

It's Lost meets Battlestar Galactica, wrapped up in an X-File!

SEED

"The keys to the future lie buried in the past."

In December of 2002, Cpt. Zak Randall's special ops unit was sent to Iraq looking for weapons of mass destruction. On the night of Christmas Eve... they found one.

www.seedtheseries.com

SEED is a brand new science fiction series unlike anything you have ever seen before. It has the mystery and intrigue of *Lost* combined with the political commentary and sci-fi appeal of shows like *Star Trek* and *Battlestar Galactica*, mixed with the paranormal/alien themes explored in *The X-Files*. This series will have all of that and much, much more!

In 72 amazing episodes, *SEED* will tell the epic story of a war that has raged since the dawn of time. Forces of good and evil are fighting for the souls of men and the final battle is fast approaching. A potent, and very dangerous plan was set in motion thousands of years ago. Something terrifying and very real has been actively weaving its way into the very DNA of mankind ever since. It is now here among us, just waiting for the signal... to activate.



Zak



Jessica



Stan



Gen. Karydis



Grant



Lt. Col. Knight



The Bedouin



Dr. Caine



The Pleiadian



Emmanuel

FOR DEMONSTRATION ONLY. NONE of these actors have yet been attached to this project. They are submitted here simply to show the "type" we are looking for to play each character.

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The Rosetta Stone for Understanding Everything

From the Pyramids of Giza to the Nasca Lines in Peru, you will find an abundance of evidence revealing the fact that in the distant past, this planet has been visited by highly advanced beings from other worlds. Even the Bible testifies to this. Their evils brought about a universal Flood of judgment. Megalithic monuments and structures that defy modern attempts to understand or duplicate are all that remain of these ancient cultures. And within their relics we find prophecies revealing that these gods of antiquity will return! But who were they?

As it was, so it will be again. Today, we are seeing a lot of books, movies and television shows coming out that depict stories and god-like characters from mythology. But how and where did it all begin? The answer to those questions is the Rosetta Stone for understanding everything – past, present and future.

SEED will explore all of this and much, much more!

Our goal is not just to produce another science fiction series, but rather to impact people's lives through ideas that may alter their world view and maybe even their eternal destiny. Every episode will be laced with “seeds” that can be germinated. The audience will be introduced to ancient facts, universal and religious themes, symbols, secret societies, conspiracies, legends and myths in a way that will cause them to explore the past, analyze the present and project what may happen in the future - both here on earth as well as in the hereafter. Thus, the viewer will be enticed to seek out “the truth” for themselves. This is likely to lead to a lot of fan-based blogging, debate, argument and discussion - all of which will only make the series that much more popular. And as viewers come to understand the “big picture,” they will find themselves not just watching another episodic series, but rather EXPERIENCING something they never knew they were missing!

It's a big universe. We live on a planet with nearly six thousand years of recorded history that is both written and carved in stone. The possibilities are endless. The subjects are exciting, terrifying, sobering and enlightening all at the same time! And we intend to explore as much of it as possible in 72 episodes of engaging and thought provoking, science fiction drama. So, please do not hesitate to contact me if you would like to know more about this revolutionary new series called, **SEED**.

Revealing truth that is more unbelievable than fiction,



- Rob Skiba II
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EXECUTIVE SUMMARY

OVERVIEW: *SEED* is a brand new sci-fi series currently in development. It's *Lost* meets *Battlestar Galactica*, wrapped up in *The X-Files*. It will have all the mystery and intrigue that made *Lost* so much fun to watch. It will have the sci-fi appeal of shows like *Battlestar Galactica* and *Star Trek*, which (among other things) affords us the opportunity to make social, political and religious commentary in a non-offensive way, while at the same time revealing concepts and ideas that stimulate the mind to explore the “what ifs” in life. The series will also explore ideas concerning aliens, the paranormal and supernatural – as well as conspiracy theories – much the same way *The X-Files* did and shows like *Fringe* and *The Event* are now.

What makes *SEED* so different is the vast amount of research that forms the foundation of the series - research that comes from ancient texts that foretell our future. In short, *SEED* will explore truth that is stranger than fiction – revealing the fact that “*the keys to understanding the future lie buried in the past.*”

TARGET AUDIENCE: Our target audience is massive! Science fiction (unlike any other genre) has a fan base that loves to not just watch stories play out, but they also like to re-enact the stories, imitate the characters and dream in the imagined worlds. They create conventions, write novels and comic books, buy and play with toys and video games based on the stories, invent and adopt entire fictional languages (such as Klingon) and dress up like their favorite characters. Sci-fi fans literally immerse themselves in the fictional environments they grow to love. All of this leads to the longevity of the show and the enduring impact it can have on society... as well as to **billions of dollars in revenue**. In short, sci-fi is big ideas meets big business - all due to a massive fan base that is made up of both genders from every age group, ethnicity and social status. A massive audience.

THE NEED: We live in uncertain times filled with bizarre events and apocalyptic predictions for our near future. Strange and unusual activity has been happening on the earth and in our solar system. There's been a lot of talk about pole shifts, ghosts, aliens, thousands of dead birds falling from the sky, millions of dead fish being found beached on the shore, massive sink holes and UFO sightings all seem to be filling the news these days. As people are confronted with these strange and the terrifying events, they often seek answers in the Divine. Not surprising, those answers can be found in the Holy Bible – in a text that both Christian, Jew, Muslim, Pagan and even Atheist can all respect, if for no other reason than for the universality of its content. We're talking about the Book of Genesis. The book that talks about Creation, a Universal Flood... and the act of the “sons of God coming down and mating with the daughters of men” which created a super-human-hybrid race known as the Nephilim (.ak.a. the “*Ancient Aliens*” currently being made popular by the History Channel). Every culture on the planet has some sort of belief and understanding of those three themes and *SEED* aims to take advantage of that fact.

