

CHICKEN the Movie, LLC

Business Plan

Business names: CHICKEN the Movie, LLC & CHICKEN the Movie, LTD.

Address:

UPS & Fedex (preferred)

221 W Colorado St.

Telluride, CO 81435

USPS (when necessary)

PO Box 2499

Telluride, CO 81435

Telephone: [REDACTED]

Email: [REDACTED] (Kermit Blackwood)

Chief Executive Officer: Kermit Blackwood

CHICKEN the Movie, LLC

Administrative Manager: Matt MacDonald

PO Box 2187

Brattleboro, VT 05303-2187

Telephone: [REDACTED]

email: [REDACTED]

CHICKEN the Movie, LTD.

Operations Manager: Andrine Morse

#B 6275 Patterson Rd E.

Prince George, BC Canada V2N 6A2

Telephone: [REDACTED]

Fax: [REDACTED]

email: [REDACTED]

Table of Contents

1. Executive Summary	3
2. Mission Statement	4
3. Market	4
4. Objectives	
A. Science & Research	5
B. Feature-Length Film	7
C. Monograph of the Gallusinidae	8
D. Interactive Website	9
E. Merchandising	9
F. Corporate Operations	10
G. Pre-Production Costs	11
H. Summary	12
5. Business Model	12
6. Personnel Asset Map	13
7. Project Supports	17
8. Office Environment	18
9. Assumptions	18
10. Limitations	19
11. Distribution & Exploitation	19
12. Appendix "A" Treatment	
13. Appendix "B" Treatment Location List	
14. Appendix "C" Table of Contents- Encyclopedia Gallomorphae: Volume I- Monograph of the Gallusinidae	
15. Appendix "D" Existing Contract with Producer	
16. Appendix "E" 1 st Draft Film Budget	
17. Appendix "F" Projected Minimum Guarantees by Territory.	

1. Executive Summary

CHICKEN the Movie, LLC brings attention to the primary importance of the domestic chicken, *Gallus domesticus*, in its role of feeding burgeoning global populations, and its role in immunization and medical breakthroughs over the last three centuries. Using multiple media platforms, this project explores scientific milestones in selective breeding and husbandry: the results of which produce billions of chickens and many tens of billions of eggs each year. Extreme genetic homogeneity of carefully selected commercial strains contrasts with the genetic variability of regional breeds and races. Today, the broad diversity of chickens is the result of at least ten thousand years of independent breeding and exchange by respective cultures around the world. Each media product educates the worldwide public through exposure to four main facets of the story depicted in the film:



- Evolutionary history, form and function, and natural history of junglefowl, *Gallus gallus*: the endangered and original wild form of our familiar domestic chicken, *Gallus domesticus*.
- Multicultural relationships with the domestic chicken, *Gallus domesticus*: from the dawn of domestication to the present day.
- Conservation of South East Asia's forest habitats, home of the chicken's ancestors, the wild junglefowl.



The nominate form of the Red Junglefowl, Gallus gallus, the maternal ancestor of 99% of all domestic fowl breeds. Gallus gallus originates in South East Asia.

- Major contributions to immunology and human nutrition made by *Gallus domesticus*.

As we follow the story of CHICKEN, something integral to their success as a domestic animal emerges and is clarified: chickens, being as admirably adaptable as they are, are products of their environment, and that environment is intimately connected with humans. We see domestic fowl in widely disparate ecosystems, from the harsh deserts of South America to the steaming primeval rainforests of Indonesia. We explore just how it is that chickens survive in very different climatic regions throughout the world, learning about their foraging strategies accrued from their ancient ancestors, those bird-like dinosaurs of the Cretaceous.

Ultimately, the success of this project rests with the consumer, and we satisfy the consumer with unique products for children, educators, conservationists, scientists, humanitarians, and chicken enthusiasts. Quality controls are set to ensure sponsor satisfaction with accompanying products that are eco-sustainable, worth keeping, and beautiful: books, educational toys, posters for classrooms, interactive

educational tools including a website, and backyard chicken starter kits.

Worldwide conservation organizations and recognized notable chicken enthusiasts including Prince Akishino Fumihoto, Prince Charles, Jimmy Carter, Katherine Jackson, Martha Stewart, and Jared Diamond are to be interviewed and/or partnered in promotional campaigns for conservation and humanitarian efforts: for example, promoting the subject of poultry science in higher education; partnering large scale chicken farms with rural communities; sponsoring incubators for schools in developing nations and inner city schools; conserving genetic diversity in rare heritage breeds; and protecting wild ecosystems inhabited by the red junglefowl.

