



INVEST IN FRANKIE'S STORY, LLC

Pharma the Movie

pharmathemovie.com

Atlanta, GA



Female Founder

Entertainment

Film

Media

Highlights

- 1 Executive team with a combined 40+ years experience and Academy Award winning work.
- 2 Over \$1.3M raised in previous rounds!
- 3 Investors have the potential to recoup 120% of their principal + 50% pro-rata share of the backend

– Principal: 50% pre P&A share of the budget.

- 4 A true story about courageous women that will inspire and entertain audiences worldwide.
- 5 Pre P&A: Active and engaged fanbase of over 10,000+.
- 6 Well-positioned for global theatrical release and a worldwide audience.
- 7 We have the support of thalidomide survivors worldwide who are eager to have their stories told.

Featured Investors



Michael A Adkins, MD



Follow

Invested
\$10,000



From Navy nuclear power trained electrician to Emergency Physician, residing in Chandler, AZ. Graduate of Old Dominion, and University of Pittsburgh medical school. I completed my residency at U Mass in Worcester, MA. Proud husband and father of 4.

“I have always been a fan of movies and was excited when I learned I could invest in some of these projects. This is not my first film investment, but when I learned of this project I was very intrigued by the subject matter. I feel that stories such as this, that tell the true stories of events that have actually happened, are high interest films. I feel this is a story that people deserve to know about, and the selfless acts of Dr Kelsey, should be widely known, and she should be celebrated for her courage and willingness to stand up against industry to help protect society. The social setting in the early 60s makes her story even more impressive, going up against a large corporation in a time when men largely dominated the business world and women were still seen by many as second class citizens. This is a story about a true American hero! Let’s all take this ride and tell her story together!”



**Deborah (Debbie)
Vines**

Follow

Invested
\$100,000



“I am a film producer with a passion to produce films that are entertaining, inspiring, and proclaim truth. Pharma is one of those stories. While historical, the tale is as relevant today as it was the day Dr. Kelsey stood her ground against a pharmaceutical Goliath. In addition, the talent assembled on this film is impressive. I believe these team members possess both the passion and the abilities to produce a blockbuster film. With this rare combination of a true, inspiring, relevant script, and amazing talent, Pharma is destined to be both successful and impactful. I believe we are witnessing the birth of a classic film and I intend to have a front row seat. I hope that you will join me!”



Terry Wood

Follow

Invested \$100,000



“I am a new business investor in the film sector. My past background includes experience in science elementary education, and in producing comedy, dinner, and dance parties on ships and at hotel venues. When Pharma began to gain momentum during their crowdfunding campaign, I actually got to talk to Ashley, the CEO of her film company. After speaking with her, I felt that I should take the plunge with her on this project because I truly believe she cares about the investors and will do her best to get this film made and into the theaters. I think the audience will love the 1960s setting and the main character being like David going against Goliath.”



Rick Plath
Syndicate Lead

Follow

Invested \$6,000



“Welcome to the wild world of movie investing! My wife Jill and had no clue you could invest in movies. We stumbled upon this hidden gem, and we’re thrilled to share our journey with you. We met the incredible Ashley Bratcher whose work in films have left us blown away. Her passion for telling real-life stories that challenge the status quo resonated deeply with us. She is a great

and down to earth woman, and we are proud to call her and her husband our friends. Let's face it, folks! The almighty dollar often wins over morals and values in some industries out there. But Ashley and her team are on a mission to change that narrative. They're dedicated to creating films that inspire, educate, and impact millions. We're proud to be investing in Ashley's project for the second time, and we can't wait to see the masterpiece unfold. Our first investment was a leap of faith, but after witnessing Ashley and her team's expertise and enthusiasm in a Zoom meeting, we knew we were in good hands. We are ready to help in any areas above our financial investment. So, buckle up and join the journey! This movie has the potential to be a game-changer, and we invite you to be a part of it. Let's support Ashley and her team in creating something truly remarkable. Who knows, you might just find yourself in a movie theater, cheering on the next blockbuster hit!"

Our Team



Ashley Bratcher Producer

Award-winning actress, producer, and writer with over 40 credits. Her work spans from box office hits to network television, with more than a decade of experience in the industry.



