



LIFE'S A PITCH

When Dreams & Love Don't Harmonize.
A TV Dramedy Series

Business Plan

Chris Chandler

Iron Road Productions – 2013

IronRoadProductions@Gmail.com

(323) 379 – IRON (4766)

TABLE OF CONTENTS

• Overview.....	3
• Objectives and Keys to Success	4
• Pilot Summary	5
• Season 1.....	6
• Director's Statement.....	7
• Bios.....	8
• Preliminary Budget	10
• Project Timetable	11
• Characters and Cast	12
• Target Market/Audience	15
• Comparable TV Series	16
• Distribution Strategies	17
• Film Festivals and Market Strategies.....	18
• Financing	19
• Risk Factors	20

OVERVIEW

LOGLINE :

After leaving Colorado with his girlfriend Danielle to pursue his dream in L.A., ambitious musician Jimmy Burwell struggles to adapt to a new lifestyle and a new band, where the lead vocalist makes his life hell, even developing a liking for Danielle. Week after week, we'll follow Jimmy's attempts to make it in the competitive music scene in L.A. while juggling his passion and his personal life.

GENRE & TONE :

TV Dramedy. The tone of this show is a mixture of dark comedy and drama. It pushes the envelope and showcases adult thematic and visuals, going one step further than other shows have done before, showing a grittier side of L.A. and the music industry.



OBJECTIVES AND KEYS TO SUCCESS

- ***Objectives:***

1. To produce a high quality series for TV with a strong story, interesting locations, familiar faces, and music that everyone will love.
2. To gain high ratings every week.
3. To show the public a side of entertainment they haven't seen before.
4. To get into TV specific festivals and onto a major cable network.

- ***Keys To Success:***

1. A story that explores the underbelly of the Music industry.
2. Interesting characters that actors can have fun with and that people will want to follow.
3. Music is the universal language so it's something everyone can connect with.
4. Showcasing different bands. The show is an outlet for musicians to get their music known, whether that's an independent band or a known band. The show can be used to promote the bands' latest songs or the bands themselves.
5. Strong themes of music as a method of healing, and the power of love and how we all need it.
6. A classic tale of following one's dream and the struggles that are involved.

PILOT SUMMARY

The series begins with Jimmy accidentally backing into a cop car. Intimidated by the cop, Jimmy is thrown off when the cop is a music enthusiast and lets him off with a warning. Jimmy sees he's late for an audition and leaves quickly. He shows up only to a silent room from the band members. The lead singer, Matthew, gives Jimmy heat for showing up late. Jimmy auditions and Matthew pulls the plug in the middle of the audition telling Jimmy he wasn't supposed to sing.

Jimmy leaves to go have lunch with his best friend and manager, Robert. The two exchange frat boy comments to each other as Jimmy tells Robert about the audition. Jimmy comes home to Danielle as the two get into a fight. Jimmy goes out to try to find a job as Danielle goes shopping and runs into Matthew from the band. Matthew helps Danielle pick out a shirt. Jimmy lets Danielle down and is late picking her up. Matthew instead gives Danielle a ride home. On his way to the car to go back home, Jimmy receives a call from Robert that he made it into the band.

Robert pressures Jimmy into celebrating right then. Jimmy, mad at Danielle, doesn't let her know and goes out. At the club, Jimmy defends a girl being hassled by 3 guys. When the girl flirts with Jimmy as a thank you, Jimmy feels uncomfortable and exits the club to call Danielle. But meanwhile, Danielle, fed up with Jimmy, decides to leave him and goes over to Matthew's house. So when Jimmy is calling her, Danielle is at Matthew's. Jimmy is followed outside by the 3 guys from before who proceed to severely beat Jimmy up. Jimmy's painful moans overlap with Danielle's passionate moans, as she sleeps with Matthew. In the end, while Danielle lies next to Matthew, Jimmy lies alone in a pool of his own blood.

