



## Hu-Chi Features Development/Production/Distribution Proposal

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### What We Want

Hu-Chi Features (HCF) would like to have an overall deal with Your company to produce 5 low-budget Urban features. To produce the features, we require approximately \$500K per picture (\$3 - \$3.5 million in an escrow account), a 10% of the budget flat producing fee, and a 50/50 split on all revenues generated after the distributor fees have been met.

### What We Will Do

HCF will handle all the **development** for the 5 low-budget Urban features. We will find or develop hot properties and present the premium choices to SMC for your approval. When you deem them acceptable, we will attach talent via offers contingent upon securing distribution and a drop dead shoot date. Because we have a deal with SMC, the talent's representation can verify that our offer is legitimate and backed up by an SMC escrow account. Based upon our deal with SMC, the escrow account and the attachments, for each Urban feature, HCF will **secure distribution** deals for theatrical (if appropriate), pay-per-view, DVD/VHS rentals, premium cable, and television (if appropriate). And finally, HCF will **produce** the Urban features.

### What We Don't Need

HCF does not require any overhead expenses, salaries, or office space from Your company. We will be compensated by our producing fee and revenue sharing agreement with Your company once the production process has commenced.

### Our Casting Philosophy

We will package each Urban feature utilizing *The HCF Triple A Casting Philosophy*: an Actor, Athlete, and/or Musical Artist.

### Why You Will Make Money

#### **DVD/CD Soundtrack Combos**

In addition to developing, producing, and securing distribution for 5 Urban features, HCF will produce a soundtrack for each feature. Each feature will be sold as a *DVD/CD Soundtrack Combo* utilizing the DVD UPC Code and enclosing the CD as a free giveaway, thus reducing the monetary commitment to musical artists since the soundtrack is never sold, but only available as a giveaway with the DVD.

#### **Corporate Sponsorship**

For a fee, each Urban feature can have multiple corporate sponsors, which will be allowed to place a commercial or other promotional information at the head and the tail of the DVD or VHS tape, in addition to product placement. The Corporate Sponsor may also be allowed to place coupons, gift certificates, or other promotional paraphernalia inside the DVD or VHS tape. Examples of corporate sponsors would include, but not be limited to, sportswear, clothing lines, vehicles, soft drinks, fast food, jewelry, etc. In addition, HCF will also negotiate *Sponsorship Trades*. For example, HCF could trade product placement and publicity for using special equipment ie: Macintosh G4's or Gateway Editing Computers, Sony PD-150's or Canon XL-1's Mini-DV cameras, cell phones, lights, etc.

#### **Low Production Costs**

At budgets of approximately \$500K per Urban feature, the low production cost creates immense room for profit potential. In addition, if we opt to shoot on Mini-DV, as many of the projects in this budget range are usually produced, it greatly decreases the production personnel and equipment necessities.

### How You Know We Can Do This

We can do this because we; 1) Are young & hip, 2) Understand the urban market and culture, 3) Possess formal experience in operations, development/production, & urban culture, 4) Can use a completion guarantor for each project if you deem necessary, but it should not be necessary at this budget level and for these kind of features.



## Management Team

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HCF's two principal officers – Edward J. Odom IV & Christopher Charles Odom – possess several years of experience and formal training experience in operations, development, and production.

**Edward J. Odom, IV**  
*CEO*

Edward, HCF's Chief Operating Officer, has over 12 years experience in operations management including "P and L" accountability, sales revenue, and marketing strategies for Fortune 1000 businesses. He most recently worked in the New Media sector overseeing the Tennessee offices for InFlow, an International Technology Company. Prior to his work with InFlow, Edward was President & Chief Executive Officer of Stanton Systems, Inc. – a Digital Fiber Optic Construction Company, and Co-Founder of Cumberland Distributors – a Procurement Sourcing Company.

**Christopher Charles Odom**  
*President*

Christopher, HCF's President, at present is the Vice-President of Dan Gordon Productions, Inc. (THE HURRICANE, WYATT EARP, PASSENGER 57). Christopher holds a Master of Fine Arts from UCLA School of Film, Theater, Television & Digital Studies, where he studied under the tutelage of movie moguls such as Joe Roth (President, Revolution Studios), Jeremy Zimmer (President, United Talent Agency), and Peter Guber (President, Mandalay Pictures). He has also worked as in Network TV Production for the Walt Disney Studios and as a Technical Advisor and Production Consultant on various Urban-themed documentaries in national distribution.