

Investor Relations

The numbers

258,300,000 Adult Americans (2020 census)

27% Attend church regularly

69,741,000

69,741,000 Church goer base (potential movie goer)

47% African American church goers

32,778,270

At an average price of \$13 per ticket:

% of Potential Viewer base	# of viewers	Estimated gross sales
1/8 th (.125)	4,097,284	\$53,264,692
1/4 th (.25)	8,194,568	\$106,529,378
1/3 rd (.33)	10,816,829	\$140,618,778

Expense to Income

Estimating \$1,500,000 budget:

3,550.0% ROI Net from 1/8th viewer base

7,101.9% ROI Net from 1/4th viewer base

9,374.5% ROI Net from 1/3rd viewer base

WHY

- **Relatability:** Whether literal walls or walls of our own making, no one is immune to the curve balls life throws our way.
- **Low Cost Production:** The limited number of locations accompanied by the use of stock footage significantly reduces expense, maximizing ROI.
- **Demographic:** The churchgoer demographic will be the biggest draw. Tapping into this demographic with pastoral support will entice the most novice movie goer.