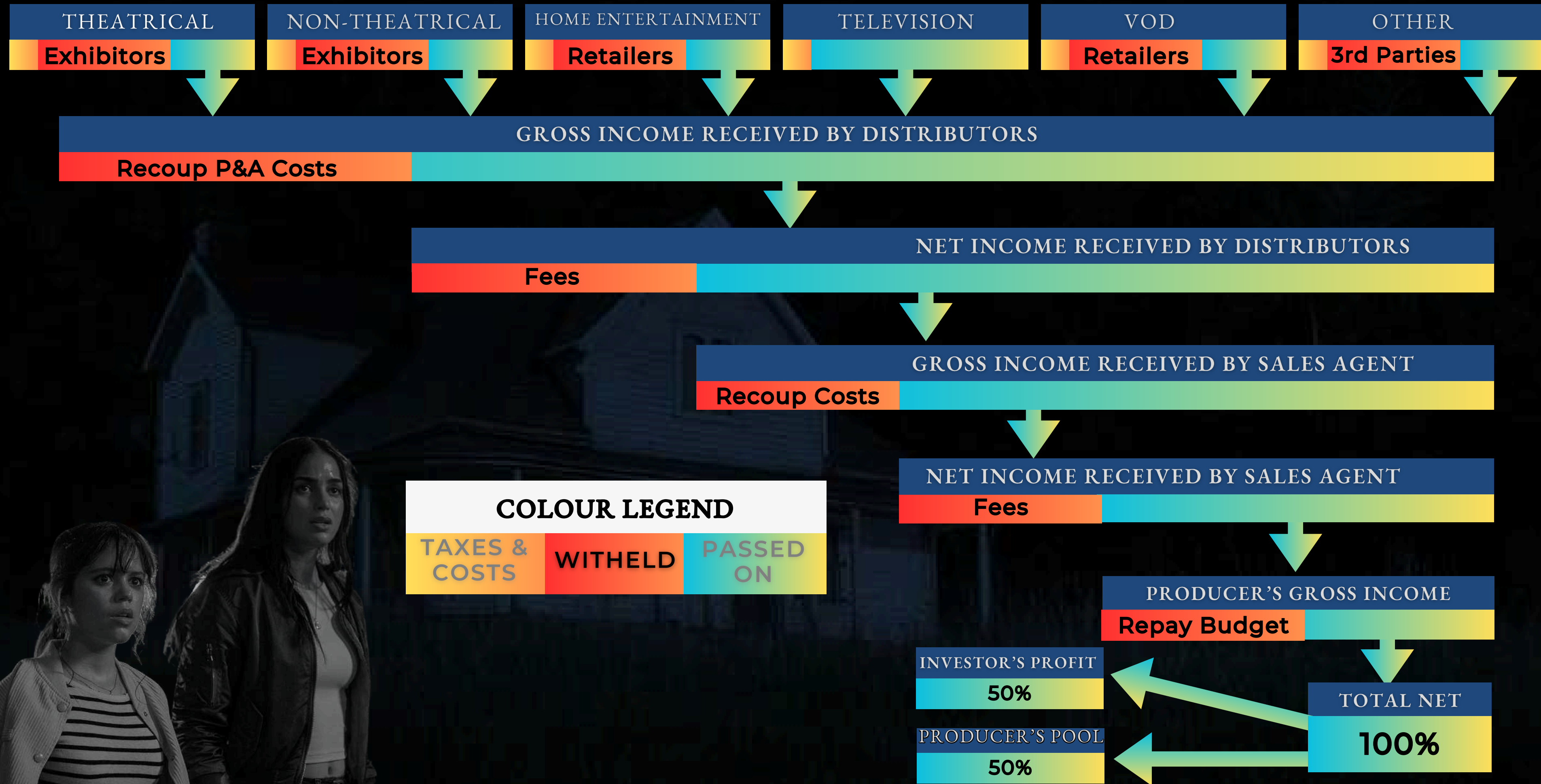


## ACCESSIBLE INFRASTRUCTURE:

Indiana's central location simplifies logistics, offering easy access to major film crews, equipment rentals, and support services. Its growing pool of experienced local talent further streamlines production while minimizing overheads.

**By choosing Indiana, we balance artistic integrity with financial efficiency—delivering a high-quality film that fulfills both our creative vision and budgetary goals.**

# RECOUPMENT WATERFALL



# STATEMENT OF RISK

Investing in film, like all creative ventures, involves inherent risk — including market volatility, shifting audience trends, and production-related variables that may affect financial outcomes and timelines.

While **CROWE** is backed by a seasoned production team, strategic casting choices, and a carefully budgeted plan leveraging tax incentives and proven distribution models, no investment is without uncertainty. Projections are informed by current market data and genre benchmarks, but returns are not guaranteed.

We strongly encourage all potential investors to assess their personal financial objectives and risk tolerance before committing capital. Transparency is foundational to our approach — we prioritize clear, regular communication with stakeholders at every stage of development, production, and release.

By proactively addressing potential risks and implementing mitigation strategies from the outset, we aim to maximize the likelihood of commercial success while delivering a film that meets both creative and financial goals.

# CONTACT

Thank you for taking the time to review our pitch deck for

# C R O W E

For more information, please contact:

BRENDAN BYRNE  
PRODUCER



[Admin@ShadowWolvesProductions.com](mailto:Admin@ShadowWolvesProductions.com)



+61 420 984 558



SHADOW WOLVES  
PRODUCTIONS