Examples of similar successes:

1. Oscar-winning documentary *March of the Penguins* brought the plight of the imperilled Emperor Penguin to global attention utilizing an “edu-tainment” film model. (2005, Budget: \$8M, Worldwide Gross to-date: \$220M)
2. Current Disney Nature documentary *African Cats* tells the story of several lions and cheetahs surviving on the African savannah. The accompanying initiative "See African Cats, Save the Savannah" has helped conserve an estimated 9,500 acres of land in Kenya as of April 12, 2011. (2011, Budget \$6M, Worldwide Gross-to-date: \$13.2M.)

CHICKEN the Movie, LLC is seeking funds in the amount of **\$3,591,324** from interested sponsors for the development and successful production of the project (as of June 29, 2011). This figure is variable during development stage as project planning and research nears completion and project budgets are refined.

2. Mission Statement

To celebrate and deconstruct the world’s most important and misunderstood livestock species; using multiple media platforms to inspire greater respect, further research, and habitat conservation of this economically essential species. Ultimately, these media platforms will further global comprehension of the complex relationship humans have shared with this astonishing bird in an even-handed celebration of both the domestic chicken and the junglefowl, the endangered wild progenitors of our familiar domestic chicken.

3. Market

The project appeals to the widest diversity of comprehension levels, ages, nationalities, cultures, ethnicities, and communities. Additionally, release of the film will impact scientific understanding of the wild junglefowl, Neolithic revolutions, human migration, and advancements in poultry farming, as well as consumer trends and purchasing habits. Targeted demographics include:

- Primary Schools, Colleges, Universities
- Poultry Industry: Research, Husbandry, Food Producers, and Consumers
- Humanitarians
- Wildlife Conservation Organizations
- Vertebrate Palaeontologists
- Evolutionary Biologists
- Ornithologists
- Chicken Enthusiasts

(Detailed **Marketing Plan Development:**

Begin: July 1, 2011 End: August 15, 2011

4. Objectives

A. Science & Research

Begin: Jun 1, 2011 End: May 31, 2012

Scientific research and publication is a necessity for the successful production of the feature-length documentary film, as well as the *Monograph of the Gallusiniidae: Encyclopaedia Gallomorphae*, the educational DVD, and the interactive website.

The Gallomorphae are among the most diverse and economically important of all the non-passerine birds. However their evolutionary history, inter-relationships, behaviour, and functional morphology remains poorly understood. This research project will remedy these shortcomings using state-of-the-art techniques for character formulation and analysis. We will collaborate, bringing together leading researchers, to produce a benchmark publication *Monograph of the Gallusiniidae: Encyclopaedia Gallomorphae*. This will lay a foundation for decades of future work on these birds.

Science Coordinator responsible to oversee data collection, synthesis, and analysis, and author peer-reviewed papers associated with research for the Monograph. **Dr. Gareth Dyke** is academically based out of University of Southampton in the U.K.

12 months, ½ time (@ \$60,000 per year)

.5 FT (full time position) \$30,000

Principle Archivist responsible to act as an intermediary between the scientists, science team, and the Executive Producer; to manage archiving of documents and images; assist with research timeline management, and manage the animation schedule.

.5 FT \$17,500

Second Archivist responsible to archive documents and provide technical support during meetings on the subjects of conservation, science, and research.

.5 FT \$17,500

Consultant: Dinosaur-to-Bird Transition responsible for the 'evolution of flight' segment of the film. Darren Naish, PhD is collaborating with Dr. Gareth Dyke, based out of University of Southampton in the U.K.

.25 FT \$8,750

Consultant: Systematics of Plumage Morphology and Ecto-Parasitology of Gallomorphae responsible for systematics and phylogeny segment of *Monograph of the Gallusiniidae*.

\$5,000

Consultant: Morphometrics of Locomotion, Communicative Signalling and Self Defense for the natural history segment of the film; Gareth Dyke and Darren Naish collaborating. Animation for this segment is a separate line item in the Production Budget.

See Production Budget

Research Assistant: Gallomorphae Skins Collections in Leiden at the Museum Naturalis, Netherlands; Tring, The Natural History Museum, London; and the American Museum of Natural History, New York. Research Assistant responsible to measure, record, and collate data.

