

# THE AMERICAN



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C&I FILMS



How do you save the world?

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# EXECUTIVE SUMMARY

**LENGTH:** APPROX 2:00:00

**GENRE:** ACTION/DRAMA

**BUDGET:** \$5M

**SHOOT:** Q2-Q3 2024

In the face of violent crime, a peaceful man becomes the hand of well-deserved justice. Through necessary violence, he brings about law and order in the places where cruel men dominate the weak and the vulnerable. He wasn't always like this. The American was — is — a journalist — a travel writer, a nobody. But in the sight of a violent agenda, a woman abducted, a loaded a gun, and no one there to save her, he acts with one single intention: to save her life.





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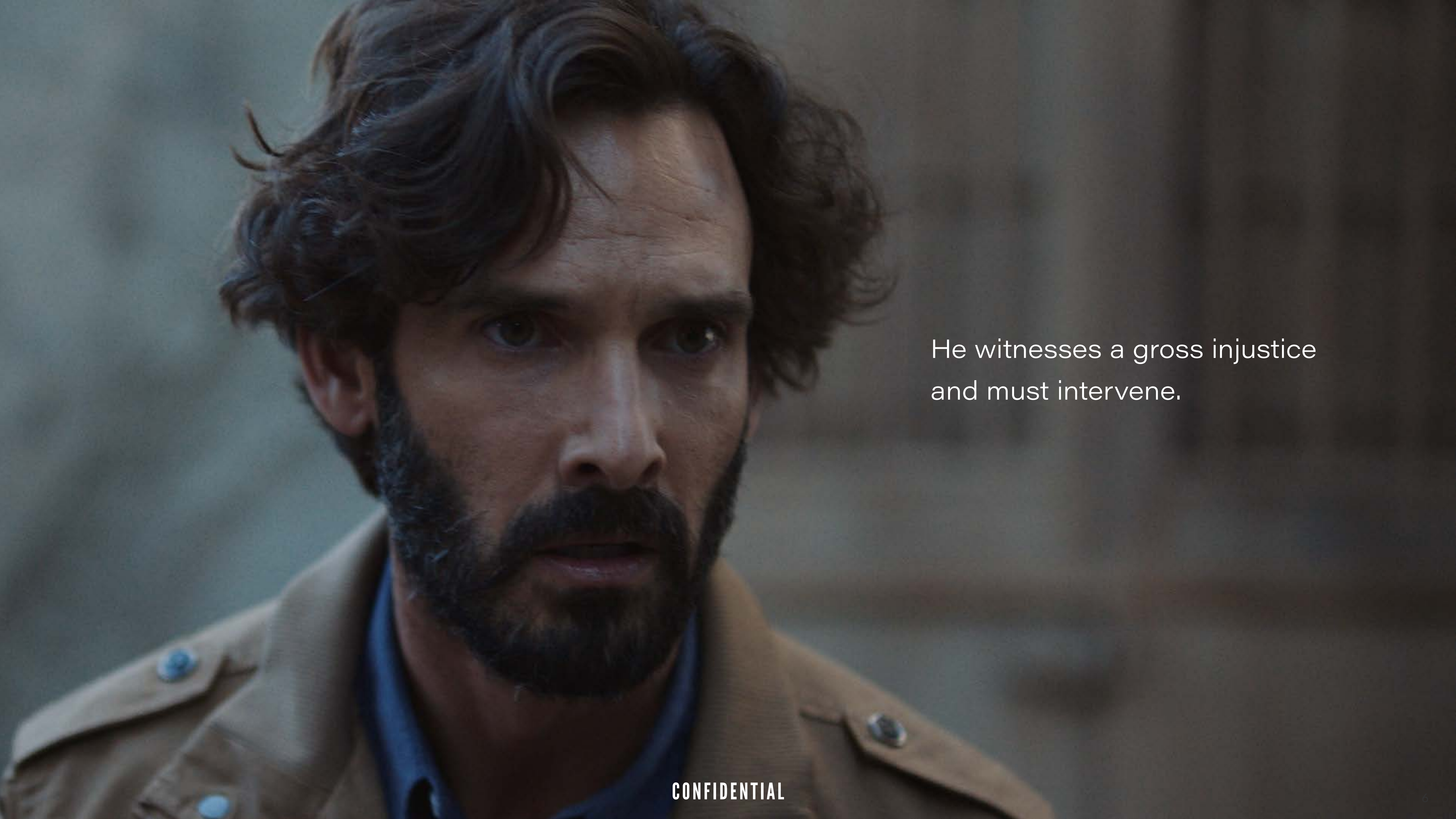




An unassuming man takes a soul-searching trip overseas.

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He witnesses a gross injustice  
and must intervene.

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He meets a woman who captivates him  
and challenges his worldview.

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His life is transformed by a desire for justice.

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Whose job is it to save people from the horrors of other humans? Who will be there to take down the human trafficking rings, save orphans from starving on the streets when their funding falls through, or to end government corruption that steals funding from those who need it the most?

Sam, after saving a woman in Nicaragua while on a soul-searching trip, realizes that he has a penchant for combat even without being trained. He recognizes almost immediately that he has romantic feelings for this woman, Sara, who gives him a schedule of where and when she'll be traveling to new countries to continue her volunteer work. He follows her under the guise of writing travel articles for the paper he works for. Their connection deepens each time they meet each other in a new location.

While following Sara around the world, Sam takes it upon himself to rid the world of slumlords, human traffickers, and corrupted government officials the best way he knows how- by killing them. He is joined by a new friend, Bennett, who becomes something of a brother to Sam as they work together. Through his travels and entanglements, Sam becomes known as The American.

Everything comes to a head while visiting Zambia where Sam, Sara, and Bennett witness a trafficking circle. Sara and Sam debate about how to save people. Is the best way to save the world by ridding it of the corruption and killing those at the top of the pyramid? Or by working to make sure people have proper funding to survive, no matter how you come up with the money?



# TREATMENT

(CONT'D)

Can the world ever even be healed when it's so far gone? Sam has feelings of conflict within himself and in his argument with Sara from the very beginning, but he feels a strong pull to doing what he feels is right. The calling of destiny is one of the main themes of this story as Sam, Sara, and other main characters are driven by their own callings, doing what they truly believe is the right thing to do in different situations.

