

For Discussion Purposes Only

Life As We Knew It

Life as We Knew It

Tomorrow Productions

Kimmy Baker kimberlyazile@gmail.com

Brook Barringer cassidybb@gmail.com

Kaitlyn Conner kait.m.conn@gmail.com

Wellie Delmer wellied123@gmail.com

Brittany Walker brittanywalkerfb@gmail.com

Confidential

December 4, 2017

Table of Contents

Executive Summary	3
The Story	6
Casting Suggestions	12
Creative Team	15
Financial Overview	17
Budget Summary	22
Sources	24
Contact Information	25

EXECUTIVE SUMMARY

WHY THIS STORY?

Life As We Knew It captures one year in the life of Miranda Evans, the story's fourteen-year-old protagonist, and her family as they struggle to survive after an asteroid knocks the moon into a closer orbit around Earth, throwing the climate into chaos. Tsunamis, earthquakes, and volcanic eruptions devastate the world until, ultimately, the Evans' small home becomes the only world they know. As Miranda comes of age in a world with no foreseeable future, she realizes you don't have to wait until you're dead to live through hell.

Miranda is an average teenager, which is precisely why this will not be an average disaster film. Miranda isn't out to save the world; she simply wants to protect her mother and brothers. This character-driven story is honest and frightfully plausible, and once audiences see it for themselves, they will never be able to look at the moon or climate change in quite the same way again.

WHY WARNER BROS. AND WHY NOW?

As a distributor that is well-versed in successful natural disaster and survival films, such as *2012*, *Twister*, *Outbreak*, and *Contagion*, Warner Bros. is unparalleled in its ability to tell the story of Miranda and her family in *Life As We Knew It*.

This year has seen not one but *multiple* record-breaking hurricanes, earthquakes, and wildfires. Further, the U.S. has continues to experience the unbelievable phenomenon of politicians debating over the legitimacy of climate change. Thus, although natural disaster and apocalyptic films have always been in rotation, the time to produce one is now, while the topic of impending world destruction is on the minds of the masses.

WHY TOMORROW PRODUCTIONS?

The Tomorrow Productions team includes Kimmy Baker as executive producer, Kaitlyn Conner and Wellie Delmer as associate producers, and Brittany Walker and Brooke Barringer as line producers. As an all-female team who grew up during the time in which *Life As We Knew It* was written, we offer a unique perspective to Susan Beth Pfeffer's story, especially as it pertains to the survival of Miranda and her mother's relationship. Specializing in survival films, Tomorrow Productions does not merely present dystopian societies without solutions; rather, in times when hope is scarce, we write tomorrows.

TIME FRAME AND CAPITAL CONTRIBUTIONS

With Warner Bros. as a distributor for the project, *Life As We Knew It* will have a fairly large budget of \$53,453,400. A majority of this budget will be allotted to the talent: Nicole Kidman, Millie Bobby Brown, and Logan Lerman. Production for *Life As We Knew It* will take place over the course of three months, followed by the completion of

post-production after ten weeks. Much of the capital for this film will be acquired through pre-sales.

FINANCIAL RISK

An investment in film production involves a high degree of risk. By accepting this document, the recipient warrants that he or she is an accredited investor as defined by federal securities laws. Anyone who cannot afford the loss of his or her entire investment should not consider film investment. A film investment is illiquid; investors cannot sell their investment at any time. It may be two years or more before an investor begins to recoup his or her investment. Most film investors never recoup their cost.

THE STORY

TOMORROW PRODUCTIONS

Kimmy Baker, Brooke Barringer, Kaitlyn Conner, Wellie Delmer, and Brittany Walker

LOGLINE

When an asteroid knocks the moon into a closer orbit around Earth, Miranda and her family struggle to survive in a world devastated by tsunamis, earthquakes, and volcanic eruptions.

TAGLINE

You don't have to wait until you're dead to live through Hell.