SEASON 1

Season 1 carries on with Jimmy's recovery and reconnection with Danielle. Jimmy then continues his attempt to get into the music world while working a side job. The season shows Jimmy continuing to deal with mother issues that begin to be overwhelming for him and cause him to have a huge breakdown that gets him fired from his side job and almost evicted. When things couldn't get worse, Danielle lets it be known she slept with someone the day of their separation. This causes great tension between them, but eventually, Jimmy, still in love with Danielle, lets it go. Danielle, however, lets the guilt eat at her, causing it to ruin her and Jimmy's relationship. She becomes fed up with her LA life and decides to go back to Colorado. Meanwhile, Jimmy finds out that the guy Danielle slept with is none other than Matthew. Jimmy runs to the airport to confront Danielle and try to stop her. Jimmy makes it to the airport as fast as he can only to see her plane flying off.



DIRECTOR'S STATEMENT

Life's A Pitch is a TV Series that is near and dear to me, that I will be campaigning to be picked up by a network. By shooting the pilot episode, I can show TV networks what I envision instead of just telling them, so they can see more clearly what I am attempting to accomplish and be inspired enough to want me to make more.

The project is ambitious but only because I always strive for bigger and better work. I feel the ending is the best part of my pilot and will leave the viewers wanting more. It also speaks a lot about the main character, Jimmy, and the show. By him getting beat up, he metaphorically gets a slap in the face that he's no longer in Colorado and is in a tough city. It's a realization that he has to always be watching his back and that "no good deed goes unpunished." This also echoes through Danielle's side of the sequence and the fact that she's cheating on Jimmy and he hasn't got a clue.

The beginning is more comical but also sets up the tone of the show, while helping the pilot have bookends. It starts off with a sexual act and ends with a sexual act, though in the beginning Jimmy is receiving the sexual act from Danielle and by the end Danielle is with another man while Jimmy is receiving a beating. This opening shows that Jimmy's character is risky and exciting. I feel the opening is more surreal with the cop being overly nice after seeing the guitar in the back seat of Jimmy's car. It's the world that Jimmy thinks he lives in but by the end, reality catches up with him and smacks him around, like a wake up call.

I wanted to give a fresh take on the migrating west for "Hollywood" story. Most people do it for the film industry, so we don't see a lot of people traveling to LA for music. I feel that is a fact often overlooked and I wanted to create a love story that covers the complexity of having to make difficult decisions such as choosing one's passion or love.

One of the biggest reasons why I want to make this series is because of my huge love and admiration for music. So this is my ode to music with a focus on Rock because Rock I think has been one of the greatest forms of art today. I feel that in today's society Rock isn't what it once was back in the 70's and 80's, with great bands like Led Zeppelin, Lynyrd Skynyrd, Pink Floyd, Fleetwood Mac, etc. The show puts Rock against other genres of music mainly Dubstep because I feel that Dubstep is the music of today. But most importantly, this series shows the power of music and how we all need music in our lives. This series also has the ability to feature Indie rock bands in each episode or a current known band's latest songs. This will create interesting moods for each episode. Then later on in other seasons it can bring new original music that can be marketable.

- C.S. Chandler

BIO

C.S. Chandler (Creator and Co-Writer) was born in Longmont, Colorado. He received his Bachelors of Arts in Film Studies from the University of Colorado - Boulder in 2009 and then his Masters of Fine Arts in Filmmaking from the New York Film Academy in 2013. He lived in New Zealand in 2008 and went to School at the University of Waikato, where he learned digital production.



