



Island W

AN INDEPENDENT
MOTION PICTURE PROPOSAL

Written by
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BUSINESS PLAN

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EXECUTIVE SUMMARY

Island W is a proposition of joining two fields, imagination and business intuition. Movie business is only an incurred investment here, that could be fueled on a scale unprecedented in other branches of the economy. Producers are explorers who are constantly seeking more treasures. The financial gain is only possible in the discovery of something unique with a story that no one knows or did not see yet. The greatest successes could come from finding these great stories and making them accessible worldwide. More about this topic will be covered in the following paragraphs.

"Thus the saying 'One sows and another reaps' is true. I sent you to reap what you have not worked for. Others have done the hard work, and you have reaped the benefits of their labor."

John 4:37-38

THE FILM

Island W is the brightest star in the entire arrangement of stars in the sky. Just like this story tells us about the biggest and most important events of our civilization. This story is based on true events from the life of 16 year old Wanda who is arrested by the Gestapo. Wanda is then transported to Ravensbrück, a concentration camp. There she experiences inhuman conditions which she remembers her entire life. She also never forgets the cruelty of the Germans, especially as they threw a newborn baby into the crematorium. From that moment, she decides she will attempt to save every life. In the camp she becomes a pseudo-medical experiment. After her stay in Ravensbrück, she ends up in death camp. There she plans her future and decides to become a psychiatrist. She wants to understand the human psyche. When the war ends, the death camp is freed. Wanda starts her studies in the field of medicine. During her studies she marries Andrew. She starts working at a psychiatric hospital in Cracow. She knows that the communist system is another totalitarianism. Communists publicly allow the killing of children. But Wanda does not stand passively and continues the fight. On her journey she meets priest Karol. Both Wanda and Karol want to save people's lives. Friendship blooms between priest Karol and Wanda, and soon they share a brother-sister relationship. They understand each other without words. But soon Wanda is drawn into the work of her actions with priest Karol, work as a doctor, and maintaining a household - four daughters and a husband. An obstacle is a deadly sickness due to her experiences from the concentration camp, from which Wanda miraculously recovers. On the day of the operation, she wakes up healthy. After a few years, another illness appears. The pain is almost too much for Wanda to bear. An operation can only take place in Honolulu which is located 1000 kilometers from her house. But only there is a specialist qualified to operate the cervical spine from the front. Wanda is unable to travel to Honolulu as the communist times she lives in is terrorized by a cold war and her opposition to the communist system grows. Priest Karol becomes a bishop, archbishop, and a cardinal. Wanda is constantly at his side, leaving her unable to get a passport. However finally a communist is found that will help Wanda get to Honolulu. She journeys to Honolulu unaware that this great journey will change the loss of the world.

THE COMPANY

Paweł Zastrzeżyński as a startup enterprise with the purpose of financing and producing a single feature length motion picture entitled *Island W*. The Company is seeking \$ 8,000,000 dollars in capital to fund the production and early marketing of the Film.

THE MANAGEMENT

The projects is managed and dues much credit to Paweł Zastrzeżyński (43 y/o). He has been building his reputation in the filming business for many years. But as a producer and director in the filming business, he is a rookie. Paweł Zastrzeżyński's story was told in *Found* – a story about the actions of Dr.Wanda Półtawskiej.

THE GOALS OF THE COMPANY

Paweł Zastrzeżyński is committed to creating and successfully producing *Island W*, a heart touching film.

The Project is scheduled to begin production during the June – July 2016 and be released in Fall 2017.

MARKETING FOR DISTRIBUTION

The most important element in any commercial film project is the audience for which the film is being made. This is the source of the film's income and all decisions have to be made with the audience in mind. The target audience can encompass a number of broad age demographic categories as well as various niche audiences within and across these categories. This film is targeted towards the following audiences: Male & Female 14 - 55 years olds. This demographic is attracted to films such as **Pan's Labyrinth**, **The Boy in the Striped Pajama**, and the bigger production as **The Pianist**. All are based on true stories in the lives of well-known celebrities. All these movies did breakout box office due not only to content but star power attached. Although we will be much more modest film without heavyweights.

SECURING DISTRIBUTION

The motion picture industry is highly competitive; with much of a film's success being directly related to the skills of the distributor's marketing strategy. The production team is committed to making the film an attractive product to theatrical, home video, and other ancillary and international markets. The Company intends to negotiate with U.S. and foreign distributors before commencing pre-production. Our goal is to secure some form of distribution prior to or during production.

INVESTMENT OPPORTUNITY & FINANCIAL HIGHLIGHTS

Paweł Zastrzeżyński is seeking an equity investment of \$8 000 059 for full production and early marketing of the film tentatively titled *Island W*. After the Investors have received 125% of their contributions, the Investors and Paweł Zastrzeżyński will then split 50/50 all additional distributable revenues based on their pro-rata share of common equity ownership in Paweł Zastrzeżyński. This 50/50 split is based on 100% of budget funding by the investors.