Throughout the film, family bonds are another important theme. Sam lives with and cares for his depressed and war-hardened father who refuses to talk about the death of his wife, Sam's mother. His father suspects, as news gets out about the different vigilante killings wherever Sam tells him he's going, that his son is The American. Instead of discouraging him, Sam's father works with his own acquaintances and contacts to help his son, especially when Sara is kidnapped and shows up to save them both.

Sam also has a brotherly bond with Bennett. This found family Sam begins to build is just as important to his work and his life as the blood-related family he has.

In the end, Sam is caught for all of the blood he's spilled. The CIA agent, who has ties to Sam's father, tells him that what Sam has done was wrong in the eyes of the law in many different countries and that Sam wouldn't have a life on the outside ever again... unless he accepts an offer to become an Agent himself, being able to help right the world from the inside of the organization instead of working as a free agent.

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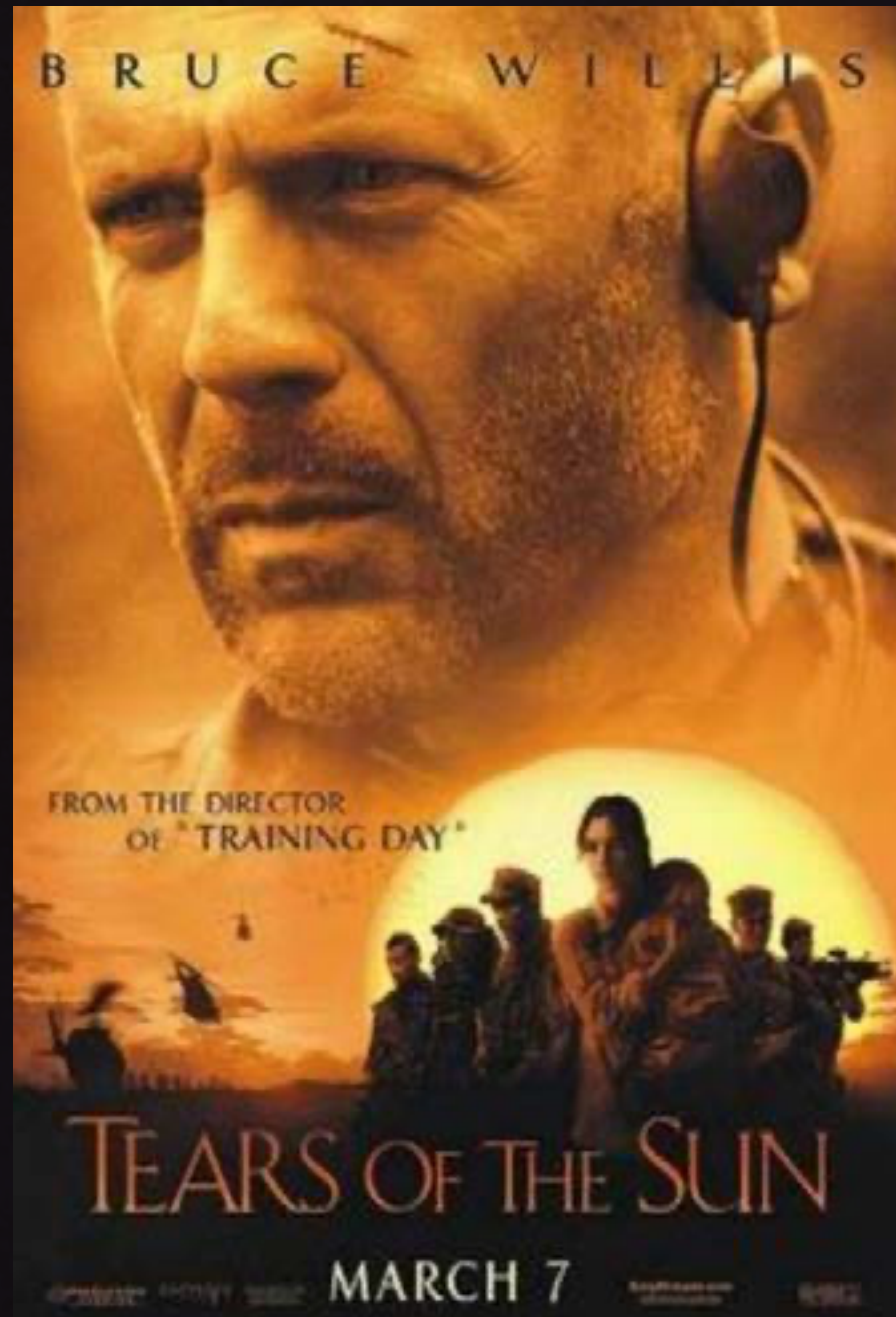


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**BLOOD DIAMOND**  
BUDGET: \$100M  
GROSS: \$171,720,398