.33 FT \$14,000

University of Southampton University administration fee for research grant to be applied to the overhead associated with Dr. Gareth Dyke's research on behalf of the project. **\$5,000**

Science and Research Continued

Sampling is required to produce a comprehensive family tree for galliform birds: (1) work with character formulation and scoring from skeleton collections; (2) DNA extraction from living bird tissues; blood samples of living galliforms, extraction from museum study skins; and (3) feather and integument sampling. **\$10,000**

Analysis: Hardware required: One high-specification Mac desktop computer and the relevant software to work with large amounts of molecular data (to be based at the University of Southampton). **\$5,000**

Dissection for character formulation will require specimen acquisition, and the purchase of high-quality dissection tools and a microscope (to be based at the University of Southampton). **\$5,000**

Global Biogeography Sub-Project – Understanding Chickens

Research Assistant, Darren Naish, PhD to assist Dr. Gareth Dyke with analysis of data, in consultation with Tim Crowe (University of Cape Town). Darren Naish will work .75 full-time, specifically on the haplotype analysis aspects of this research, to better understand how chickens achieved their present day global population. **per year \$30,000**

Sampling: Darren Naish will also complete a haplotype analysis of archaeological remains of chickens. Lab work will be done in-house at University of Southampton. **\$10,000**

Travel Research Trips to perform sampling:

- Natural History Museum, Leiden, Netherlands; One Trip, 5 working days \$2,700
 - Natural History Museum, Tring, United Kingdom; Two trips, 10 working days each \$9,204
 - American Museum of Natural History, New York; One trip, 14 working days \$6,375
 - Yamashina Institute of Ornithology, Japan; One trip, 5 working days \$3,100
- Total \$21,380**

SUMMARY

Independent Contractors	\$57,750
CHICKEN the Movie, LLC employees	\$35,000
Employee (MERC) 25%	\$8,750
Grant Items	\$65,000
Travel	\$21,380
Administration / Operations 23%	<u>\$44,075</u>
	\$231,955

Total Project Branch Request -

\$231,955

DESCRIPTION	AMOUNT	UNIT	X	RATE	SUB	\$US
SCENARIO						50,000
DEVELOPMENT						100,001
PRODUCER						213,943
DIRECTOR						145,000
STARS						95,000
TOTAL "A" ABOVE THE LINE						603,944
PRODUCTION STAFF						267,000
CAMERA LABOUR						125,500
SOUND LABOUR						18,000
OFFICE EXPENSES						29,450
SITE EXPENSES						115,126
TRAVEL AND LIVING						180,525
CONSTRUCTION MATERIALS						25,000
TRANSPORTATION						10,800
CAMERA EQUIPMENT						137,000
ELECTRICAL EQUIPMENT						5,000
GRIP EQUIPMENT						7,500
SOUND EQUIPMENT						4,000
PRODUCTION LABORATORY						16,150
TOTAL "B" PRODUCTION						941,051
EDITORIAL LABOUR						114,500
EDITORIAL EQUIPMENT						29,400
VIDEO POST PRODUCTION PICTURE						60,800
VIDEO POST PRODUCTION SOUND						55,900
POST PRODUCTION LABORATORY						67,287
MUSIC						95,000
TITLES/OPTICALS/STOCK FOOTAGE						132,600
TOTAL "C" POST PRODUCTION						555,487
UNIT PUBLICITY						12,500
GENERAL EXPENSES						68,000
INDIRECT COSTS						153,570
TOTAL "D" OTHER						234,070
TOTAL "A" ABOVE THE LINE						603,944
TOTAL "B" PRODUCTION						966,051
TOTAL "C" POST PRODUCTION						555,487
TOTAL "D" OTHER						234,070
TOTAL "B" + "C" + "D" BELOW THE LINE						1,755,607
TOTAL "A" + "B" + "C" + "D"						2,359,551
CONTINGENCY (8% of below the line)						140,449

GRAND TOTAL (CDN \$)						2,500,000
----------------------	--	--	--	--	--	-----------

B. Full-Length Feature Documentary Film

Begin: Sept 1, 2011 End: Aug 31, 2012

Nick de Pencier will be managing all aspects of production. Please see Appendix "E" for budget details.

