



Where the Buffalo Roam

EXECUTIVE SUMMARY

The purpose of this business plan is to outline an actionable course for the successful completion, marketing, and distribution of the feature-length film, *Where the Buffalo Roam*.

LOGLINE

A coming-of-age tale of a wealthy, young woman who upturns her privilege life to go on a quest for survival in order to find herself.

CASTING

The production team has selected a diverse and talented cast of actors and actresses to bring the story to life. The lead role is being played by a rising star, and the supporting cast includes several established names in the industry. The casting process was thorough and resulted in a group of performers who are both skilled and passionate about the project.

FINANCING

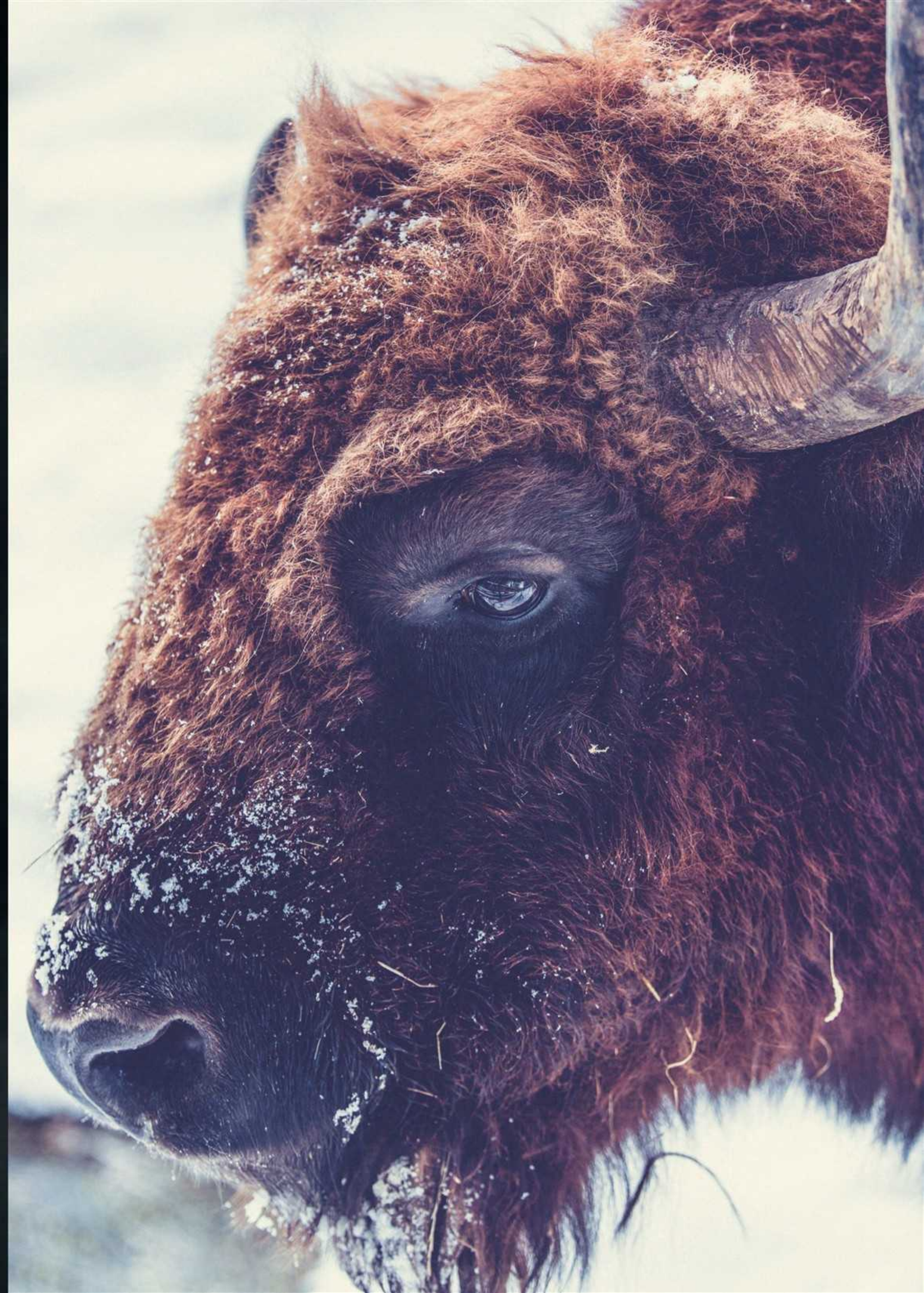
The production budget is estimated at \$10 million. The financing plan includes a mix of private equity, studio financing, and crowdfunding. The production is currently in pre-production, and the budget is being managed closely to ensure the highest quality of the final product.