**TEARS OF THE SUN**  
BUDGET: \$75M  
GROSS: \$86,468,162



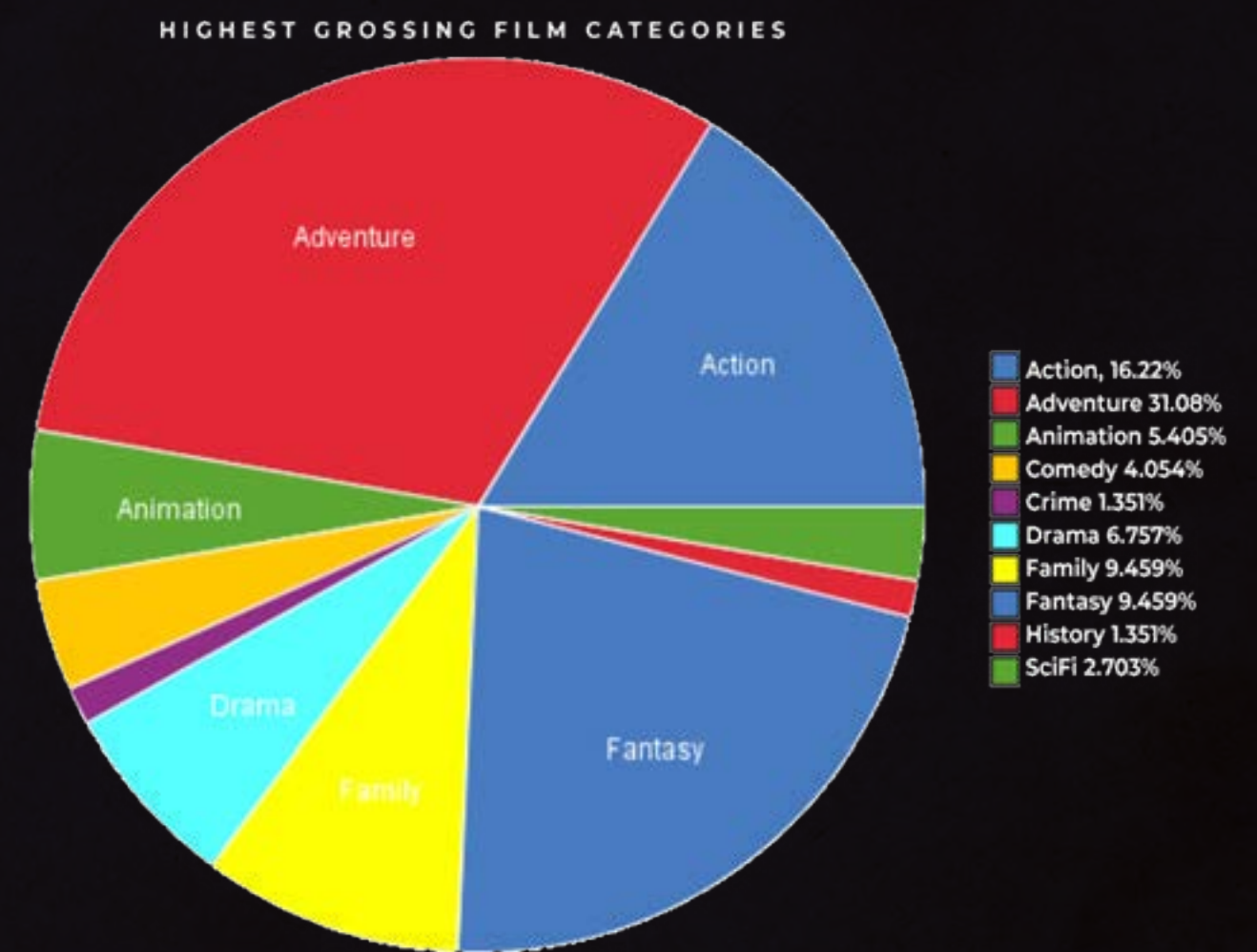
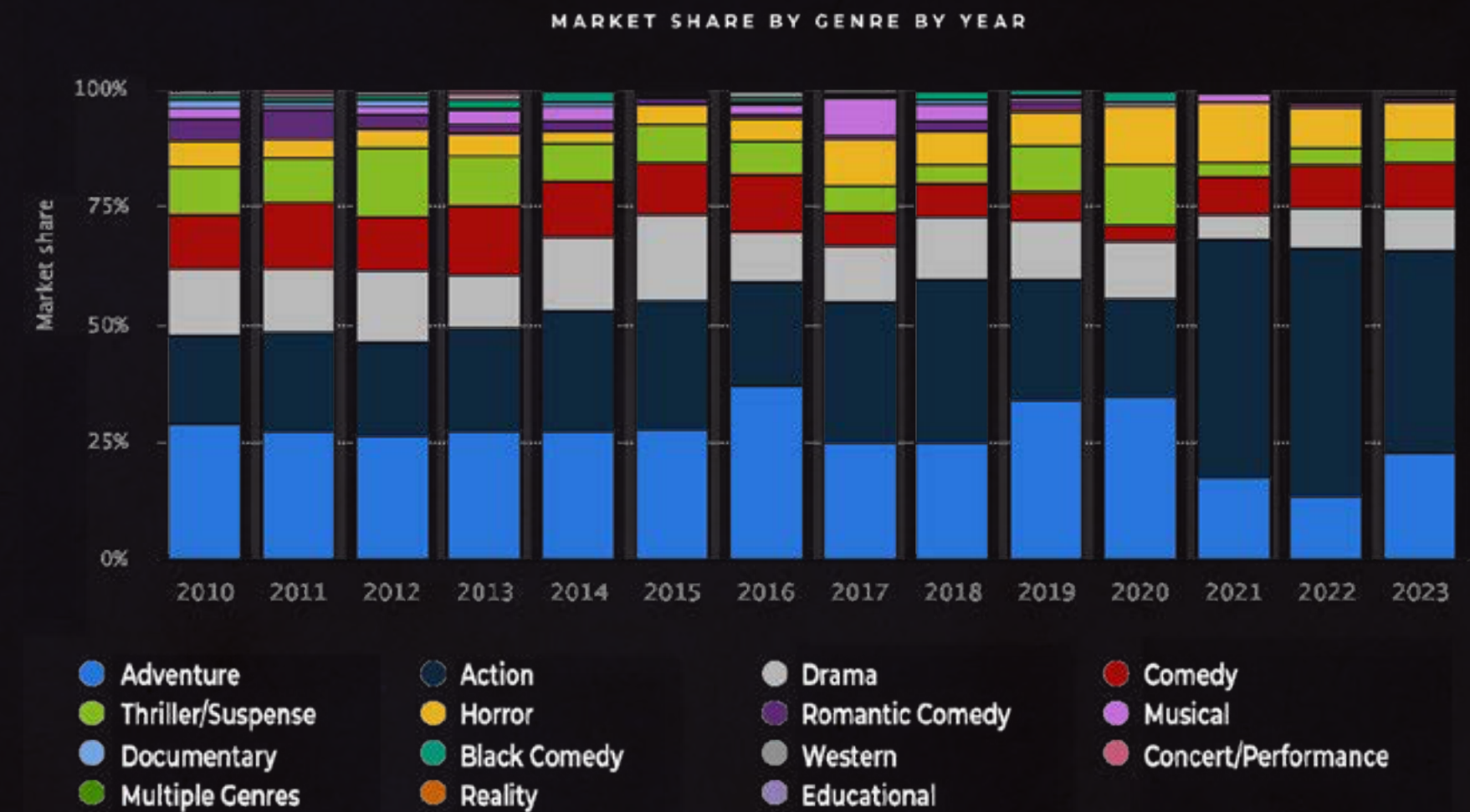
**JACK RYAN**  
BUDGET: \$8M/EPISODE  
SEASON 2 HAD 4.6M  
VIEWERS IN FIRST 7 DAYS



# GENRE POPULARITY/ PROFITABILITY

Action and drama films have universal appeal, and captivate global audiences with excitement and emotionally resonant storytelling. Action/Adventure and Drama contribute to over 60% of market share annually, with recent years hovering closer to 70% of market share.