But just because we are talking about Biblical themes, that does not mean we are talking about being the next *Left Behind* series. *SEED* will not be “religious” in nature. If you think more along the lines of *Lord of the Rings*, *Narnia*, *Knowing* and *The Book of Eli* you will have a better idea of what we are attempting and how our stories will be presented.

A recent **Barna Group Survey** stated that the top three most influential factors in our culture were **Movies**, **Television** and the **Internet**. The **Church** wasn't even in the top ten. This is clearly visible in our society today. Nothing impacts our culture more than media, the arts and entertainment.

In reality, someone is always “preaching” to the masses and that is having an impact on our society. But people do not watch dramatic, episodic television to be “preached to” (in an ecclesiastical sense), they watch to be entertained. Thus, **SEED** will not be any more “evangelical” than *Battlestar Galactica*, *Star Trek*, *Stargate*, *Fringe*, *Jeremiah*, *The 4400*, *Flash Forward* or *Millennium* – all of which explored similar themes and ideas in one form or another. However, because so much of the **SEED** research is grounded in Scripture, people of all faiths can find common ground and/or areas for debate – while at the same time find another way of looking at the world around us that is apart from the usual explanation of “Ancient Aliens.” As they watch **SEED**, they will be exposed to “seeds” that have been planted in their minds, which will cause them to seek out truth for themselves. Thus, **SEED** will be much more than just a cool series to watch, it will become an “experience” - possibly with eternal impact.

We estimate each episode of **SEED** will cost \$1 million to produce (here in Dallas). Shows like *V*, *The Event* and *Fringe* have a \$2 million to \$3 million budget. But those are Hollywood numbers. We have determined that based on our industry relationships here in Dallas, we feel confident that we can produce the series with a perceived \$3 million “production value” but at a third that cost.

THE STRATEGY: We realize that nearly all forms of media, arts and entertainment are migrating to Internet based distribution. Therefore, we have adopted an Internet based, self-distribution model for **SEED**. By self-distributing, we can maintain total control over our content, which means no one can censor us, manipulate our “message” or cancel us prematurely. We have 72 episodes outlined and we intend to produce all 72 of those episodes, airing them on our **SEED** web site(s). The trick to self-distribution on-line is therefore contingent on the marketing campaign.

Our goal is to raise \$4 million in initial working capital to “seed” **SEED**. This will fund the first three episodes (to be shot all at once) and will provide for the necessary advertising and marketing campaign to launch the series on-line. In order to draw attention to and create a “buzz” about the series, our intent is to maximize the available funds to initiate a massive on-line advertising blitz to targeted web sites of similar genre and to strategically place ads on billboards and on cable TV during carefully selected time slots. We have already begun developing strategic relationships that can help us do this.

After the first three episodes have been posted and as the web site begins to attract hundreds of thousands of viewers, we will be in the perfect position to solicit more advertising dollars – for both static ads on the site as well as commercials embedded in the content. This will begin the process of generating additional funds as we move forward. With these added funds and the completion of the first three episodes, we will seek additional support from studios, production agencies and/or other investors who might see the value in partnering with us to continue the series.

On the web site, we will provide three free episodes of viewing on-line at all times. Once a fourth episode posts to the site, the first episode will drop into a “download bin” where it will cost users \$1.11 to view. This pattern will continue as more episodes are added, thus the pay-per-view episodes will provide an additional source of revenue for the series as we move forward. Once a season concludes, we will then of course be in a position to sell DVD box sets of the season both on-line as well as through major retail outlets.

In addition to pay-per-view, advertising and retail revenue streams, we will also be offering various levels of subscription for users to choose from. This is outlined on our current promotional web site: www.seedtheseries.com/benefits.html. Another recent development may enable us to be the first on-line sci-fi series to be shot in High Definition 3D! If this pans out for us, we will add a premium subscription package to view the episodes in that format too.

CONCLUSION: In order to compete with shows like *V*, *Fringe*, *The Event*, everything from the acting to the special effects as well as the overall production quality and distribution has to be *at least* as good if not better. We believe this can be achieved with the resources available to us here in Dallas, Texas.

We already have the 72 episode story outlined. We have the first three scripts written and nearly ready to produce. We have most of the production team already assembled and ready to go. All we need now is the money to proceed. Once the series is “seeded” with the initial capital needed to initiate the Funding Program, we will have the budget to become a major production hub, drawing more talent to the DFW Metroplex. In addition, our plan allows for multiple streams of income that will enable us to pay back our investors and eventually make this a completely self-financed, self-contained and self-distributed production. This then becomes a win for both the production company as well as for the viewers - who won't have to worry about their new favorite series being canceled prematurely.

SEED the series is poised to be one of the most amazing sci-fi series to have ever been produced. We invite you to become a part of making history that will reveal the future!

If you have any questions or would like to discuss this further please do not hesitate to contact me utilizing the information below. Thank you for your time and consideration.

Sincerely,



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