PRODUCTION TIMELINE

The production schedule is as follows: Pre-production (3 months), Production (6 months), Post-production (4 months), and Distribution (3 months). The film is currently in pre-production and is expected to be completed by the end of the year.

SALES

The sales strategy for the film includes a focus on international markets, particularly in Europe and Asia. The production is currently in pre-production and is expected to be completed by the end of the year. The sales team is working to secure distribution deals with major studios and independent distributors. The film is expected to be released in the first half of the following year.



THE STORY

Where the Buffalo Roam is a coming-of-age film in the vein of *Wild*, *The Spectacular Now*, *Moonrise Kingdom*, and *Swiss Army Man*. With themes of woman vs nature and resilience, this project is ripe for success in the current marketplace.

SYNOPSIS

Our protagonist, Josie, is from a very wealthy, upper-class lifestyle. Yet Josie is very reclusive, due to parents who are constantly screaming and arguing. Josie's mom, Hope, is her life raft— creating imaginary worlds and stories to escape reality. But when Josie loses her mom in a mysterious boating accident, she is

left unhinged—striving for the attention of her distant father, Charles. Always believing his wife to be unfaithful, Charles doubts that Josie is really his daughter and refuses to give her the affection she so desperately craves. When Hope leaves the entire family fortune to Josie—which she will receive when she turns 21— he ends up despising his daughter even more.

Once Josie reaches twenty-one, she has grown up to be a bit of a snob—very accustomed to a luxurious lifestyle where she doesn't have to do anything on her own. But when Josie is set to marry a man of her father's choosing, she starts to question her real purpose. After a seemingly chance encounter with a psychic, Magnolia, and a buffalo surfacing on a tarot card, Josie decides to live out a dream of her deceased mother and go find the island where the buffalo roam—not knowing it will change her life forever. Along with her new friends, Magnolia and Wesley, she heads to the backside of Catalina Island, Two Harbors, to live off the land for one month, in search of buffalo as well as a sense of self.







THE CHARACTERS

POTENTIAL CAST

JOSIE

Josie has grown up in the lap of luxury, yet all roses have thorns. She is very prime and proper on the outside but struggles with demons on the inside. At twenty-years-old she has never dealt with the grief of losing her mother and feels a lack of purpose in life, which she medicates daily with Xanax and shopping sprees.



