



MARROON ISLAND

WRITTEN BY
VERNON GIBBS

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EXECUTIVE SUMMARY

The purpose of this business plan is to outline an actionable course for the successful completion, marketing, and distribution of the feature-length film, *Maroon Island*.

LOGLINE

When The SwRm descend from deep space to rain havoc and replace humans in the horror of The Joining, only The Maroons (aided by The Last Olmec), stand in their way. The invaders seek artifacts they believe hold the secret of immortality.

CASTING

The Production Team is in the process of securing letters of intent for the lead roles of SHAKA, SASHA, and O'RILEY. High-profile talent are also being approached for several of the top supporting roles in the film. Cast are being sought on the basis of artistic sensibilities, bankability and marketing awareness.

FINANCING

The budget estimate for this film is \$35M, which will provide for the development, production, and post-production deliverables for the film. The structure allows for both a traditional distribution path of an acquisition deal as well as a self-motivated release strategy of the film.

PRODUCTION TIMELINE

Pre-Production will last for 16 weeks, principal photography 6 weeks, and post-production 30 weeks. *Maroon Island* will aim for a release date in Summer, 2027.

SALES

The Production Team is in discussions to attach strong international sales representation to present *Maroon Island* globally at major film markets. With Buffalo 8 advising on the content presentation, casting, marketing, and sales positioning, *Maroon Island* can avoid the typical pitfalls of indie sales. The return strategy is based on a practical plan for accessing traditional urban and action-adventure film markets. Theatrical, New Media, Streaming Video on Demand (SVOD), DVD/Blu-Ray, broadcast, and foreign distribution outlets will be pursued—each with specific intent.



THE STORY

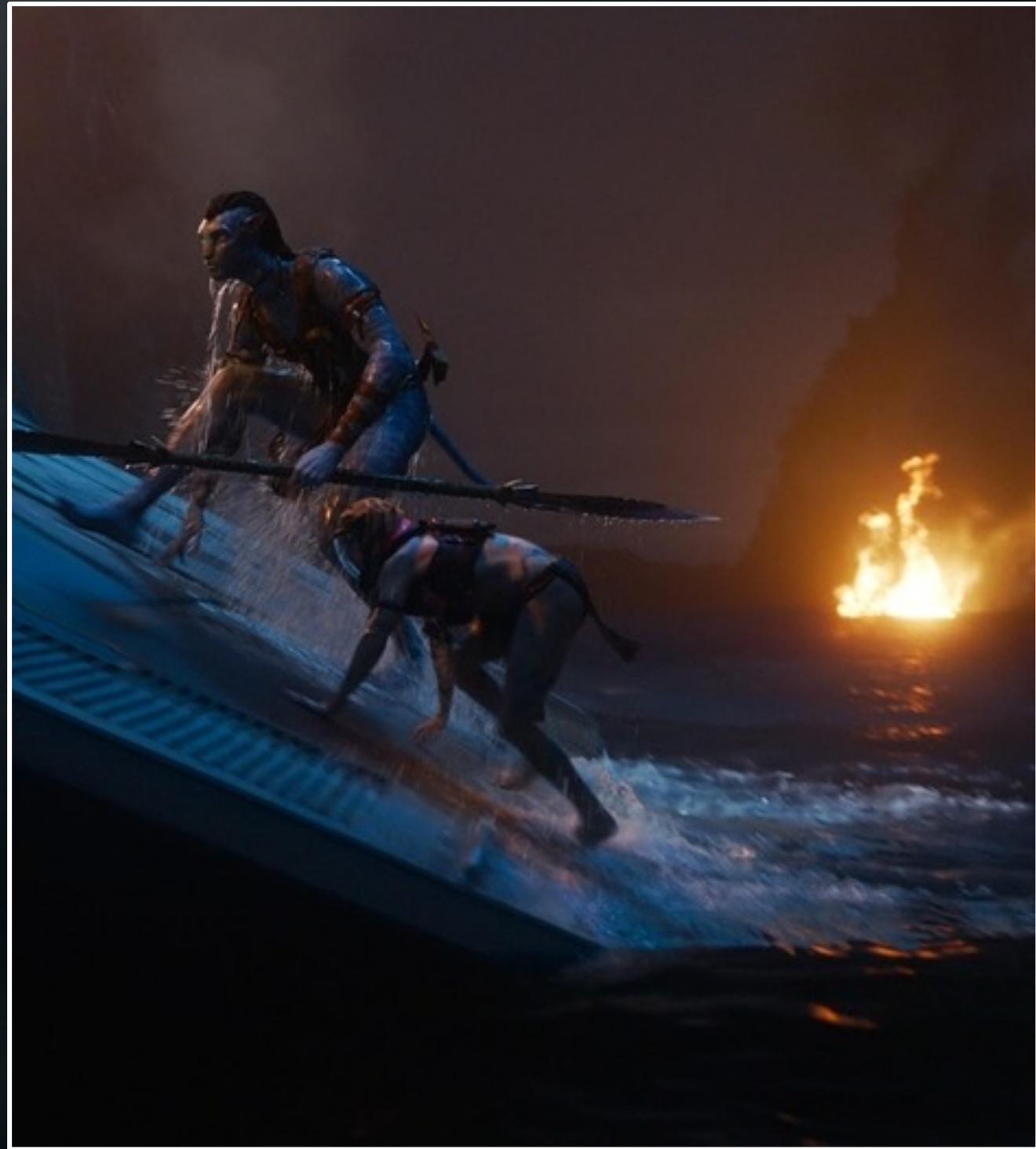
Maroon Island is a sci-fi action-adventure film in the vein of *Avatar*, *Stargate*, and *Black Panther*. With themes of the power of being human and found family, this project is ripe for success in the current marketplace.

SYNOPSIS

The Maroons are a best-selling reggae-rap band (think Fugees) transformed, by circumstances they did not seek, into full scale action heroes at the far end of human ability. Their transformation is aided by The Last Olmec who they meet when they join Henry Morgan's armada in an attack on Panama City. They are all seeking The Book of Skulls, a mythical tome alleged to hold the secrets of immortality.