With a lower budget than the traditional action/adventure film, *The American* has an extremely achievable mark for profitability, boosted by the traditionally high yields for the genre, as well as the minimal costs when compared with similar films.

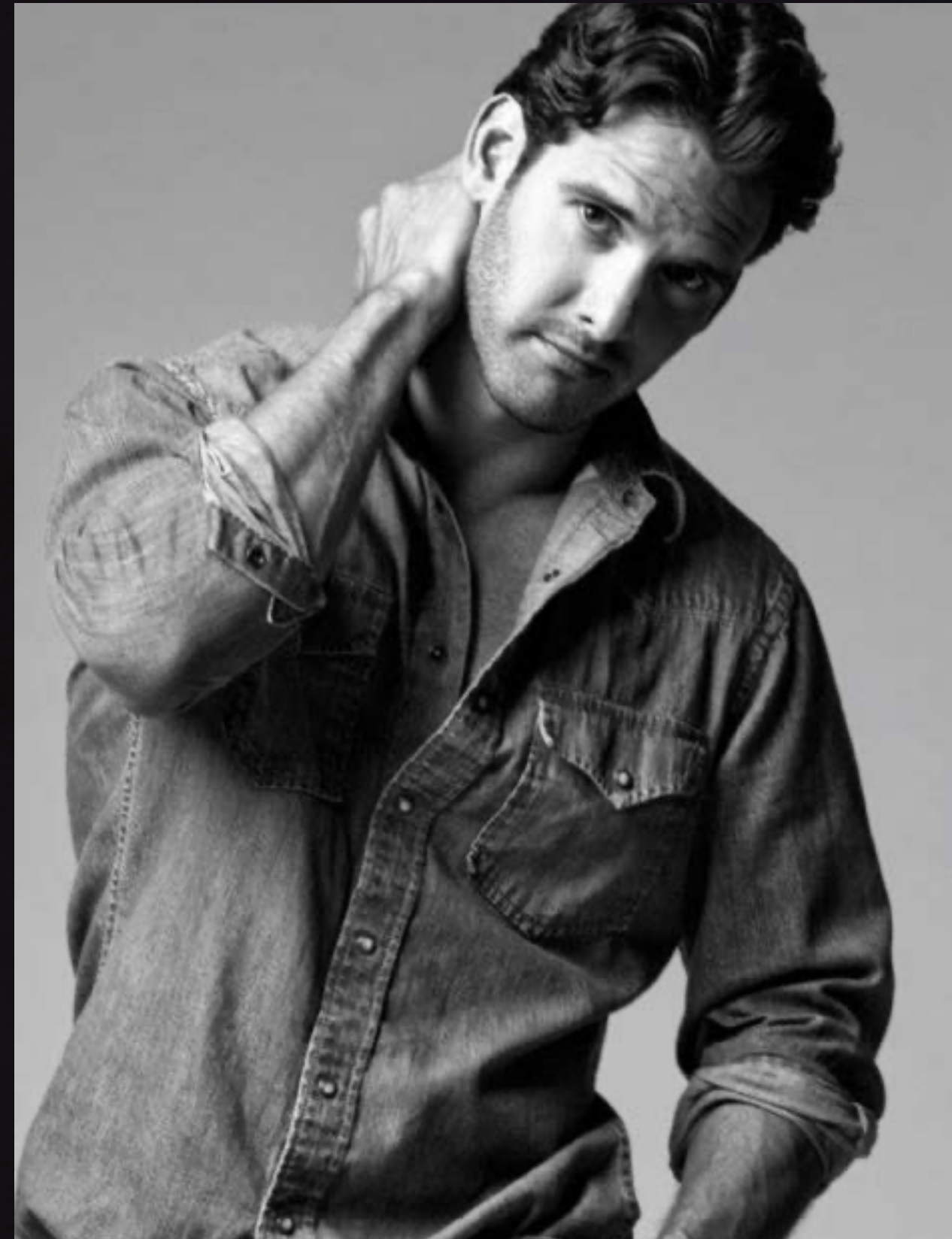




*ATTACHED CAST*



*BRIGITTE KALI CANALES  
as Sara*



*ERIC ARAGON  
as Sam*



*RAFAEL JORDAN  
as Bennett*

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# PROSPECTIVE CAST



*KEVIN COSTNER  
as Samuel Potter, Sr.*



*JEFF BRIDGES  
as Samuel Potter, Sr.*



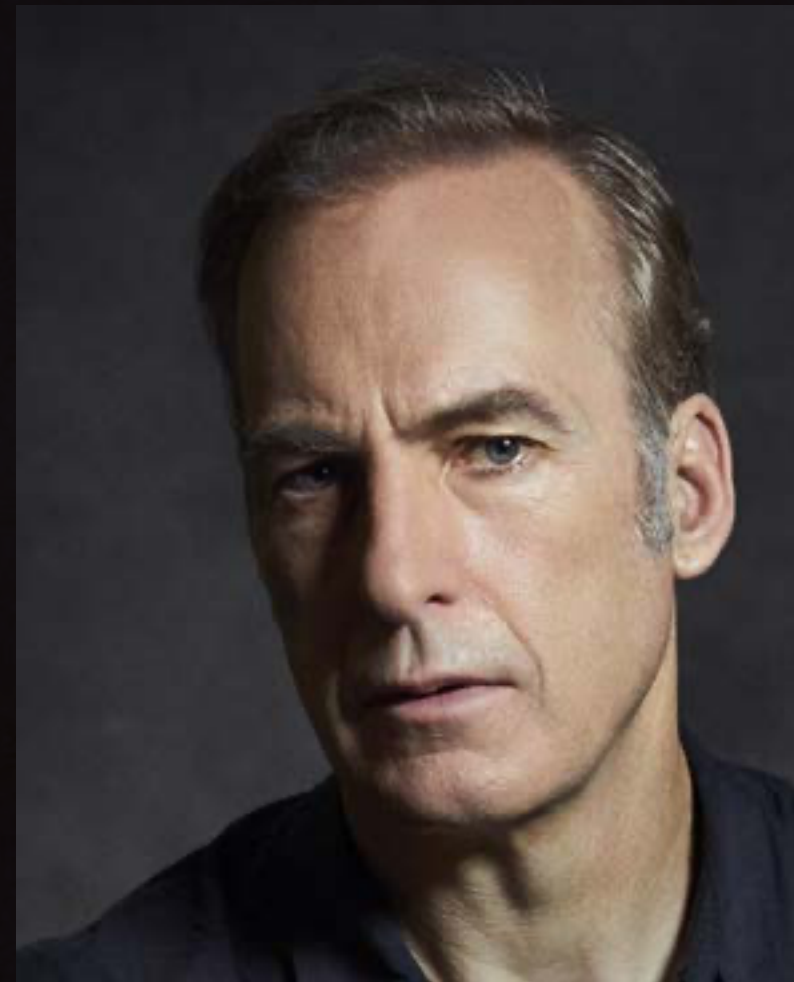
*JEFF DANIELS  
as Samuel Potter, Sr.*



*SALMA HAYEK  
as voice of Sam's mom*



*PENELOPE CRUZ  
as voice of Sam's mom*



*BOB ODENKIRK  
as Samuel Potter, Sr.*



*DENNIS QUAID  
as Samuel Potter, Sr.*



*JOSH GAD  
as Greg*



*BOBBY MOYNIHAN  
as Greg*

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# PROSPECTIVE CAST



*MOLLY PARKER  
as Congresswoman  
Reynolds*



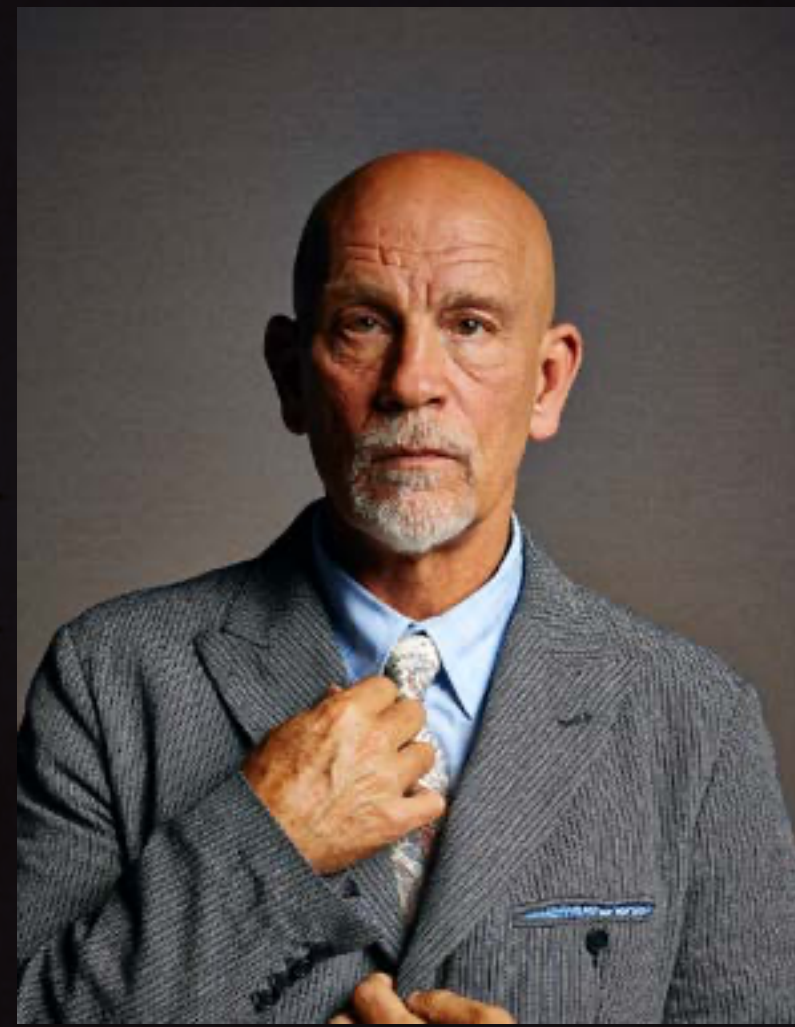
*PATRICIA CLARKSON  
as Congresswoman  
Reynolds*



*WILLOW SMITH  
as Aysia*



*AMANDA STENBERG  
as Aysia*



*JOHN MALKOVICH  
as Elliot*



*CHRISTOPH WALTZ  
as Elliot*

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# DIRECTOR

**Joshua Otis Miller** is an award winning director who has been writing, producing, and directing for over 15 years. He is a member of the Director's Guild of America and serves on the African American Steering Committee. His vision and passion for storytelling has translated to building successful film and production companies, where Joshua serves as founder and CEO of C&I Films and C&I Studios. Crafting stories through compelling characters, finding ways to clearly display inner turmoil, and causing audiences to challenge their mindsets are hallmarks of his films. Joshua produces and distributes original television and film productions.



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# PRODUCERS



*LEAH ELIZABETH RUCINSKI*  
EXECUTIVE PRODUCER

Leah Elizabeth Rucinski is a producer, entrepreneur, musician and activist. Since 2010 she has produced music videos, feature films, editorial shoots, premieres, PSA's, NYC Fashion Week runway shows, fundraising galas, and political campaign events, working with brands such as Time's Up, Lexus, Beyond the Boroughs, Astraea Foundation, One Fair Wage, #HashtagLunchbag, Studio189, and more.

Leah also sits on the Executive Leadership Board of Yea! Impact and is a co-producer on the annual Hollywood Digital Climate Summit.

