

INVESTOR-FACING DECK | DISCUSSION DRAFT

# THE CAMPUS WITCH

Supernatural Campus Horror Feature Film

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A lonely college witch breaks the rule against taking love by force - and opens the door to something ancient, patient, and hungry.

**Prepared for financing discussions only**

Not a securities offering. Attorney review required before funds are accepted.

# Project & Hook

## Logline

A lonely college witch casts a forbidden love spell on a beloved football star, only to awaken an ancient grief-feeding force that turns stolen affection into death.

## Witchcraft

### IMMEDIATE GENRE HOOK

Supernatural spellwork, occult law, and fatal bargain.

## Campus

### CONTAINED STORY WORLD

College setting creates youth appeal, visual identity, and production focus.

## Violation

### MORAL HORROR ENGINE

Love cannot be stolen without becoming corruption.

## Story Heart

Loneliness becomes supernatural violation.

## Core Question

What happens when a lonely young witch takes what can only be freely given?

# Audience & Positioning

## Audience Promise

A vivid supernatural campus horror film built around forbidden desire, witchcraft, possession, grief, and moral consequence.

## Positioning Statement

An independent horror property with a clear hook, contained production path, and mythology that can support future expansion.

## Horror Viewers

theatrical + streaming  
genre fans

## Supernatural Fans

witchcraft, occult,  
possession

## Young Adult / College

campus setting + peer  
stakes

## Festival Audience

genre programmers +  
reviewers

## Direct Supporters

regional,  
creator-owned, indie  
film

## Core Marketing Frame

Do not sell it as romance first. Sell it as supernatural horror with a tragic emotional engine: the terror begins when love is forced instead of freely given.

# Market Signal

**\$33.55B**

**2025 GLOBAL BOX OFFICE**

Gower Street estimated the 2025 global box office at \$33.55B.

**17%**

**NORTH AMERICAN TICKETS**

Reuters reported horror accounted for 17% of North American ticket purchases in 2025.

**\$62.2B**

**U.S. HOME ENTERTAINMENT**

DEG reported 2025 U.S. home entertainment spending of \$62.2B.

## Strategic Takeaway

Theatrical visibility matters, but the project should be designed for a multi-window life: festival discovery, limited/event screenings, TVOD, AVOD, SVOD licensing, international sales, and long-tail horror discovery.

Sources: Gower Street Analytics year-end 2025 global box office; Reuters/Comscore horror share reporting; DEG Year-End 2025 Digital Media Entertainment Report. Market figures are used for planning context only and do not imply guaranteed performance for this project.

# Audience Model: TAM / SAM / SOM

## **TAM** All film + home entertainment audience

\$33.55B global theatrical + \$62.2B U.S. home entertainment context

## **SAM** Horror + supernatural genre audience

Horror represented 17% of North American ticket purchases in Reuters/Comscore reporting.

## **SOM** Obtainable early target

Base planning target: 250,000 viewers across release windows.

### **Conservative**

50K-150K viewers  
festival + regional + small  
TVOD/AVOD

### **Targeted Genre**

250K-750K viewers  
festival + trailer + genre press +  
digital

### **Breakout**

1M-3M+ viewers  
distributor + strong reviews +  
platform reach

# Budget Models

Final budget should be prepared by a qualified line producer

## Lean Independent

**\$0.60M - \$0.90M**

Contained locations, emerging cast, tight schedule

## Standard Independent

**\$1.25M - \$1.75M**

Stronger package, production value, festival/digital push

## Enhanced Independent

**\$2.00M - \$3.00M**

Recognizable elements, stronger effects, broader release support

## Recommended Planning Lane

For investor discussions, present the Standard Independent model as the primary target unless a line producer confirms that the lean version can preserve the project's production value and horror impact.

# Use of Funds

## Development / Legal



## Pre-Production



## Production



## Post-Production



## Marketing / Distribution



### Budget Discipline

Every funded dollar should move the film toward legal readiness, creative readiness, production readiness, or audience readiness. No funds accepted until attorney-approved documents are in place.

# Participation Levels

## Donor / Supporter

\$25 - \$9,999

Support the project  
Updates, special thanks, screenings  
No ownership, no profit participation

## Sponsor / Brand Partner

\$2,500 - \$25,000+

Promotional association  
Logo or event recognition  
No ownership unless separately  
negotiated

## Investor / Financier

\$10,000 - \$250,000+

Possible recoupment/credit  
Investor reporting  
Requires securities-compliant documents

## Non-Negotiable Separation

Donations are not investments. Sponsors receive promotional benefits. Investors require attorney-prepared agreements, risk disclosures, and the correct legal structure.

# Release Strategy

Build awareness before the film is finished



## Foundation

landing page, list,  
teaser art, supporters

## Production

cast news, BTS, local  
press, horror podcasts

## Festival / Press

genre festivals,  
reviewers, sales  
interest

## Release

trailer, event  
screenings, TVOD,  
platform push

## Long Tail

AVOD/SVOD,  
Halloween, merch,  
expanded IP

## Audience Thesis

The film should not wait for distribution to begin building its audience. Every stage should produce carefully controlled audience assets.

# Risk Mitigation

## Legal

rights, entity, donor/sponsor/investor agreements, securities counsel

## Budget

line producer budget, schedule, contingency, contained locations

## Creative

polished script, lookbook, table read, proof-of-concept when feasible

## Market

defined genre, trailer strategy, festival plan, direct-audience list

## Reporting

milestones, investor updates, cost tracking, release updates

## Investor Reality

Film investment is speculative. The purpose of mitigation is not to promise returns; it is to reduce avoidable legal, production, budget, market, and communication risks.

# Team & Package Buildout

## Current Lead

J. Thomas Stroud, Jr.  
Writer / Creator / Rights Holder  
Founder-centered creative stewardship with intent to proceed through attorney-reviewed structure.

## Key Attachments Needed

Entertainment attorney  
Securities counsel if investment is offered  
Producer / Director / Line Producer  
Casting support / Sales or distribution advisor

## Core Materials to Finalize

finance-ready screenplay  
professional budget + schedule  
pitch deck + lookbook  
legal notices and agreements  
official project landing page  
teaser art / concept poster

## Strategic Goal

Move the project from creative development into legally prepared, budgeted, audience-aware financing discussions with donors, sponsors, and qualified investors.

## Team Philosophy

Attach the right specialists early enough to protect the project before public fundraising or private investment conversations begin.

# Legal Next Steps & The Ask

## Before Any Funds Are Accepted

1. Consult entertainment attorney
2. Confirm rights and chain of title
3. Create/confirm production entity
4. Prepare donor, sponsor, and investor documents

## If Investment Is Offered

1. Consult securities counsel
2. Determine compliant structure
3. Prepare risk disclosures
4. Use approved subscription or crowdfunding documents

## Immediate Funding Objective

Raise development-stage support for legal setup, budgeting, packaging, lookbook, pitch deck, and audience foundation.

## Professional Ask

Request a private review meeting to discuss the project package, participation category, and legal next steps once counsel has approved the process.

## Selected Sources

Gower Street Analytics: 2025 global box office estimated at \$33.55B.  
Reuters/Comscore: horror accounted for 17% of North American ticket purchases in 2025.  
DEG Year-End 2025 Report: U.S. home entertainment spending reached \$62.2B.  
SEC / FINRA: Regulation Crowdfunding securities offerings require registered intermediaries and disclosures.