

## MUSICAL OVERVIEW

GOD Musical, geared to reach millennials, is created to be a musical film set as a modernday parable. GOD Musical sets an artistic and compelling tone while addressing life's most critical questions: "What Is My Purpose?", "Why Am I Here?" and "Where Can I Find Peace?" GOD Musical film will incorporate professional actors, singers and dancers into a pop musical production telling the story of main character Soul and his quest for meaning in life. GOD Musical is a dramatically riveting journey providing each audience member with a clear understanding of the Gospel message.



Beginning with The Sound of Music on NBC in 2013, live television musicals have become a mainstay on network television. With the stage-musicals-on-television phenomenon the following productions have aired during primetime: Peter Pan Live (NBC/Dec. 2014); The Wiz Live! (NBC/Dec. 2015); Grease: Live (FOX/Jan. 2016), The Passion (FOX/April 2016), The Rocky Horror Picture Show - pre-taped (FOX/Oct. 2016); and Hairspray Live! (NBC/Dec. 2016). Bye Bye Birdie Live! (NBC) is slated for 2017.

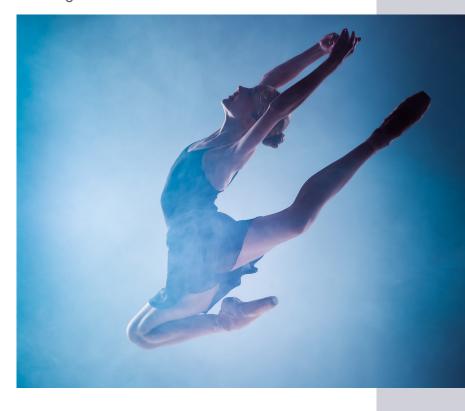


GOD Musical features songs from Jörgen Elofsson. With more than 150 million units sold worldwide, Elofsson has written eight #1 songs in the UK and three #1's in the US including the Grammy-nominated smash hit by Kelly Clarkson "Stronger (What Doesn't Kill You)", which was nominated for the Song of the Year and Record of the Year.

## SUCCESS STORIES

With a \$30 million budget, La La Land has earned \$179 million worldwide with \$93 million from domestic sales. La La Land set a record with seven Golden Globes including Best Motion Picture - Musical or Comedy, Best Director, Best Screenplay and Best Score. The musical film is nominated for sixteen Academy Awards including Best Picture. Plans are underway for a La La Land Broadway production.

The Broadway smash success Hamilton cost \$12.5 million to launch. Hamilton has grossed over \$153 million in ticket sales on Broadway while earning \$600K per week. Hamilton expanded its tour with a production version in Chicago, which is expected to gross \$90 million alone. Merchandise sales are at \$15 million and counting.



## FRANCHISE MODEL

In keeping with historical pacesetters Jesus Christ Superstar and Godspell from the 1970's Jesus Movement, which were released as live musicals, films and soundtracks, GOD Musical is developed as a franchise model called GOD Generation. GOD Generation will be self-sustaining, taking revenues from the initial film layer to produce subsequent GOD Generation layers.

from the initial film layer to produce subsequent GOD Generation layers.

GOD Generation layers are as follows: GOD Musical (The Film); GOD Village (website/social media hub for the entire movement); GOD Musical Live (a theatrical staged performance); GOD Album (soundtrack album integrating the storyline and music from GOD Musical); GOD Live Tour (concert

series). GOD Generation endeavors to offer GOD Bible Studies along with teaching and discipleship





materials developed specifically for the GOD Generation movement.



