



INVEST IN THE YOGI TRADEMARK MOVIE

Join AWARD WINNING filmmakers on the first ever comedy about YOGA

LEAD INVESTOR



Dwight Bandak

"As an entrepreneur, I invest in projects that are hassle free, contribute to the common good, and have the potential for a big pay off. Having had the experience as an Executive Producer on Chris and Dan's award-winning proof of concept short for the feature and experiencing it's festival run in places like Maui and Mill Valley, I jumped at the chance to invest in what I know will be an extremely fun project with a global niche audience run by a team that has already proven to have my complete trust."

Invested \$10,000 this round

potluckproductions.net San Francisco CA  

Highlights

1

Winners of the prestigious Maui Film Festival comedic short award.

2 Producer's films are in top festivals with great connections; Sundance, Tribeca, and SXSW.

3 Films with female protagonists perform better financially at the box-office.

4 Yoga has been trending culturally. Our film is the first comedy to capture that untapped interest.

Our Team



Laura Wagner Producer

An award-winning producer whose films have premiered at Sundance, Tribeca, SXSW, and Rotterdam-Laura is an alumna of the Sundance Creative Producing Fellowship. Her films have been nominated for Gotham and Independent Spirit awards.

"Have you ever wanted to go to an intensive eight-week competitive yoga training? Neither did Jo, but her journey will make you laugh to your belly hurts and your mind opens."



Dan Damman Director and Co-Writer

Perfected his comedy writing at The Second City in Chicago before starting a 20 year career in directing and motion-picture editing.



Chris K Thomas Producer and Co-Writer

Worked at the Global Climate Change Lab at MIT in 1994, realized we need a change of consciousness, and has been a writer and filmmaker ever since.



Reena Dutt Producer

A recent Producing Fellow at Film Independent- Reena has produced successful features and short films, "Awarewolf", and "Touch" directed by LuLu Wang ("The Farewell").



Noah Litwer Associate Producer

An independent filmmaker with a background in finance and business. Worked on recent big budget projects, including: The Matrix 4, Shang Chi and Venom.

Proof of Concept: "Awarewolf"

To showcase our comedic, yet positive, take on western yoga culture, we filmed an eight-minute version of *The Yogi Trademark* for \$20,000. Our short, *Awarewolf* (2017) received accolades from major film festivals across the country.

Knowing that our tasteful satire would be a hit among mindfulness-focused viewers, the Maui Film Festival screened *Awarewolf* ahead of the Academy Award nominated film, *Going Home* (2017) a Netflix documentary on the life of spiritual teacher Baba Ram Dass.

The Maui audience loved *Awarewolf*, awarding it Best Comedy Short Film. At that point, we decided to commit to making a feature-length commercial adaptation.



Market Research

Lots of Yogis, Very Little Content

There are 36 million yoga enthusiasts in the U.S. and only a handful of movies or shows that explore their lifestyle and culture.

The Yogi Trademark will offer a first of its kind feature-length narrative catered to the enjoyment of an audience that is familiar with yoga and the broader trends

surrounding wellness and mindfulness.

Recent Yoga Movie Projects

Despite a general lack of content, below are several success stories of projects with similar themes.

- *Enlighten Up!* (2009), a low budget, light-hearted, personal-transformation documentary performed well at the box office.
- *Kumaré: The True Story of a False Prophet* (2012), a cross between a documentary and narrative feature, won Audience Award for Best Doc at SXSW.
- *Bikram: Yogi, Guru, Predator* (2019), a Netflix documentary, which tells the story of the downfall of narcissistic hot yoga founder Bikram Choudhury, was a viral hit.

Yoga Is a Large and Growing Market

Over the past decade, mainstream interest in yoga and wellness-culture has exploded. Here are some recent stats.

- \$17 billion Americans spend on yoga products. Up 87% since 2010.
- 36 million Americans regularly practice yoga.
- 67 million Americans have reported trying yoga at least once.
- 34% Americans "very likely" to try yoga within the next year.

Yoga can be considered a meditative practice which falls within the Global Mental Wellness Industry. In 2019, the Global Mental Wellness Industry was worth \$120.8 billion and is expected to reach \$6.75 trillion by 2030.

Cast

Connie Britton, from the hit series *Nashville*, and HBO's - *The White Lotus*, saw our short at the Maui Film Festival, poked Chris in the chest and said, "I loved your short. I want to be in the feature." We're hopeful we can get our favorite character, Tami Taylor, from *Friday Night Lights* to play the complicated and layered role of the hippie, lovable, smothering mother of our protagonist. We know in Hollywood, a desire more likely becomes reality when a budget is secured. Until then, it does show our story is compelling enough to spark the

...and good actors sell movies.

Speaking of good actors...



We're excited to already have **Arash Marandi** attached as Tashu, the sexy, spiritual, and untouchable yoga teacher. We met him at a Sundance Festival party and got along so well that he flew in from Berlin to act in *Awarewolf* the following year. Arash said Dan's directing style was "so personal and supportive that it re-inspired my love for the study of acting." He is amazing in the Sundance film *A Girl Walks Home Alone at Night*, and more recently opposite Glenn Close in the Apple TV hit series - *TEHRAN*.

The Yogi Trademark Synopsis

Jo, mom blogger and single parent of a precocious four year old, is always one more "like" or "follow" away from happiness. She gets "the break she's always deserved" when Vanity Magazine assigns her to publicly blog about her experience at a physically grueling eight-week yoga teacher training retreat.

Out of shape, fearlessly ambitious, and in no need of personal growth – Jo lies to her baby daddy, her editor and dysfunctional family, turning the lifestyle blog assignment into an investigative exposé revealing dark secrets behind the cult-like retreat's charismatic leader.