C. Monograph Gallusiniidae

Begin: Sept 1, 2011 End: Feb 1 2012

Dr. Gareth Dyke (see section A, Science & Research) is the principle science lead for the *Monograph of the Gallusiniidae; Encyclopaedia Gallomorphae* and will be a contributing author. Gareth will work closely with Executive Producer, Kermit Blackwood, Operations Manager, Andrine Morse, and the project's publishing mentor, David Hancock, head of Hancock Publishing House. A separate advisory council for the *Monograph Gallusiniidae* is being considered. Some names being put forward for participation are George Barrowclough, Joel Cracraft, Dan Wharton, David Hancock, Kimio Honda, Christine Sheppard, and John Gwynne.

The chapter on Chicken Husbandry will be condensed into a stand-alone booklet. The *Chicken Husbandry Handbook* will be sold individually as well as included in the "Backyard Starter Kit". This kit will include premium poultry nutrition supplements, such as Farmers' Helper brand Forage Cakes and Baby Cakes.

The following budget is in development stage only. Totals are expected to change as planning research is completed. Currently, team members are working with our publishing mentor to complete the Table of Contents, which will become the framework for project tasks. Please refer to Appendix "C" Table of Contents- *Encyclopedia Gallomorphae: Volume I- Monograph of the Gallusiniidae*.

Image Archivist responsible for the management of the project's Internet staging ground, Kicking Thorn Media Productions, where all project images are stored. (8 ½ hrs per week) **.25 FT \$8,750**

Document Archivist responsible to archive all monograph content. (8 ½ hrs per week) **.25 FT \$8,750**

Editor is being recruited to work with the team responsible. (24 hrs per week) **.7 FT \$37,440**

Husbandry Section: Christine Heinrich to edit and consult on the husbandry section of the *Monograph Gallusiniidae* and the stand-alone *Husbandry Handbook* for merchandising and back yard starter kits.

10,500 Illustrations: A monograph of this size will require the maximum number of image plates for publication. Photos and illustrations will be used extensively. **\$50,000**

Copyright Attainments: The monograph will require the attainment of copyrights. **\$5,000**

SUMMARY

Independent Contractors \$47,940

CHICKEN the Movie, LLC employees	\$17,500
Employee (MERC) 25%	\$4,375
Illustrations & Copyright	\$55,000
Travel	\$6,000
Administration / Operations 23%	<u>\$30,008</u>
	\$160,823

Total Project Branch Request -

\$160,823



D. Interactive Website

Begin: Aug 1, 2011 End: Jun 30, 2012

The interactive website will be a reflection of the monograph and feature-length documentary film, with the addition of live camera coverage of birds; and interactive, entertaining, and educational content platforms.

While the project arms are in production, two live-cam video streams will be uploaded on to a teaser website to create interest and generate support for conservation efforts.

The website will be contracted to a successful bidder by September 30, 2011. The procurement process will be in place by August 1, 2011. A request for bids will be circulated no later than August 5, 2011.

SUMMARY

Independent Contractor	\$31,000
Animation	\$15,000
Domain Registration	\$600
Domain Management	\$1,000 per year
Copyright Attainment	\$2,500
Live Cameras	\$11,500
Administration / Operations 23%	<u>\$18,400</u>
	\$80,000

Total Project Branch Request - \$80,000

E. Merchandising

(project branch begins development July 1, 2011)

A creative team will develop and manage the creation and distribution of merchandise for the project such as the Movie Soundtrack, Educational DVD, a premium boxed DVD Set, Husbandry Handbook, and Backyard Starter Kits in a variety of sizes to accommodate everyone from the urbanite hobbyist to the classroom educator for school projects. The project offers a unique opportunity for the livestock industry, feed specialists, and husbandry product manufacturers to realize profits and partner in global humanitarian and conservation efforts.

A percentage of all profits will be donated to create a trust with the American Museum of Natural History Ornithology Department to ensure scientific research into this cornerstone species continues beyond the life of this project.

SUMMARY

CHICKEN the Movie, LLC employees	\$35,000
Employee (MERC) 25%	\$8,750
Focus Groups	\$5,000
Legal , Copyright & Interests	\$25,000
Administration / Operations 23%	<u>\$16,963</u>
	\$90,713

Total Project Branch Request - \$90,713

F. Corporate Operations

Begin: Apr 1, 2011 End: Aug 31, 2012

Currently, development efforts are focused on creating project frameworks, contracts, and agreements; planning research; and structuring budgets and corporate management. Thank you for taking the time to consider supporting our efforts. On the following page, please find a synopsis of current costs needed to realize full production. All budgets are expected to be locked on August 15, 2011.