ZOEY DEUTCH

Juror #2
The Politician
Before I Fall



VICTORIA PEDRETTI

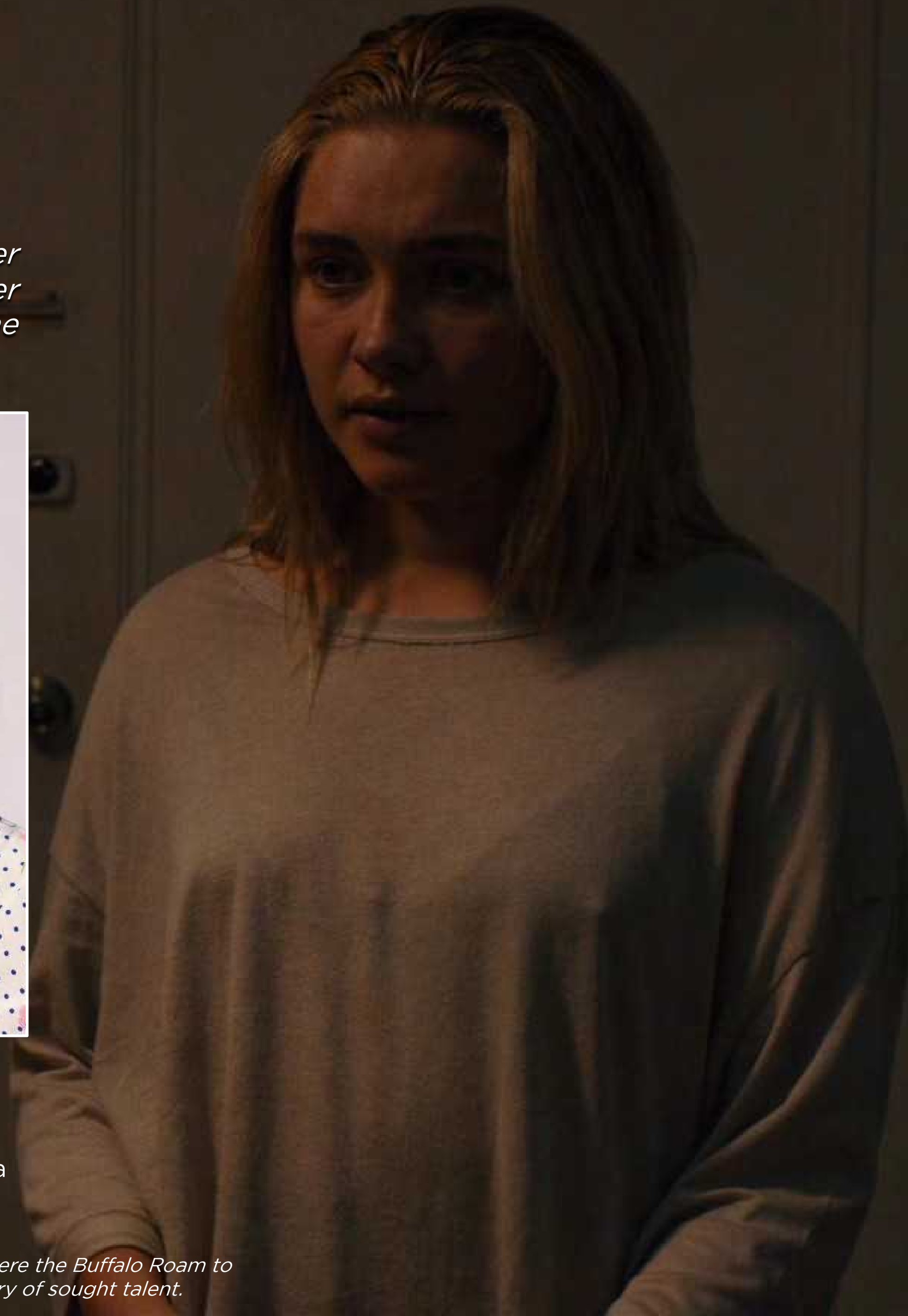
The Haunting of Hill House
Once Upon a Time... In Hollywood
You



KIERNAN SHIPKA

Mad Men
Chilling Adventures of Sabrina
When Marnie Was There

Incentivizing a mid-level talent agency with full packaging abilities will allow Where the Buffalo Roam to secure stronger than standard talent agreements. This list is a mere summary of sought talent.



POTENTIAL CAST

MAGNOLIA

Magnolia is a bad girl with a spiritual edge. Now, in her early twenties, Magnolia lives in Topanga Canyon, where she gets by as a psychic with an occasional catering gig. She wears a hard shell when it comes to letting anyone else in. Josie is curious about the free-spirit nature that Magnolia exudes. Befriending her is a glimpse into a completely different way of life.



MARGARET QUALLEY

The Substance
Once Upon a Time... In Hollywood
The Leftovers



DEBORAH ANN WOLL

True Blood
Catch .44
Daredevil



LAYSLA DE OLIVEIRA

In the Tall Grass
Guest of Honour
Locke & Key

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POTENTIAL CAST

WESLEY

A small-town boy from the deep South—Wesley lost his mom at just seventeen. At a young age Wesley took to the guitar — always hearing stories about his father, a big-name musician just passing through town. Josie has never met anyone like him—a sensitive guy who wears his heart on his sleeve. She is enamored by his rugged good looks and boyish charm.



