

Unmute

In 1

- Executive team with a combined 40+ years experience and Academy Award winning work.
- Join over 1,700 people who have invested a total of over \$1M!
- Investors recoup 120% of principal plus pro-rata share of 50% of the backend plus fan based perks!
- A true story about courageous women that will inspire and entertain audiences worldwide.
- Pre P&A: Active and engaged fanbase of over 10,000+.
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- We have the support of thalidomide survivors worldwide who are eager to have their stories told.

RESERVE

WATCH FOR UPDATES

INVESTMENT TERMS

Custom Contract

Investors receive 120% of principal plus 50% pro-rata share of net profits.

🎁 **Investor Perks:** \$250, \$5K, \$7.5K, \$30K, \$75K, \$300K

<https://www.wefunder.com/frankie>

A STORY THAT MUST BE TOLD.

01:00

Pharma is based on the incredible true story of Dr. Frances "Frankie" Kelsey and her fight to keep a dangerous drug from being approved for the US market. Risking her career and family along the way, Frankie wages war against big Pharma in 1960, resisting intense pressure and threats from inside the FDA to expose the biggest unmonitored drug trial in US history.



Logline

Amidst the politically charged atmosphere of 1960s Washington D.C., two female doctors unveil a web of corruption and deceit that puts profits over people's lives. Inspired by true events.

Genre
History | Drama | Biography

Rating
PG-13

Dr. Kelsey's heroic efforts are an example of what one person can do to prevent disaster and change the course of history.

"I know that we are all most indebted to Dr. Kelsey. The relationship and the hopes that all of us have for our children, I think, indicate to Dr. Kelsey, I am sure, how important her work is and those who labor with her to protect our families. So, Doctor, I know you know how much the country appreciates what you have done."

-John F. Kennedy



Frankie's story will inspire audiences for years to come and shine a light on the overlooked tragedy that has impacted tens of thousands of people around the world. Her battle was one of David and Goliath proportions: One woman taking on the billion-dollar pharmaceutical industry to expose corruption and prevent a national tragedy.

to date

SURVIVORS OF THALIDOMIDE

have not received full restitution.

Our goal is to highlight the courage of Dr. Kelsey and shine a light on one of history's hidden stories.

MORE THAN A MOVIE.

Though Dr. Kelsey's efforts prevented a US disaster, many around the world suffered and the ramifications of this historical event still linger today. Known widely as the largest manmade medical disaster in history, it's estimated that over 10,000 babies were affected by the drug, thalidomide. Helmed a "miracle drug" and given to pregnant women as a treatment for morning sickness, the pills caused severe birth defects. To date, survivors of thalidomide have not received full restitution. We hope to encourage survivors, by showing them that their story has not gone unnoticed, and impact audiences to take action in the face of injustice. *Pharma* aims to shine a light on this hidden history and lend a platform to survivors of the tragedy. Hear from some of the survivors and why they believe this movie needs to be made.

01:00

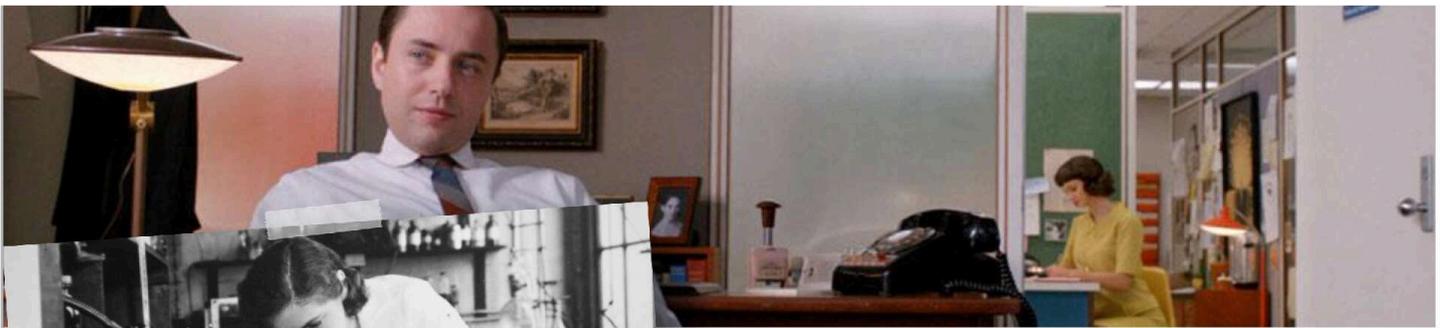
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01:59

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01:00

Pharma is an important and critically relevant story for this moment in history. As we emerge from a global pandemic and new information comes to light each day, Frankie's story highlights the risk of placing trust in huge corporations and government entities without proper oversight.



