

# **Executive Summary**

## ***"Lost In The Illusion"***

### **Introduction/Opportunity**

The entertainment industry and viewers are always eager for new concepts that both entertain as well as send a powerful message to its audiences. With this in mind a well written and produced movie can not only generate high profits but also shift the mindset of its viewers and excite global change.

### **Product/Service/Concept**

This movie is intended to engage its audience in the exploration of long held truths on a journey to worlds consisting of thought energy and spirit geared to awaken the audience to new heights of awareness and consciousness with the goal of global and individual unity.

### **Target Market**

This movie is intended for humanity in general. Every human being can benefit from the message set forth and intended in this venture as this movie will resonate with all genders and ethnic groups.

### **Competitive Position**

There is plenty of competition in the movie industry and this venture can be very risky, however the risk can be very rewarding not just from a financial standpoint but more importantly the potential impact on the whole of humanity.

The belief of this author is that there is always room in the movie industry for a message that can make a significant impact in healing the hearts of humanity while at the same time providing an entertaining experience through special effects, real world situations and a powerful message that raises the consciousness level of its viewers.

## **Goals and Objectives**

This movie is by no means a religious movie; however it does extract core messages of a divine nature and relates them to the modern day in an entertaining and heartfelt package.

The overall goal of this movie is to engage the viewer in worlds of thought and spirit on the 3rd and 4th dimensions and help make sense of truths we are and have been seeking.

Additionally the movie through graphics, colors and sounds engage the viewer's chakra energy system leaving the audience feeling cleansed and revitalized.

The overall goal is to create an entertaining experience with purpose and a vital message to address today's challenging times, bring sought after truths into perspective and provide a blueprint for global and individual unity and well-being.

## **Financial**

The cost for producing this film is expected to range between 500k (low budget) to 5m (higher-end) depending on funding and investor interest and true costs.

## **Exit Strategy**

Investors will have the option to cash out with a percentage earned on their investment once the movie takes in a certain amount of profit or take ownership of stock depending on their investment stake and earn regular dividends while helping to further the cause contained in the intended message the movie and other endeavors offer.

## **Market Overview**

Not only does this venture contain the potential to profit from the movie itself additionally there are several potential spin-offs such as books, workshops, seminars and other related products and of course sequels if in fact the movie does resonate with its audience.

Additionally there is the potential for reproduction in other languages in the effort to offer the message on a global scale.