In this story the name Maroons applies to both the 3 lead characters, Shaka, Sasha and O'Riley, (circa 2020) and real figures from Maroon history: Queen Nanny and her people. Shaka, Sasha and O'Riley must interact with The Maroons, in Jamaica, on an alternate earth that is equivalent to earth in the 17th century.

The SwRm have harnessed Dark Energy for all kinds of nefarious uses, most notably to rip the Twilight Curtain between alternate earths in search of original artifacts. These books, scrolls, inscriptions on temple walls and "magical" devices contain secrets that were deliberately scattered across multiple earths when the multiverse first exploded. *Maroon Island* tells the story of how the band ended up in Jamaica in the last days of Port Royal.





THE CHARACTERS

POTENTIAL CAST

SHAKA

Leader of Maroon Island Band. Multi-instrumentalist and rapper who was born in Jamaica and emigrated to New York City in his teens. Started the band in his 20s.



DANIEL KALUUYA

Get Out
Black Panther
Judas and the Black Messiah



GERARD WILLIAMS

Known as online video game personality "HipHopGamer".



CHRIS BROWN

Takers
Think Like a Man
Stomp the Yard

Incentivizing a talent agency with full packaging abilities will allow Maroon Island to secure stronger than standard talent agreements. This list is a mere summary of sought talent.



POTENTIAL CAST

SASHA

Co-founder of the Maroon Island Band. Stunning vocalist and rhythmic heart of the band, which is driven by the rapture of her kinetic drumming.



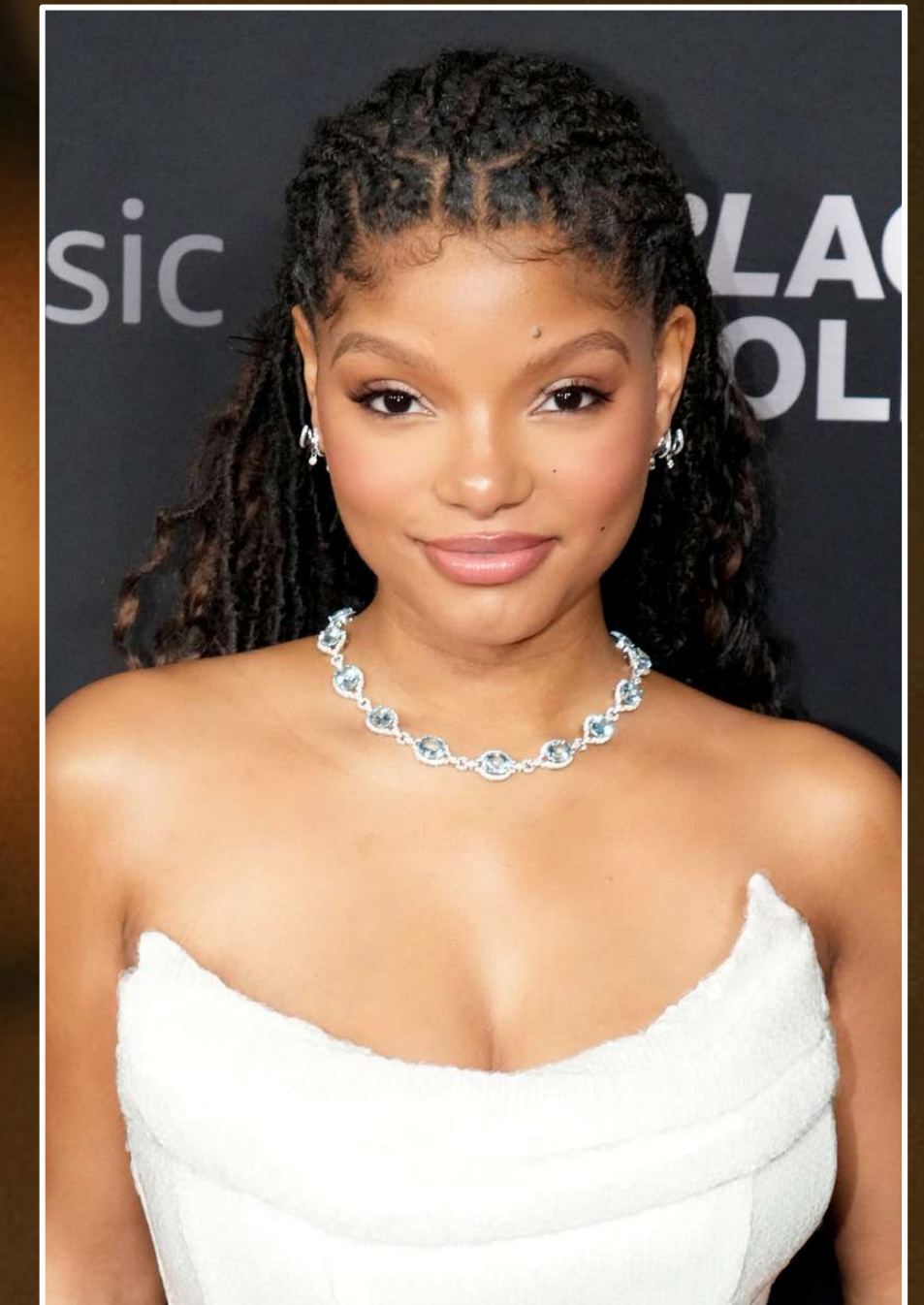
KEKE PALMER

Nope
Alice
Hustlers



LETITIA WRIGHT

Black Panther
The Silent Twins
Aisha



HALLE BAILEY

The Color Purple
Last Holiday
The Little Mermaid

Incentivizing a talent agency with full packaging abilities will allow Maroon Island to secure stronger than standard talent agreements. This list is a mere summary of sought talent.