It all starts with a good story...

"It's rare to find a script that is both well crafted and has come at the right time. With more scripts coming in and more movies getting made every year, it becomes increasingly rarer to hit both of those marks. I can honestly say that *Pharma* not only hits both of those marks, but does so in a way that makes this story transcend the page."

-Eclectic Pictures Script Analyst

FRANKIE
(chuckles)
No. I just crossed out the Mr. wrote
in Ms. and accepted the offer.

Script



In addition to an award winning feature length script, the proof of concept and short film, *Pharma*, has entered the 2023 festival circuit with multiple official selections, nominations, and category wins. The caliber of the project produced on a micro- budget exhibits the skill and indie grit that the team brings to the table.

Production Team



ASHLEY BRATCHER
PRODUCER

CEO of Simple Jane Films, producer and award winning actress. Ashley is a Campbell University Bachelor of Arts cum laude graduate, and a Notre Dame Vita Institute Alumni. She has worked in the film industry for over a decade with 40+ film and television credits to her name, from box office theatrical hits to network television. In addition to her work on screen, Ashley is dedicated to using her platform to encourage positive change. Her philanthropic efforts include founding a scholarship fund to provide financial and material assistance to mothers seeking to continue their education.



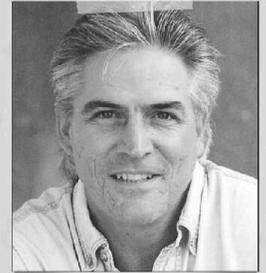
LISA BRUCE
PRODUCER

Lisa is a member of the Academy of Motion Picture Arts & Sciences as well as the British Academy of Film & TV Arts. She is a two-time Oscar-nominated & BAFTA award-winning producer of *The Theory of Everything* starring Eddie Redmayne and *Darkest Hour* starring Gary Oldman. Bruce is a member of the Academy of Motion Picture Arts and Sciences as well as the British Academy of Film and TV Arts in 2018. She has produced numerous theatrically released films for studios and independents as well as television series for streamers.



DORI ZAVALA
PRODUCER

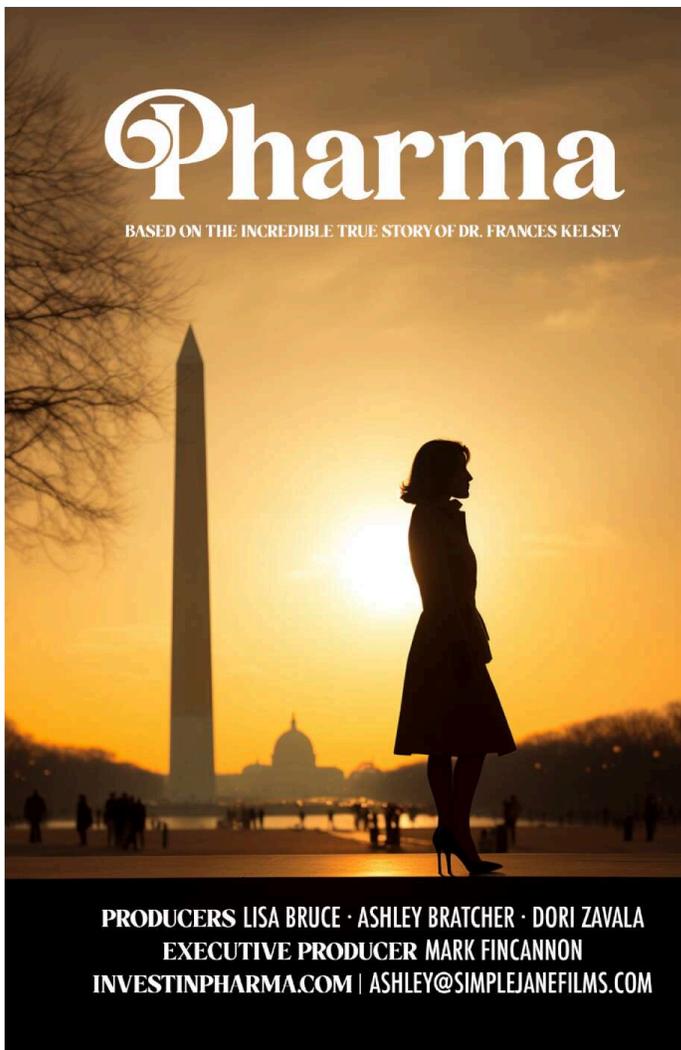
Dori is a producer, screenwriter, and an attorney. She graduated from Northwestern University with a B.A. in Political Science/International Studies and from the University of Arizona College of Law cum laude with a juris doctor degree. Dori has over 20 years experience practicing business law and litigation. She also holds a Series 65 investment license and has acted as an Investment Adviser Representative. She is also the CEO of Athena Ink, a production company dedicated to telling the untold stories of strong women heroes throughout history.



