

Pharma

Investor Gatherings.

We hope everyone's summer is off to a great start! We've enjoyed meeting many of you in person at investor gatherings across the country. Our community is truly amazing and we're grateful for each of you. Thank you for your patience and enduring support as we continue diligently working to produce *Pharma*.



Producer Roundtable Discussions.

We will host our first investor-only virtual roundtable sessions on Wednesday, July 24th @ 9PM ET & 9:30PM ET. These sessions are limited to 50 participants and are first come, first served. Please reply to this email to reserve your seat now. A schedule of future roundtables is forthcoming.

Production Updates.

- A strategic film festival networking plan resulted in 12 festival selections worldwide and 6 wins for the proof of concept. These efforts generated invaluable awareness for our funding campaign.
- We acquired a fiscal sponsor to accept tax deductible donations to support the film, resulting in over \$22,000 in donations!
- Our VIP list of subscribers has grown to over 10,000!
- Emmy award-winning Casting Director and Executive Producer, Mark Fincannon, joined the team.
- Academy and BAFTA award-winning Producer, Lisa Bruce, joined the team.
- Our total raise increased to over \$1.3M through private equity, crowdfunding, and charitable donations. (To access the 2023 annual report filed with the SEC click [here](#).)

The industry is currently facing historical distribution challenges and pending crew strikes. To maximize our time during this season, we are polishing the script and finding the right director. We've also made the decision to maintain an open crowdfund offering. Almost daily, we receive emails from people requesting to invest in the project. Raising additional capital while in development allows us to actively pursue packaging the film and attaching talent.

How can you help?

- **Spread the word!** Tell someone why you invested and why they should join us! Our offering is slated to open on July 29th at www.investinpharma.com.
- **Host an investor meet up in your area!** Reply to this email to learn more.
- **We're in search of our next lead investor!** If you or someone you know is interested in leading this round, please email us at hello@pharmathemovie.com. (More info on what a lead investor is can be found [here](#).)

INVESTMENT OFFERING

Our sincere gratitude.

Making movies is not for the faint of heart. We are sincerely appreciative of your encouragement and support. Producing requires heart and dedication, qualities that we are proud to say our team does not lack. Thank you for standing with us to bring the inspiring and important story of Dr. Frances Kelsey to life.

Sincerely,

Ashley Bratcher and Dori Zavala
Producers of *PHARMA*



Pharma the Movie

Att: Simple Jane Films, 2550 Sandy Plains Road Ste. 225-263, Marietta, GA 30006

This email was sent to {{contact.EMAIL}}

You've received it because you subscribed to updates for Pharma the Movie.

[View in browser](#) | [Unsubscribe](#)

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.

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+.
-
-
- 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>

BE





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

Linked to Wellknown Titles

'Heroine' of

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.

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00:59

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.

Wears No Makeup—Hates Housework

Dr. Kelsey Would Prefer to Retain Anonymity

STIFFEN DRUG DATE URGED BY KENNEDY

Frances Oldham Kelsey

Special to The New York Times.
WASHINGTON, Aug. 3—
Nearly two years ago a

PHARMA / PROOF OF CONCEPT & AWARD WINNING SHORT FILM
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.

WIFTA OFFICIAL SELECTION 2023
OFFICIAL SELECTION Atlanta Women's Film Festival 2023
OFFICIAL SELECTION Show Law Film Festival 2023
WINNER Wine, Women & Film Festival 2022
OFFICIAL SELECTION Flagstaff International Film Festival 2023
OFFICIAL SELECTION CORONADO ISLAND FILM FESTIVAL 2023
OFFICIAL SELECTION The Women's Independent Film & Television Festival 2023
ETHOS FILM AWARDS
OFFICIAL SELECTION SIFF 2023
OFFICIAL SELECTION WINE WOMEN & FILM FESTIVAL

Simple Jane Films

Dear Doctor:

On December 5th, 1961 we advised you of the possible relationship of congenital malformations observed abroad in offspring of certain patients who had taken thalidomide (Kevadon in Canada) early

Earlier today, Dr. Kelsey told a Senate subcommittee that thalidomide was available for experimental use by certain American physicians for nearly a year after she had first suspected it might affect unborn

peeling. Tables are piled high with new drug applications. The gas pours in rough kinds at the unpeeled windows.