POTENTIAL CAST

O'RILEY

A hype man who acknowledges and relishes his Irish ethnicity in a band that also glorifies its heritage.



JUSTIN BIEBER

Songwriter
Pop Star
Musician



PETE DAVIDSON

The King of Staten Island
Bodies Bodies Bodies
Riff Raff



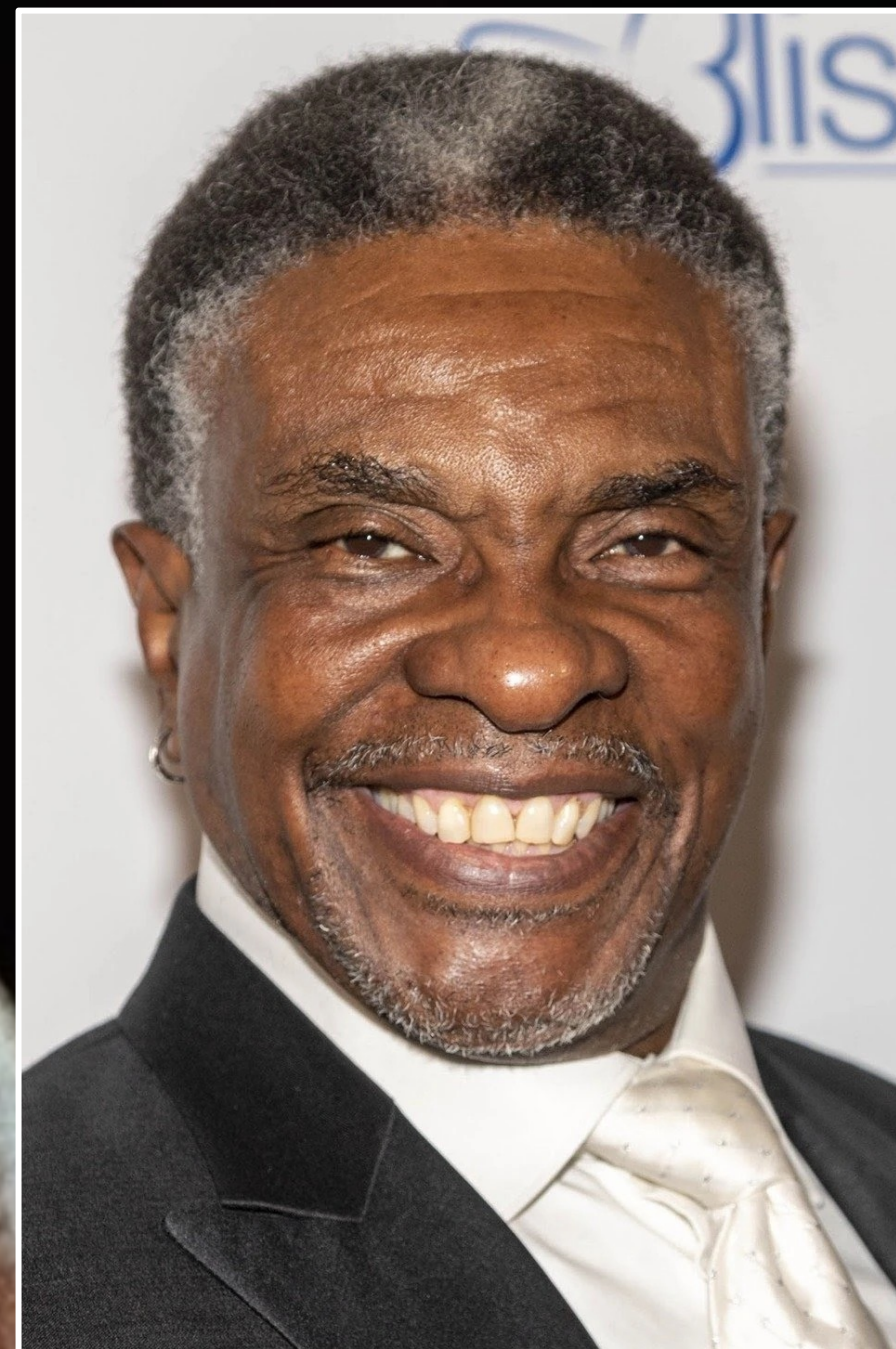
MACKLEMORE

Musician
Rapper
Songwriter

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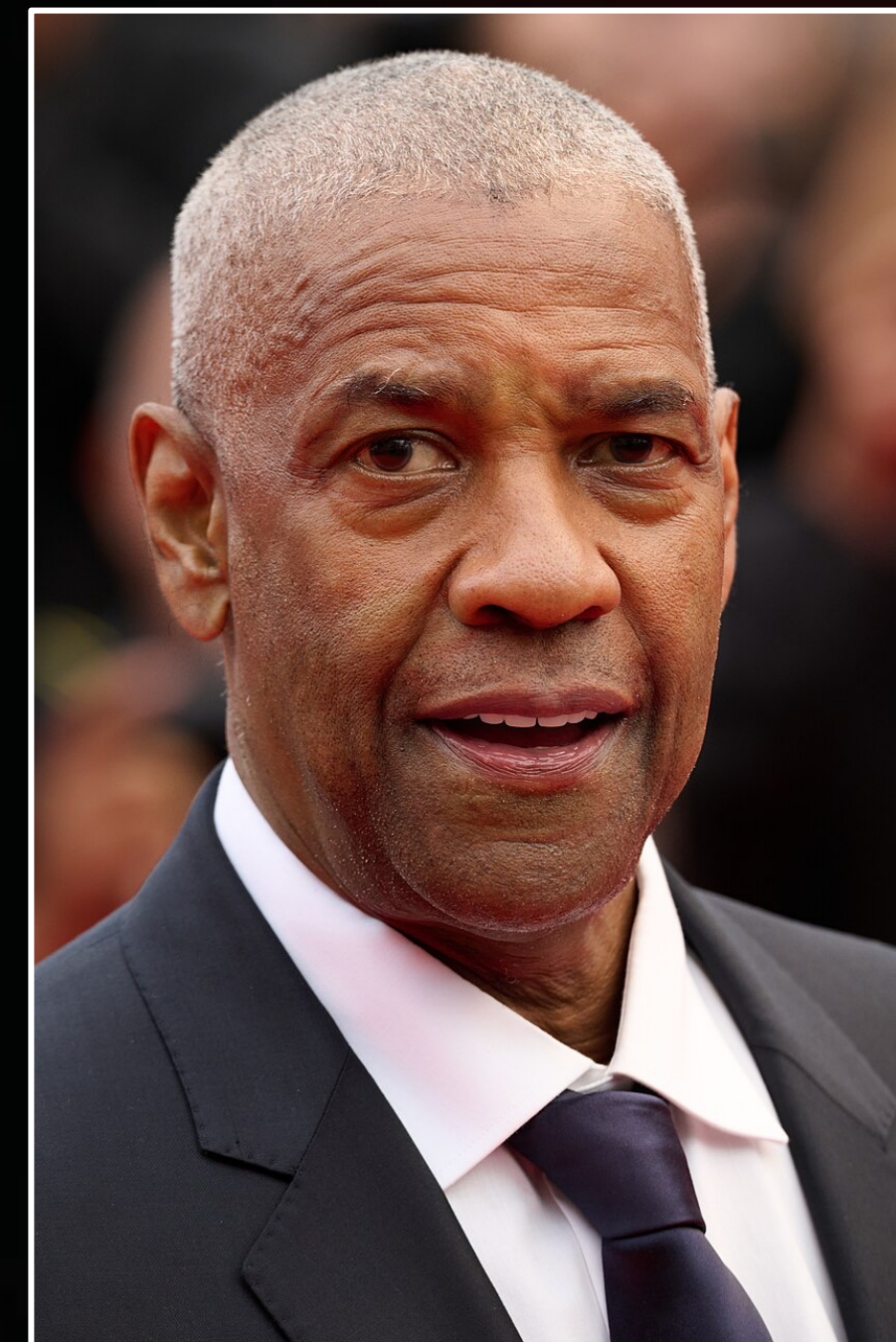
POTENTIAL CAST