In 2019, Rucinski produced 3 music videos for artist Michelle Kash, including her #4 Billboard Dance Club Chart Hit "Personal Jesus." In 2020, Leah produced several voter initiative productions including Fashion Our Future 2020 with Studio 189 and IMG and virtual events for The Wisconsin Dems. In 2021 and 2022 Leah produced 4 shorts as part of a series, Normal Ain't Normal, with Oside Productions. Currently, Leah has multiple projects in development with Rosario Dawson. She is a lead producer, alongside Alloy Entertainment on HARLEM MELODY starring Rosario Dawson and Isabela Merced, and is a lead producer, alongside Nightbox Entertainment on MIDNIGHT starring Alexandra Shipp and Rosario Dawson, directed by Jeff Byrd.



*BETH BRYANT*  
PRODUCER

Beth Bryant serves as one of the primary producers as well as Vice President of Development for C&I. Additionally, she oversees the nonprofit arm of the company, C&I Reach, as Executive Director.

Her talent for relationship building, leadership and fundraising experience coupled with her long time passion of film have led her to where she is meant to be, producing films and television shows including Fund Black Tech and From New York, I Love You.

Beth is always traveling and on the move, and shares her time between Los Angeles and South Florida.



# PRODUCERS

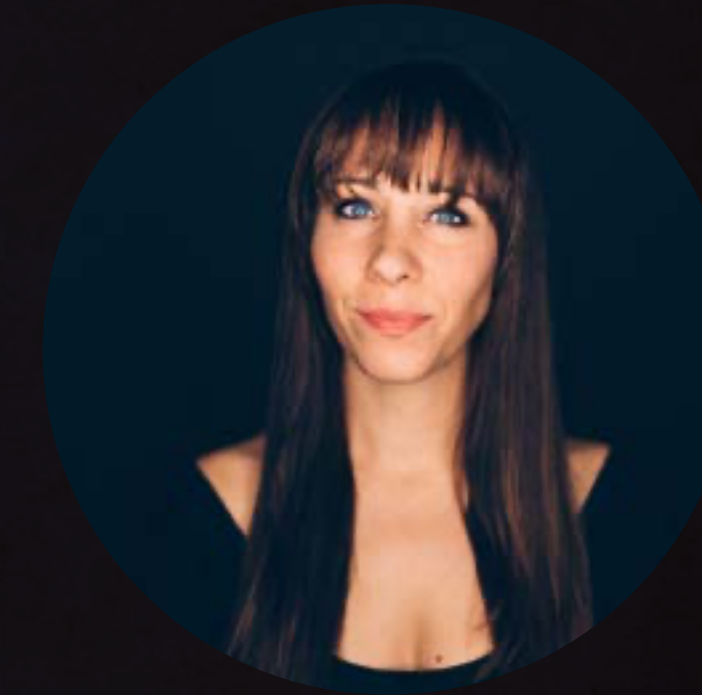


*SARAH DREYER*

PRODUCER

Sarah Dreyer is a lead producer who also handles all things operations at C&I. She has been with the company since its inception. Her deep understanding of storytelling and the fine details of operations qualifies her to oversee our immersive portfolio of film projects and corporate work.

She is a gifted writer and a natural problem solver, and has been a crucial asset in the development of the company. Sarah has assisted in producing numerous shows, features and documentaries for C&I Films, such as Fund Black Tech and From New York, I Love You.



*AMY MILLER*

PRODUCER

Amy Miller is a lead Producer at C&I and has been producing films, television series, documentaries, political and corporate projects since 2006. Her astute knowledge of industry standards, continually positions C&I for success.

Throughout her career she has worked with a-list celebrities like The Rock, Flo Rida and Birdman and brands around the globe, Nike, Lululemon, Coca-Cola, Fortune Magazine and many more. Her attention to detail from creation to execution, and her ability to think of proper solutions when faced with sudden obstacles, is unmatched.





**C&I Studios** specializes in the production of films and television series. With over 17 years of experience in the industry, C&I handles all aspects of production, from pre to post in-house.

With a full-service creative suite, a state-of-the-art pre and post production studio, a diverse team of creative professionals, and an unwavering commitment to challenging traditional norms through art with purpose, C&I consistently delivers in producing content that both inspires and entertains.





## ELEVATING STORIES TO AFFECT SOCIAL CHANGE

**C&I Reach** is a 501(c)3 non-profit that has been creating and producing media for over 10 years, with a focus on elevating the stories of those who do not have their voices amplified in society. With a focus on stories that are both engaging and cinematic, audiences can connect with the stories and underlying issues on a core level.

The organizations featured in *The American* are all real- they are doing work with children and vulnerable populations around the world. More than that, the issue of human trafficking is real, and one of the few social issues that most people can agree upon, no matter their political affiliation.

*The American* is just one component of C&I Reach's efforts to highlight these organizations that are doing good in the world. In addition to the film, C&I Reach is producing a documentary and partnering with organizations on projects that provide real, on-the-ground assistance.

THE  
FILM

THE  
DOCUMENTARY

THE  
PROJECT

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## ORGANIZATIONS HIGHLIGHTED IN THE AMERICAN



**AIDS Healthcare Foundation** is the largest provider of HIV/AIDS medical care in the world. Based in Los Angeles, AIDS Healthcare Foundation (AHF) is a global nonprofit organization providing cutting-edge medicine and advocacy to over 1,900,000 people in 45 countries.



**Jedidiah Learning Steps** exists to provide quality education to children living on the outskirts of Zambia's capital city, Lusaka. A proper education can lift men and women out of poverty, and Jedidiah Learning Steps harnesses that for their community.