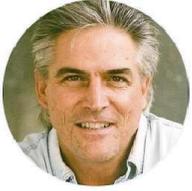
Lisa Bruce Producer

Member of the Academy of Motion Picture Arts & Sciences as well as the British Academy of Film & TV Arts. Two-time Oscar-nominated & BAFTA award-winning producer of *The Theory of Everything* starring Eddie Redmayne and *Darkest Hour* starring Gary Oldman.



Dori Zavala Producer/Legal

Award winning screenwriter and attorney with over 20 years' experience practicing business law and litigation. She also passed the Series 65 investment license exam and has acted as an Investment Adviser Representative.



Mark Fincannon Executive Producer/Casting Director

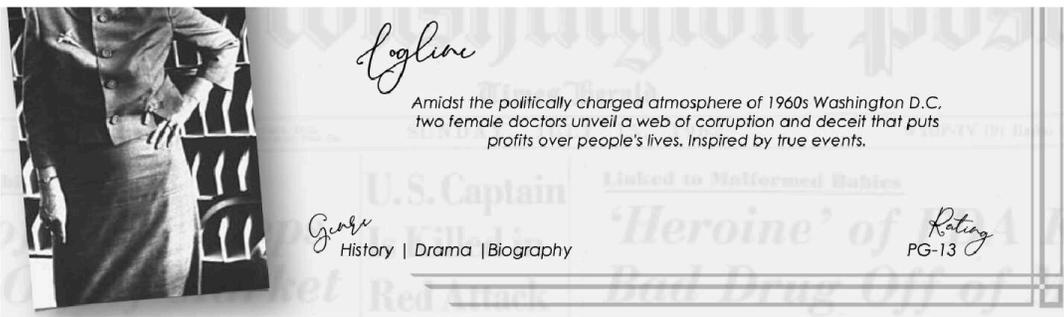
40 year veteran filmmaker & Emmy Award Winning Casting Director whose company has worked with legendary directors Steven Spielberg, David Lynch, & George Lucas to name a few. Casting 300+ features, 15 miniseries, & thousands of hours of television series.

More than a movie, Pharma is a movement.

Over 1,700 people with investments totaling over \$1,300,000 have paved the way for the production of the feature film, *Pharma*. After generating immense interest at the close of our last crowdfund, a waitlist soon formed of people who wanted to continue to invest. With several hundred people ready to become part of our production family, we've decided to issue another offering to invest in our project!

The script 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.

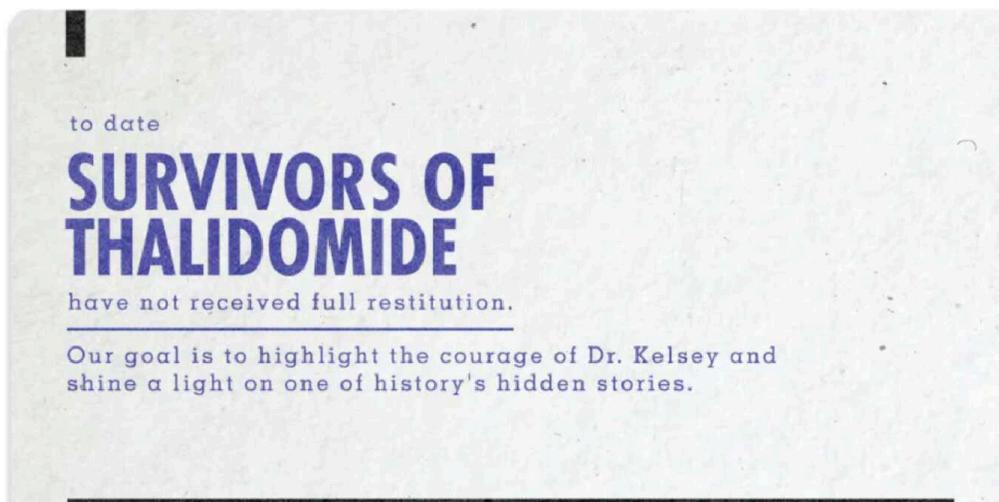




Dr. Kelsey's heroic efforts are an example of what one person can do to prevent disaster and change the course of history.



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.