SYNOPSIS

SPRING

It's May 7th, and MIRANDA EVANS (14) can't imagine how life could get any worse in her small town. Her mom, LAURA EVANS (40s), won't let her take skating lessons; her friend MEGAN (14) abandons her for her new church friends; her supportive big brother, MATT EVANS (19), is away at college; and her teachers at Howell High keep piling on moon-themed assignments in anticipation of May 15th – the day an asteroid is expected to hit the moon.

When May 15th finally arrives, Miranda, her mom, and her little brother, JONNY EVANS (13) stand out in the street and watch the night sky. What was supposed to be an exciting astronomical event turns catastrophic when the collision causes the moon to move closer to Earth. People in the street scream and panic. Miranda and her family rush inside their home to turn on the news, but there is no CNN, and the cell phone networks and internet are also down. Laura manages to find a working channel, which reports the moon's sudden change in orbit has caused massive earthquakes and tsunamis. Thousands are dead. Entire cities and states are completely submerged.

Over the next few days, things only get worse. Severe thunderstorms strike the town, electricity proves to be unreliable, oil shortages cause gas prices to skyrocket, and there is no way of knowing who is dead and who is alive. Laura drives Miranda, Jonny and an old family friend, MRS. NESBITT (80s) to the supermarket to stock up on supplies.

Inside, helpless cashiers look on as people fight over food. Miranda's family and Mrs. Nesbitt split up amongst the chaos and fill their carts with as much as they possibly can. A phone call from Matt saying he is coming home brings Miranda the best news she's heard all week.

Once Matt returns home from college, Miranda feels like the world might finally go back to normal. The electricity comes back on long enough for them to get some laundry done and watch sitcoms on TV. A list of the dead is posted online, and Miranda

is relieved when she doesn't recognize any names. Later, Laura's boyfriend, PETER (40s), visits after a busy shift at the hospital and advises them to wear insect repellent - mosquitoes are spreading illnesses like West Nile virus. Ignoring Peter's warnings, Miranda goes swimming at Miller's Pond, where she reunites with her high school crush, DAN (16). Once back at home, an argument ensues as Laura yells at Miranda for being so irresponsible and forbids her from seeing Dan at the pond again.

SUMMER

Miranda wakes up one morning to find that the sky is an unusual shade of gray. Matt explains the moon's gravitational pull has affected the volcanoes, making most of them erupt. Ash clouds hang in the sky, drifting with the wind and blocking out the sun all over the world. Without sunlight, Miranda's mom gives up hope on the possibility of growing food in their garden, so the family starts rationing their groceries.

Sick with cabin fever, Miranda visits Megan, who looks very thin and is obviously not eating enough. Megan claims she only needs God's love for nourishment. Miranda tries to reason with her friend, but Megan is overcome with religious fervor.

The first frost falls in August. Volcanoes continue to erupt, crops won't grow, and epidemics spread. Tensions in the Evans household run high, culminating in an explosive argument between Miranda and her mom. While Laura is napping, Miranda peeks into the pantry. She gets upset when she sees how much food they still have

stored away. Feeling deprived and reckless, she grabs a bag of chocolate chips and stuffs her face. Her mom catches her and gets extremely angry, exclaiming that the chocolate chips were being saved for Matt's birthday. Laura punishes Miranda by forcing her to eat the entire bag and revoking her next four meals.

In anger, Miranda runs out of the house without closing the front door, accidentally letting out the family cat, HORTON, in the process. After spending two days searching for him with no luck, Matt breaks the news to Miranda that he might have been captured and killed for food. Miranda is overwhelmed with fear and guilt until Horton eventually returns, unscathed.

FALL

Miranda and her mom aren't on speaking terms, but they are forced to stay in the same room together when the natural gas is turned off in October. The family moves all of their mattresses into the sunroom where they can use their wood stove for heat.

Needing to escape for a few hours, Miranda bikes into town to check on Megan but stops when she sees older boys with guns in the street, pulling plywood off the storefronts and threatening a pedestrian.

