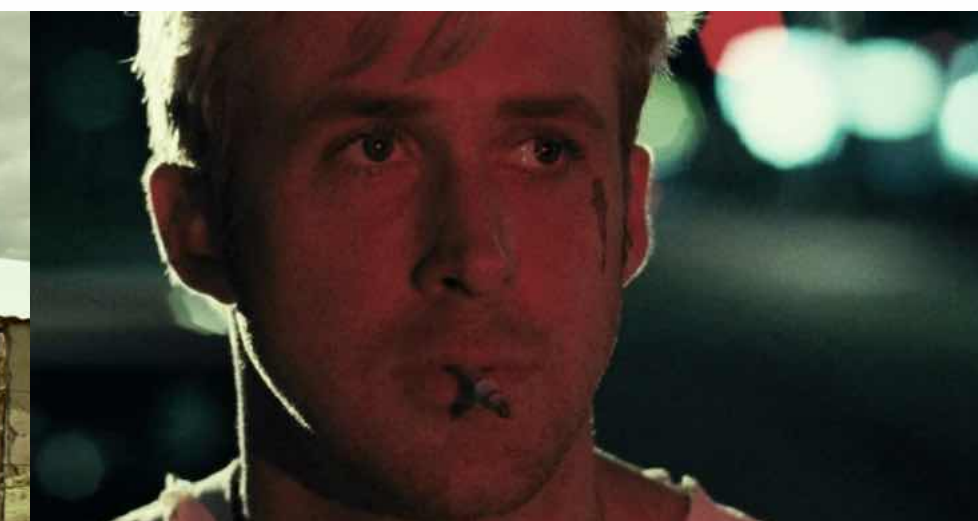


CRYPTO COWBOYS



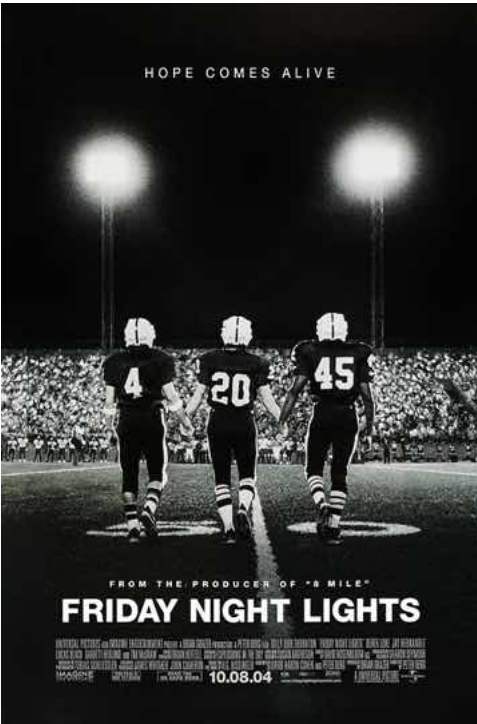