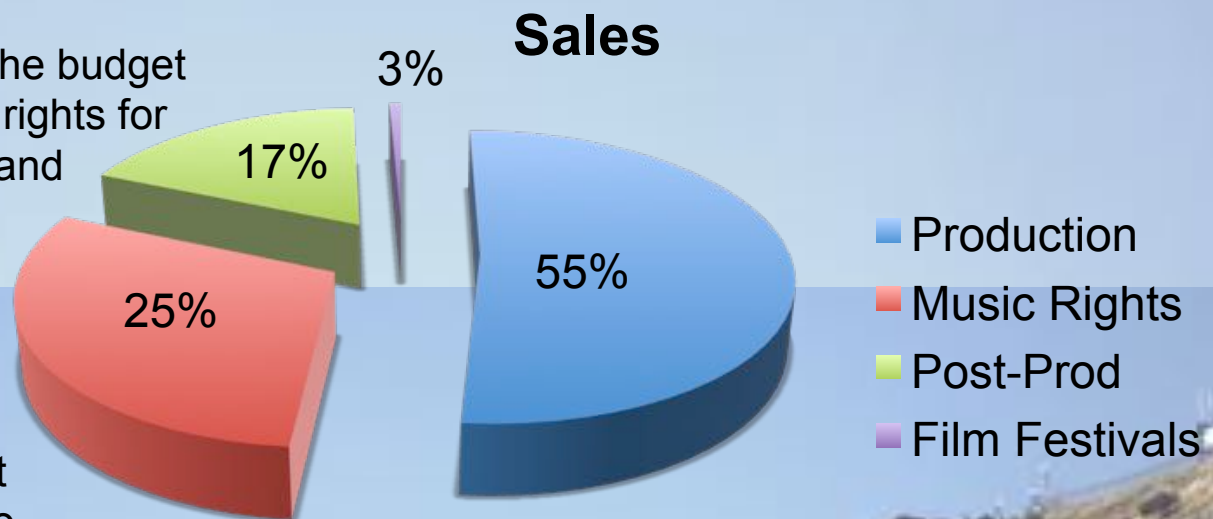
He has worked with Authentic Entertainment, NOVA, and Warner Bros. In 2011 he was a stills photographer and behind the scenes camera operator on the feature film *Tengu: The Immortal Blade*, a Production Assistant on *Bridezillas*, and a DIT, Behind The Scenes Director, and camera operator for the feature film *Mind's Eye*. Chris has done production design work for the Indie Film *Cloudy With A Chance of Sunshine* and winning Best Production Design for his work on *Love Life with Friends*.

C.S. Chandler directed a music film for the local Colorado indie band Lamia of the Pool entitled *Conscious* which took 2nd place in the International Indie Gathering 2013, the Speechless International Film Festival 2013 and made it to the final selection of the UK Film Festival 2012. Recently winning the Award for Merit IndieFest Film Awards 2017, as well as a Semi-Finalist for the 2017 Caribbean Film Festival and Market.

PRELIMINARY BUDGET

The budget for the project is close to \$35K. Most of that will go into production costs. Production costs include: location fees, crew fees, production design, equipment rentals, insurance, travel costs, crafty and meals for the cast and crew and lastly the price of known talent.

The other portions of the budget will go into getting the rights for known popular music and post-production costs. Post-Production includes: editing fees, sound mixing, color correction, graphics, and VFX. The last part of the budget goes into marketing, which is mainly film festival fees and getting copies of the product made.

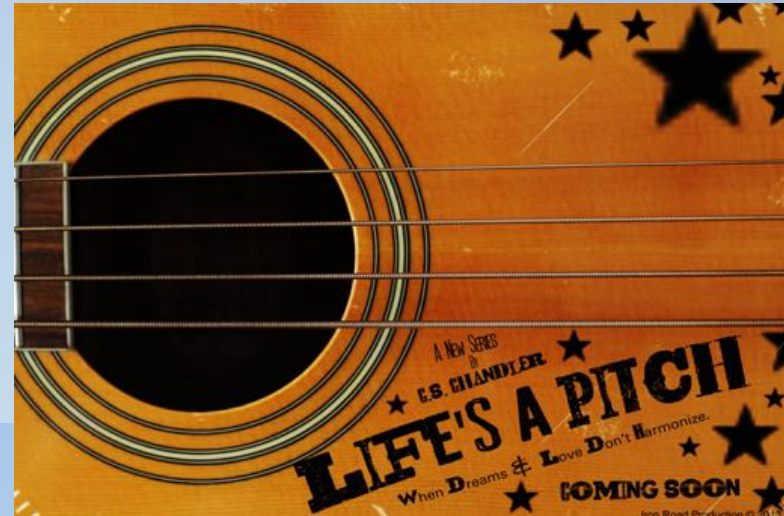


HOLLYWOOD

PROJECT TIMETABLE

The following is a projected timetable for Pre-Production, Production, and Post-Production of the Pilot episode.