They with Two Jobs
A. no nonsense kind of woman with graying hair. Dr.

low back. Her short, straight hair is cut in a somewhat essential style. She answers a Senate subcommittee's questions readily yesterday, as there is a city quality about her. She declines, however, to play tennis and at

Lead Producer, Ashley Bratcher, is an award winning actress and the star of the box office hit Unplanned. Unplanned premiered at number 4 its opening weekend in the box office among major Hollywood Studio competition including Captain Marvel, Us, and Dumbo. According to Box Office Mojo, the film took in an estimated \$6,110,000 at the end of the weekend, with a cumulative per-screen average of \$5,770 on just 1,059. To date, it has grossed over \$21 million dollars off of a modest \$6 million dollar budget. Ashley's heart for telling true stories that encourage positive change has been the driving force for bringing Pharma to the screen. In 2020, Ashley founded her own production company, Simple Jane Films, to focus on creating content about ordinary women with extraordinary stories. She is backed by an executive team with a combined 40+ years experience in filmmaking. Their areas of expertise include development, screenwriting, production, casting, distribution, public relations, marketing, and

Production Team



ASHLEY BRATCHER
PRODUCER

GEO of Studio Jane Films, producer and award winning actress Ashley is a Campbell University Bachelor of Arts cum laude graduate and a Nova Dome Villa Institute Alumni. She has worked in the film industry for over a decade with 40+ film and television credits to her name, from low office budget shorts 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 women seeking to continue their education.



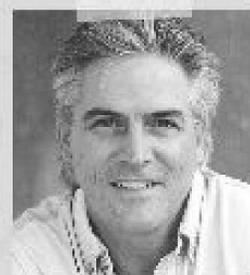
LISA BRUCE
PRODUCER

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 Academy of Award winning starring Isabella Rossellini 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 2010, she has produced numerous theatrically released films for studios and independents as well as television series for streamers.



DORI ZAVALA
PRODUCER

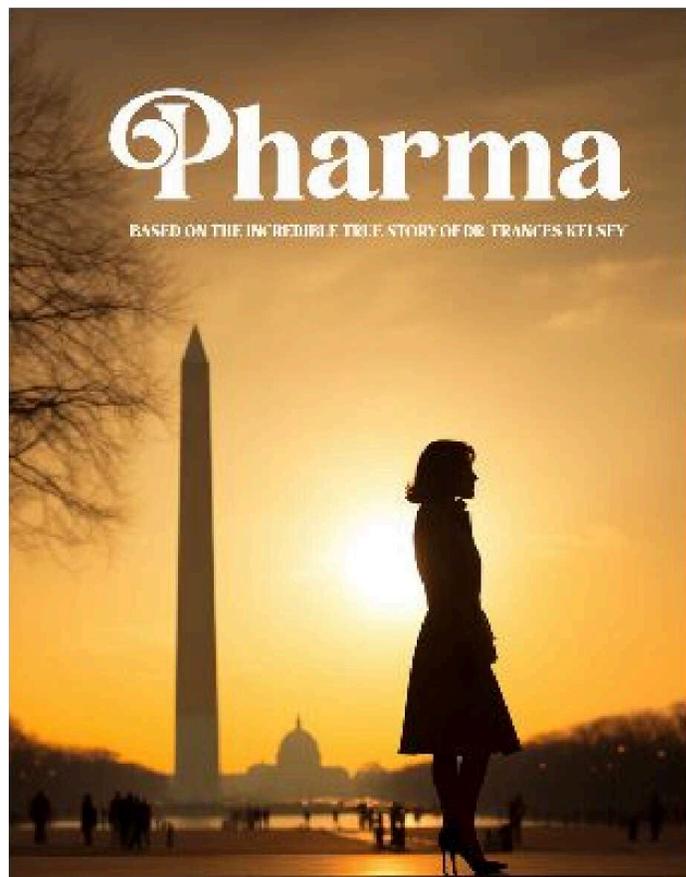
Don is a producer, screenwriter, and an attorney. She graduated from Northwestern University with a B.A. in Political Science/International Studies and from the University of Arizona College of Law cum laude with a Juris Doctor degree. Don has over 20 years experience practicing business law and litigation. She also holds a Series 63 Investment License and has acted as an Investment Adviser Representative. She is also the CEO of Arizona 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 election coverage. Mark is a member of the Academy of Television Arts & Sciences. A few of his other most notable film credits: The Prince of Egypt, Miracles from Heaven, The Hamptons, and The Blindside.