A few days later, Matt comes home from town with news that Megan and her mother are on the dead list. Miranda bikes to Megan's church to talk to REVEREND MARSHALL (50s), who tells her that Megan passed away of starvation and her mother

hanged herself, but they refused to bury her mother because suicide is a sin. Miranda notices Reverend Marshall does not look starved and realizes it's because his congregation members give up their food for him. Disgusted, she leaves and rushes home, hugging her mom as soon as she gets there.

While Matt and Jonny visit Mrs. Nesbitt, Miranda's mom falls and hurts her ankle. Miranda bikes to the hospital in the cold, but the armed guards won't let her in and refuse to leave their post to take a message to Peter. She waits outside the hospital for someone to take her message in, but no one helps her. Hours later, Peter steps outside to find Miranda, cold and weak. He drives her home and, once there, bandages Laura's ankle.

Since her mom is unable to walk, Miranda takes over the task of visiting Mrs. Nesbitt every day until, one afternoon, she arrives to find her dead. Matt, Jonny, and Miranda take the car and van over to Mrs. Nesbitt's house to fill them up with supplies. Miranda finds baseball cards, chocolates, and drawing materials in Mrs. Nesbitt's attic. She gathers them to give to her family on Christmas.

WINTER

On Christmas, it snows heavily over Howell. The Evans family exchanges gifts, sings carols, and makes more food than usual, calling it a feast. They haven't received mail or seen anyone outside of their own home in weeks. On New Year's Eve, Matt, Jonny, and

Miranda make a resolution to practice skiing in the hopes of getting good enough to ski into town should it ever be necessary.

Miranda wakes up one morning to find her mother, Jonny, and Matt all delirious with fevers. She skis to the hospital to get help; however, two nurses inform her that everyone else is dead, including Peter. A bad strain of flu has plagued the town, and all Miranda can do is give her family food and fluids and let the disease run its course.

Miranda wakes up coughing and realizes the wood stove has backfired. She and Matt drag Jonny and their mom into the kitchen to save them from smoke inhalation. The electricity suddenly comes back on. They turn on the radio and hear the president claiming that the country has turned the corner and that good times are ahead – but food is running out.

Miranda obsesses over the order in which they will all die. Unable to stomach the thought of consuming resources that could keep her family members alive, Miranda decides to sacrifice herself. Under the guise of a post office visit, Miranda heads to town, knowing she won't come back. She makes it to town, but only just, and collapses against a wall. She sees a bright yellow flier about a meeting in the town hall. Inside, people are handing out food. They give her bags of food and a lift home on a snowmobile. She gets off the snowmobile, shoulders the provisions, and walks toward the house – unsure of what her future holds, but hopeful.

CASTING SUGGESTIONS

MILLIE BOBBY BROWN as MIRANDA (14):

Before an asteroid hits the moon and changes life as she knows it, Miranda's biggest worries revolve around friendships, boys, and grades. However, in the wake of disaster, her priorities shift to food, heat, and survival. She idolizes her older brother, shelters her younger brother, and argues with her mom. Headstrong, loyal, smart, and ultimately selfless, Miranda stops at nothing to save herself and her loved ones.

Millie Bobby Brown is a thirteen-year-old actress who already has an established fan base and a Screen Actors Guild award under her belt following her success in *Stranger Things* (2016 -). Much like Eleven in *Stranger Things*, Miranda must exhibit extraordinary emotional range as she struggles to reconcile her new life with life as she knew it; thus, Millie Bobby Brown has proven she is undeniably perfect for the role of Miranda and will attract a young adult audience to see *Life As We Knew It*.

NICOLE KIDMAN as LAURA/MOM (40s-50s):

In the words of Miranda, “if God's looking for sacrifices, all He has to do is look at Mom.” A seasoned mother of three, Laura cares for her children more than she cares for herself. When the world starts crumbling around the Evans family, Laura is the support that keeps their household standing. Although she can come across as overprotective to Miranda, she always has her daughter's best interests at heart.