THE LAST OLMEC



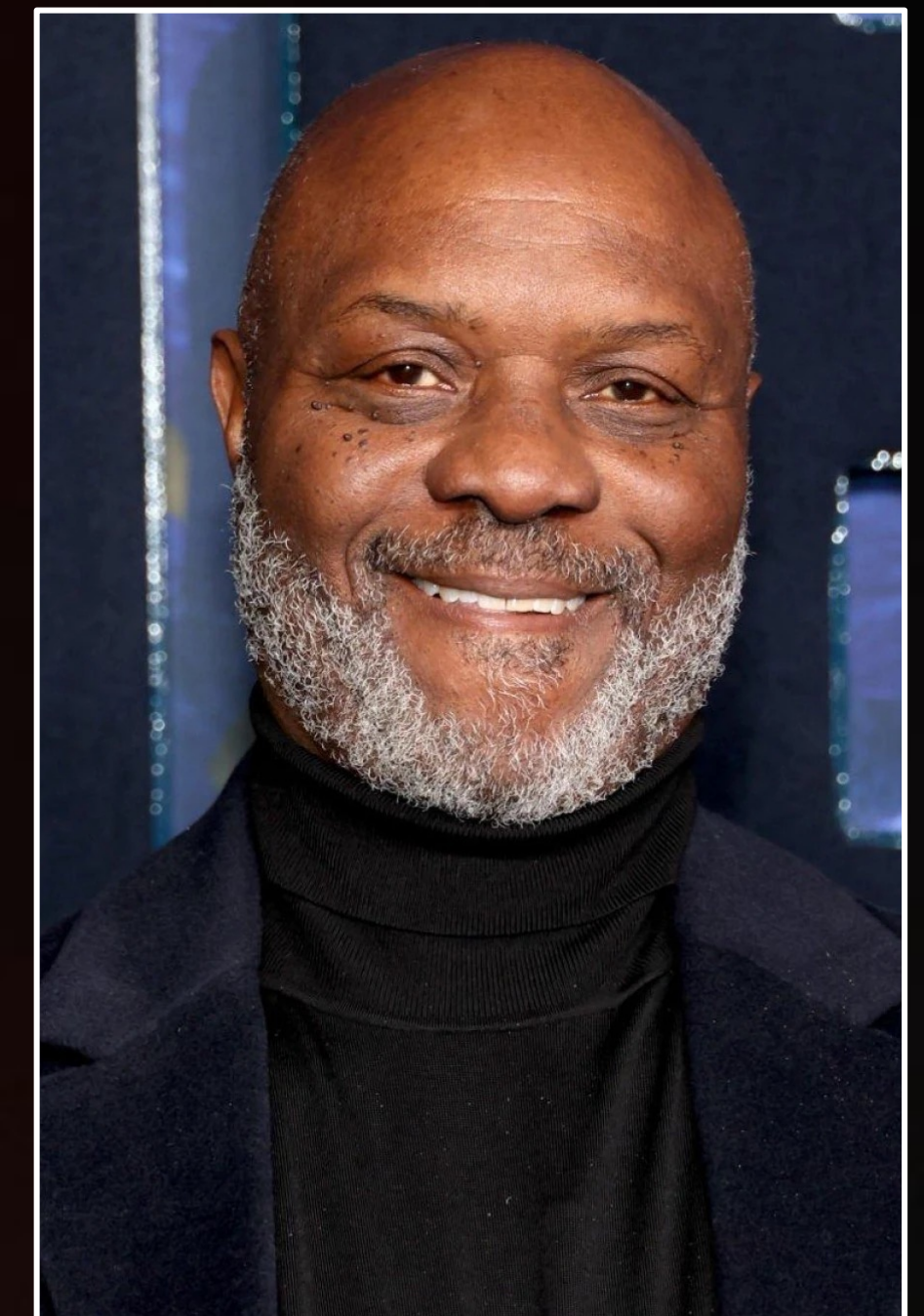
KEITH DAVID

The Thing
Armageddon
The Princess and the Frog



DENZEL WASHINGTON

Fences
Training Day
Highest to Lowest



BOB WISDOM

The Dark Knight Rises
Face/Off
Barry

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POTENTIAL CAST