RISK MITIGATION

The company will implement several proven strategies to mitigate risk to investors, including state and federal tax credits and rebates, incorporating the early marketing budget into the production budget, setting up a collection account with distributors, and casting 1 or 2 marketable actors with name recognition.

THE PERKS

Investing in and/or aligning the venture capitalist or product with the Paweł Zastrzeżyński for the production of *Island W* affords unique opportunities. This applies not only to the nature of the venture capitalist's investment but in the exposure of their brand or business to a global audience.

THE FILM

THE PRODUCTION PROCESS

Island W will be produced as an independent film.

When you talk about independent film, there is more than meets the eye.

More than half of the “Best Picture” Academy Award® winners since 1980 were produced and distributed by independent, international distributors - typically all members of IFTA (International Film & Television Alliance).

What made these films independent is that they were not financed through established studios but rather individually through equity and non-equity sources. Each one reflects the creativity that is the hallmark of the global independent film industry.

There are five key phases to producing a film.

- **Packaging:** During this stage, the Company will “package” the film (i.e., attach actors, key production personnel and other talent). The initial marketing campaign is planned and prepped for launch.
- **Preproduction:** During this period (**two month** prior to the start of production), the Company will open a production office; hire all crew; engage a locations scout to secure the locations where shooting will occur; secure rentals for camera and lighting packages; prepare shooting schedules, etc. At this time, all actors will be cast and finalized. Press releases are prepped and media contact lists are finalized.
- **Production:** The production period (**37+9 days**) will be the time that the principal photography will be shot. After this time, all of the scenes for the movie will be completed or “in the can”! Press releases are sent out at the beginning of the production phase. At the end of principal photography we launch the online marketing campaign.
- **Postproduction:** During the postproduction period (approximately **four to five months**), the director and editor will select the best “takes” of the various scenes and edit those takes into an assembly of the entire film. Once the film has a “locked picture”, the project moves into various departments for finalizing the feature film. Example: Music, Visual Effects, Sound Design, Color Correction and final sound mix.
- **Distribution:** This encompasses all potential exploitation and sales of the film product. The theatrical release, DVD/Blu-ray sales and rentals, the various television outlets, soundtrack/merchandise sales, and all other revenue sources constitute a film’s distribution.

KEYS TO A SUCCESSFUL FILM

The basic elements for a successful film project are:

- Start with a **great story** - and deliver it with conviction and a sound vision. A well-crafted screenplay is vital and is the basis for all successful films.
- Know your **target audience**.
- **Marketable Content** aimed at your target audience.
- **Controlling Costs** - realistic budget, responsible financing and oversight.

Start with a Great Story

An event from Wanda's life is a large piece of contemporary world history. Wanda's story about participating and taking part in the biggest event of our civilization is completely underrated. It was thanks to her life that the holy pontificate of the Polish Pope John Paul II arose. John Paul II is the most recognizable man of our era. It is thanks to her action, there has been no nuclear war during the Cold War. Meetings with this person always accompanied by crowds youth. Her books published in Poland have become best-sellers.

Know your target audience

The most important element in any successful film project is the audience for which the film is being made. This is the source of the film's income and all decisions have to be made with the target audience in mind. The target audience can encompass a number of broad, age demographic categories as well as various niche audiences within and across these categories.

Marketable Content

Our movie will be rated PG, which will broaden the field from our target 14-55 audiences by appealing to their families as well.

Controlling Costs

There are several factors that are important to consider for controlling costs:

■ A Realistic Budget

- The budget for *Island W* is set at approximately \$8,000,000. The budget is attached hereto.
- Because the creative team behind the project has extensive experience within the industry, the Company plans to utilize their contacts and resources available to produce the film at a much lower cost than what a similar film would cost if produced inside the studio system. By having independent status, the Company can reap the benefits available to independent productions, such as discounts in locations, camera packages and Special FX rates, while still allowing us to maintain the highest production values. This means the investors will benefit from a film that has the appearance of costing more than it actually does.
- We will be fully bonded and include an overage contingency within our budget to protect our investors.
- In order to reduce the cost of all the productions and shooting locations they were placed close to each other. Photos in the camp Ravensbrück were located in the city center, in a sand quarry, where a special tent will be set up. Thanks to modern technology, it will be possible to register and produce at all 4 seasons, in this special tent. The transition from winter to summer will be possible in one day. The entire budget is packed with this kind of savings which do not affect the quality productions, on the contrary, give it the character of a high-budget film.
- This ingenuity allows low labor costs, transportation, and accommodation, an advantage of the filming being located in Poland. This allows you to make a film with a budget \$16,000,000 in the amount of \$8,000,000. These type of saving and ingenuity are our biggest advantage.
- Responsible Financing – The final budget will be reviewed and finalized by the entire production team before any funds are released to the production company to insure that sufficient financing is available to complete the film.
- **Oversight** – The Company will provide oversight on every line item of the budget as well as approval of any contingency expenditure to ensure the film is completed on budget and on schedule.





