

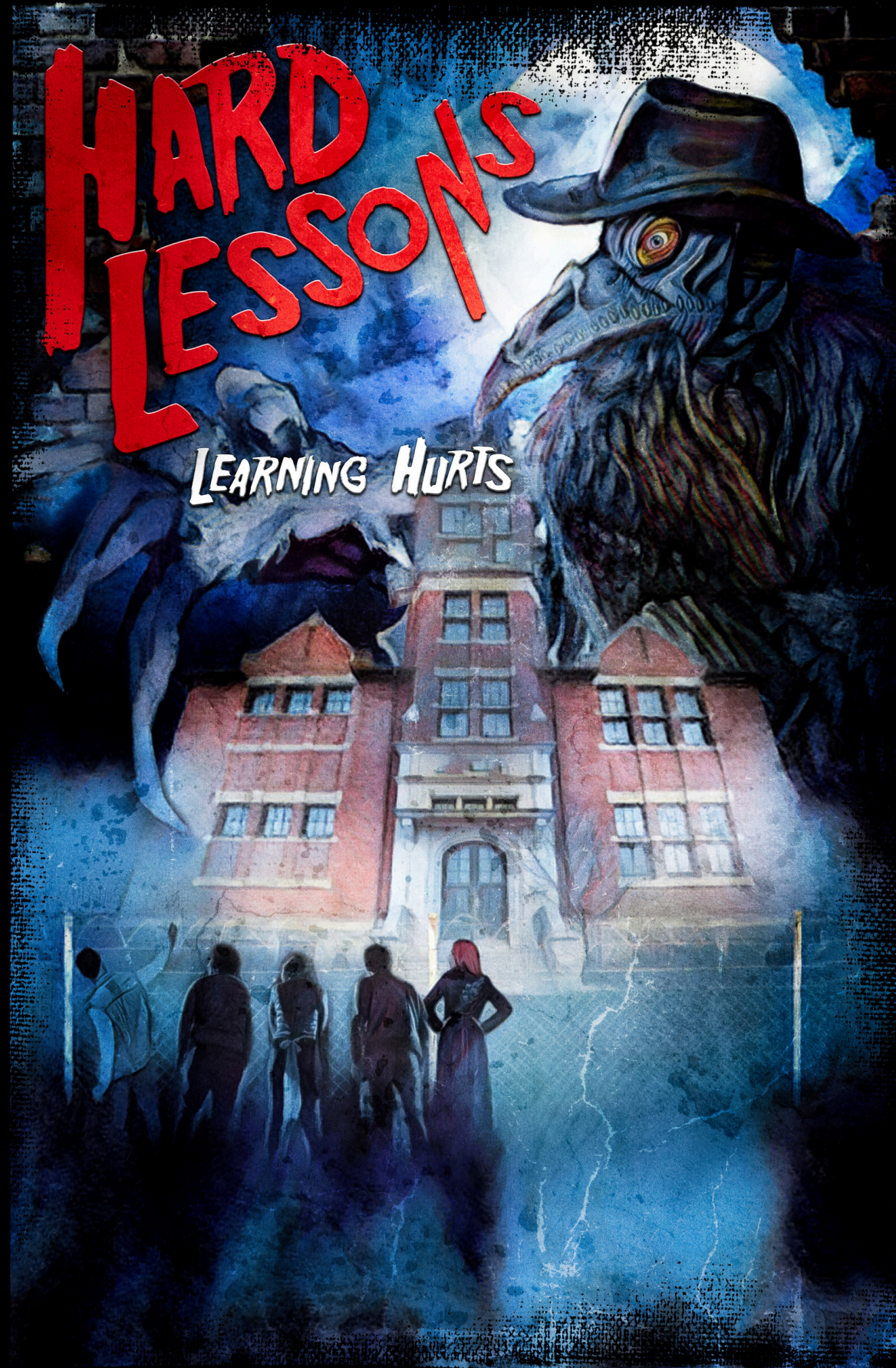
STORYTREE FILMS PRESENTS

A FEATURE FILM ***HARD LESSONS***

AN INVESTMENT OPPORTUNITY

WHAT IF A SCHOOL SYSTEM HIRED A MADMAN TO TORTURE STUDENTS INTO BECOMING BETTER PEOPLE?