With a resume boasting Academy Awards, Emmys, and Golden Globes alongside successful films and series such as *The Others* (2001), *Big Little Lies* (2017), and *The Beguiled* (2017), Nicole Kidman has solidified her rank amongst the leading actors in Hollywood. The aforementioned successful films and series feature Kidman as an imperfect mother who battles her personal demons while simultaneously protecting her children, thereby exemplifying what she will bring to the role of Laura in *Life As We Knew It*. Furthermore, as the cast member with the most experience, recognizability, and critical acclaim, Kidman will receive the highest pay and ultimately contribute to the film the reputation that precedes her. As a result, *Life As We Knew It* will reach beyond young adult viewers and engage older audiences as well.

LOGAN LERMAN as MATT (19):

Matt is Miranda's older brother who is away at college when the asteroid strikes. He is sensible and calm, even when chaos surrounds them. In the absence of their father, Miranda leans on Matt in times of crises and believes that, once he gets home, "everything will be okay—like he'll push the moon back into place."

Known for his leading roles in *The Perks of Being a Wallflower* (2012) and the *Percy Jackson* series (2010, 2013), Logan Lerman demonstrates success in both independent and commercial film circuits. Along with a career that is punctuated by awards from Cannes and the Teen Choice Awards, Lerman offers his inherently tender and likeable nature to

the film. Essentially, his performance as Matt in *Life As We Knew It* will be a *tour de force* that the audience, much like Miranda, will lean on.

THE CREATIVE TEAM

PRODUCED BY: TOMORROW PRODUCTIONS

Executive Producer: Kimmy Baker

As the executive producer for *Life As We Knew It*, Kimmy supervised the work of other producers on behalf of the company to ensure the final project aligned with the original creative vision as well as finished on-time and on-budget. More specifically, she worked closely with the story by writing the treatment, completing the executive summary, and assembling the cast and other key creative team members.

Associate Producers: Kaitlyn Conner and Wellie Delmer

As the associate producers for *Life As We Knew It*, Kaitlyn handled creative responsibilities, including the project's lookbook and overall style, while Wellie dealt with the business details surrounding the film's comparables as well as its domestic, foreign, and worldwide income projections.

Line Producers: Brooke Barringer and Brittany Walker

As the line producers for *Life As We Knew It*, Brooke and Brittany were responsible for working with EP Movie Magic software in order to manage the entire budget for the film. Further, Brittany oversaw pre-sales and prevented cross-collateralization, and Brooke analyzed distribution markets and trends to approximate the film's success in domestic theatrical, foreign theatrical, and ancillary markets.

DIRECTED BY: MIMI LEDER

In the search for a female director with experience working on dystopian stories, Tomorrow Productions hired Mimi Leder, who is an Emmy award-winning director known for her action films and use of special effects. Leder has directed several apocalyptic projects, such as *Deep Impact* (1998) and *The Leftovers* (2015-2017). In *Deep Impact*, a comet hurtles toward Earth, and only those allowed into shelters will survive. Similarly, *The Leftovers* follows a group of New Yorkers who struggle to continue their lives after the sudden, unexplained disappearance of 2% of the global population. Furthermore, the taglines for *Deep Impact* and *The Leftovers* are “Oceans rise, cities fall, hope survives” and “We’re still here,” respectively. Both of these projects demonstrate Leder’s capacity as a director to masterfully evoke the themes and images that closely align with those envisioned for *Life As We Knew It*.

FINANCIAL OVERVIEW

COMPARABLES

2012:

Release Date: November 13, 2009
Production Budget: \$200 million
Domestic Total Gross: \$166,112,167
Foreign: \$603,567,306
TOTAL: Worldwide: **\$769,679,473**

The Day After Tomorrow:

Release Date: May 28, 2004
Production Budget: \$125 million
Domestic Total Gross: \$186,740,799
Foreign: \$357,531,603
TOTAL: Worldwide: **\$544,272,402**

Deep Impact:

Release Date: May 8, 1998
Production Budget: \$75 million
Domestic Total Gross: \$140,464,664
Foreign: \$209,000,000
TOTAL: Worldwide: **\$349,464,664**