SYNOPSIS

World War II deprived an entire generation of youth happy Poles and the most beautiful time in their life turned into hell, which lasted five long years. On September 1st, the German army invaded Poland, starting the second global conflict. Wanda was 17 years old. Wanda was a scout, which was considered an obligation in Poland, as you learned to love your culture and important Christian virtues. It is no wonder that during the occupation Wanda decided to enter the secret structures of the Polish resistance movement, where she was a courier for AGS (Union of Armed Struggle). Unfortunately, on 17 February 1941 she was arrested and thrown into prison in Lublin - where she was beaten and tortured when she did not disclose the names of their conspiracy comrades. On September 22, 1941 she was taken with other prisoners to the concentration camp in Ravensbrück. Behind the gate of the camp, Wanda ceased to be a person with a name and became the number 9077.

During the war about 130 thousand women from 27 countries (40 thousand Polish women) were imprisoned in Ravensbrück. Only 8 thousand women survived. The prisoners at Ravensbrück, were badly fed and kept in cold living conditions. They were forced into inhumane labor, tortured and gunned down at a later date. On the grounds of the concentration camp was a crematorium where the bodies of the dead were burned to ashes. Wanda was not shot, however a much crueler fate awaited her as a "Kaninchen". This word in German means "rabbit", but in Ravensbrück it had a more terrible significance - "Kaninchen" were the prisoners held for "experimental" surgery performed by a medical team from a nearby clinic for the SS, headed by Professor. Karl Gebhard. "Experiments" were alleged to create new medicines for infection treatment of soldier wounds. Prisoners were deliberately subjected to open wounds, broken bones and infected bacteria. In some wounds pieces of wood or material were deliberately placed to cause gangrene. Then, these wounds were treated with new drugs to determine their effectiveness. Other experiments involved the regeneration of bones, muscles and nerves, and possibilities of transplantation of bone from one person to another. While some women only suffered amputation of limbs, others only had broken bones.

And that is how Wanda became a "rabbit" or "guinea pig" for these experiments. She was subjected to a leg surgery, and this "experimental" treatment caused her great pain. She started having suicidal thoughts - such as throwing herself at the high voltage barbed wire fence that surrounded the camp. Germans planned to kill all the participants of the experiments however the other prisoners stood in their defense and in the end some "Kaninchen" remained alive. However several still died during the operations and several were shot. The camp was liberated by Soviet troops on the 30th of April in 1945. Wanda was finally free and managed to return to Lublin. But she did not want to remain in the city - because every part of Lublin reminded her friends and acquaintances who died during the war. For Wanda it was unbearable, also she decided to study medicine. These factors encouraged her to move to Cracow to study medicine. Unfortunately, the change of residence did not erase from her memories of the camp. When someone asked who she was, she spontaneously answered "number 9077". Many survivors of the Holocaust wondered where was God while they were dying; Wanda, after her experiences of the Nazi hell, wondered: who is man? She sought to answer this question to understand herself. However medical studies did not give her an answer. She received an answer to her question when she met a man who was philosopher and priest -

She went to St. Mary's Church, where Priest Karol entered, whom she knew from pastoral doctors. He went into a confessional. She followed him as if she was pushed by some greater force. Wanda then confessed and felt great relief and peace. After so many events and misunderstandings with so many peoples she had finally found someone who really understood her. After the confession, the priest told her: "Come to Mass every day". She understood immediately that he was a holy priest with rare the ability to listen. For this reason Priest Karol became her confessor and soul guide.

Priest Karol's method was biblical meditation: everyday after Mass, he prepared a short fragment from the Bible for her to base her meditation upon. During the day she meditated upon the text and wrote her reflections. Priest Karol read everything Wanda wrote and added his own reflections to them.

Her relationship with Priest Karol was not only spiritual, but also professional. She was a young psychiatrist providing counseling for young people. Many couples came to her in crisis and seeking help. Immediately she realized that she needs the help of a priest. Priest Karol was already involved in this type of ministry, so he began to help her. This joint work created a strong bond between them.