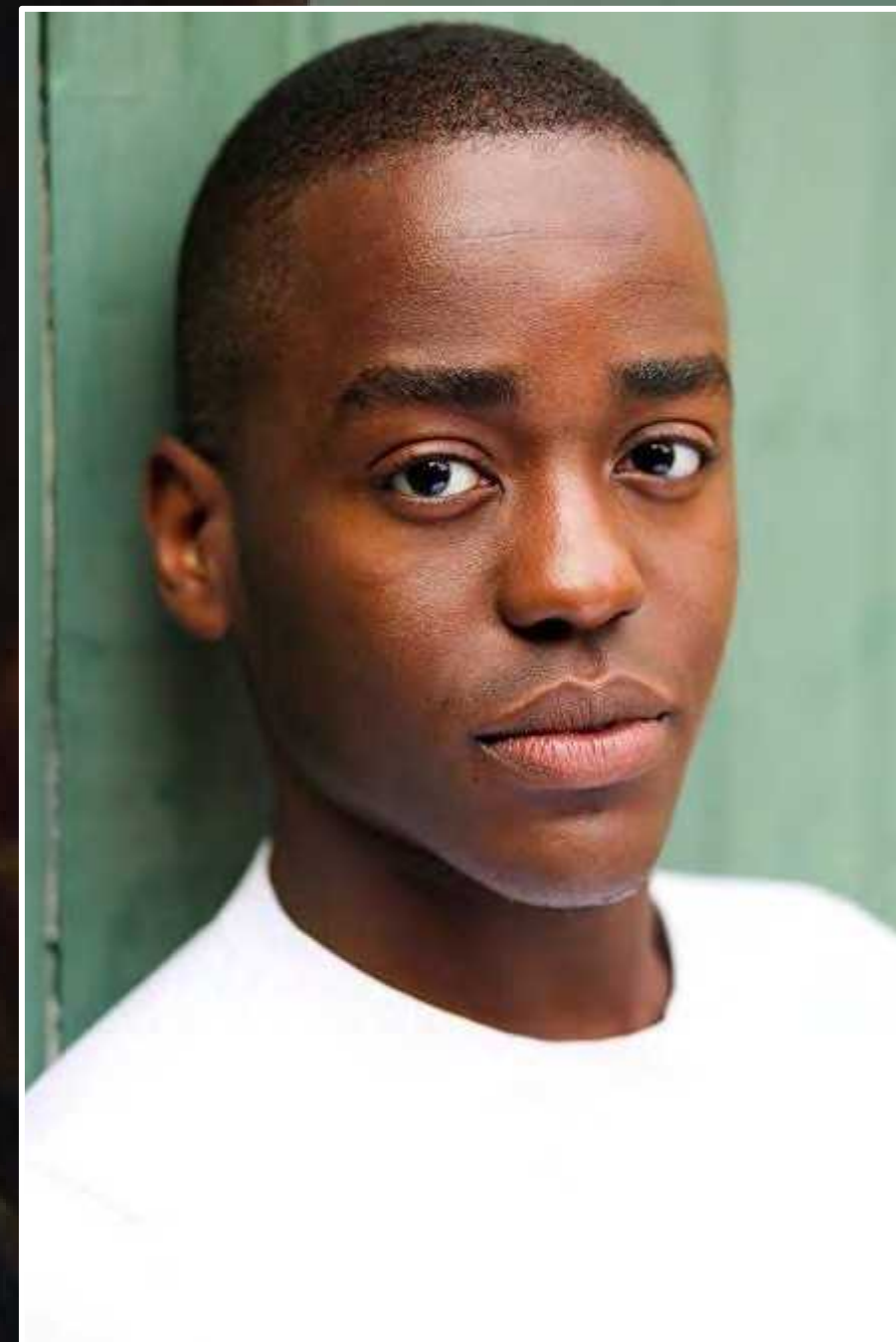
DEAN-CHARLES CHAPMAN

1917
Game of Thrones
The King



CONNOR JESSUP

American Crime
Locke & Key
Falling Skies



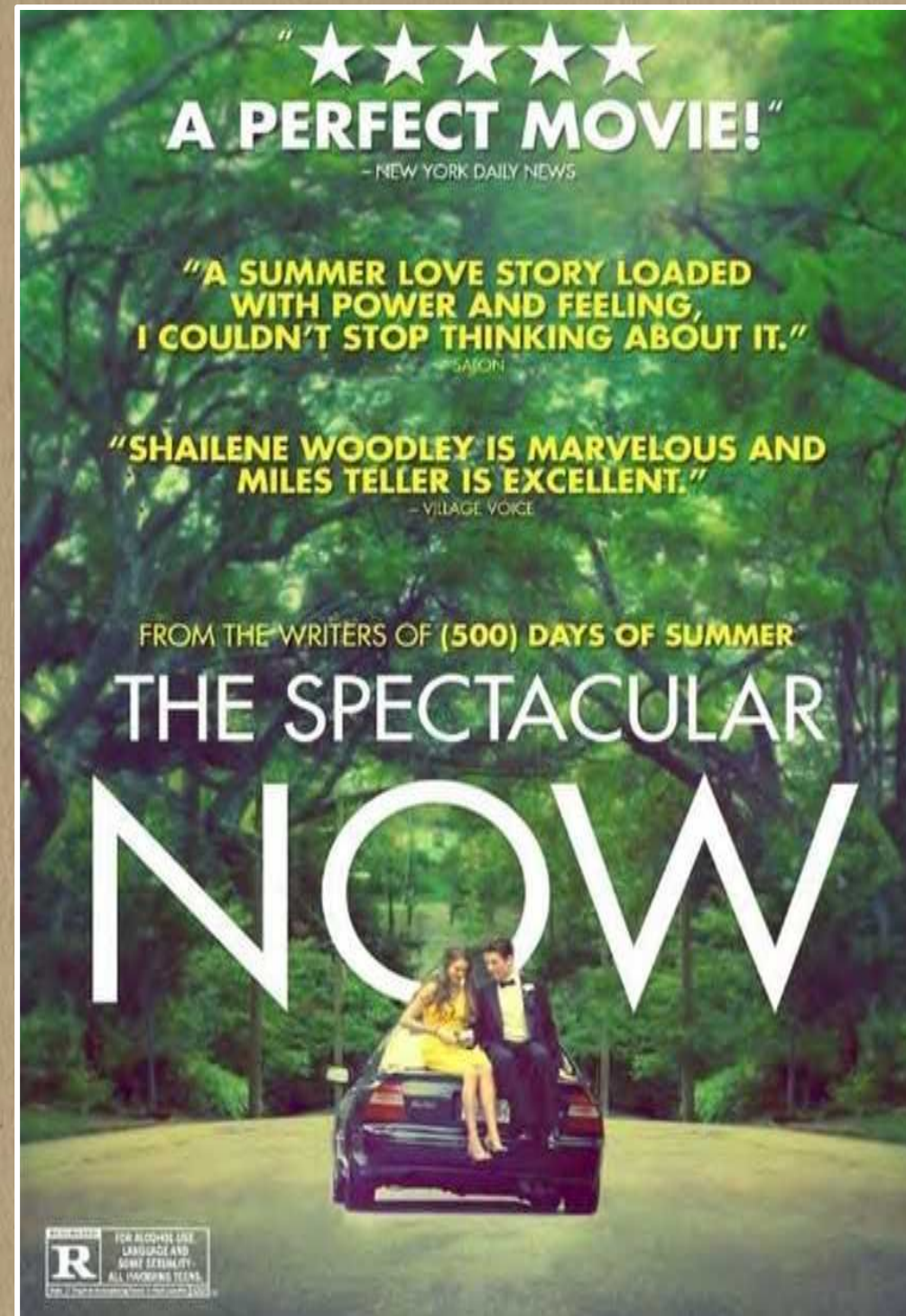
NCUTI GATWA

Doctor Who
Sex Education
Barbie

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COMPARABLES

FEATURING



THE SPECTACULAR NOW

Production Budget: \$2.5 million
Worldwide Box Office: \$6.9 million



MOONRISE KINGDOM

Production Budget: \$16 million
Worldwide Box Office: \$68.3 million



SWISS ARMY MAN

Production Budget: \$3 million
Worldwide Box Office: \$5.8 million

**Although some of the above films have a higher budget than Where the Buffalo Roam, each film was chosen due to a recent release in the last five years, strong thematic comparisons, and genre similarities.*

Projections Model

Project Title: Where the Buffalo Roam

Case: Status Quo Date: 2/14/2020 Version: 1

Category	Column 1 (Red)	Column 2 (Blue)	Column 3 (Green)	Column 4	Column 5
Revenue					
Expenses					
Net Income					
...					