The Impossible:

Release Date: December 21, 2012
Production Budget: \$45 million
Domestic Total Gross: \$19,019,882
Foreign: \$161,254,241
TOTAL: Worldwide: **\$180,274,123**

Contagion:

Release Date: September 9, 2011
Production Budget: \$60 million
Domestic Total Gross: \$75,658,097
Foreign: \$59,800,000
TOTAL: Worldwide: **\$135,458,097**

Movie	Release Date	Production Budget	Domestic Total	Foreign Total	Worldwide Total	Net Income
<i>2012</i>	November 13, 2009	\$200 million	\$166,112,167	\$603,567,306	\$769,679,473	\$569,679,473
<i>The Day After Tomorrow</i>	May 28, 2004	\$125 million	\$186,740,799	\$357,531,603	\$544,272,402	\$419,272,402
<i>Deep Impact</i>	May 8, 1998	\$75 million	\$140,464,664	\$209,000,000	\$349,464,664	\$274,464,664
<i>The Impossible</i>	December 21, 2012	\$45 million	\$19,019,882	\$161,254,241	\$180,274,123	\$135,274,123
<i>Contagion</i>	September 9, 2011	\$60 million	\$75,658,097	\$59,800,000	\$135,458,097	\$75,458,097

FINANCIAL PROJECTIONS

Life As We Knew It is a film that portrays the effects of a natural disaster.

Although this story is unique and more character based than most disaster films, it is influenced by a few movies with similar themes. Specifically, the concept of the film is similar to that of *2012*. *2012* had a production budget of \$200 million and a worldwide gross of about \$770 million. The majority of this income, about \$604 million, came from foreign markets.

Fewer Americans are seeing movies in theaters, and it is becoming increasingly important to market theatrical films in foreign markets. As seen by *2012* and the other comparable films, many productions with themes of climate change and natural disaster are receiving the majority of their profits from foreign markets. The presence of these themes in *Life As We Knew It* is part of the reason this film will appeal to foreign markets. Not only will the visuals of the film easily translate to other countries, but the message will as well. Therefore, *Life As We Knew It* can be expected to be exceedingly popular and earn a great deal of its profit from foreign markets.

In order to make *Life as We Knew It* successful, we plan on maximizing income by marketing the film to various audiences. Each country has a unique culture, so we will adjust marketing campaigns accordingly. Research will go into altering the smallest details for each market, such as background color, to the largest details, such as emphasis on thematic content, so that the film appeals equally to all targeted audiences. The film's natural disaster elements and underlying climate change theme will also attract domestic audiences. This film will come at a time when climate change is a

highly debated issue in politics. Due to recent political events, such as the United States pulling away from the Paris Climate Change Agreement, *Life As We Knew It* will be extremely relevant for an American audience. The big names of the film, including Nicole Kidman and Millie Bobby Brown, will also attract viewers to theaters throughout the United States. Both women have strong fan bases, and they will be attracted to this movie.

With a strong marketing campaign, this film will reach an immense number of people across the world. Therefore, it will easily earn back what was spent during production and exceed it by far. After the film has run its course through theaters, we will look into outlets like Netflix and Amazon Prime Video, which both have a contract with Warner Brothers. Millie Bobby Brown has a large Netflix following due to her work on *Stranger Things*, so having *Life As We Knew It* will attract her existing fans who want to see her in more films. These streaming services will also allow for views from all over the world, maximizing the reach of the film.

Movie	Release Date	Production Budget	Domestic Total	Foreign Total	Worldwide Total	Net Income
<i>Life As We Knew It</i>	January 2019	\$53,453,400	\$117,599,122	\$278,230,630	\$395,829,752	\$342, 376,352

POTENTIAL INVESTOR RETURNED

Although *Life As We Knew It* has a fairly large budget, many of the comparable films had much greater budgets and were still able to make tremendous gross profits. As explained previously, the marketing efforts will be strongly targeted toward foreign markets, and the return from these markets are anticipated to make the majority of the income.