MARK FINCANNON
EXECUTIVE PRODUCER

Mark is a 40 year veteran filmmaker and Emmy Award Winning Casting Director. He and his company, Fincannon and Associates, have worked with such legendary directors as Steven Spielberg, Taylor Hackford, William Friedkin, David Lynch, and George Lucas to name a few. They have been responsible for casting over 200 feature films, 100 television movies, 15 television mini-series, and thousands of hours of television series. Mark is a member of the Academy of Television of Arts & Sciences. A few of his other most notable films are *Ray*, *The Prince of Tides*, *Miracles from Heaven*, *The Patriot*, and *The Blindside*.

The team's resumes boast Academy Award winning titles including *The Theory of Everything*, *Darkest Hour*, *Ray*, *The Patriot*, *The Blind Side* and more... generating hundreds of millions of dollars in the box office.



Our goal for *Pharma* is to raise \$5 million dollars for the development and attachment of key talent through our crowdfund raise. Part of this budget will be allocated to ongoing development, with the remaining balance allocated towards production, post production, and distribution. Hitting milestones throughout the offering allow us to maintain momentum and move the project forward. If you decide to invest, you'll be raising awareness that this story should be seen on screens around the world.

I immediately knew that

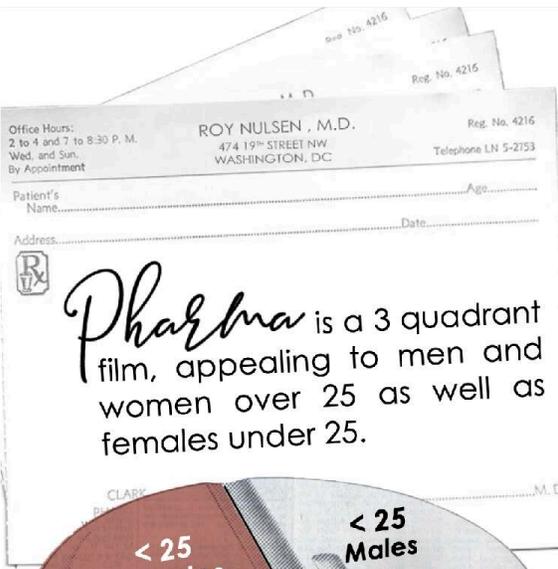
THIS WAS A STORY THAT NEEDED TO BE TOLD

so I got to work on the script.

The more I learned, the more I wanted to
share it with the world.