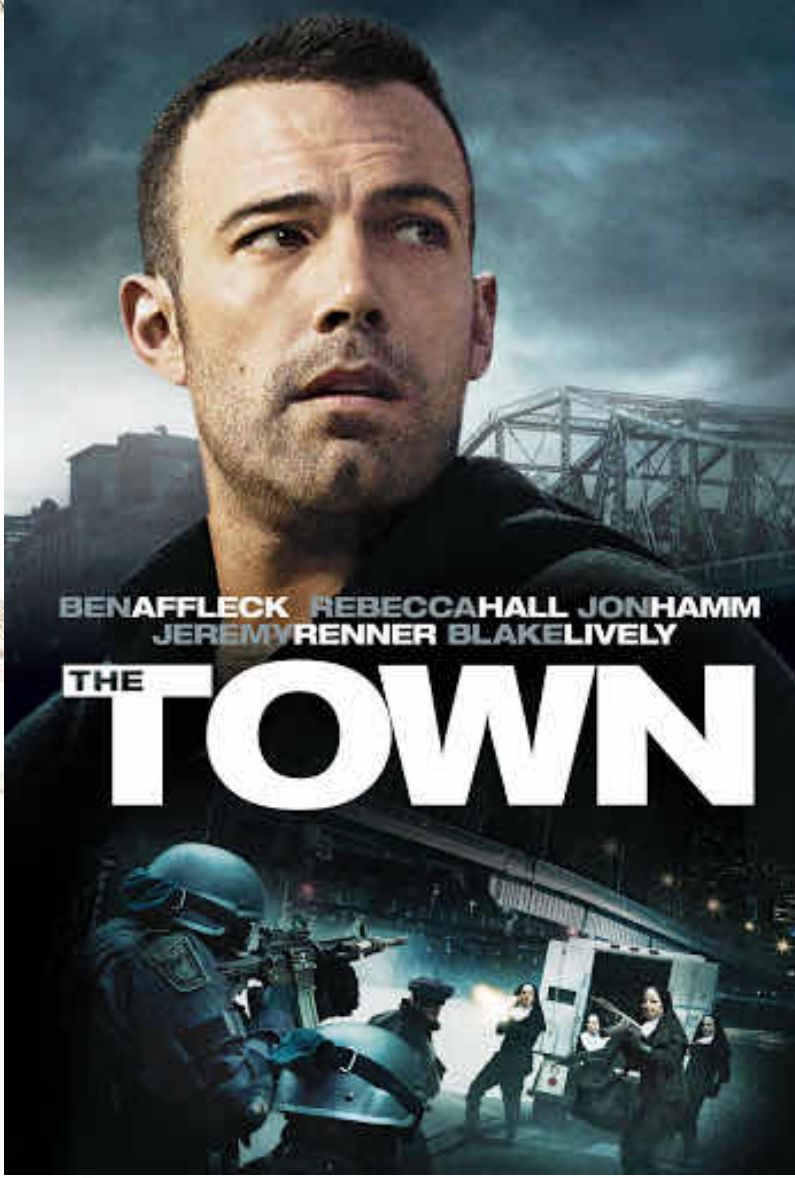
FEATURE FILM - LOOK BOOK - PREPARED BY JOSHUA REIS