- | | |
|-------------|--|
| May 2013 | <ul style="list-style-type: none">* Attach a Producer or Producing Team* Obtain an investor* Location Scouting |
| June 2013 | <ul style="list-style-type: none">* Casting* Attach a full crew |
| July 2013 | <ul style="list-style-type: none">* Rehearsals* Filter Testing* Camera Testing* Secure Locations* Filming Opening Scene* Begin Crowdfunding campaign |
| August 2013 | <ul style="list-style-type: none">* Principle Photography Begins* Immediately after Picture Wrap Editing begins |
| Sept. 2013 | <ul style="list-style-type: none">* Picture Locked* Sound Mixing* Color Correction* Final Cut of Episode* Festival Submissions* Premiere at Warner Bros. Studios* Pitching to Networks |



HOLLYWOOD

CHARACTERS & CAST

- **Jimmy Burwell:** A young guitarist (25-30) from Colorado who aspires to be in a rock band. He has been playing the Guitar for 17 years. He has been dating his girlfriend Danielle for 2 years and is living with her before he moves to Los Angeles to pursue his dream. His mother has been absent for much of his life causing him to have issues with the women in his life. He becomes very attached and needy of their love. His father has always been against his choices through life especially his passion for music. He always has a need to prove his father wrong and earn his acceptance. He is similar to the Joe Buck character from Midnight Cowboy.

Jason Richter has been contacted for this project and is attached.



Jason Richter

- **Danielle Gottfried:** A gorgeous free spirited Jewish girl 21-24. She grew up on the east coast but moved to Colorado for school. She has father issues and is looking for acceptance. She has commitment issues and tries to make herself think she doesn't want marriage. She loves Jimmy, but isn't happy with how things have been lately. Jimmy won't open up to her, and that's affecting their relationship. Danielle feels lonely and is desperate to feel needed.

Izzie Steele has not been contacted for this project.



Izzie Steele

CHARACTERS & CAST

- **Robert Eisen:** Medium height, slightly out of shape party man (30) with short hair who is Jimmy's one connection in Los Angeles. The two met back in College and had a band together. Robert left when Jimmy fell in love with Danielle. Robert wanted to find a band and make it in the music industry and instead found a calling for band managing. He manages 2 other big bands. He believes in Jimmy and becomes his manager. He's also more of a bad influence and wants to lead Jimmy down the path of sex, drugs, and Rock'n Roll.

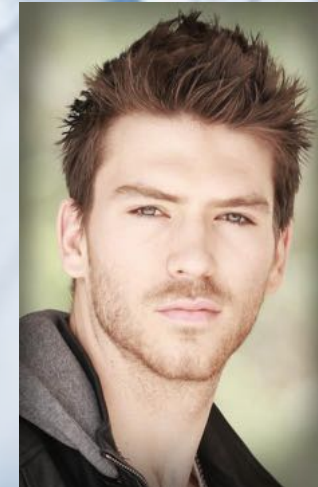
Dan Fogler has not been contacted for this project.

- **Matthew:** 31, the vocalist of a band that Jimmy is trying to get into (Midnight Train). He is incredible talented, confident and a little narcissistic. He knows Danielle has a boyfriend but doesn't care and tries not to bring attention to the fact.

Jesse Kove has been contacted for this project and it's all up to schedules.



Dan Fogler



Jesse Kove

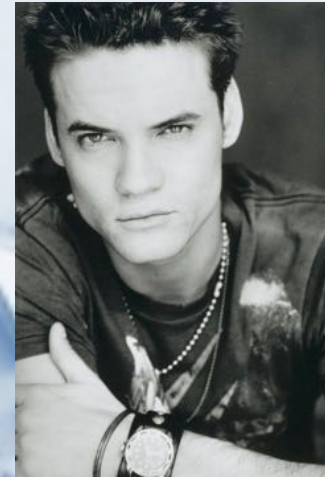
CHARACTERS & CAST

- **CLU:** A famous Dubstep artist (32) who is obsessed with the digital age. He is a huge fan of “Tron: Legacy” and took on the name CLU after the first time seeing the film.

Shane West has not been contacted for this project.

- **Tina:** 26, an in shape, petite girl from Seattle. She moved to L.A. to try to make it as a writer. For steady income, she has a daytime job as a songwriter for bands and artists. Tiffany is into R&B, which brings that world into the world of Jimmy’s story.

Toni Duclottni has been contacted and is attached.