Operations Manager	\$58,000
Administration Coordinator	\$38,000
Scheduling Secretary	\$12,000
Bookkeeper	\$22,200
Animal Care / Sets	\$26,000
Staff Coordinator (housing)	\$13,000
Personnel Total	\$169,200

Travel	\$28,000
Accommodations	\$18,000
Meals & Incidentals	\$9,120
Office Supplies	\$2,500
Office Fees	\$1,200
IT Services & Software	\$4,200
Telephone, Fax	\$11,700
Postage & Shipping	\$1,800
Promo & Entertainment	\$6,000
Equipment	\$10,000
Animal Feed	\$18,000
Bank Charges	\$5,400
Professional Fees	\$30,000
Business Licences & Fees	\$12,000
Operations Total	\$157,920

SUMMARY

CHICKEN the Movie, LLC employees	\$169,200
Employee (MERC) 25%	\$42,300
Operations	\$157,920
Contingency 8%	\$28,114
	<u>\$397,534</u>

Total Project Branch	\$397,534
Animal Feed Costs & 23% From Project Branches	(\$127,446)
Total Project Branch Request	\$270,088

G. Pre-Production Costs

Option	\$2,000
Scriptwriter	\$10,333
Producer Fees	\$28,572
Director Fees	\$5,000
Unit Production Manager	\$41,666
Above the Line Costs	\$87,571

Transport Manager / Sets / Locations	\$26,666
Labor for Sets / Locations	\$12,500
Legal	\$15,000
Office (transferred to Operations)	\$10,000
Travel	\$15,000
Hotel	\$5,000
Equipment	\$6,000
Birds	\$10,000
Sets, Hen Cotes, Aviaries	\$50,000
Staff Housing Animal Care	\$2,550

Research "Easter Island"

Assistant Producer responsible	\$10,980
Cultural Support	\$8,400
Research Assistant .25FT	\$43,200

Total Pre-Production Operations	\$175,296
--	------------------

SUMMARY

CHICKEN the Movie, LLC employees	\$51,666
Employee (MERC) 25%	\$13,542
Operations	\$175,296
Contingency 8%	\$17,241
	\$257,745

Total Project Branch Request	\$257,745
-------------------------------------	------------------

H. Summary

A. Science & Research	\$231,955
B. Feature-Length Film	\$2,500,000
C. Monograph Gallusidae	\$160,823
D. Interactive Website	\$80,000
E. Merchandising	\$90,713
F. Corporate Operations	\$270,088
G. Pre-Production Costs (film)	\$257,745
<hr/>	
Total Required	\$3,591,324

5. Business Model

*“To solve any problem that has never been solved before,
you must leave the door to the unknown ajar.”* – Richard Feynman, Nobel Laureate Physicist

CHICKEN the Movie, LLC is applying this perspective to the asset-building business model regarding the evolving development of the project, as it best suits our core values of even-handed co-operation and minimal environmental impact. In applying the asset-building model, we will demonstrate the successful completion of our project. The keys to our success are:

- Welcoming participation across all sectors of our global community
- Identifying and using all available assets
- Connecting people with one another in ways that multiply their power and effectiveness
- Harnessing potential resources for development and production not yet available

CHICKEN the Movie, LLC aims to be a producer and problem solver. Science, Education, Conservation, and Industry inform the work, and support the creation of our asset-building business model.

Update: June 29, 2011. Assets are currently being mapped. An Advisory Committee is in formation. Key production personnel are currently being recruited or are already under contract; including the Producer and Co-Director, primary Project Leads, Independent Contractors, Consultants, and Mentors. Further recruitment is on hold pending surety. Key production documents such as budget and film treatment are nearing completion or are complete. Discussions with other key investors and sponsors are also underway.

6. Personnel Asset Map

Risk Management

Professionals in the fields of law, accounting, and business manage risks for the company.

Robert L. Seigel, Attorney-at-Law
Cowan DeBaets Abrahams & Sheppard LLP
41 Madison Avenue, 34th Floor, New York, NY 10010
TEL (212) 974-7474 ext # 1938
FAX (212) 974-8474
E-mail [REDACTED]

Mark Moskowitz, CPA
Goldstein Lieberman & Company LLC
Crossroads Corporate Center, Suite 700, One International Boulevard, Mahwah, NJ 07495
TEL (201) 512-5700
(201) 512-5729 (Direct)
FAX (201) 512-5701
E-mail [REDACTED]

Advisory Committee

Our Advisory Committee will be overseeing all project branches to ensure that the highest standards and quality controls are met in a way that demonstrates the need to work cooperatively with Science, Education, Conservation, and Industry; to create positive change and effective conservation efforts. Advisory Committee membership is in formation, with projected completion by June 14, 2011.