LOGLINE

After honest work fails them, two fallen football stars use their blue-collar grit to steal gold from those who wronged them—only to uncover a crypto fortune where loyalty is the deadliest currency.

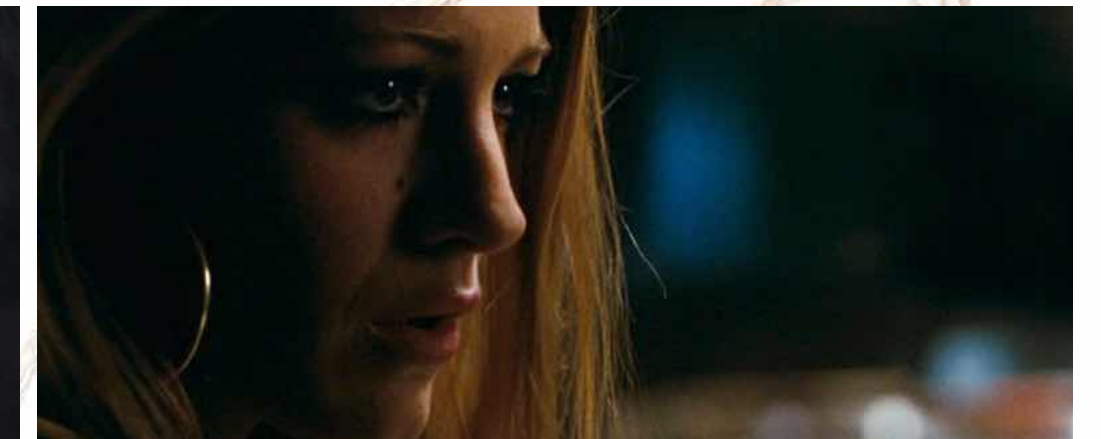


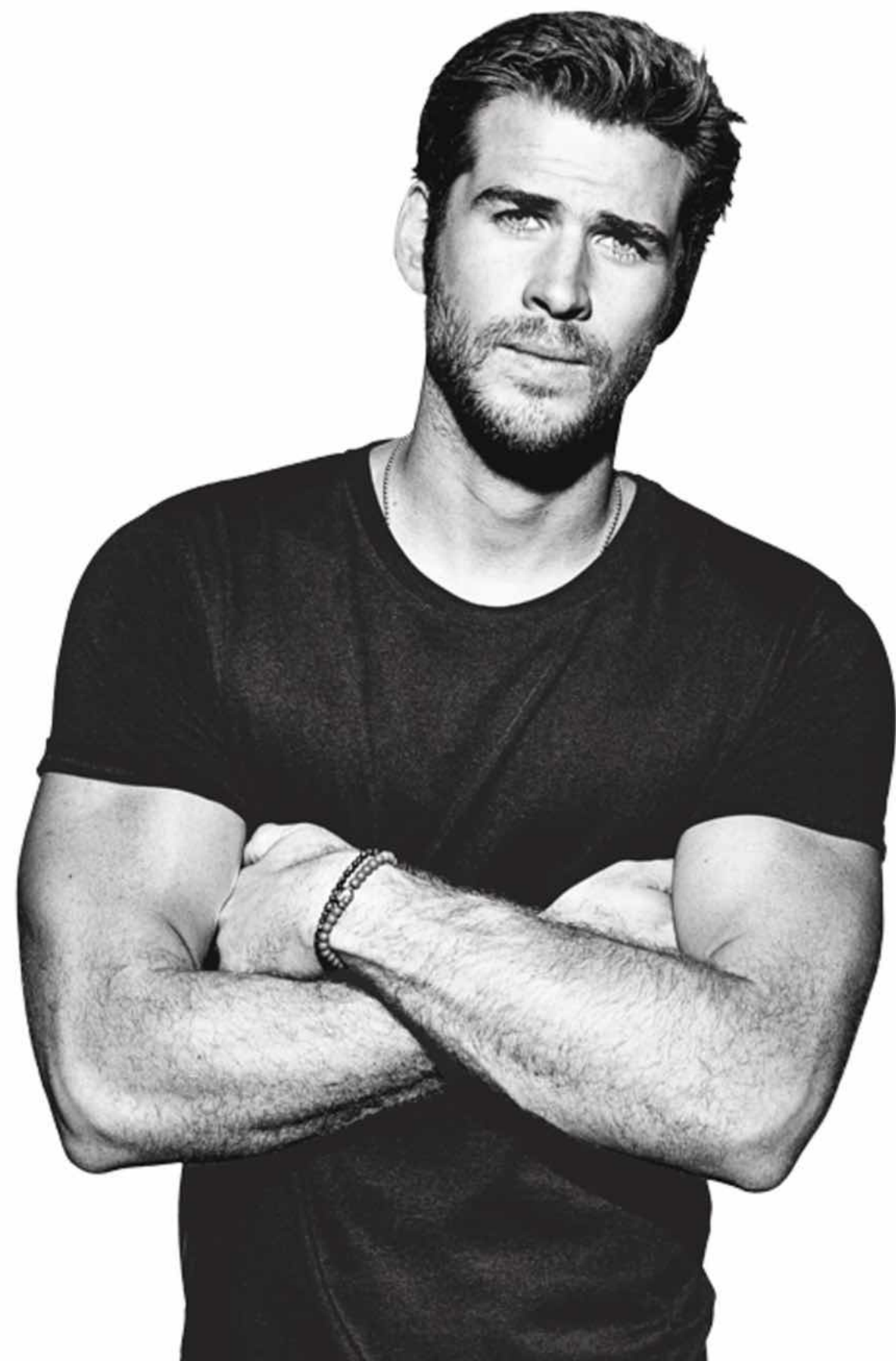


RICH THEMATIC LAYERS

Crypto Cowboys is about more than a heist. It explores:

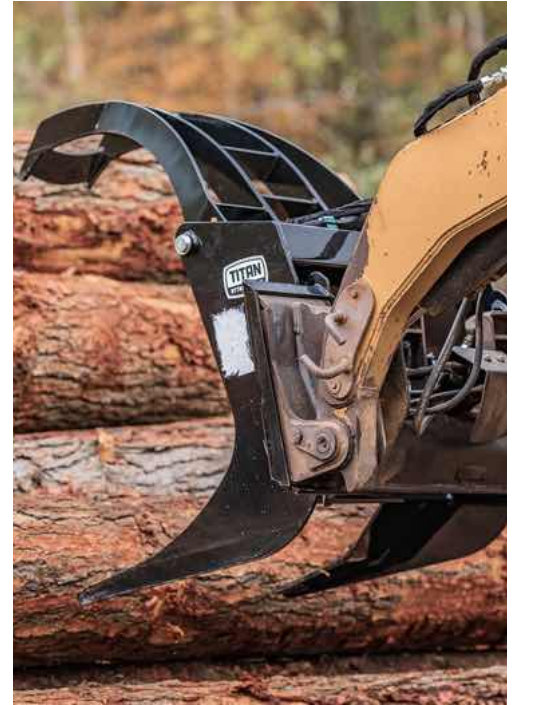
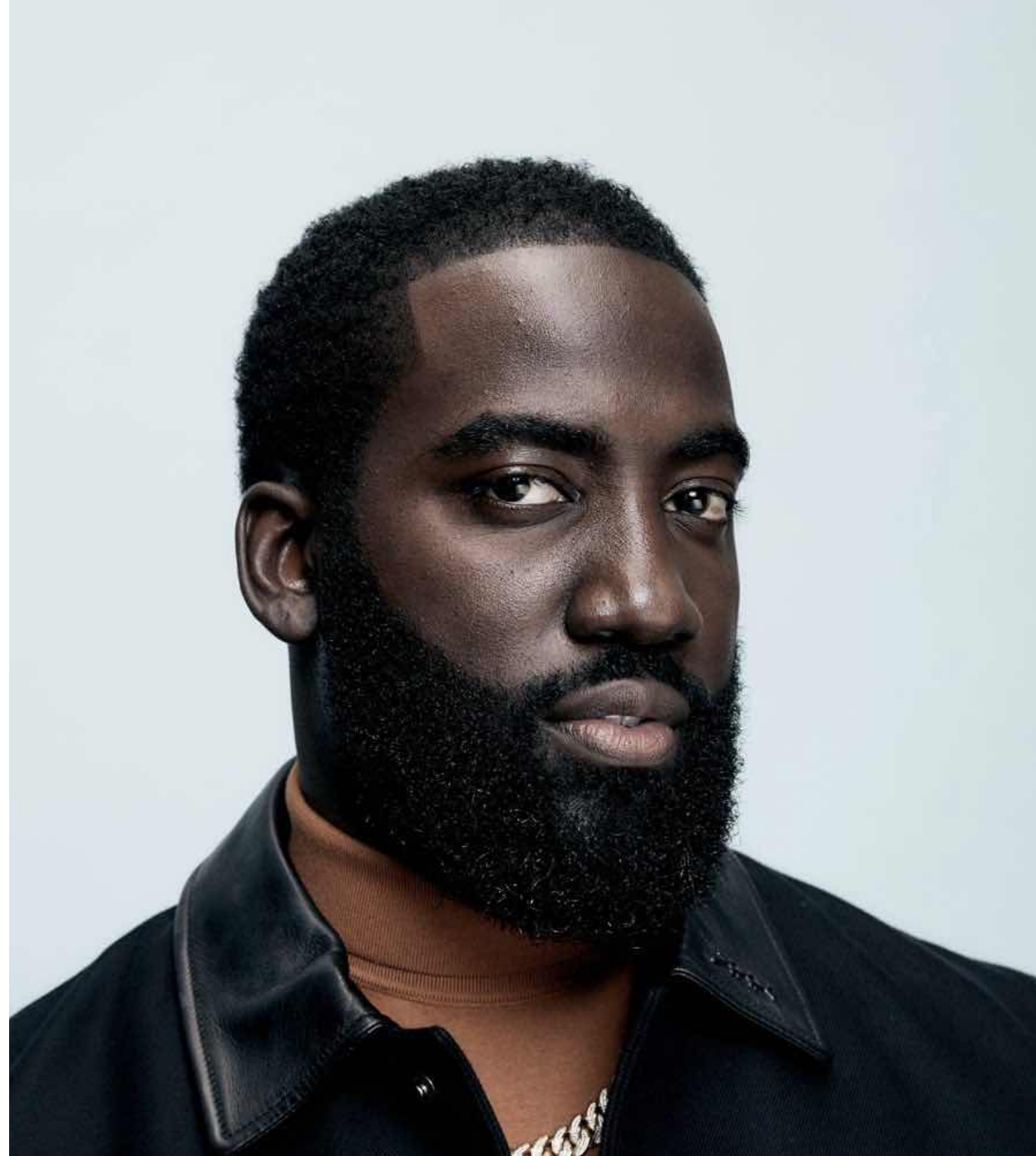
- - The dignity of manual labor vs. abstract digital wealth.
- - Redemption vs. brotherhood.
- - Critique of the modern American dream.
- - Family legacy versus currency.
- - Thrilling synthesis of the old and new American West.