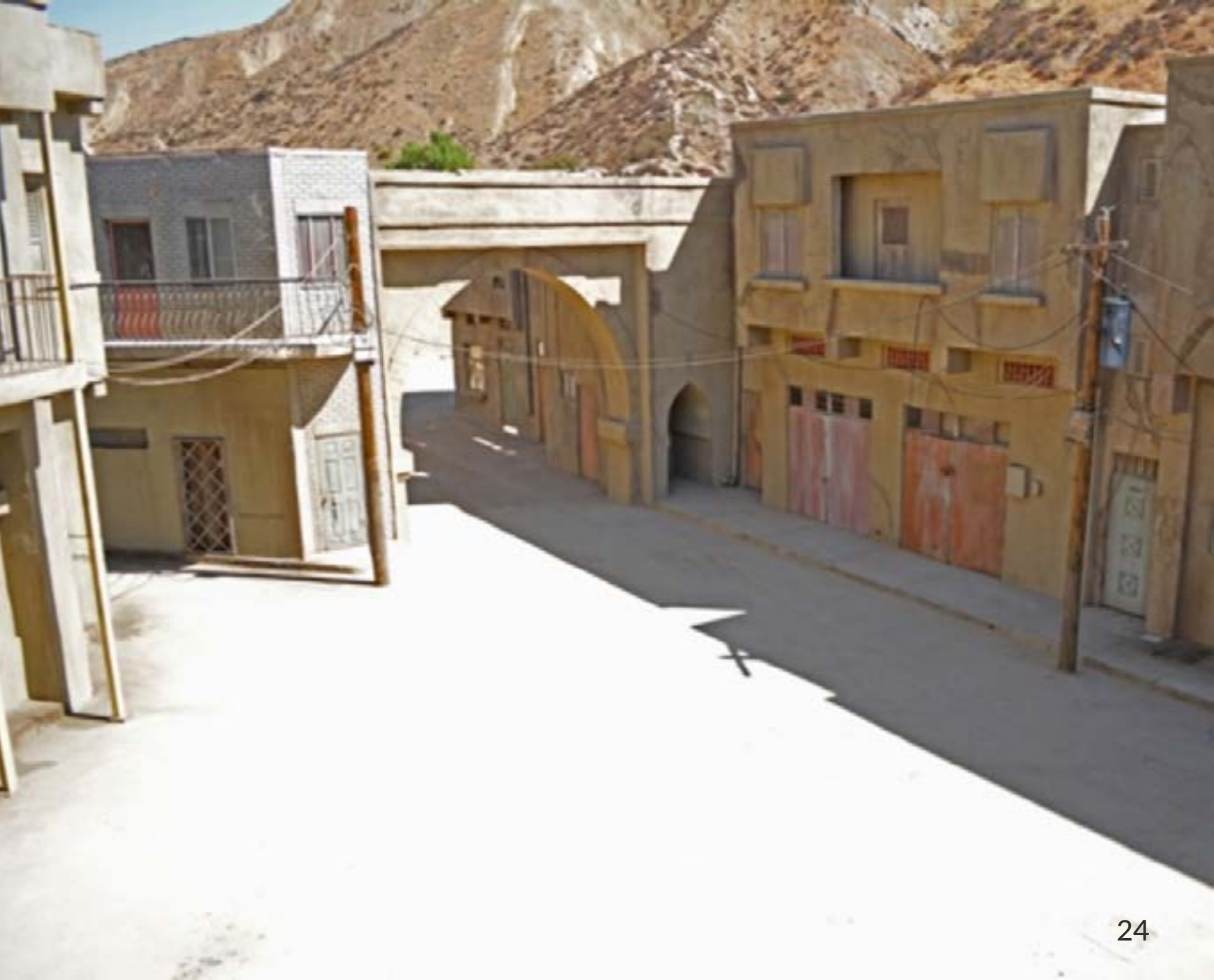


**Rice Bowls** works in the poorest regions around the world to absorb the most regular burden for grassroots children's homes—food costs. Rice Bowls covers 100% of so children's home can focus their resources on education and enrichment, knowing that the basic need for food is covered.