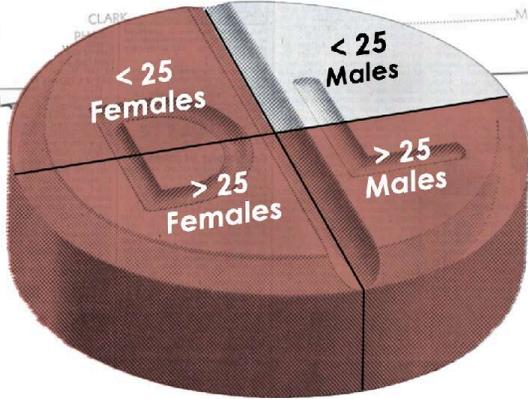
-Dori Zavala (Screenwriter)

Though investing in movies is incredibly risky, and a return on investment can never be guaranteed, we feel that the profitability of biopics has remained consistent over the years. Films such as Hidden Figures, Erin Brockovich and The Imitation Game have realized enormous profits at the box office. These kinds of movies often become classics, proving the test of time, and creating more downstream revenue for years to come.



Comparables

Pharma is a 3 quadrant film, appealing to men and women over 25 as well as females under 25.



HIDDEN FIGURES

Budget\$25,000,000
 US Gross.....\$169,607,287
 Worldwide Gross.....\$235,956,898

Nominated for 3 Academy Awards. Another 37 wins & 85 nominations.



THE IMITATION GAME

Budget\$14,000,000
 US Gross.....\$91,125,683
 Worldwide Gross.....\$233,555,708

Nominated for 8, Won 1 Academy Award. Another 21 wins & 70 nominations.



JACKIE

Budget\$9,000,000
 US Gross.....\$13,960,394
 Worldwide Gross.....\$24,270,399

Nominated for 3 Academy Awards. Another 44 wins & 165 nominations.

Comparables



BIG EYES

Budget\$10,000,000
 US Gross.....\$14,482,031
 Worldwide Gross.....\$29,253,166

Won 1 Golden Globe Award. Another 44 wins & 165 nominations.



SPOTLIGHT

Budget\$20,000,000
 US Gross.....\$45,055,776
 Worldwide Gross.....\$98,690,254

Nominated for 6, Won 2 Academy Award. Another 21 wins & 92 nominations.



JUST MERCY

Budget\$25,000,000
 US Gross.....\$36,001,502
 Worldwide Gross.....\$50,401,502

Nominated for 8, Won 1 Academy Award. Another 21 wins & 70 nominations.



THE POST

Budget\$50,000,000
 US Gross.....\$81,903,458
 Worldwide Gross.....\$179,769,457

Nominated for 2 Academy Awards. Another 19 wins & 111 nominations.



