

Producer's Pitch



Geneticide

How far is too far?

The Producer's Pitch



- **Geneticide** - dʒəˈnetɪksaɪd – The slow destruction of humanity through genetic manipulation

Why? – To Protect the future

Where – North London

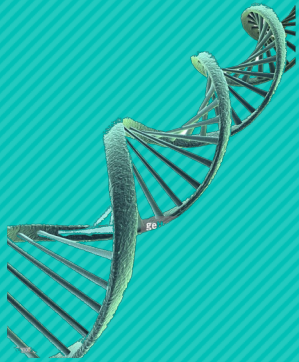
How – 2 day shoot, 4k+

- The year is 2535 and disease and mental illness have been completely eradicated.
- Population growth is strictly controlled.
- Can these lovers overcome it all to have a child?

Overview



Story



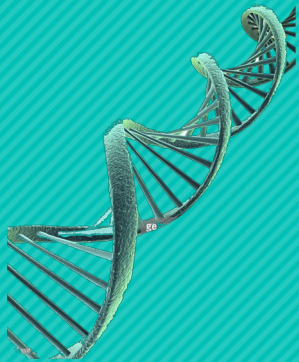
- A couple, desperate to have a child visit the Doctor to be tested. The results of the test will determine if they are allowed by the State to conceive.
- Starts off as an IVF story, quickly descends into tale of Government control where the population are implanted with regulators at birth which monitor their health and prevent unauthorised procreation.

Story

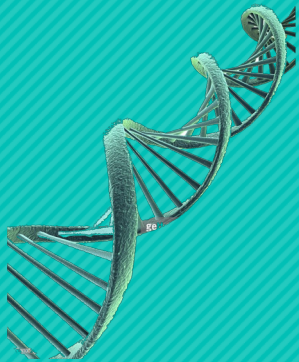


How far is too far?

USP

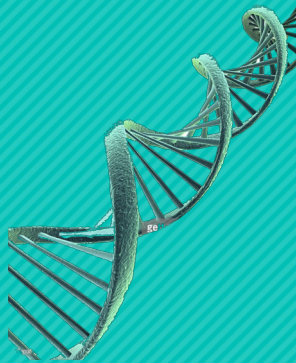


USP



- Short Film – Potential Proof of concept for a feature
- Dystopian futures are often forecast. Only by awareness can we avoid slipping into this dangerous future.
- The best films are the ones which tell you what you already know (George Orwell paraphrased)

Market



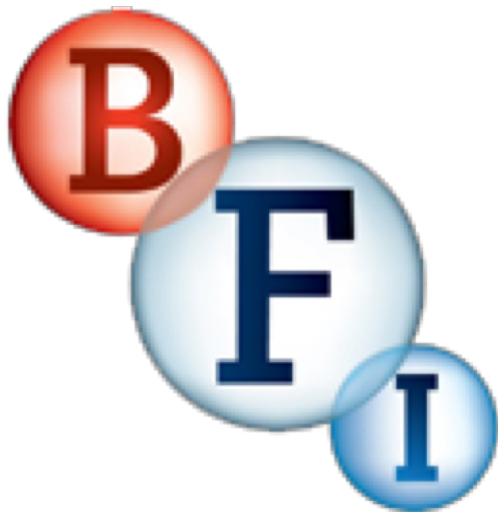
Market



Target Audience
– 16-35 (future
generations)

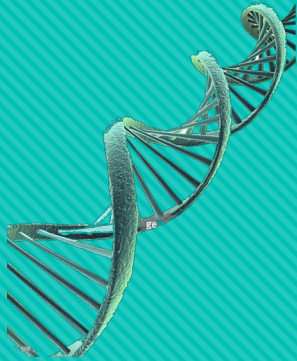
Sci Fi enthusiasts

Elements of
horror / body
gore



Festivals

Comparable Short Films



Ballistic (Triune Films)

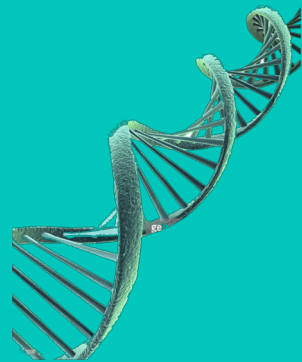


The Escape (Double Negative)



Gattaca / Altered Carbon (features but similar themes)