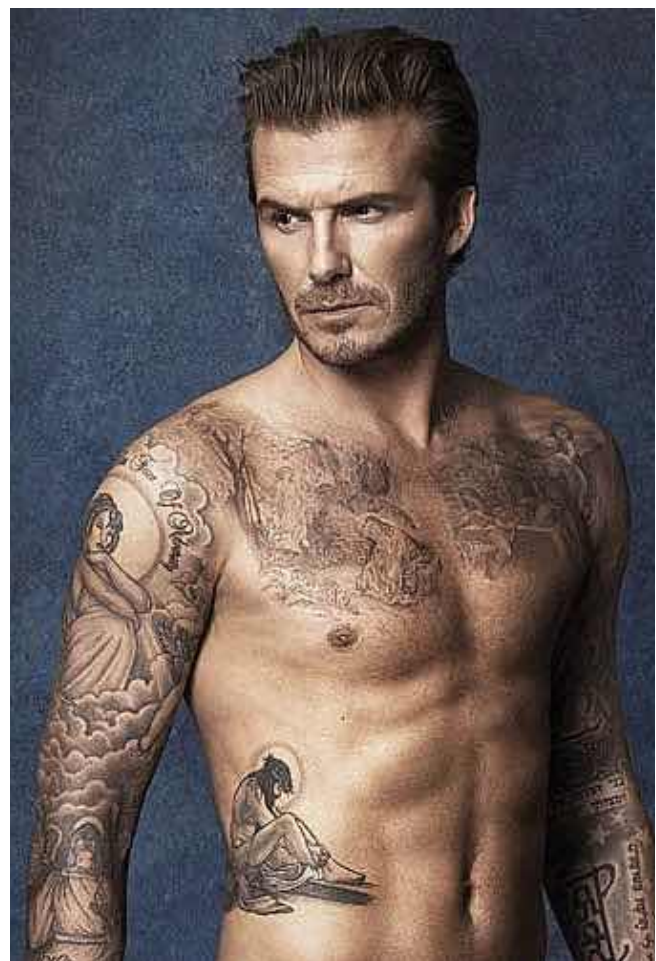
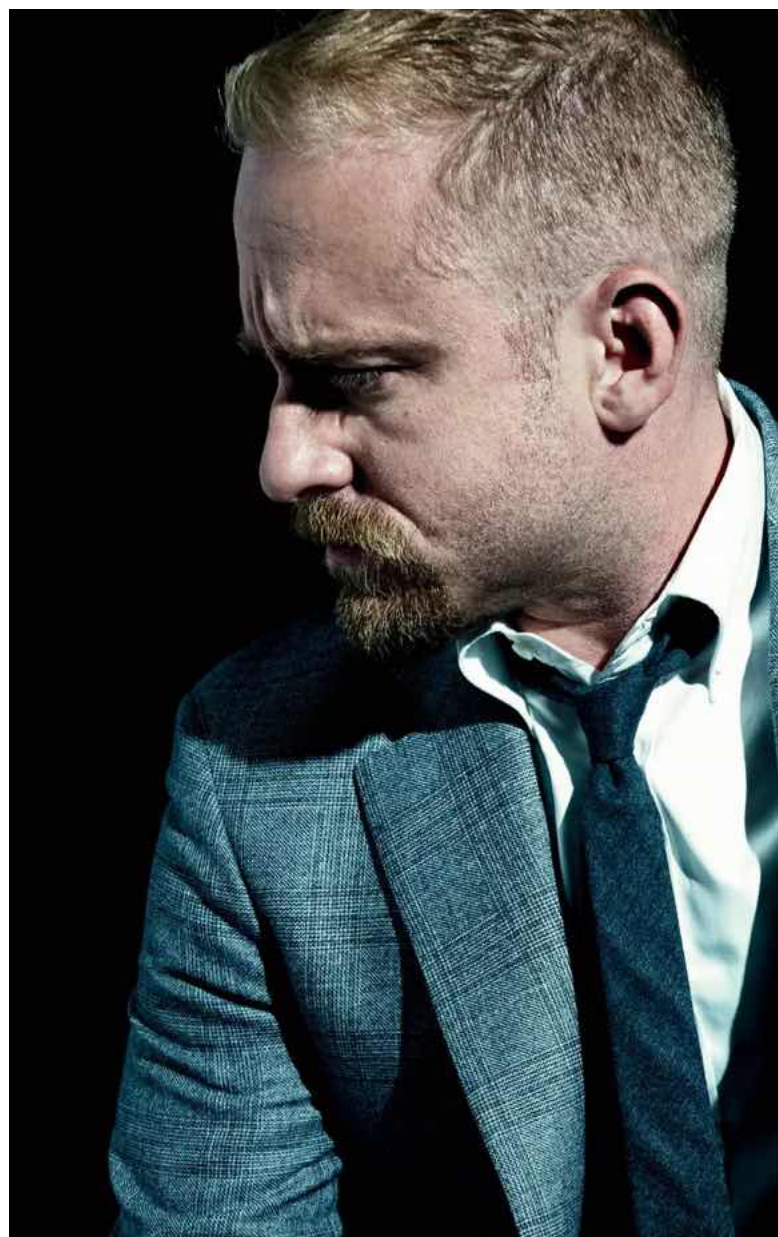
BLAKE

A convicted felon trying to outrun a decade of bad choices and find his purpose.