Invited / Accepted

- Dan Wharton (Conservation Biology)
- Tony Frere (Film, Advertising)
- Peter Wolf (Poultry Scientist)
- Gareth Dyke (Palaeontology)
- Tantoo Cardinal (Cultural Anthropology, Cinema)
- Robert DuGrenier (Merchandising)
- Karen Alstott (Backyard Poultry)
- Peter Buchholz (Conservation Avian Husbandry)
- John Nies (Television, Sociology)

Invited / Pending

- Don Bruning (Conservation, Environmental Law)
- David Hancock (Publishing, Conservation)
- Marilyn Hoyt (Science Education)
- Leigh Merinoff (Sustainable Agriculture)
- Christine Sheppard (Ornithology)
- Martha Stewart (Culinary Arts, Entertainment, Publishing)

Company Management



Kermit Blackwood, Chief Executive Officer, Executive Producer, Writer, Co-Director, Narrator, and Principle Cast Member. Kermit is an authority on biogeography, gallinaceous birds, behavioural ecology and evolutionary biology; and has described an alternative evolutionary pathway of ornamental plumage in gallinaceous birds, which pushes the boundaries of current understandings of animal mimicry and avian flight. He has worked with the Wildlife Conservation Society at the Bronx Zoo, as an intern with in the Taxonomy Department the American Museum of Natural History, and the Stockholm Museum of Natural History Ornithology Department. He has also conducted extensive field research in Asia and the Americas on many gallinaceous bird species, and is an aviculturist and conservator of Old and New Heritage Fowl. Kermit writes natural history essays and historical fiction stories for film and television. He also co-writes and produces musical soundtracks and scores.

Nicholas de Pencier: Producer & Co-Director. Nicholas is a multi-award winning director, producer, and director of photography working in documentary, performing arts, and dramatic film. He is President of Toronto-based Mercury Films, Inc., and his documentary credits include the internationally acclaimed films *Let It Come Down: The Life of Paul Bowles*, *The Holier It Gets*, *The True Meaning of Pictures*, *Hockey Nomad*, *Manufactured Landscapes*, *Four Wings and a Prayer (The Incredible Journey of the Monarch Butterfly)*, and *Act of God*. Nick has complete oversight and control of project management including Budget, Task, and Timeline Management. <http://www.mercuryfilms.ca/>

Matthew MacDonald, Associate Producer, Primary Assistant to Executive Producer, Administrative Manager. Matt has a Bachelor of Science in Ecological Design. A naturalist, artist, designer, and visionary, Matt has worked for over a decade on independent film and art initiatives including many years of cable television and major motion picture development. Matt also continues to work with several North American indigenous elders on community development issues with a focus on nature-centered culture and sustainability. He has also consulted in the development and marketing of cutting-edge poultry nutrition products in collaboration with Cabbage Hill Farm Foundation, New York, and Resolve Sustainable Solutions, Iowa.

Andrine Morse, Operations Manager. Andrine has 20 plus years experience in project and community development initiatives, communication management, and project coordination in both the corporate and non-profit sectors. She also has 10 years experience in the entertainment industry as an image consultant for International Music, and served as 2nd Vice-President of the Alberta Recording Industry. Andrine passes forward Rainbow Nation teachings and is a popular guest and “reconnect-to-nature” facilitator, as well as a personal coach. Andrine manages Project Development Coordination, Structure and Design, Reporting and Accountability; responsible to co-manage budgets, tasks, and timelines. Andrine also serves as a Human Resource Mediator and Business Model Consultant.

Cheyenne Martin, Assistant Director. Cheyenne has an MA in Economics and an MBA in Strategic Management and Organization Systems. Cheyenne is a management consultant with expertise in financial and economic analysis, business plan development, business systems, institutional engineering, restructuring, and change management for a Toronto based firm focusing on the needs of Aboriginal organizations, businesses, and governments. Cheyenne will be managing the Easter Island Storyline of the Film and Monograph.