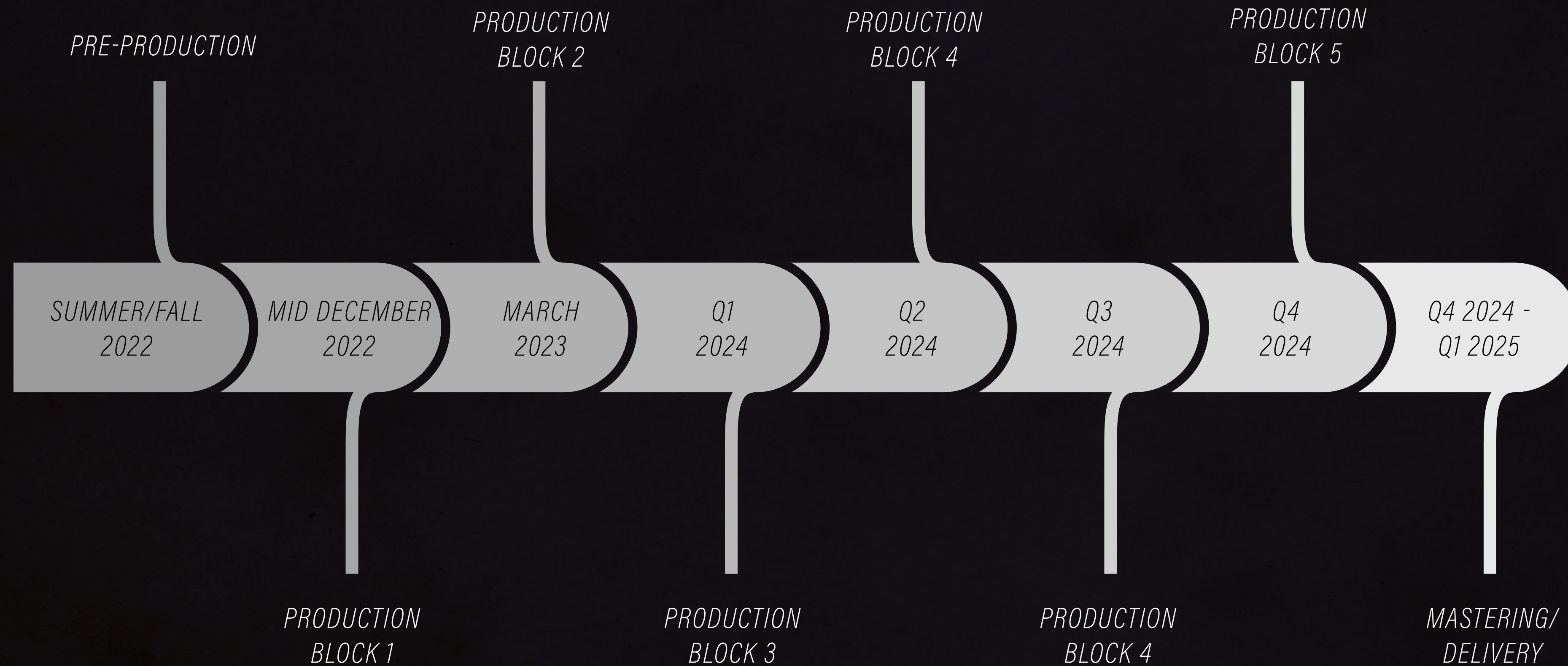
*BLUE CLOUD MOVIE RANCH*



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# PROJECT TIMELINE



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# PROJECT BUDGET

	Days	Rate	Total
<b>Pre-Production</b>			
Executive Producers	4	\$100,000.00	\$400,000.00
Director	40	\$3,800.00	\$152,000.00
Producers	40	\$3,000.00	\$120,000.00
Line producer	30	\$1,250.00	\$37,500.00
UPM	20	\$1,060.00	\$21,200.00
1st AD	20	\$910.00	\$18,200.00
2nd AD	20	\$820.00	\$16,400.00
Location Scouting	25	\$500	\$12,500
Art Director	25	\$850	\$21,250
<b>Miscellaneous</b>			
Storyboard	1	\$5,500.00	\$5,500.00
Travel Expenses	10	\$15,000.00	\$150,000.00

## Production

Talent	30	\$15,000.00	\$450,000.00
A List Talent	8	\$200,000.00	\$1,600,000.00
Director	30	\$3,800.00	\$114,000.00
Producers	30	\$3,400.00	\$102,000.00
Line Producer	30	\$1,250.00	\$37,500.00
1st AD	30	\$1,010.00	\$30,300.00
2nd AD	30	\$920.00	\$27,600.00
2nd 2nd	30	\$700.00	\$21,000.00
UPM	30	\$1,060.00	\$31,800.00
Director of Photography	30	\$1,250.00	\$37,500.00
Camera Operator 1	30	\$850.00	\$25,500.00
Steadicam/Gimbal Operator	30	\$900.00	\$27,000.00
Aerial Camera Operator	30	\$1,500.00	\$45,000.00
BTS Camera Operator	30	\$350.00	\$10,500.00
Sound Mixer	30	\$850.00	\$25,500.00
Boom Operator	30	\$300.00	\$9,000.00
1st AC	30	\$650.00	\$19,500.00
1st AC	30	\$650.00	\$19,500.00
2nd AC	30	\$450.00	\$13,500.00
Key Grip	30	\$750.00	\$22,500.00
Grip 1	30	\$500.00	\$15,000.00
Grip 2	30	\$500.00	\$15,000.00
Best Boy Electric	30	\$650.00	\$19,500.00

	Days	Rate	Total
Dolly Grip	30	\$450.00	\$13,500.00
Gaffer	30	\$750.00	\$22,500.00
DIT	30	\$450.00	\$13,500.00
Art Director	30	\$850.00	\$25,500.00
Carpenter 1	30	\$350.00	\$10,500.00
Prop Master	30	\$550.00	\$16,500.00
Key Hair and Makeup Stylist 1	30	\$750.00	\$22,500.00
Hair and Makeup Artist 2	30	\$550.00	\$16,500.00
Wardrobe Stylist	30	\$650.00	\$19,500.00
Key PA	30	\$450.00	\$13,500.00
SET PA (x6)	30	\$900.00	\$27,000.00
Set Medic	20	\$450.00	\$9,000.00
Script Supervisor	30	\$750.00	\$22,500.00
Video Assist Operator	30	\$175.00	\$5,250.00
Transportation	30	\$500.00	\$15,000.00
BTS Stills Operator	30	\$300.00	\$9,000.00
Stunt Coordinator	20	\$1,082.00	\$21,640.00
Armorer	20	\$700.00	\$14,000.00
Snake Wrangler	15	\$400.00	\$6,000.00

### Miscellaneous

Rental Gear	25	\$2,500.00	\$62,500.00
Grip Package	25	\$1,750.00	\$43,750.00
Hard Drive/Backup/Storage	3	\$1,200.00	\$3,600.00
Set Construction	5	\$2,500.00	\$12,500.00
Wardrobe/Props	25	\$3,000.00	\$75,000.00
Locations	25	\$3,000.00	\$75,000.00
Craft Services	25	\$400.00	\$10,000.00
Makeup and Hair Trailer	15	\$1,000.00	\$15,000.00
3 Room Star Trailer	15	\$800.00	\$12,000.00
5 Room Honeywagon	15	\$1,000.00	\$15,000.00
Covid Supplies	20	\$500.00	\$10,000.00
Catering	20	\$1,200.00	\$24,000.00

## Post Production

Director	30	\$3,800.00	\$114,000.00
Assistant Editor	30	\$650.00	\$19,500.00
Editor	30	\$1,200.00	\$36,000.00
Color Correction	15	\$850.00	\$12,750.00

	Days	Rate	Total
Audio Mixer	15	\$550.00	\$8,250.00
Composer	15	\$1,500.00	\$22,500.00
VFX Artist	30	\$1,000.00	\$30,000.00
Audio Engineer	30	\$850.00	\$25,500.00
Motion Graphics/Titles	15	\$1,000.00	\$15,000.00
Graphic Design: Poster/Art/Album Design	5	\$1,250.00	\$6,250.00
Web Designer	1	\$5,000.00	\$5,000.00
Social Media Strategist (Setup Social Acco	1	\$10,000.00	\$10,000.00
Recording Studio	10	\$950.00	\$9,500.00
Cloud Storage/Backup	1	\$8,500.00	\$8,500.00

## Administrative

Legal	1	\$75,000.00	\$75,000.00
Benefits	1	\$200,000.00	\$200,000.00
Insurance/Permits	1	\$45,000.00	\$45,000.00
Software	1	\$4,000.00	\$2,000.00
Publicity	1	\$20,000.00	\$20,000.00
<b>Total Budget</b>		<b>\$4,999,740.00</b>	



*C&I FILMS IS SEEKING INVESTORS FOR THIS PROJECT WHO WILL RECEIVE AN EXECUTIVE PRODUCER CREDIT. RETURNS WILL BE DISCUSSED ON AN INDIVIDUAL BASIS.*



C&I FILMS

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