Shane West



Toni Duclottni

TARGET MARKET/AUDIENCE

- The Age Range being targeted is the 18-49 demographic, both male and female.
- The Target Market/Audience are all music lovers. More specifically the show will be focused on Rock and Classic Rock. The show will have something for the people who lived through the days of Led Zeppelin, Pink Floyd, and The Who. Those same people played that music for their children who now have grown up loving these bands as well. It will revive everyone's love for Classic Rock while introducing new Rock bands that have the same style.
- Cable shows' fans, who love edgy concepts, forward styles, risqué themes, and adult content.
- Comedy and dramedy fans.



COMPARABLE TV SERIES



There are many shows that are relatable to Life's A Pitch, some in topic and some in tone. The shows that Life's A Pitch is comparable to are Californication and Entourage, as both shows expose the underbelly of the businesses they are set in. Then Nashville, and Smash showcase music too, but unlike Life's a Pitch, they are more musical-style oriented. Then there are shows with overall Dramedy tones similar to Life's A Pitch like Nurse Jackie, Big C, and Girls.

Net	Show	Day	Time	Rating (18-49)
SHO	Californication	Sun	6PM-6:30PM	1.07 M
HBO	Entourage	Sun	6PM-6:30PM	1.6 M
FOX	Glee	THU	9PM-10PM	2.4 M
ABC	Nashville	WED	10PM-11PM	1.8 M
NBC	Smash	Sat	9PM-10PM	0.5 M
SHO	Nurse Jackie	Sun	9PM-9:30PM	2.77 M
SHO	Big C	Mon	10:30PM-11PM	1.15 M
HBO	Girls	Sun	9PM-9:30PM	4.6 M

DISTRIBUTION STRATEGIES

- For distribution there are many outlets that are suitable for this project. It is an adult oriented series and therefore should be pitched to networks that will allow its adult content.

-Starz

-Netflix

-Showtime

-Crackle

-HBO

-Hulu

-AMC

-FX



- There is also the possibility to do the show as a web-series and build an audience through viewers on:

-Youtube

-dailymotion

-Vimeo

FILM FESTIVALS & MARKET STRATEGIES

- **Film Festivals:**

There are many festivals out there specifically designed for TV pilots. I plan on submitting to as many of them as possible. Specific ones being the Austin International Film Festival, and Hoboken International Film Festival. I have already submitted the script to the Starz Denver International Film Festival and I am currently waiting to hear back on my status.

- **Marketing Strategies:**

The show can be largely marketed on its aspects of music alone. Each week can focus on a different band and each season in general can focus on a band. I see the 1st season having more music from Modest Mouse. The 2nd has more music from The Black Keys and the 3rd has music from MUSE. Since the show is an ode to music it doesn't just play Rock music but all other types of music bringing in other people with different music tastes, such as: R&B, Dubstep, Hip-hop, Metal and all the subgenres that stem from those categories.

FINANCING

The Pilot for Life's A Pitch is a single film crew production that will be produced for approximately \$35,000.

The crew will work for low budget costs. Companies will be spoken to for sponsorship, such as: Fender, Zildjan, Gibson, Ibanez, Wrangler, Levi, I Can't Believe It's Not Butter, Jamba Juice, Izze soda, Midori, Bacardi and many more. Companies from numerous different fields. From Bread companies to Clothing to Alcoholic Drinks to Instrumental companies.

There will be a crowdfunding campaign designed to obtain a portion of the budget. Which, emphasis in the Jobs Act, bringing to light that donating to a crowdfunding campaign can be used as a tax write off.

We are exploring other finance options as well, such as independent investors and fundraisers.

RISK FACTORS

Television is an inherently risky industry, since TV relies heavily on ratings and not ticket sales. It's not always a given that a show will be picked up. Once it is picked up, the show will be reshot and have a different cast and crew potentially. Once on TV, it's difficult to stay on pending the time slot given. There are days where TV doesn't do well and there are days that TV excels. Prime spots are Sundays and Mondays. Friday and Saturday are the worst days. Then since this show is geared more for cable, not everyone will see it. Only people with cable can and even then if the show is put on the Premium cable channels then they have to pay even more to see the show. This makes the show susceptible to pirating. The other risk factor is that if the show becomes big the bands who will have music featured in the show will ask for more money essentially taking up a larger portion of the budget.