THE STORY



After the worst mass shooting in American history occurs on a high school campus, Congress reacts in the extreme and turns all school campuses across the nation into guarded prisons. A group of disaffected students meet during in-school suspension. Even though they each come from a disparate clique, they come together with a plan to sabotage the powers that be at school. Melody (the popular girl), recruits Cody (the tech nerd), Buck (the lazy jock), Duncan (the dumb skater) and Raven (the artistic outsider) to band together for a cabal to disrupt the establishment. They plan to break in-- to vandalize and destroy the internal computer network. They hope to send a message to the world that they will not have their spirits crushed by the system.

Things don't go as planned when Quentin, an innocent outcast, gets caught in their scheme. As they attempt to sabotage the school, each student is captured by a mysterious and sinister sociopath known only as the Schoolmaster. Through the use of Aesop's fables, the Schoolmaster "teaches" each student a lesson in a horrifying torment specific to each target's personality flaws. Quentin, as the only student not part of the plan, fights to stop the nefarious intentions of the diabolical Schoolmaster.



COMMERCIAL POTENTIAL

- horror films and thrillers are the most trend proof genres
 - market share of horror films raised almost 5X over the past 20 years~an always dependable market is growing
- teen protagonists tap into that coveted youth market
- topical themes will generate discussion and controversy
- blend of genres reach a wider demographic
 - *Breakfast Club* meets *Saw*
- *Hard Lessons* sneaks up the audience
 - seemingly generic genre flick-satisfies the needs of target audience
 - yet, asks tough questions about government overreach and its consequences
 - movie is fun & entertaining but thought-provoking too
- Film hits coming-of-age, romance and comedy genres for broader appeal

HARD LESSONS IS ABOUT NOW

GOVERNMENT OVERREACH IS

people distrust government on both sides of the political spectrum

- storming of capital on 1/6 on right
- calls to defund police for systemic racial injustice and brutality on the left
- *Hard Lessons* hits the sweet spot on both issues to question the power of authorities
- *Hard Lessons* will ask complex questions and leave audiences engaged in discussion
- the story allows for multiple interpretations which will keep viewers wanting more
- who is to blame and how to deal with school shootings and government control will be up to each individual depending on their values and world view ~ *Hard Lessons* is not propaganda

ON EVERYONE'S MIND



- *Hard Lessons* has franchise potential too!
 - two sequels planned (trilogy)
 - concept and characters lend to deeper exploration
 - world can be expanded into new locations and characters i.e. *Purge* franchise



CLASSROOM CONNECTION

Story Tree Films' founder is a Teacher!

- students will have unparalleled access to every aspect of filmmaking
- students will learn all stages of production from development to post-production
- Story Tree Films' mission is to connect students to careers
- Tax credits available for productions with Career Connection for students
- most productions can't provide internships for students ~extreme liability
- Story Tree Films productions create their own internships
 - give back to the next generation
 - save on budget



Note: the work on the production will be done by professionals~ students will PA, shadow & document the production