QUEEN NANNY



ANGELA BASSETT

Black Panther
9-1-1
Mission Impossible Franchise



VIOLA DAVIS

Fences
The Woman King
How to Get Away with Murder



HALLE BERRY

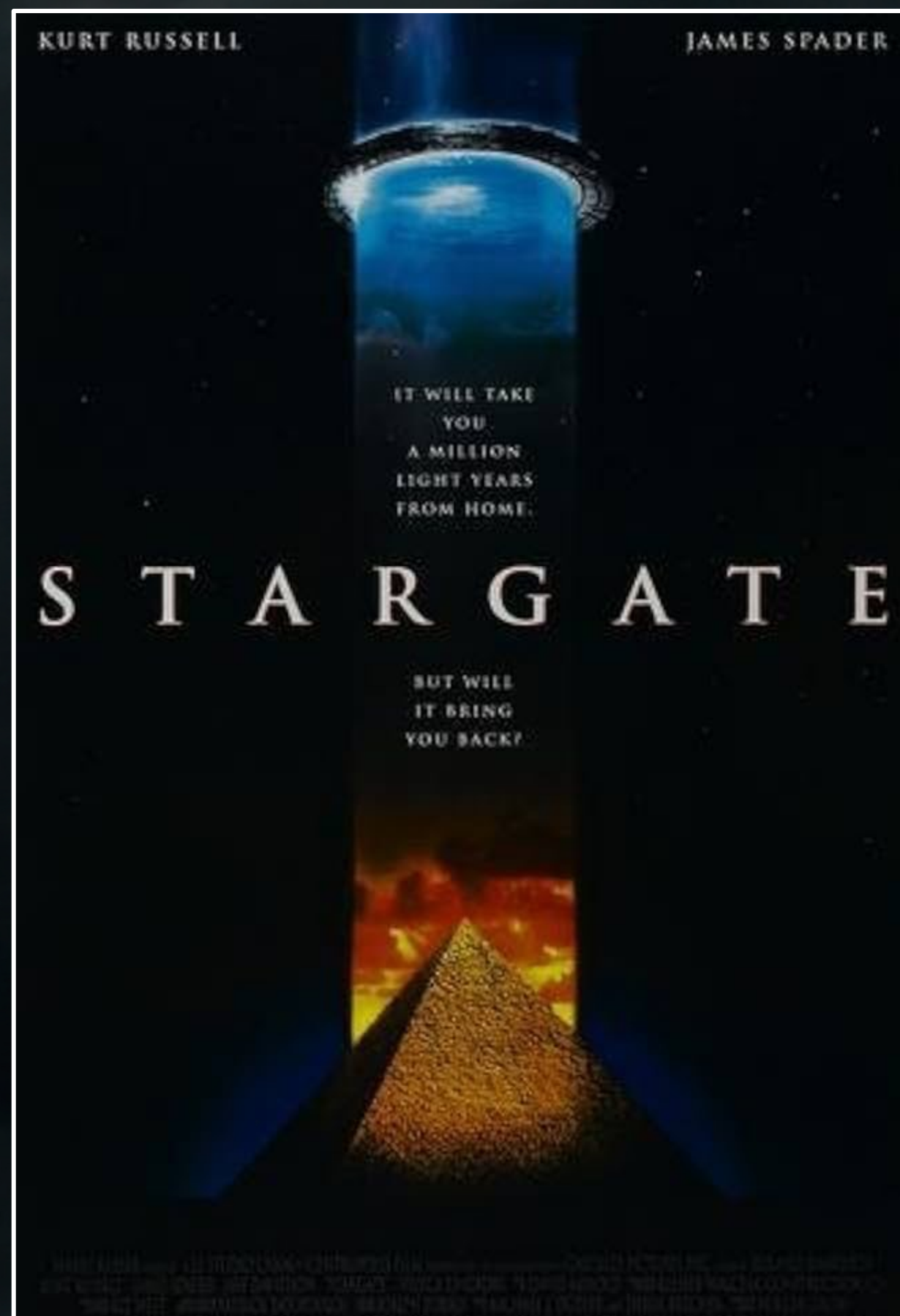
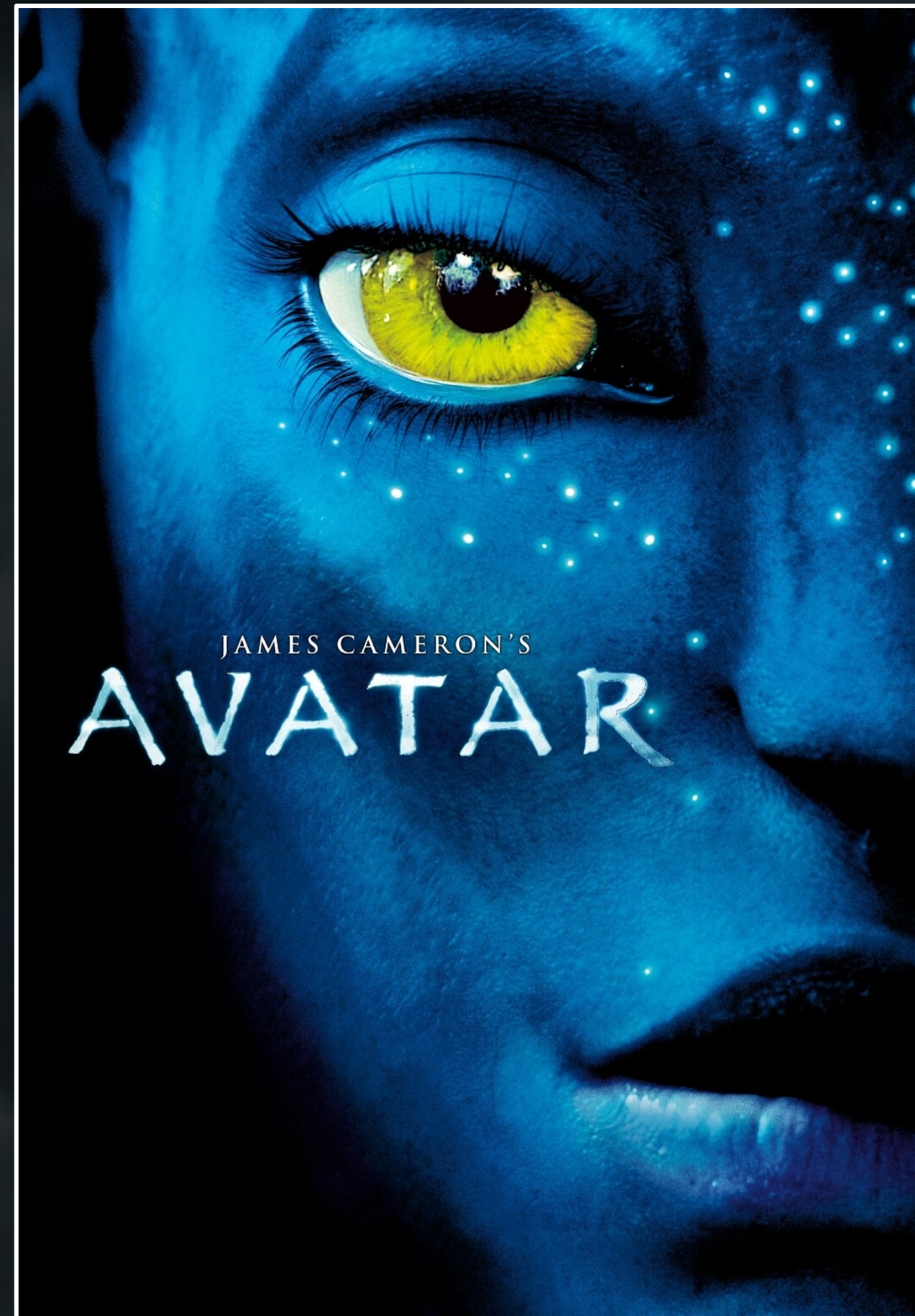
Crime 101
The Call
X-Men