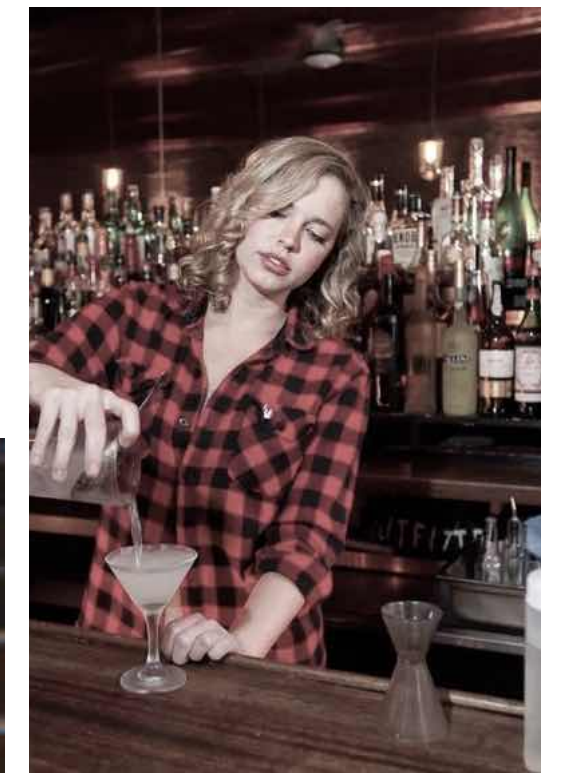
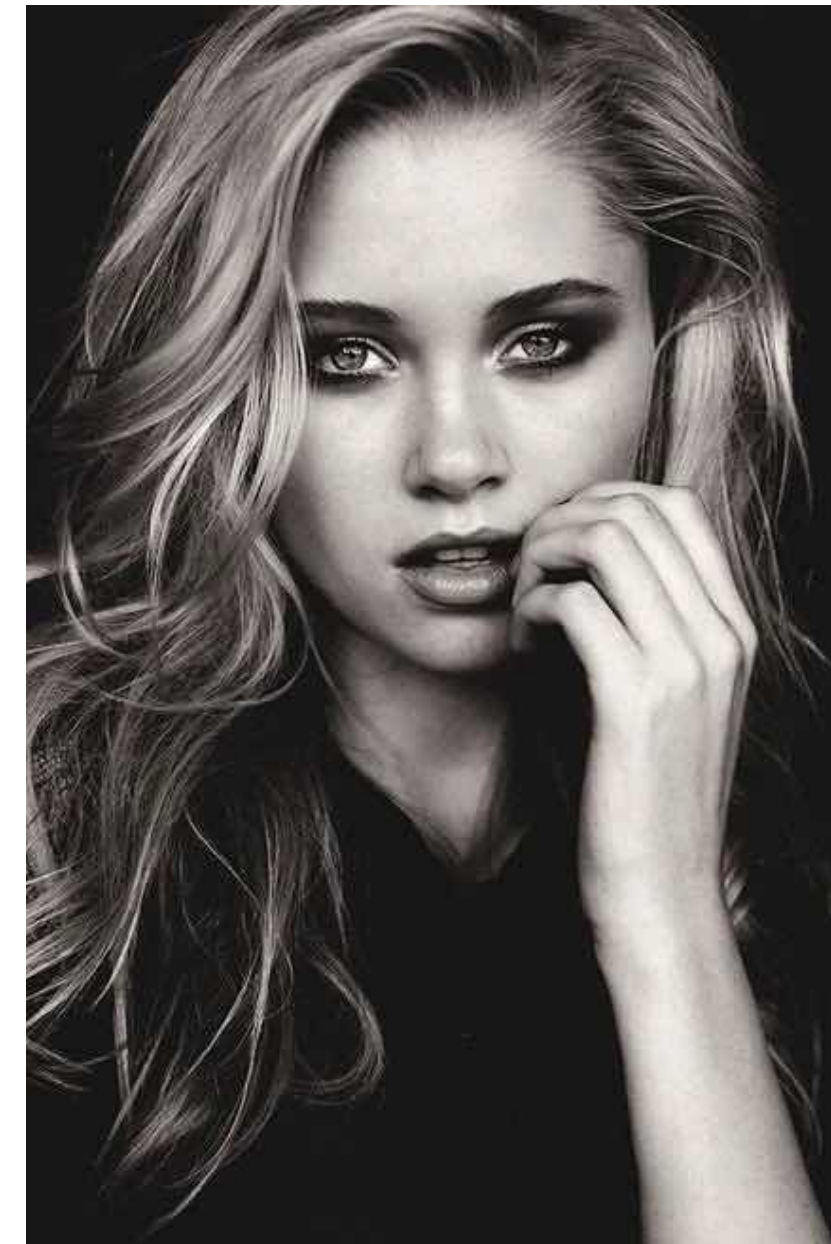
DARIUS

A small business owner drowning in debt while chasing a legitimacy the world won't give him.



JOHN

A spoiled son who mistakes cruelty for strength and will burn anyone to protect his father's empire.