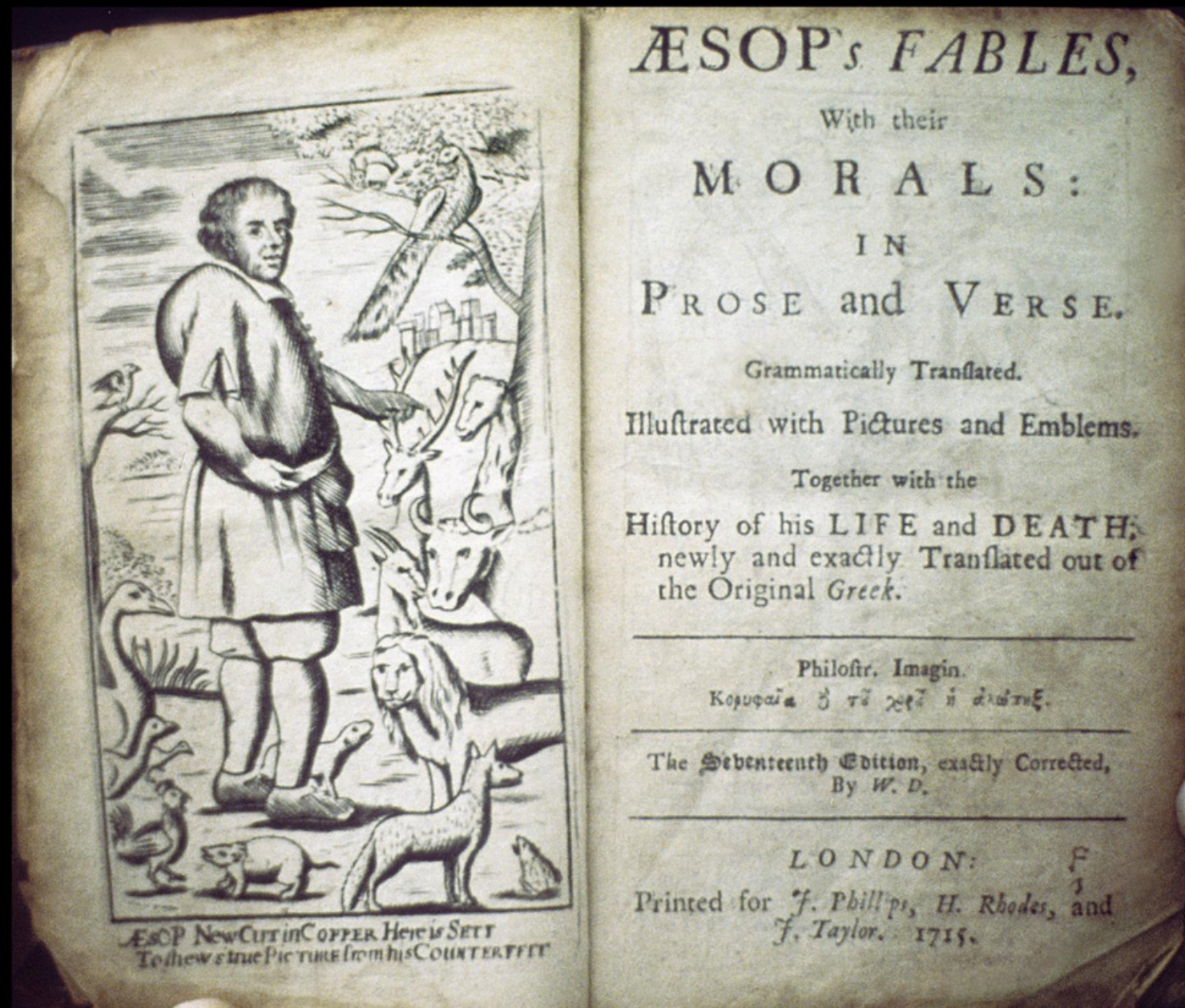
THE SCHOOLMASTER HOOK

- iconic monster character a la Freddy Krueger, *Scream*'s Ghostface, Hannibal Lecter, Leatherface, Michael Myers, Jason Voorhees, etc.
- witty, sassy and sinister- an educator with a sadistic streak ~ can disarm his victim with a quip
- in a modified medieval plague doctor costume ~ the School Master is terrifying!