The ramifications of this historical event still linger today. Though Dr. Kelsey's efforts prevented a US disaster, many around the world suffered. 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. 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 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

NICHOLL FELLOWSHIPS IN SCREENWRITING

SCRIPT COMPETITION SECOND RUNNER AUSTIN FILM FESTIVAL

SCREENPLAY FEATURE QUARTERFINALIST

SCREENPLAY OF DIVERSE VOICES FINALIST

In addition to an award winning feature length script, the proof of concept and short film, *Pharma*, completed 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

SUFFER FROM LAW
URGED BY KENNEDY

BIG MARKET GUARANTEED
Frances Oldham Kelsey

Special to The New York Times
WASHINGTON, Aug. 1—
Nearly two years ago a

PHARMA / PROOF OF CONCEPT & AWARD WINNING SHORT FILM
Amidst the politically charged atmosphere of 1960s Washington, D.C.



Dear Doctor:
 On December 5th, 1961 we advised you of the possible relationship of congenital malformations observed abroad in offsprings 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 sun pours in through blinds at the unpeeped windows.

Busy with Two Jobs

A no-nonsense kind of woman with graying hair. Dr.

low heels. Her short, straight hair is cut in a somewhat mannish style. She answers a Senate subcommittee's questions readily yesterday, but there is a shy quality about her, too.

She dislikes housework likes to play tennis and sh



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 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 business law.

Production Team

| | | | |
|---|--|--|--|
|  <p>ASHLEY BRATCHER PRODUCER</p> <p>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 Vito 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.</p> |  <p>LISA BRUCE PRODUCER</p> <p>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 <i>The Theory of Everything</i> starring Eddie Redmayne and <i>Darkest Hour</i> 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.</p> |  <p>DORI ZAVALA PRODUCER</p> <p>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.</p> |  <p>MARK FINCANNON EXECUTIVE PRODUCER</p> <p>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 <i>Ray</i>, <i>The Prince of Tides</i>, <i>Miracles from Heaven</i>, <i>The Patriot</i>, and <i>The Blindside</i>.</p> |
|---|--|--|--|

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. FRANCES KELSEY

Ray
ACADEMY AWARD WINNING PREVIOUS WORK

DARKEST HOUR
"A MASTERPIECE"
GARY OLDMAN
IN WASHINGTON THEATRE
IN CINEMAS JANUARY 12

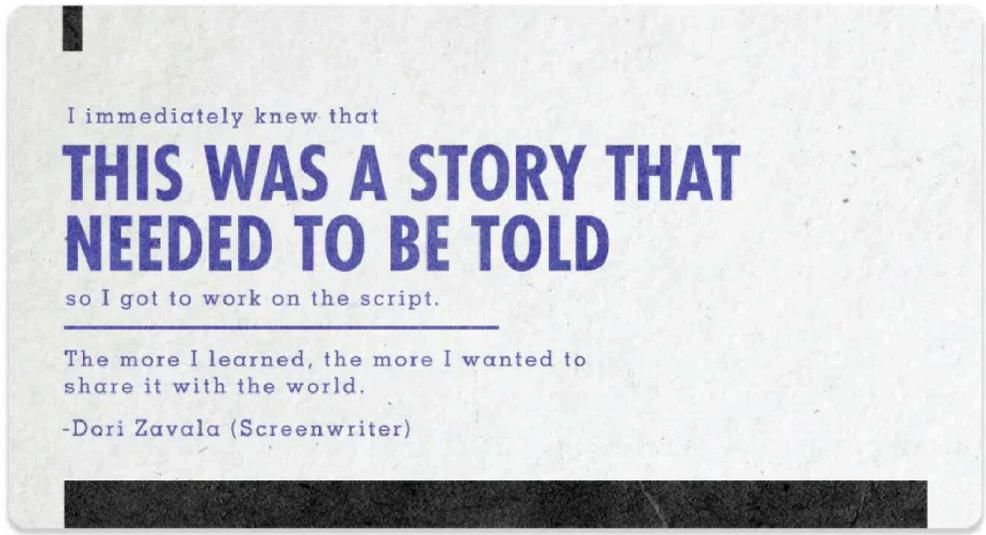
THE THEORY OF EVERYTHING
EDDIE REDMAYNE FELICITY JONES

THE PATRIOT

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

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.



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

Office Hours:
2 to 4 and 7 to 8:30 P. M.
Wed. and Sun.
By Appointment

ROY NULSEN, M.D.
474 19th STREET NW
WASHINGTON, D.C.