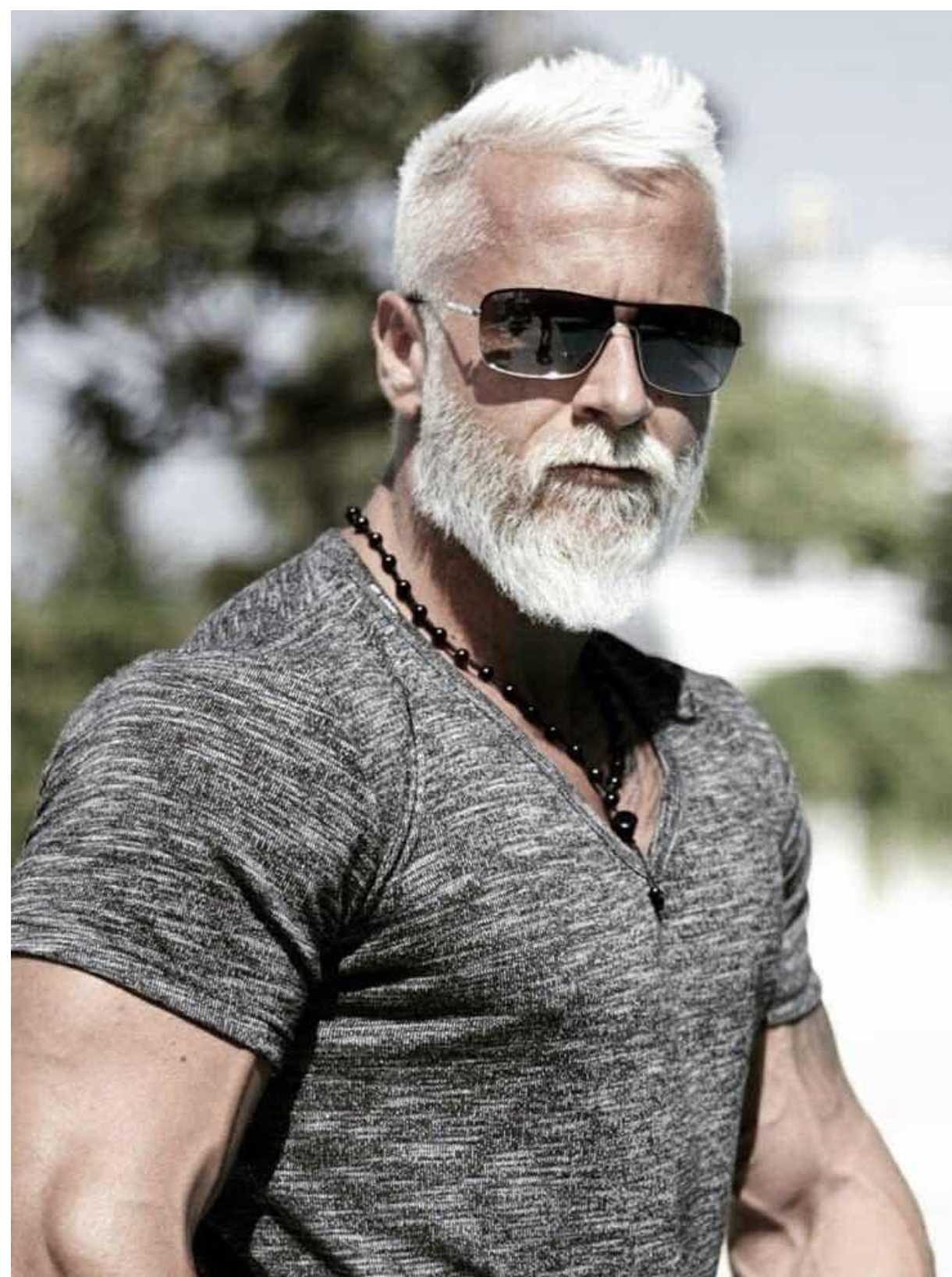
SARAH

A single mother and bartender who stopped believing in second chances until her brother came home.



BEN

A kid with a baseball glove and a hundred questions his mom won't answer.



VINCE

A quarry tycoon who built his fortune on dirty money and treats people like equipment.



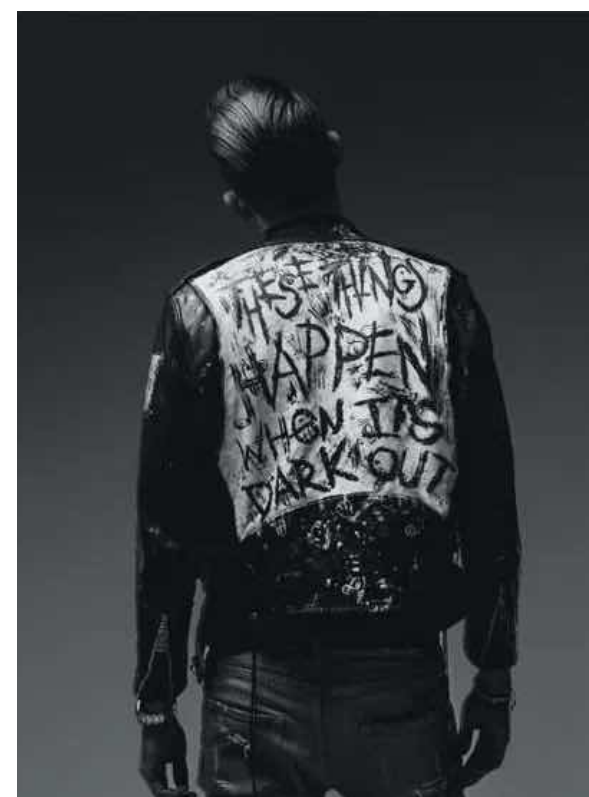
MING

A woman playing every side because she's learned that's the only way to survive.



JUN

A survivor seeking revenge for a night he was left for dead.



G

A philosophical hitman who quotes Nietzsche then pulls the trigger.