Project Title: Where the Buffalo Roam

Case: Status Quo

Category	Column 1 (Yellow)	Column 2	Column 3	Column 4	Column 5	Column 6
Revenue						
Expenses						
Net Income						
...						



RISK

INVESTMENT RISK

PRODUCTION RISK

DISTRIBUTION PLAN

SALES APPROACH



FESTIVALS



START TO FINISH MARKETING



LEADING INDUSTRY PROFESSIONALS



TARGET MARKETS

URBAN PROFESSIONALS

FEMALE AUDIENCE

Urban professionals are a key demographic for many brands, characterized by their high income, education, and career focus. They often live in city centers and value convenience, quality, and sustainability. Marketing to this group involves highlighting the benefits of time-saving and premium quality products. For example, a brand of organic snacks could emphasize its commitment to ethical sourcing and health benefits, appealing to their lifestyle choices. Digital marketing, particularly through social media and targeted email campaigns, is effective for reaching this audience. Content that resonates with their professional aspirations and urban lifestyle, such as articles on work-life balance or city living tips, can also build brand loyalty.

The female audience is a diverse group, but many brands target women who are active, health-conscious, and value self-care. This audience often seeks products that enhance their daily lives, from fitness gear to skincare. Marketing strategies for women should focus on emotional connection and practical benefits. For instance, a brand of activewear could use social media influencers to showcase how their clothing fits into a busy, active lifestyle. Content marketing, such as blog posts about wellness and self-care routines, can also engage this audience. Personalized recommendations and loyalty programs are effective ways to retain female customers and encourage repeat purchases.

Understanding the needs and preferences of urban professionals and the female audience is crucial for successful marketing. Brands should tailor their messaging and product offerings to address the specific challenges and desires of these groups. For urban professionals, this might mean offering flexible subscription options or eco-friendly packaging. For the female audience, it could involve creating a community around a brand's values, such as sustainability or self-care. Consistent engagement through various channels, from social media to direct email, helps build a strong relationship with these target markets. Regularly gathering feedback and analyzing market trends ensures that brands remain relevant and responsive to their customers' evolving needs.

Effective marketing for these target markets requires a deep understanding of their lifestyles and values. Brands should invest in high-quality content and targeted advertising to reach these audiences where they spend most of their time. For urban professionals, this could include partnerships with local businesses and events in city centers. For the female audience, creating a supportive and inspiring online community can be a powerful strategy. By focusing on the unique needs and aspirations of these groups, brands can build a loyal and engaged customer base that drives long-term success.

BONDIT MEDIA CAPITAL

Founded in 2013 by partners Matthew Helderan & Luke Taylor, Bondit Media Capital is a world-renowned film, television, and media financier. Based in Santa Monica, California, Bondit is a flexible partner able to build financing solutions for projects, producers, and media companies alike.

Bondit Media Capital offers film union deposits, minimum guarantees, gap loans, bridge loans, sales receivables, tax credit loans, and working capital. Bondit Media Capital has had over 450 + transactions, invested \$325M +, and generated \$500M+ in worldwide box office revenues.



buffalo 8
A BONDIT COMPANY

Production: Producer Rep / Preferred Vendor Rates, etc.

Post-Production: Sound / Color / VFX / Deliverables, etc.

- [Team / Service Offerings](#) • [Buffalo 8 Company Resources](#)



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ABS Payroll specializes in entertainment & payroll accounting services designed for indie projects. As ABS is part of the Bondit family of companies, ABS can offer competitive rates to Buffalo 8 & Bondit-related productions.

- [Team / Service Offerings](#) • [ABS Payroll Company Resources](#)