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SIMILAR CONTENT

FEATURING





THE TEAM



VERNON GIBBS

EXECUTIVE PRODUCER / WRITER

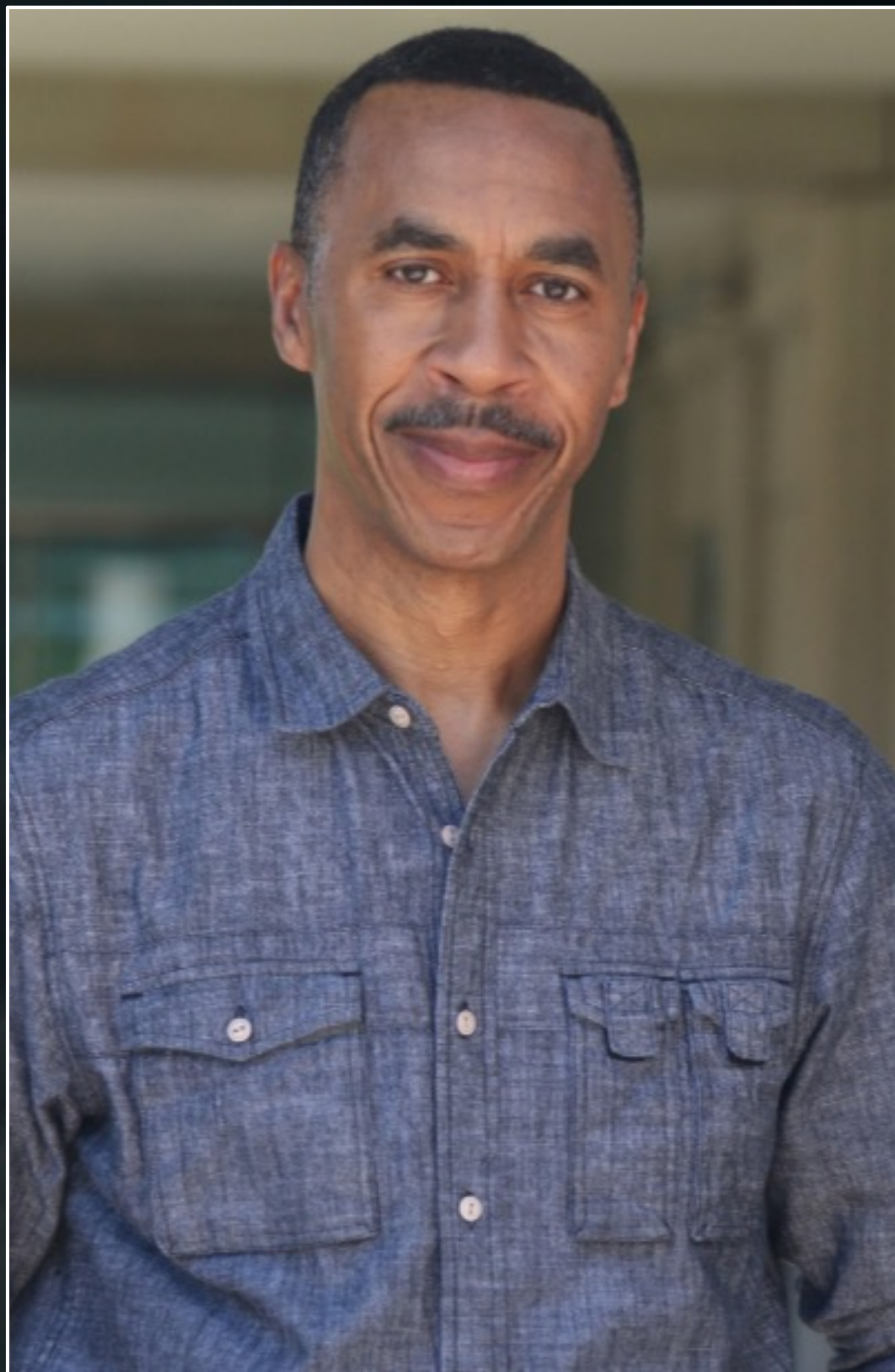
Vernon Gibbs is a former music executive with Clive Davis/Arista. Gibbs started his entertainment industry career while still in private high school, which he attended on full scholarship.

