
Contents

Companion Website Contents ix

Foreword xi

Acknowledgments xiii

Introduction: Controlling Your Destiny 1

- 1** _____
The Executive Summary: A Short Version of Everything 15
- 2** _____
The Company: Who, What, When, Where, and Why 23
- 3** _____
The Film: The Investor Needs to Know the Whole Story 43
- 4** _____
The Industry: The Facts and Nothing But 59
- 5** _____
The Markets: The Spin 87
- 6** _____
Distribution: Theatrical and Managing the Changing
Landscape 113

| | | | |
|-----------|-------|---|------------|
| 7 | <hr/> | Distribution: Nontheatrical and the Wild West | 141 |
| 8 | <hr/> | Risk Factors: Truth in Advertising | 149 |
| 9 | <hr/> | The Financial Plan: How It Works | 153 |
| 10 | <hr/> | The Financials: Forecasting Without Fear | 179 |
| 11 | <hr/> | Sample Business Plan for a Fictional Company | 195 |
| 12 | <hr/> | Breaking the Rules: Documentary, Animation, and, Large Format | 237 |
| 13 | <hr/> | Other People's Money: Them That Has the Gold Makes Some of the Rules | 257 |
| 14 | <hr/> | Raising Money: Did Someone Say It Would Be Easy? | 265 |
| | | Index | 279 |