Tantoo Cardinal, Principle Cast Member, Development Advisor, Cultural Liaison. Tantoo is a 2010 Inductee into the Order of Canada, and arguably the most widely recognized indigenous actress of her time. She has dedicated her life to ensuring that Aboriginal peoples, their cultures, and the issues impacting their communities are fairly represented throughout the arts. Her credits include *Legends of the Fall*, *Dances With Wolves*, *Black Robe*, *Loyalties*, *Luna*, *Spirit of the Whale*, *Unnatural & Accidental*, *Marie-Anne*, *Sioux City*, *Silent Tongue*, and *Mother's & Daughter's*. Tantoo also serves as a Human Resource Mediator and Business Model Consultant. She is also working with Cheyenne Martin to develop the Easter Island Storyline for the Film and Monograph.

www.tantoo cardinal.com

Dr. Gareth Dyke, Monograph Co-Author, Science Researcher and Science Consultant.

Gareth is a researcher, author, and faculty member at University College Dublin, Ireland, with expertise in Vertebrate Paleontology. He has recently accepted a new position at University of Southampton, United Kingdom. Dr. Dyke's research addresses the evolutionary history of birds and their dinosaurian relatives. His work is grounded in the fossil record but also draws extensively on living animals. Gareth's specific research interests include: phylogenetics of birds; functional morphology of aves and non-avian dinosaurs; and paleo-environments of fossil vertebrates.

<http://www.ucd.ie/earth/people/academic/garethdyke/>

David Hancock, Publishing Mentor for Monograph. David owns and operates Hancock House Publishers and Hancock Wildlife Foundation. He is a noted biologist, conservationist, writer, and publisher. David has spent most of his life studying west coast and arctic wildlife. He has published scientific and popular books and papers on his speciality, the northern raptors, as well as grouse, whales, seals, and seabirds. Prior to starting Hancock House Publishers, David was a pilot and a wildlife film producer, specializing in the native cultures and wildlife of the west coast and arctic.

Taylor Congleton, Ground Support, Transport and Logistics Manager. Taylor is a former US Marine, Logistics Specialist, and Project Manager. Taylor owns and operates T. Congleton Rovers, a Land Rover/Range Rover restoration and repair service, he co-owns and co-operates Overland Corrosion Protection, and is Fleet Technician for Rovers North Fleet Sales. Taylor also participates as a driver and technician in *Beyond The Lane*, a broadcast television series that chronicles the adventures of the Overland Expedition Society. He is also a regular contributor to Rovers Magazine. Taylor is managing Travel and Living, Locations, Construction, and Sets.

Peter Buchholz, Science Research and Consultation Support, Conservation Advisor, Archivist Support. Peter is a consultant in Bird Conservation Breeding and Captive Avian Management. In performing these duties, Peter draws on his background in Field Conservation, Reintroduction, Genetics / Population Management, Architectural Design / Construction, and Avian Nutrition. For almost 30 years, he has applied this expertise to serve organizations including the Bronx Zoo, St. Catherine's Island Wildlife Center, Hawaii Bird Conservation Center, and the University of Mississippi Field Station, as well as many other state and private facilities. Peter has contributed to several avian recovery and research programs, with project foci including endangered species such as the Micronesian Kingfisher, Malayan Peacock Pheasant, Palila (Hawaiian Honeycreeper), and many others.

Independent Contractors

Our Front Line is contracted to complete tasks and deliverables along all project branches.

Meredith Cooper	Merchandising, Travel Assistant
Robert DuGrenier	Merchandising Consultant
Meaghan McCormick	Merchandising Consultant
Duncan MacKenzie	Set Construction Foreman
Steven Zych	Set Construction Contractor
Devin Lehoux	Set Construction Contractor
Carl Askegreen	Set Construction Contractor
Ross Dupuis	Animal Management
Jody Stewart	Animal Management
Marie Greenwood	Bookkeeper

7. Project Supports

- **Novus International**, World leader in the development of animal health and nutrition programs for poultry, pork, beef, dairy, and aquaculture.
(CHICKEN the Movie Production Grant = \$100,000.00)
- **Sawiris Foundation for Social Development**
(CHICKEN the Movie Website Sponsorship = \$80,000.00)
- **Kermit Blackwood**, Executive Producer, Writer, Co-Director.
(CHICKEN the Movie Development Grant = \$25,000.00)
- **Matt MacDonald**, Associate Producer, Primary Assistant to Executive Producer.
(CHICKEN the Movie Development Grant = \$25.00 (initial deposit to open bank account))