- the School Master uses demonstrative lessons based on classic Aesop Fables
 - the lessons are horrifying, clever and ironic
 - Let there be Blood! -- the lessons test the wills of each character-based torment
- the identity of the School Master adds depth and mystery to this enigmatic character

AESOP ANGLE



- a Greek storyteller from the oral tradition ~ nod to ancient storytelling
- stories still with us almost 3000 years later
 - Tortoise and the Hare
 - Boy who Cried Wolf
 - the Lion and the Mouse
 - among many other lesser known fables
- fables predate the Bible
- antiquated storytelling matches the medieval techniques of the didactic and merciless Schoolmaster
- a sinister twist on classic childhood tales
 - childhood memories deepen horror
 - nursery rhyme from *Nightmare on Elm Street*
 - the clowns from *It*, *Poltergeist* and every child's nightmares

DIRECTOR'S STATEMENT

"*Hard Lessons* is an exploration of the dangers of education being turned into a hammer because of fear. Fear will cause governments to act in an extreme way that can destroy humanity. I touch on these themes in a familiar riff on the high school horror drama trope. *Hard Lessons* uses the typical thriller format to challenge the audience but also to illuminate. Since I've been working with teenagers for almost 20 years, I understand how to connect to the target market for this film."

~Luke Golden writer, director
Hard Lessons





Hard Lessons borrows from several successful modern horror films to create something borrowed and new.

- *Hard Lessons*, like *The Purge* series, has the hook of a dystopian alternate future where schools turn into prisons. Also like *The Purge*, the concept has unlimited potential for sequels.

COMPARABLES

ESCAPE ROOM



- In the style and structure of the hit *Escape Room* (sequel on the way), *Hard Lessons* has each character "offed" in character specific and stylized demises.

THE GALLOWES



- Set in a high school concept lends itself to budgetary savings and a draw to the teen market. *The Gallows* banked \$43 million at the B.O. with a similar hook and \$100K budget.



- Like the massive hit *Get Out*, *Hard Lessons* uses topical themes and embeds them in a genre framework. *Get Out* was nominated for 4 Oscars including Best Picture.

FROM THE HEART ~ NON PROFIT STATUS

What Fiscal Sponsorship Means

DONATE TO OUR PRODUCTION ~ SAVES YOU MONEY ON YOUR TAXES

DUE TO OUR COMPANY'S ALTRUISTIC GOALS, WE HAVE BEEN HONORED BY *FROM THE HEART PRODUCTIONS* TO BE FISCALLY SPONSORED.

- You don't have to be an investor, be a donor! With 501(c)3 status...
 - save money come tax time
 - feel good about giving money to a cause that helps students achieve their goals
 - with films that aspire to elevate the global conversation
 - donations include for the benefit of production costs
 - locations, equipment, travel (flights, train, etc.), hotel discounts, rentals (transportation, film equipment)
- Section 168 "Bonus Depreciation" Tax Law
 - when film is first shown at the end of the year the investor gets 100% depreciation ~ a great way to receive A MASSIVE TAX DEDUCTION!



DONATE OR INVEST TODAY!

HYPOTHETICAL INVESTMENT RETURN

First payout goes to investors until 120% of the investment is recouped.

After 120% recoupment, the net profit is split 50/50 between the investors and the production company. The 50% production company split consists of percentages given to the director, producers, actors, writer, etc.

On the investment side, your individual investment reflects the percentage of the film you own. There can be no further dilution of investor's percentage. Once your percentage is assigned, it cannot decrease.