Deep undercover, she succumbs to the guru's unconventional, humiliating and surprisingly effective directives until she becomes so competent in her yoga that

she sets, yet another, different, shiny new goal – to be a world famous competitive yogi.

While on stage at the high-stakes, livestreamed National Yoga Championships, Jo at long last finds her center – and with it, a discovery worth more than the external adoration she’s been chasing. Jo realizes what she needs most has always been within her: Permission to live life with fearless authenticity.

A Taste of our Humor and Films

Dan and Chris, as Potluck Productions, have been producing branded content, documentaries, and comedy sketches since 2004 for clients like Mother Jones, Senator Barbara Boxer, She the People, Democracy for America, DailyKos and Netroots Nation. Other clients include Levi Strauss & Co., the Red Tab Foundation, Tides Foundation, MoveOn.org, Dockers, and many more.



Your Profit

Where's My Money Lebowski?

The project is keeping costs down by using SAG's Ultra-Low program (maximum budget \$300,000), no and low cost shoot locations, and a retreat-model to support the many yogi extras (more details below). In addition, as this is our first

support the many yogi extras (more details below). In addition, as this is our first feature length film, we understand that our biggest asset at the end of this project is not money, but a great movie. Therefore, you make your investment back plus a 20% profit before the filmmakers even think about making their money back.

Our primary viewer-market is Americans (and select foreign viewers) with a strong interest in yoga and mindfulness, many of whom identify with female-focussed narratives. There are 37 million yoga practitioners in the US alone who've yet to see a good movie representing their passion - let alone one with a comedic twist and reputable actors. If we capture just .00091% of the yogi viewer market with *The Yogi Trademark*, you will make your money back PLUS a 20% profit. If we can snag 5% of yogis, we'll split over \$4 million in profit. These projections cannot be guaranteed.

	5% of US Yogis	.01% of US Yogis	.00091% of US Yogis
Units Sold	1,850,000	370,000	33,680
\$10 per download (purchase only)	\$18,500,000	\$3,700,000	\$336,800
Less 50% take by Apple, Amazon, Hulu, etc.	\$9,250,000	\$1,850,000	\$168,400
Less marketing (P&A)	\$40,000	\$40,000	\$40,000
Total Adjusted Gross Receipts	\$9,210,000	\$1,810,000	\$128,400
1st Position Equity + 20% (WeFunder Investors)	\$128,400	\$128,400	\$128,400
2nd Position Equity (Production Team)	\$143,000	\$143,000	\$0
Return on Investment	120%	120%	120%
Net	\$8,938,600	\$1,538,600	0%
50/50 Split of Net	\$4,469,300	\$769,300	0%

Potential Sales Examples

These figures are forward-looking estimations which cannot be guaranteed.

How So Cheap?

\$300,000 may seem like a lot of money, but the overwhelming majority of films you see cost way more than this. You can find many film budget's on wikipedia. Try it. Think of a film that you think was cheap to make, the budget will likely be over \$2 million. So how can we do ours so cheap?

No Cost Locations

75% of the film will likley be shot at a privately owned church estate that is going through a long development process. While it's idle, our friends are letting us shoot, free of charge, at their ideal location. Namaste!





The Screenplay and Directors Are Free

All the money you invest in the film is going up on the screen. Our production company, Potluck Productions, has spent years on bread and butter projects while doing comprehensive pre-production on this film. We're donating our script, directing, and producing services to you, the Yogi Movie LLC.

No-Cost Extras: *The Yogi Trademark* Retreat for Yogi Extras

To reduce costs and inspire collaborative creative work, we will simultaneously co-host a five day yoga retreat as part of our 18 day shoot. The retreat will be run and operated by a third party - supplying us with talented yogis to serve as extras at no cost to the production. In return for being extras, the students will receive this all-inclusive yoga retreat experience and share ownership of the film with the production team (not from the investors share). These yogis will also serve as valuable film promoters for self-distribution.

Who We Are

Laura Wagner is the recipient of the Sundance Institute's Creative Producing Fellowship, the San Francisco Film Society's Kenneth Rainin Foundation Fellowship, and the IFP/Cannes Marche Du Film Producer's Network Fellowship. She is also a Film Independent Fellow and alumna of the Trans Atlantic Partners program. She was nominated for the Cassavetes Film Independent Spirit Award for producing the critically acclaimed feature film *IT FELT LIKE LOVE*, which premiered at the 2013 Sundance Film Festival and was nominated for a Gotham Award and two Film Independent Spirit Awards.

While Dan thinks he's always been funny, he started his comedic career as a weekend player with a group formed at The Second City, the world's premier comedy club, in Chicago. He also served as Head of Production for Sports ID, where he oversaw all aspects of production, producing over 1,300 instructional sports videos, hosted by athletes like Bill Walton, Gabrielle Reece, and Ronnie Lott.

Chris studied Technology and Policy at MIT, after which he spent several years working on climate change, environmental protection, and poverty alleviation projects in the U.S. and internationally. Once Chris began to focus on provocative story-telling as a method for social change, he was hooked.

Dan and Chris met in San Francisco where they were part of a talented team that wrote, produced, and acted in the musical comedy, *Goin' Dot Com!*. The duo then formed Potluck Productions to pursue self-initiated creative projects and filmmaking, using humor as a hook. They made several funny political videos that went viral at the dawn of YouTube and set out to write and make this hilarious film. They learned filmmaking by aligning themselves with SFFILM—which has championed incredible films like, *Sorry to Bother You* (2018), *Beasts of the Southern Wild* (2012), and *Fruitvale Station* (2013). Dan and Chris eventually earned three SFFILM grants to develop The Yogi Trademark, including a two- year artist residency.