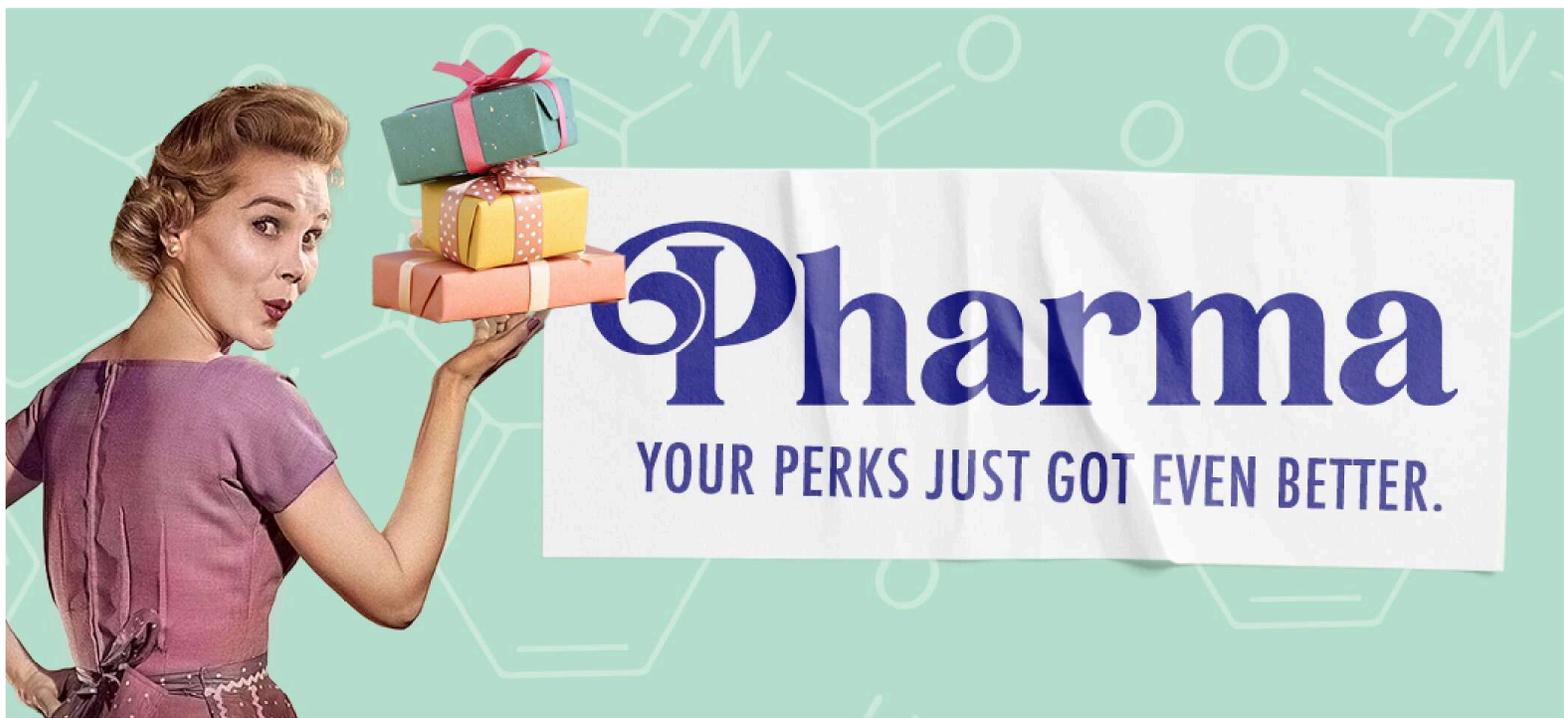
*Success in other projects does not guarantee success in Pharma. There can be no assurance that the projected results will be obtained, and actual results may vary significantly from the projections.

Pharma is a story of investigative action, emotional drama, high stakes, and courage. This is your chance to be a part of movie history, creating a legacy with a movie that explores history while entertaining, engaging, and inspiring its audience.

00:42

In addition to making a really amazing movie, we've always wanted to build a community where our fans and investors feel connected to our project beyond just a dollar amount. We want **YOU** to be able to share this journey with us and have an experience that makes you excited and proud to be a part of the Pharma investor family.

So, we're offering some pretty cool perks as a thank you for your investment! Not only will you own part of the movie, but you'll also be part of the experience. You could **visit set, be in the movie**, and even **walk the red carpet**.



\$100: Access to INVESTOR ONLY live virtual **roundtable discussions** with the filmmakers to discuss **behind the scenes, chat with special guests**, and participate in Q&A.

\$1,000: BE IN THE MOVIE! You'll receive a guaranteed spot to join us for a day of filming as an extra in the movie!*

\$5,000: Receive a **signed copy of the Pharma film poster**.

\$10,000: Get a first look at the script! This script has been kept top secret. With this perk, you'll be granted exclusive access to read the script before it makes its way to the big screen.**

\$20,000: Invitation to the World Premiere! You'll join us on the red carpet as we celebrate the opening of the film. Mingle with celebrities and be the first to watch the story come to life on the big screen!**

\$50,000: Own a piece of movie memorabilia! This perk is for our movie buffs who love collector's items! In addition to receiving an autographed movie still from the feature, you'll be gifted a one of a kind prop following the release of the film.

\$250,000: Receive **2 VIP passes for the world premiere that includes a private meet and greet with the stars and a trip down the red carpet.***

INVEST NOW (invest.php)

Still making up your mind? That's okay! Join our mailing list to stay up to date.

SUBSCRIBE FOR UPDATES

NAME

First

Last

EMAIL ADDRESS*

SUBSCRIBE

**Travel & lodging not included. **Signed NDA required.*

Frankie's Story, LLC is 'testing the waters' to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and only through Wefunder's platform. Any indication of interest involves no obligation or commitment of any kind.



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