Cast



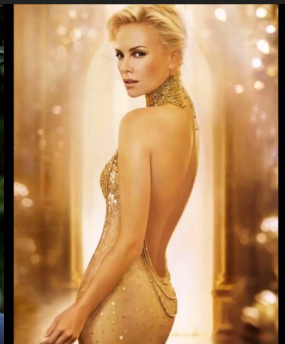
Cast

Actors (Hollywood Budget)

- ❖ Brad Pitt
- ❖ Brad Cooper
- ❖ Charlize Theron
- ❖ Karlie Kloss
- ❖ Sonequa Martin-Green
- ❖ Naomie Harris
- ❖ Matthew Goode
- ❖ Kara Lily Hayworth

Cast

Actors (Hollywood Budget)



Crew



Crew

Producer	Writer	Poster Artwork	Director	1st AD	2nd AD	Script Supervisor
DoP	Gaffer	1 st AC	2 nd AC	Sound recordist	Boom operator	Best Boy
	Runners	VFX Artists	SFX Artists	Line Producer	VFX Line Producer	

Crew



Producer



Crew



Orlando Bryant

Poster Design

Crew



Poster Design

Crew



Sierra Cerulean

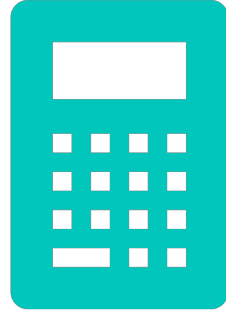
Writer

Locations

Locations

Set in a clinical environment
– lots of white walls

Locations yet to be found
Ideally North London or
Herts for logistics



Budget

Budget

Hollywood
\$500k

Pinewood
£350k

Raindance
£1,500

Key Expenses



Equipment
Hire c. £750



Food £150



Actors &
Crew £350

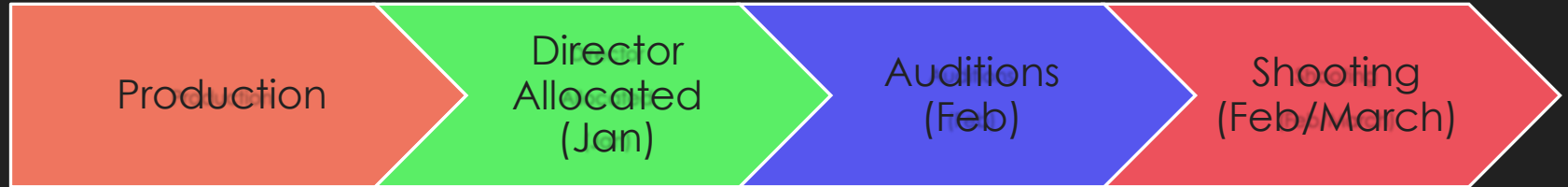
Timeline



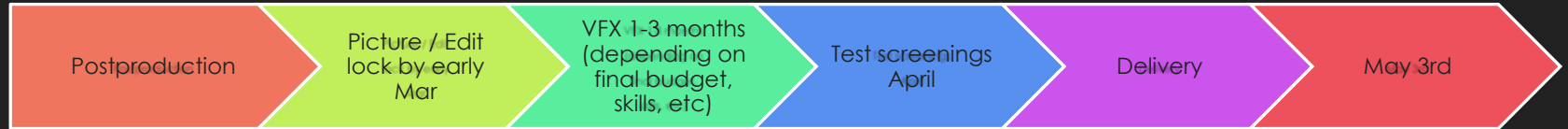
Timeline



Timeline – Production Phase



Timeline





Challenges

Challenges



Knife and Blood / Gore effects



Crazy short timescales and VFX lead times



Stress levels with other projects / etc



Ethical considerations – £0 pay, long hours



Chance to improve People Skills, Project & Time Management skills



improving delegation and communication skills,



budget, pitching and proposal skills

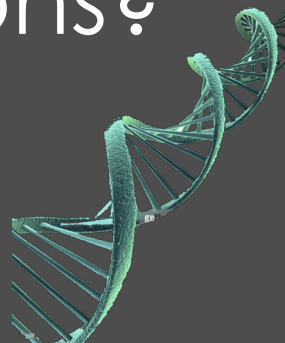


Thank You

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Questions?



How far is too far?