Based on the average income of the comparables, we can predict that *Life As We Knew It* will make approximately \$395,829,752 worldwide, and \$278,230,260 of that amount will come from foreign markets. Overall, with a budget of \$53,453,400, the gross profit will be approximately \$342,376,352. With expectations to far exceed the money spent on producing the film, there will be a high return on investment.

BUDGET SUMMARY

Life As We Knew It is a high-budget film. For above-the-line expenses, we plan to spend \$46,667,290, and the majority of this amount will go to the cast. The highest paid cast member will be Nicole Kidman, who will be paid around \$16 million. Because of Kidman's critically-acclaimed reputation, this is an investment we are willing to make. Kidman will be a part of the marketing strategy for the project, and we believe having her on board will help *Life As We Knew It* have a wide reach.

For production, we plan to spend \$3,855,171. The project is located in a rural town, and filming will mainly be restricted to a small number of locations, which will help keep costs down. With minimal locations, set decoration and construction will also not be a large expense. In addition, the wardrobe is rather simple, and there will be no need for elaborate costumes or makeup. As a result, we will only intend to spend about \$95,875 on location and wardrobe.

For post production we will spend \$1,597,145, and this process will take place for ten weeks in Los Angeles. From the total post production budget, \$675,248 will go towards visual effects. Specifically, it will go toward making the natural disasters that occur throughout the film look as realistic and visually appealing as possible. In addition, we have a miscellaneous section which encompasses legal fees, insurance, and publicity, and it totals \$785,415. Tomorrow Productions intends to spend \$188,749 on publicity in order to reach the largest possible audience. With all costs included, the budget for *Life As We Knew It* comes out at \$53,453,400.

For this film, we intend to gain our funding through the use of pre-sales. Pre-sales are pre-arranged contracts made with distributors before the film is produced. Because we have such a strong, well-renowned cast we believe this will draw in distributors. We intend to have different distributors in each and every territory because this will help to prevent cross-collateralization and thus increase our chance of earning a higher profit due to foreign success.

Regardless of a project's budget, there will always be a financial risk. However, Tomorrow Productions believes that producing *Life As We Knew It* is a risk worth taking.

SOURCES

BOX OFFICE FIGURES

1. <http://www.boxofficemojo.com/search/>

CASTING AND CREATIVE TEAM BIOS

1. Millie Bobby Brown: <http://www.imdb.com/name/nm5611121/>
2. Nicole Kidman: http://www.imdb.com/name/nm0000173/?ref=nm_sr_1
3. Mimi Leder: <http://www.imdb.com/name/nm0001460/>
4. Logan Lerman: http://www.imdb.com/name/nm0503567/?ref=nm_sr_1

DISTRIBUTION MARKET TRENDS

1. <http://www.bbc.com/culture/story/20130731-the-lure-of-the-disaster-movie>

SALARY ESTIMATES

1. http://www.hollywoodreporter.com/lists/2017-hollywood-salaries-revealed-movie-stars-makeup-artists-1043252/item/agent-what-hollywood-earns-2017-1043235?utm_source=Sailthru&utm_medium=email&utm_campaign=THR%20Breaking%20News_2017-09-28%2008:00:00_a_washington&utm_term=hollywoodreporter_breakingnews
2. <http://www.ozonline.tv/Georgia/Oz/Oz6-4/leftbrainerchart.shtml>
3. https://www.sagaftra.org/files/rate_sheet_theatrical_8_15_0.pdf
4. <https://www.sagaftra.org/prod-center/contract/361/sub-category/362/rate-sheet/document>

CONTACT

Kimmy Baker

Executive Producer

kimberlyazile@gmail.com

Brook Barringer

Line Producer

cassidybb@gmail.com

Kaitlyn Conner

Associate Producer

kait.m.conn@gmail.com

Wellie Delmer

Associate Producer

wellied123@gmail.com

Brittany Walker

Line Producer

brittanywalker4h@gmail.com