At New York's Columbia University, which he also attended on full scholarship, Gibbs wrote for Columbia Spectator, Village Voice, Scholastic, Phonograph Record Magazine, Penthouse, Playboy, Essence, Black Music (England), New Musical Express (England), Rolling Stone, Creem, and music trade mags Billboard and CashBox. Gibbs also wrote liner notes and bios for famous artists such as Marvin Gaye and record labels such as Sony's Epic/Columbia labels, Universal Music's Polygram label and Warner Music's Atlantic label.

By the time he graduated from college Gibbs had interviewed and written about some of the biggest stars in music history, such as James Brown and Earth, Wind & Fire which led to producing demos for local artists. The demos got him hired as A&R Director, R&B at Universal Music's Mercury Records (a position once held by Quincy Jones). Gibbs demo landed on Clive Davis' desk, (Santana, Whitney Houston) resulting in a position as A&R Director, R&B. At Arista Gibbs worked in recruiting classic artists such as Dionne Warwick (platinum) and in production on million selling album "Disco Nights." Gibbs had another #1 Dance Chart Billboard hit with a band he managed on Chris Blackwell's Island Records (U2, Bob Marley) after which Gibbs returned to his career as a music journalist.

EXECUTIVE PRODUCER INVESTMENT TEAM:

Attorney Vesper Gibbs-Barnes, Matthew Lehr, Kevin Walsh



ROY T. ANDERSON

STUNT DIRECTOR

Roy T. Anderson is a veteran stunt coordinator, a world record holder and an award-winning stuntman. For more than twenty-five years he has performed stunts for such Hollywood stars as Will Smith, Denzel Washington and Jamie Foxx, accumulating more than 400 production credits in the process.

He's worked on such hits as "Men in Black 3," "The Dark Knight Rises," "Spiderman 2," "Bourne Ultimatum," "American Gangster," and top-rated TV shows; "Law & Order," and "Sopranos."

A close-up photograph of a person's hand holding a dragonfly. The hand is positioned in the lower-left quadrant of the frame, with the dragonfly held between the fingers. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. The lighting is bright and natural, highlighting the intricate details of the dragonfly's wings and the texture of the hand.

RISK

INVESTMENT RISK

The Producers of the film will seek accredited investors who understand this risk. The ideal investor is one who believes that *Maroon Island* should be shown to the widest audience possible. With this goal in mind, the producers have established an accurate budget and prepared a marketing strategy for major and self-release. This is to eliminate the element of chance and to ensure future returns.

PRODUCTION RISK

The cost of developing and producing motion pictures is often underestimated and may be increased by reasons or factors beyond the control of the producers. The mistake many inexperienced filmmakers make is to begin preproduction and principal photography before all elements are in place for the successful completion and delivery of a quality product. The producers intend to mitigate these production risks in three ways:

1. Ensure key elements are satisfactorily addressed and resolved before the production phase (large expenditures) begins. Such issues include: finalizing a script, engaging a reputable script clearance company to address legal issues, and ensuring the film has a committed cast in place that have both the skills and draw to attract distributors as well as an audience.
2. Create alternate plans for personnel and workflow that limit production delays due to unexpected circumstances. The filmmakers of *Maroon Island* are experienced in the field and possess excellent production planning and execution skills. Essential factors in planning are to have qualified personnel available to step into key positions in case of emergency. To that end, the Production Team will have alternate shooting locations readily available when inclement weather is anticipated and will build the production schedule so it can easily accommodate necessary changes.
3. Put in place comprehensive insurance to mitigate any expense that might truly be out of the producers' control. Procuring business insurance might seem obvious; however, too often inexperienced producers take shortcuts when it comes to production insurance. Although the Production Team's first goal is to continue working once the momentum of full production starts, it is vital that all measures be taken to ensure the project will be completed and there is no legal exposure that endangers delivery. Comprehensive coverage will include Film Producer's Indemnity (Cast Insurance), Negative Film Coverage (or digital equivalent), Producer's Errors and Omissions, et al.

DISTRIBUTION PLAN

SALES APPROACH

The majority of independent films suffer from an unrealistic expectation for the film's release; *Maroon Island* excels in that it recognizes the necessity of the sales input from an early stage. By attaching a well-known sales company during the development phase, *Maroon Island* is able to execute on strong cast selections, generate early interest in the film before production is complete, and introduce the concept to the market before beginning physical sales.

The Producers also have strong relationships with the top talent agencies including: WME, CAA, UTA, ICM, Gersh and Paradigm in which they plan to work with one of their packaging departments to build a cast with the highest value and represent the project in the domestic market as well as assist with festival placement. The Producers intend for *Maroon Island* to be released both theatrically and digitally through SVOD and OTT platform licensing to an outlet such as: Netflix, Amazon, Hulu, Vudu, Apple, etc.

FESTIVALS

Working in tandem with agency and sales partners, the Production Team plans to premiere *Maroon Island* at top-tier film festivals, such as: Sundance, Berlin, Cannes, or Toronto. The Production Team also has relationships with additional festivals, including Sun Valley FF, Telluride FF, Nashville FF, among others. The Producers have had projects premiere or screen at each one of the listed festivals and believes the quality of *Maroon Island* and their strong standing relationship with various programmers at each will allow for a successful festival run.