- **Jared Diamond**, Author, Physiologist, Evolutionary Biologist and Bio-Geographer (*interviewee*)
- **Dr. Dan Wharton**, Conservation Biologist (*interviewee*)
- **Darren Naish**, Paleo-zoologist, Author (*science research consultant*)
- **Dr. Carl Johanssen**, Ethno-biologist (*interviewee, science research consultant*)
- **Edmundo Edwards**, Easter Island Foundation Conservationist (*interviewee, science research consultant*)
- **Christopher Hatch**, Master Chef, Abingdon Four Pillars Hotel, Oxfordshire (*interviewee*)
- **Martha Stewart**, Business Magnate, Media Personality, Author, (*interviewee*)
- **Katherine Jackson**, Jackson Musical Family Matriarch, Cultural Ambassador (*interviewee*)
- **Charles, Prince of Wales**, Old Heritage Fowl Conservationist, (*interviewee*)
- **Jimmy Carter**, Former US President, Peace and Human Rights Ambassador (*interviewee*)
- **Don Bruning**, Conservationist (*interviewee, science research consultant*)
- **Alice Story**, Anthropologist (*interviewee, science research consultant*)
- **Dr. Akishino Fumihito**, Molecular Biologist, leading Poultry Scientist (*interviewee*)
- **Jason Clay**, Conservationist, Leading Humanitarian (*consultant*)

Support and enthusiasm for CHICKEN the Movie, LLC has been overwhelming and heartening for all those working to develop the project. We cannot express enough gratitude. Thank you.

8. Office Environment

In keeping with our quality control measures for Science, Education, Conservation, and Industry, the company is structured to use virtual platforms and Internet technology to minimize our carbon footprint and budget, while maximizing human resources. We have drawn from the global community to put together the best possible team of professionals to ensure the project's success.

The following mechanisms are in place to achieve these goals:

1. Our office is virtual and uses “basecamp”, an Internet project management software system, to manage timelines and tasks. Daily task lists are generated automatically for all team members, to keep people on task, on time, and within budget guidelines.
2. Our office also uses “go-to-meeting”, a toll-free conference calling system; and “go-to-webinar”, a live Internet seminar and desktop sharing service. Presentations, trainings, and events can be conducted with up to 100 team members attending simultaneously, maximizing communication effectiveness, efficiency, and comprehension.
3. Via Internet and telephone, Principle Leads meet with their teams bi-weekly, or more frequently as needed.
4. There is no office rent.
 - Team members contribute home office resources to enable us to function without paying high office overhead, utilities, or maintenance costs.
 - Team members are not required to use resources to commute to work.
5. Use of 100% recycled content for office expendables such as paper, pens, envelopes, etc.
6. Every team player is encouraged to read on-screen rather than print documents.

9. Assumptions

- The Company will receive adequate funding to carry out our objectives.
- The Company will successfully recruit all qualified staff necessary to meet our objectives.
- There will be no third party interference.
- All team members will have access to adequate technology including Internet access.

10. Limitations

- All applicable laws in the United States of America, Canada, the United Kingdom, and other countries where filming and production will occur.
- Film Industry Union Agreements.
- Existing contracts between CHICKEN the Movie, LLC and its Employees, Contractors, and Sponsors.
- Locked budgets are due on August 15, 2011. These budgets will focus the scope of all project branches and project leads, which will be responsible to manage budgets and timelines within project scope.
- Decision Makers: All the project arms operate with two decision makers: Executive Producer / Co-Director Kermit Blackwood; and Producer / Co-Director, Nick De Pencier. Nick is additionally responsible and accountable for the management and approval process for the production of the full-length feature documentary film and the associated budget.
- With regard to Operations, Andrine Morse is the decision maker reporting to Kermit Blackwood and Nick de Pencier. Andrine works under the direction of industry mentors when it is appropriate to do so, to ensure the project branches are guided by wiser, more experienced counsel.

11. Distribution & Exploitation

CHICKEN the Movie, LLC aims to premiere at a recognized film festival as a 'discovery film' where an A-list world sales agent will broker the distribution and exploitation of the film on its behalf. Sales projections are forecasts for minimum guarantees, which describe the advance given by distributors for a given territory. Profit over and above these guarantees is determined on a territory-by-territory basis according to the success of the film's exploitation in all media.

Please see Appendix "F" Projected Minimum Guarantees by Territory.

Thank you for your consideration,

CHICKEN THE MOVIE, LLC