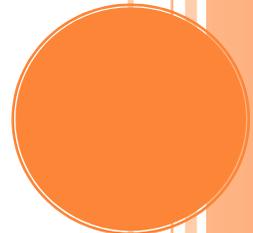


## RUPTURIAN BUSINESS PLAN

- ✓ EXECUTIVE SUMMARY
- ✓ PROJECT MANAGEMENT
- ✓ PRODUCTION / DISTRIBUTION
- ✓ CREW AND CAST

Contact: [alherrera@bernalfilms.com](mailto:alherrera@bernalfilms.com) (718) 440-8590



## RUPTURIAN BUSINESS PLAN

### EXECUTIVE SUMMARY

- ✓ RUPTURIAN is a high-concept Sci-Fi multimedia franchise that includes films, video-games, books, toys, and several related gadgets. Imagine STAR WARS or STAR TREK, but more realistic and occurring in the present time. The first Rupturian movie is based on the explosion of the binary stars WR104, ***which is a real potential problem for life on Earth***. Go to YouTube and watch the videos about WR104.

<http://www.rupturian.com>  
<http://rupturian.com/Franchise.html>  
<http://www.rupturian.com/VideoList.html>

***Do a search on Google for Rupturian and click on Images***

- ✓ As of this moment, the Rupturian's saga has been defined in a tetralogy of films. The high-concept has potential for several other films and TV miniseries.

<http://rupturian.com/Tetralogy.html>

- ✓ The script for the first film of the franchise was developed by Al Herrera, and reviewed by a team of professional script writers from STAR TREK and THE LORD OF THE RINGS.

<http://www.rupturian.com/Rupturianscriptstrcuture.html>  
<http://www.rupturian.com/About.html>

- ✓ The budget for the production of the first film of the franchise is \$10 million.

<http://rupturian.com/Budget.html>

- ✓ RUPTURIAN follows the pattern of highly successful Sci-Fi films, with a story appealing to audiences of all ages, worldwide. A similar Sci-Fi movie, SKYLINE, also made with a budget of \$10 million, had sales over \$78 million, and RUPTURIAN is a more appealing movie, with greater potential.

## PROJECT MANAGEMENT

- ✓ The Rupturian franchise will start with the production of the film “RUPTURIAN - Extinction on Earth”.
- ✓ The production and distribution of the Rupturian franchise products will be managed by the following three companies, which will work in an integrated manner.
  - ***Rupturian Enterprises Corp.***, to be registered in the State of New York as a Sub-Chapter S corporation (to avoid double taxation), will manage the production and commercialization of all the Rupturian franchise components (films, video games, books, toys, etc.).
  - ***Bernal Films Corp.***, a Special Purpose Entity (SPE) to be registered as a Film Production Company (FPC) in the State of New York, as a Sub-Chapter S corporation (to avoid double taxation). It will manage the production of the first film of the franchise, “Rupturian -Extinction on Earth”.
    - It will get the benefit of the 30% of production expenses, provided by the State of New York as an incentive to the movie industry.
  - ***Rupturian Enterprises Int’l***, to be registered as a commercial Film Rights Holding Company (FRHC) in Dubai. It will manage the worldwide distribution, including the USA, of all the Rupturian franchise components.
    - It will get the benefits of no-corporate-income-tax regulations.

## PRODUCTION / DISTRIBUTION

- ✓ The film ***Rupturian -Extinction on Earth*** is structured in 8 episodes, with a total of 188 scenes, out of which 74 (40%) are CGI, and 114 (60%) are non- CGI.  
<http://www.rupturian.com/Rupturianscriptstructure.html>
- ✓ Of the 188 scenes, 15 are in Guatemala, 23 in Mexico, 149 in New York, and 1 is a collage of background scenes taken at 11 major cities: Vatican, Dubai, Beijing, Tokyo, Mexico City, Brazil, London, Madrid, Paris, Moscow and Abuja.

<http://www.rupturian.com/Scenelocations.html>

- ✓ The time allocated for the scenes in Guatemala is 7 days, for the scenes in Mexico 14 days, and for the scenes in New York 49 days, giving a total time of 70 days for shooting the film; that is, 10 weeks, 1 in Guatemala, 2 in Mexico and 7 in New York.
- ✓ The 11 background scenes will be ordered to local film production companies in each corresponding country.
- ✓ Giving time for contingencies, the overall time allocated for the Production stage is from 10 to 12 weeks; that is, 3 months.
- ✓ For Pre-Production, the time allocated is also 3 months.
- ✓ We will start the development of CGI scenes immediately, allocating an overall time of 10 months for Post-Production.
- ✓ The estimated time for the completion of the film, to have it ready for distribution, is from 10 to 12 months.

### **Distribution Promotion**

- ✓ Distribution promotion activities will start right from the very beginning. We will shoot first the scenes in Guatemala and Mexico, because this will allow us to develop promotional trailers oriented towards film distributors worldwide.

<http://www.rupturian.com/Trailers.html>

## **CREW & CAST**

### **Director**

- ✓ Rupturian -Extinction on Earth will be directed by Michael Martinez, who has over 16 years of experience in all the phases of film production, including working with Computer Generated Images (CGI) -which is a main aspect in the Rupturian film. ***Michael was nominated for an Emmy award in New York, 2016, as Director of Photography.***
- ✓ The scenes in Mexico and Guatemala, related to the Mayan culture, will be directed by Jorge Rafael Galindo and Marco Antonio Olmos, who are experts on the subject.

## Production Managers

- ✓ The main Production Manager will be Claudia Lopez, with the support for the Second Unit in Mexico and Guatemala, provided by Alberto Farrés. Both have ample experience in film production.

<http://www.rupturian.com/Crew.html>

## Main Actors

- ✓ The main actors were selected in 260 auditions:



Al Herr, played by Parker Wood



Helen Herr, played by Viktoria Vinyarska

- ✓ Alberto Farres is well known in the Televisa network (Mexico and Latin America), and, Kalu Ikeagwu, in the Nigeria network. The role of the President of the United States will be played by an A list actor.

<http://www.rupturian.com/Cast.html>