START TO FINISH MARKETING

Although in the early stages of development, the Production Team for *Maroon Island* has already begun implementing their marketing philosophy. Marketing starts at the beginning of development and finishes after release on all distribution platforms. This means immediately beginning grassroots marketing efforts through social media and targeted genre fan bases. The Producers recognize the necessity of savvy & thoughtful marketing campaigns and realize their importance in the overall success of the film, especially in the rapidly shifting indie film market due to the current theatrical climate.

LEADING INDUSTRY PROFESSIONALS

The Production Team will utilize proven industry professionals for all services and department head positions to ensure completion of a quality product and to best protect the interests of the lenders. There is no substitute for experience, and shortcuts are not acceptable — where most independent films suffer in their hiring process, *Maroon Island* will outclass the competition. Already *Maroon Island* has managed to begin putting together a strong team of industry professionals.



TARGET MARKETS

URBAN PROFESSIONALS

Young urban professionals accounted for an exceptional 18-20% of total ticket sales for similar titles to *Maroon Island*. With sophisticated sensibilities and disposable income—this demographic is one of the most crucial emerging sales groups to focus on. With the average moviegoer in this category purchasing upwards of 8 movie tickets/year (per MPAA statistics), this group is more likely to be keyed into movie culture, and excited by an independent film like *Maroon Island*. This isn't necessarily surprising, since these individuals are generally renters and thus have high amounts of disposable income and free time with which to see movies, especially those that don't receive expensive marketing campaigns like big-budget tentpole projects.

With a demographic that's also twice as likely to use social media platforms like Facebook, Twitter & Instagram daily, the marketing potential with this demographic is huge. The success of action films experienced increased box office results due to savvy word-of-mouth marketing campaigns. The results of both films are something that Producers of *Maroon Island* are keen to replicate. And with many different aspects of *Maroon Island* being appealing to this diverse demographic, whether it's the noble character struggles, message of faith, or thrilling action moments there is plenty of potential for *Maroon Island* to strike a chord with this audience group.

ACTION-ADVENTURE FANS

From 2020 to 2024, action films alone have raked in more than \$11 billion dollars at the box office, a solid \$3 billion dollars more than the next genre. In 2022 alone, action films had an all-time high 53% of the total market share, with over \$4 billion dollars of revenue generated. This market share was comprised of big-budget tentpole projects like *Top Gun: Maverick*, but also lower-budget flicks like Amazon's *The Lost City*. With a genre as successful and & broad as this, the possibilities for box office success are more of a sure bet than other genres, given the built-in appeal of pure escapism that adventure films provide.

Maroon Island is poised to capture this audience with its fun narrative, dense, yet accessible lore and spectacular action set-pieces. In a genre that's largely crowded with sequels and superhero material, the fact that 2021 featured many new and original action films, such as *The Green Knight* and *Jungle Cruise*, both of which experienced sizable box office success, shows that audiences are hungry for innovative & exciting adventure films with an original story, like *Maroon Island*. With the long-running appeal of other adventure film franchises like *Indiana Jones*, *Harry Potter*, and many others, the market is certainly primed for a new, inventive franchise that takes many pieces of stories they love and blends them into something completely fresh. Investors can be assured that with a genre as successful as this, there will always be a market for well-made & distinct films that fit this structure.



EXECUTIVE PRODUCERS

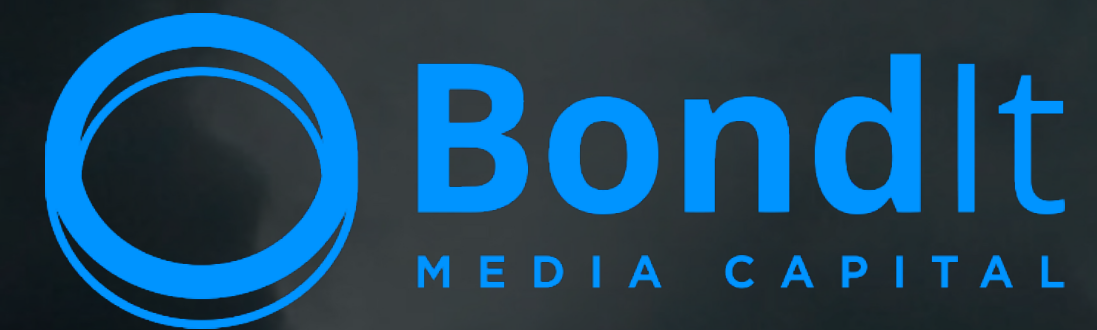
Founded in 2012 by partners Matthew Helderman & Luke Taylor, Buffalo 8 is a full-service film and media company, focused on production, post-production, and finance based in Santa Monica, California, with films premiering and awarded at Sundance, Berlin, Toronto, and SXSW.

Buffalo 8 is built on the fusion of entrepreneurial ethos and quality filmmaking. The company is also partnered with industry-leader BondIt Media Capital, enabling streamlined production and finance opportunities, and ABS Payroll for payroll accounting services for indie projects of all sizes.



[Production:](#) Producer Rep / Preferred Vendor Rates, etc.
[Post-Production:](#) Sound / Color / VFX / Deliverables, etc.

- [Team / Service Offerings](#) • [Buffalo 8 Company Resources](#)



[BondIt Media Capital](#) is a world-renowned film, television and media financier founded in 2013. Based in Santa Monica, BondIt is a flexible financing partner for projects, producers and media companies alike.

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[ABS Payroll](#) specializes in entertainment & payroll accounting services designed for indie projects. As ABS is part of the [BondIt family of companies](#), ABS can offer competitive rates to Buffalo 8 & BondIt-related productions.

- [Team / Service Offerings](#) • [ABS Payroll Company Resources](#)