LOCATIONS

LAKE TAHOE + GOLD COUNTRY, CALIFORNIA



FUN STUFF

TRUCKS + HEAVY EQUIPMENT + CLASSIC CARS

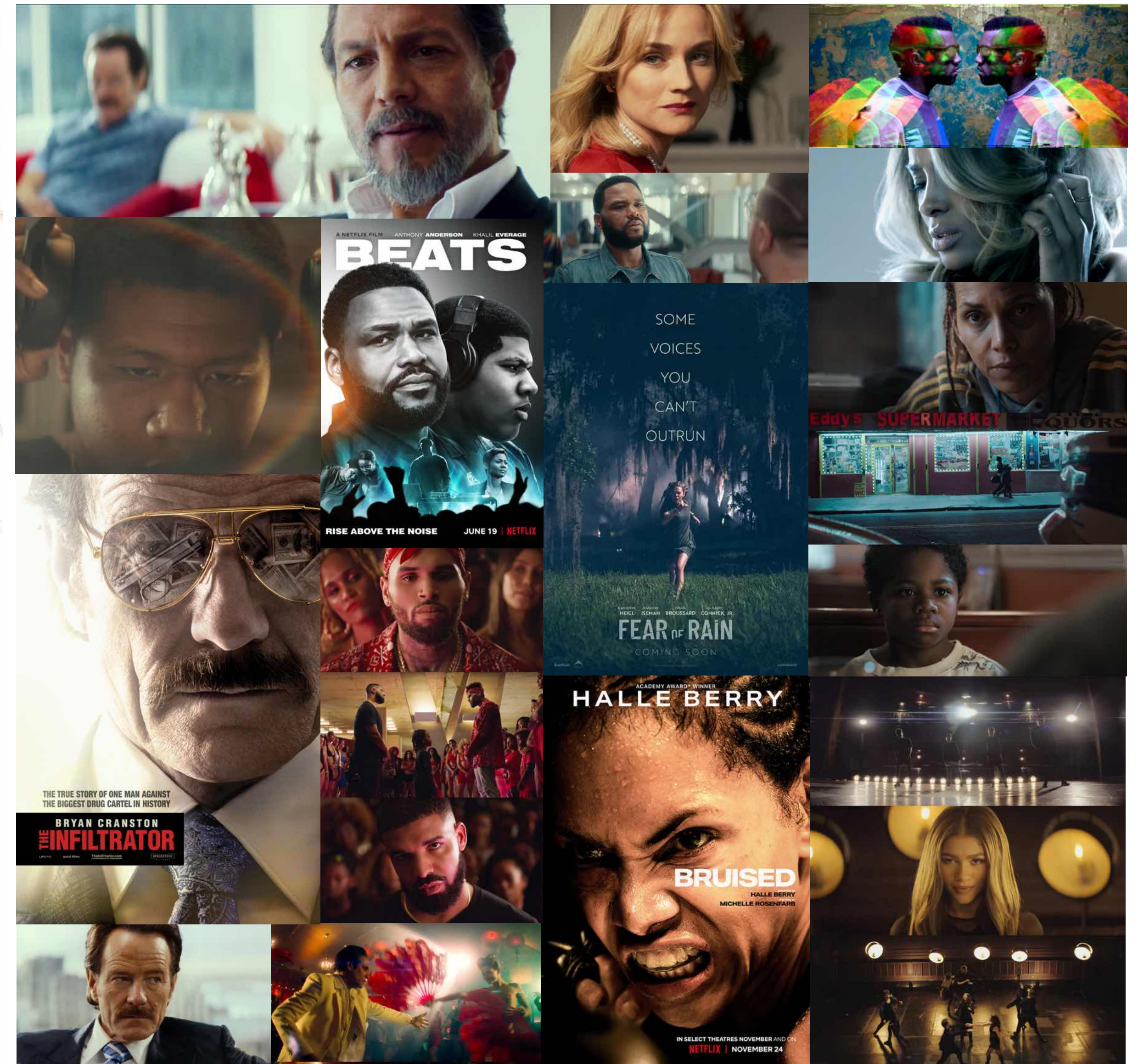


ABOUT JOSHUA

Joshua was raised in the Gold Country west of Lake Tahoe. He grew up around heavy equipment, trucks, chainsaws, restoring classic cars, and working the land.

A graduate of USC, Joshua has worked as a cinematographer and director for nearly 25 years. You are undoubtedly already familiar with his music video, commercial, and narrative work. He also has an extensive portfolio in photography, motion design, and editing from earlier careers. His diverse skills and upbringing inspired him to tell this story—a love letter to Northern California.

Crypto Cowboys isn't just a heist film; it's a modern western about men standing at the edge of relevance, deciding whether they'll build something real or gamble what's left of their souls.



DIRECTOR + CINEMATographer + PHOTOGRAPHER + EDITOR

WWW.JOSHUAREIS.COM + WWW.JREIS.TV



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DIRECTOR + CINEMATOGRAPHER + PHOTOGRAPHER + EDITOR

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CRYPTO COWBOYS



THANK YOU

JR@JREIS.TV



When the dream fails, your blue-collar grit will save you.

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