During her imprisonment in Ravensbrück, Nazis left newborn babies to starve to death or the newborns would be thrown into the furnace. Wanda witnessed this horrifying scene. It was then that she promised herself that if she survived, she would study medicine and defend the lives of children. Priest Karol was part of the doctor's ministry, so he and Wanda met frequently. In 1956, in communist Poland, the law against abortion was lifted. Wanda, as a doctor, and Karol, as a priest, were shocked and horrified by this decision against life. They began offensive operations in the defense of unborn children, to oppose this bill. Measures to save each unborn child began then, and still continues today –

Priest Karol was a philosopher and was always interested in anthropology and ethics. In addition, he was also the academic chaplain. He was particularly interested in the fate of youth, their love between man and woman and the sanctity of the family. Priest Karol believed that family forms the personality of every human being. At the same time he noticed that love within the family depends on the proper understanding of the physical relations between man and woman.

When Priest Karol was in Rome for the Second Vatican Council, Wanda felt ill. Her husband sent a telegram to Priest Karol which informed him that Wanda was in the hospital, and he - on the advice of a priest from Italy - turned to Father Pio. In his letter to Father Pio he asked Father Pio to pray for the sick forty-year old mother of four daughters, but did not give her name. Wanda, as everyone in Poland, knows nothing of the friar - Communists hold society well isolated from the West. When she recovers she learns about these letters and felt chills when she discovered their contents. Her miraculous recovery instead of throwing her to her knees in gratitude for God, awakened in her a kind of rebellion. She was afraid of the great power of God. It terrifies her that we solely depend on him (God).



CASTING

The idea is to use cast relation to the life of Polish actress who by her uncle, is directly linked with the history of John Paul II. In addition, her personal relationship with Colin James Farrell, may stay directly processed on the screen, strengthening the reality of staging. Further on, the potentials of an actor like Colin James Farrell, will allow him to show the full range of talent. The role of Karol Wojtyła, is a big challenge. These assumptions are in phase, and if the idea were to be implemented, we would need to increase the budget for salary actor.

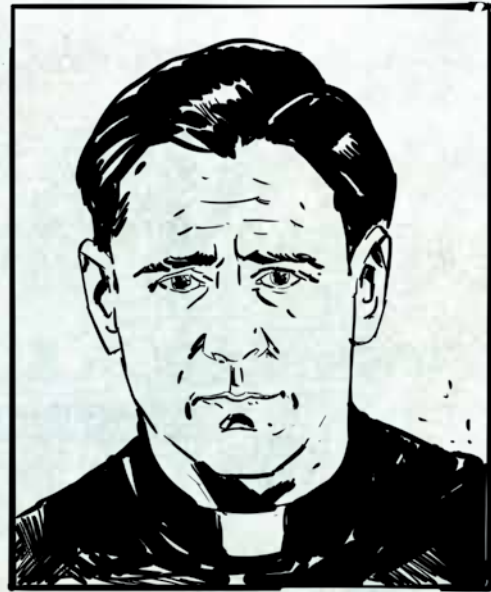


ROLE OF WANDA

Alicja Bachleda-Curuś

Polish-Mexican actress and singer, who has appeared in films including Trade, Ondine. Bachleda-Curuś was born (12 May 1983) in Tampico, Mexico. Her uncle is the former mayor of Zakopane, Poland, Adam Bachleda-Curuś.

On 7 October 2009, she gave birth to a son, Henry Tadeusz Farrell, born in Los Angeles, California. The boy was fathered by Irish actor Colin Farrell.



ROLE OF Priest Karol

Colin James Farrell

Colin Farrell is was born on May 31, 1976 in Castleknock, Dublin, Ireland. He is one of Ireland's best rising stars in Hollywood and abroad today. His film presence has been filled with memorable roles that range from an inwardly tortured hit man, to an adventurous explorer, a determined-but-failing writer, and the greatest military leader in history.

He has two sons: one with model Kim Bordenave and another with his Ondine costar, Alicja Bachleda-Curuś.

Marketing Strategies

An important role in building a marketing strategy is a direct approach to each crew member who enters the structure. Each crew member must sign a confidentiality agreement if they participated in some mysterious work that can not get out to the world. This strategy relies on mutual trust between us and the crew members. Everyone knows something, but can not say what. This strategy also includes avoiding interviews with the director and the leading participants in the film. That silence will exacerbate the spiral of speculation.

The idea that the main roles were filled by actors who have a real relationship other than their professional relationship, penetrates the proposed structure. Any evasions, understatements, photographs of hiding some gestures, behaviors, and ratings will build up a spiral of questions.

However the lack of response from the relevant stakeholders will exacerbate hunger.

Use of personal connection implementers, with the heroine, can also be helpful in the construction of the spiral.

The Budget

The film's budget was prepared based on the assumptions that the lowest possible cost would render the effect of high-budget film. The budget was drawn up on the basis of realistic costs. Each element of the scenario has been taken into consideration and included in the budget. The project relies on the assistance of the help from experienced people in the American film market. I invite you to read the film cost estimate.

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