FOR EXAMPLE:

Hard Lessons Total Budget = \$700,000 million

~ Potential Profit Returned to LLC = \$1.5 million~

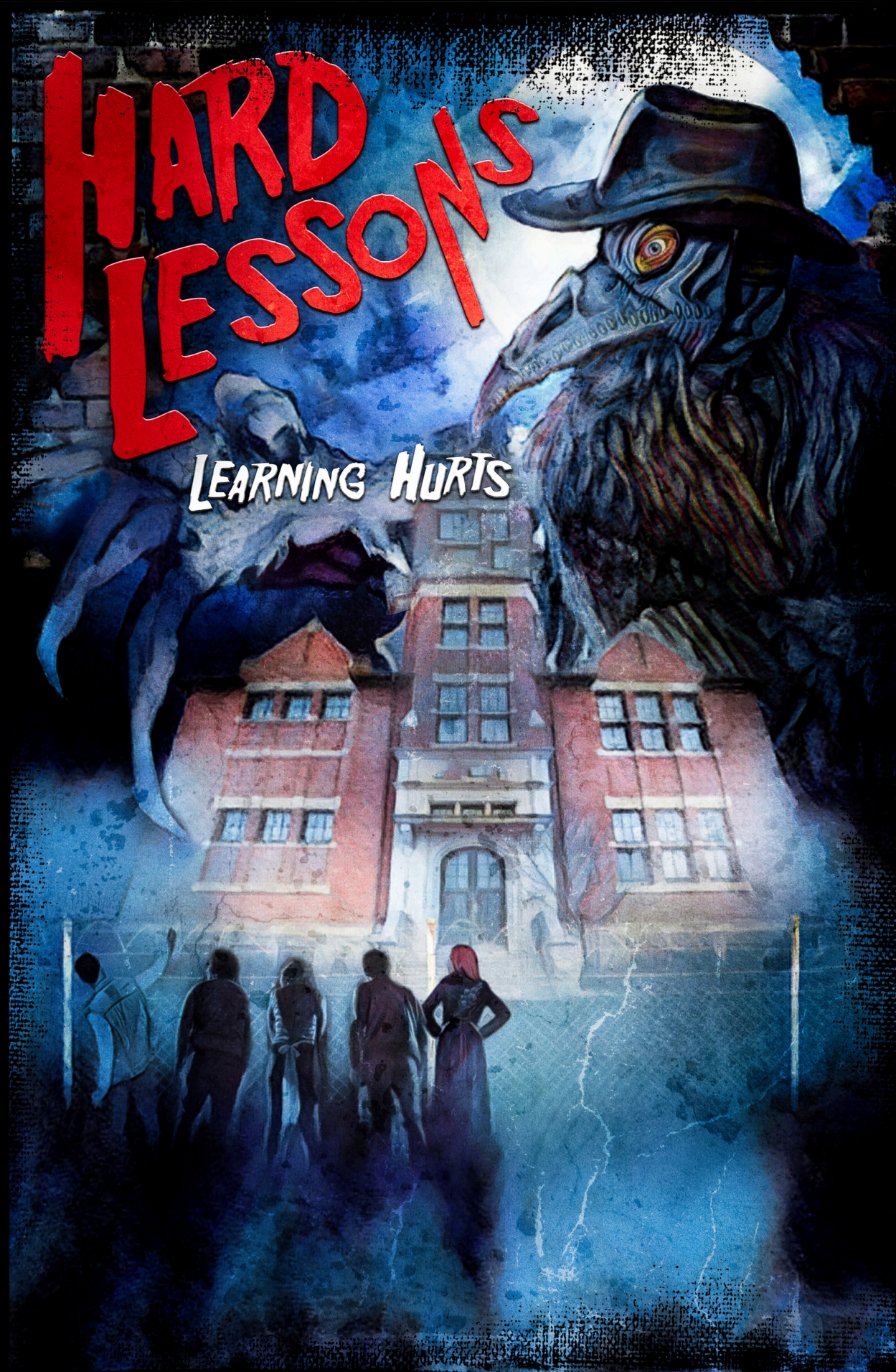
First payout (120%) = \$840,000 million~ Remaining money to be split = \$660,000

\$330,000 to Investor ~ \$330,000 to Production

Total Investment = \$700,000 ~ Example of Investor Payout = \$1,170,000

Return on Investment over 2 Years = 67%





For current updates & the latest developments

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Teach. Heal. Story.