Reg. No. 4216
Telephone LN 5-2753

Patient's Name: _____ Date: _____

Address: _____

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

| | <i>HIDDEN FIGURES</i> | <i>THE IMITATION GAME</i> | <i>JACKIE</i> |
|---------------|-----------------------|---------------------------|---------------|
| Budget | \$25,000,000 | \$14,000,000 | \$9,000,000 |
| US Gross..... | \$169,607,287 | \$91,125,683 | \$13,960,394 |



Worldwide Gross.....\$235,956,898

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

Worldwide Gross.....\$233,555,708

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

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 Awards. 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 and own a piece of our film.**



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



\$250: 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.

\$5,000: BE IN THE MOVIE! You'll receive a guaranteed spot to join us for a day of filming as an extra in the movie!* Plus all previous perks!

\$7,500: Receive a signed copy of the Pharma film poster. Plus all previous perks!

\$30,000: 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!** Plus all previous perks!

\$75,000: 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. Plus all previous perks!

\$300,000: 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.* Plus all previous perks!

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

Ready to invest?

Our offering involves preferred stock ownership, giving you a stake in the film alongside us. Investors are prioritized to recoup 120% of their principal investment before profit-sharing begins. Following this, investors receive a pro-rata share of 50% of the backend, along with exclusive perks outlined above.

How does the film make money?

There are a variety of ways for films to generate revenue:

- **Box Office:** The most traditional and significant revenue stream for films is box office earnings. When a film is shown in theaters, a portion of ticket sales goes to the film's distributor and production studio. The percentage varies depending on factors like the film's budget, distribution deals, and performance.
- **Home Entertainment:** Films generate revenue through home entertainment sales and rentals, including DVD and Blu-ray sales, digital downloads, and streaming rights. This revenue stream has become increasingly important with the rise of streaming platforms like Netflix, Hulu, Amazon Prime Video, Disney+, and more.
- **Television and Cable Rights:** Films can also earn revenue through licensing agreements with television networks and cable channels for broadcast rights. These agreements may include both domestic and international distribution.
- **Product Placement and Brand Deals:** Some films

generate revenue through product placement and brand deals, where companies pay to have their products featured prominently within the film. This can include everything from cars and electronics to food and beverages.

- **Ancillary Markets:** Films can generate revenue from ancillary markets such as airline and hotel screenings, educational distribution, and licensing agreements for theme park attractions or museum exhibitions.
- **International Sales:** Films can earn revenue from international distribution deals, including theatrical releases, home entertainment, and television rights in foreign markets.

How are profits distributed?

1. **Recoupment of Costs (Expenses):** The first step in the waterfall is often the recoupment of production costs and other expenses associated with the film. This includes expenditures such as production costs, marketing expenses, distribution fees, and overhead costs. These costs must be recouped before any revenue is distributed to investors or profit participants.
2. **Debt:** The next step is to allocate revenue towards settling any outstanding debts or deferred payments that the production has incurred. This includes any loans or financial obligations the production may have, as well as any fees that have been deferred for producers or directors involved in the project. (Frankie's Story LLC is currently debt free!)
3. **Investors' Preferred Return of Capital:** Once costs are recouped, the next step is the return of capital to investors. Investors receive their initial investment amount plus 20% before any additional profits are

distributed.

4. **Distribution to Producers and Talent:** After investors have received their preferred return, additional revenues may be allocated to producers, talent (such as actors, directors, and writers), and other key participants based on their contractual agreements. This could include profit participation or backend deals. **(A key point here is that the people making the project don't participate in profits until investors are paid back first.)**
5. **Residuals and Guild Payments:** If applicable, payments to guilds (such as the Writers Guild of America, Screen Actors Guild, and Directors Guild of America) and residuals to talent for their ongoing participation in the film's success may be distributed at this stage.
6. **Profit Sharing:** **Once all prior obligations are fulfilled, any remaining profits are distributed to investors based on a pro-rata share of 50% of the backend.**
7. **Contingent Compensation:** In some cases, there may be additional layers of contingent compensation or bonuses based on the film's performance, such as achieving certain box office milestones or profitability targets.

Have more questions? Let's schedule a call! Click [here](#) to reach out.