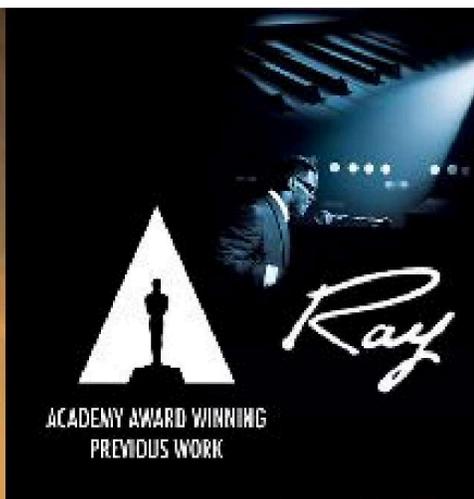
The team's resumes boast Academy Award winning titles including The Theory of Everything, Darkest Hour, Ray, The Patriot, The Blind Side and more... generating hundreds of millions of dollars in the box office.



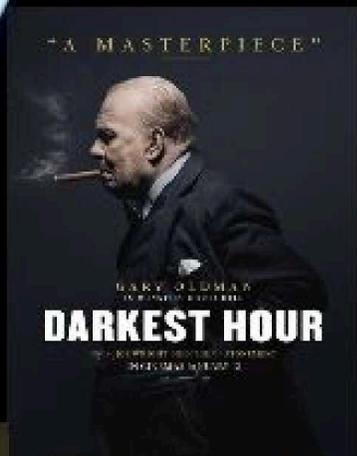
Pharma

BASED ON THE INCREDIBLE TRUE STORY OF DR. FRANCIS KETSEY

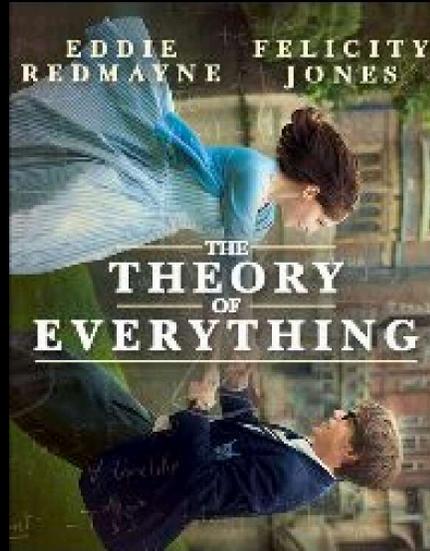
PRODUCERS LISA BRUCE - ASHLEY BRATCHER - DORI ZAVALA
EXECUTIVE PRODUCER MARK FINCANNON
INVESTINPHARMA.COM | ASHLEY@SIMPLEJANEFILMS.COM



