



## Project Financing Feasibility Evaluation (PFFE)



A PFFE is the first step towards determining the feasibility of getting your project funded.

When asked what the budget is for their film, too many writers/producers concoct a totally random, arbitrary number that has no basis in reality then they spend months, sometimes years, chasing that inaccurate and unrealistic expectation.

There are certain fundamental and essential factors that must be scrutinized and properly evaluated before you spend another dollar or another moment trying to get funding for your project.

The PFFE process will assist you by answering some of the most crucial questions and you will literally walk away with a road map that will dictate how to proceed in regards to proper development, script, talent, attachments, distribution, bank loans, equity and such.

First and foremost before venturing off to seek film financing, you should be sure that you eliminate any future roadblocks by having an expert critique your script (see sample below).

When you enroll in PFFE, you will receive a comprehensive analysis of your script as well as a complete evaluation of your project overall to determine a "feasibility factor rating" (FFR). The FFR is a rating from 1-10 indicating how likely or unlikely your script/film/project is (or is not) to acquire the required funding.

# SCRIPT COVERAGE

## SCRIPT COVERAGE

**TITLE:** Your Movie  
**DATE READ:** Today  
**AUTHOR:** Mark Twain  
**FORMAT/PG:** Script/110  
**READER:** Expert  
**GENRE:** Crime/Comedy

	EXCELLENT	GOOD	FAIR	POOR
<b>PREMISE</b>		x		
<b>PLOT</b>		x		
<b>CHARACTERS</b>			x	
<b>DIALOGUE</b>	x			
<b>TITLE</b>		x		
<b>COMMERCIALITY</b>			x	

	RECOMMEND	STRONGLY CONSIDER	CONSIDER	CONSIDER W/RESERVATION	PASS
<b>PROJECT</b>			x		
<b>WRITER</b>			x		

**LOGLINE:** Pri ut exerci gloriatur interesset, erat malis tantas ius ei. Ea eam feugait corrumpit definitiones. Ne quod magna vituperatoribus per, vix modus dissentiunt an. Pro vide cotidieque te, tota oratio pertinacia ne per, partem verear feugait cu est.

**SYNOPSIS:** Ex sea habeo omnium, ius no ceteros detracto, falli iusto in eum. Ex eos mucius salutandi disputationi, an duo mucius argumentum omittantur. Sea ad veri lobortis. Pro fugit iuvaret voluptaria id, sonet volumus ne mel, errem pertinax eloquentiam nam ad. Pro similique incorrupte an. Ferri diceret laoreet vim at, duo ne numquam appellantur. Assum possit te vim, ex debet omittam accusamus pri. Facete torquatos moderatius no per. Viris antiopam eam an. Nam habeo mazim te. Augue harum sit at, duo diceret complectitur et. Viderer efficiendi omittantur sed ut, qui eros eligendi ad, salutatus consequat temporibus eu sed. Aequae reprimique ne pri, ei postea eruditi has, vim ut vidisse.

## **CHARACTER BREAKDOWN:**

### **LEADING**

**Detective Shrii:** Amet facilis ad vix. Eu nec voluptua conceptam. Ea vel equidem temporibus, aperiam complectitur et usu. Qui eu deleniti scripserit, vel ne agam aliquip. Ut nusquam contentiones est, cu vel corpora probatus. Usu accusamus reprimique ei.

**Mrs. Palfrey:** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**Mister Peters:** Mea ne mazim lobortis facilisis, audiam eruditi delicata qui ei. Essent assentior voluptatum sea an. Everti meliore copiosae ea sed, ea pertinax atomorum vix. Ut pri audire commune ponderum, eu antiopam comprehensam eos. Ad alia efficiendi usu, usu ut facilis definitiones, vis ei nulla efficiantur. Ei vel reque conclusionemque.

**Louis Leader:** Everti persius tincidunt qui no, est amet ludus albucius ne, ei malorum meliore constituam sea. Sed mundi veritus sapientem ne, quot lobortis te mei, in sit libris eleifend eloquentiam. Sit ad ludus quaeque appellantur, omnes dolore officiiis pro eu. Mea an modus equidem, dolor splendide deterruisset et mea. Nam te virtute nominati mediocrem, ne reque dicta duo.

### **SUPPORTING**

**Vivica:** Eam ea tollit aliquando. Nam tation pertinax vituperata no, cum audire quaeque gubergren cu, nec liber verterem cu. Pertinacia maiestatis no duo. Utamur signiferumque no mei. Dolore delectus id usu.

**Mr. Ming:** Vix eruditi delectus eu. Vim vitae partem facete te. Sit sint corrumpit reprehendunt ad. Porro errem impetus id has.

**Carl Peterson:** propriae legendos. Corpora appareat torquatos sit id. Sed cibo alienum propriae id, partem altera reformidans mei ea, nec ne soleat detraxit. Eos appareat eleifend comprehensam te.

**Mac:** propriae legendos. Corpora appareat torquatos sit id. Sed cibo alienum propriae id, partem altera reformidans mei ea, nec ne soleat detraxit. Eos appareat eleifend comprehensam te.

**Celia:** propriae legendos. Corpora appareat torquatos sit id. Sed cibo alienum propriae id, partem altera reformidans mei ea, nec ne soleat detraxit. Eos appareat eleifend comprehensam te.

## **TECHNICAL ANALYSIS:**

**PREMISE/CONCEPT** : In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**CHARACTERS** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**PRESENTATION** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an. In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**DIALOGUE** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an. In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an. In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis.

**STRUCTURE** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**STYLE/TONE** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an. In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**PLOT** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**THEME** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**PACING** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**COMMERCIAL APPEAL** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an. In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.

**TITLE** In audire ornatus pericula nec. Habemus docendi torquatos ei has. Eius voluptatibus concludaturque id sit. Nec ei justo ancillae, graeco electram ea ius, recteque theophrastus ea vel. Alii putant at vix, his verear facilisis explicari an.



## **SIX WEEK**

### **Private, One-on-One Consultation Program (In person or via Skype)**

**Those individuals who complete the PFFE will automatically become eligible to enroll in the Six Week Private One-on-One Consultation Program.**

**(Individuals who score an FFR of 7 or higher may qualify for reduced rates).**

# **AFM<sup>®</sup>**

**Special Offer**  
(Limited Time Only)

**PFFE – Regular Price \$697.00**

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**Only**  
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