ACADEMY AWARD WINNING
PREVIOUS WORK



"A MASTERPIECE"
GARY OLDMAN
IN WINSTON CHURCHILL
DARKEST HOUR



EDDIE REDMAYNE FELICITY JONES

THE
THEORY
OF
EVERYTHING



THE
PATRIOT

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

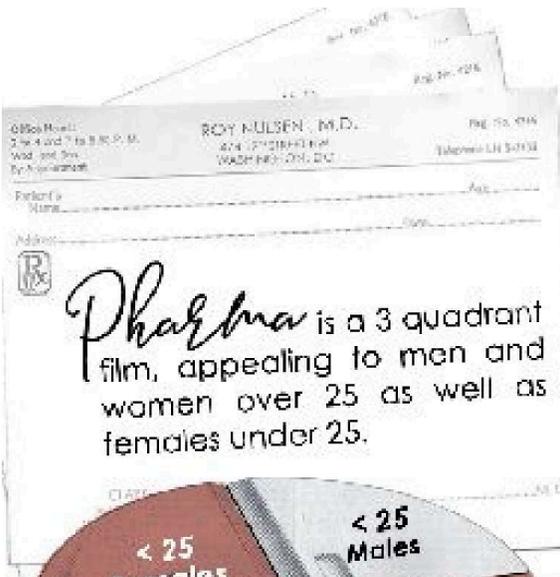
so I got to work on the script.

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

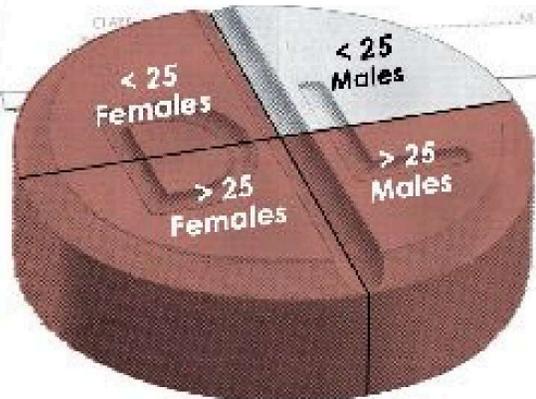
-Dori Zavala (Screenwriter)

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



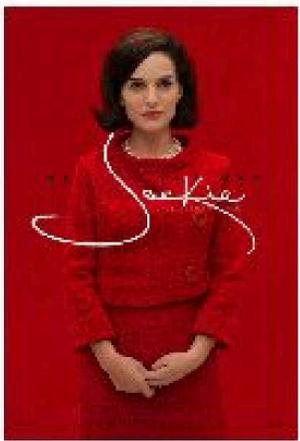
Pharma is a 3 quadrant film, appealing to men and women over 25 as well as females under 25.



HIDDEN FIGURES
 Budget\$25,000,000
 US Gross\$169,607,287
 Worldwide Gross.....\$235,956,895
 Nominated for 3 Academy Awards. Another 27 wins & 83 nominations.



THE IMITATION GAME
 Budget\$14,000,000
 US Gross\$91,125,683
 Worldwide Gross.....\$233,555,708
 Nominated for 9, Won 1 Academy Award. Another 21 wins & 76 nominations.



JACKIE
 Budget\$9,000,000
 US Gross\$13,960,394
 Worldwide Gross.....\$24,270,399
 Nominated for 3 Academy Awards. Another 44 wins & 153 nominations.

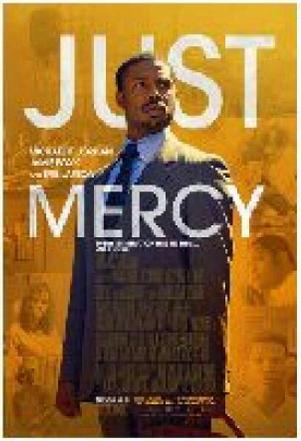
Comparables



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 Awards. Another 21 wins & 92 nominations.



JUST MERCY
 Budget\$25,000,000
 US Gross\$36,001,502
 Worldwide Gross.....\$50,401,502
 Nominated for 6, 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 Investor (40) - 2024-03-27 11:00:00

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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.

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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 stroll red, be in the movie, and even walk the red carpet.

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\$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

EMAIL ADDRESS*

SUBSCRIBE

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

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[\(https://www.youtube.com/@pharmathemovie\)](https://www.youtube.com/@pharmathemovie)



Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

Quote goes here

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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