



Angel Studios
presents

A FAMILY STORY

The Wonder of Life Together

The image features a central graphic with a torn paper effect. The top portion shows a wooden cabin with a steep, gabled roof and a balcony, set against a backdrop of golden autumn trees and misty mountains. The bottom portion shows a stone staircase leading up a grassy hillside. A dark blue horizontal band with white text is overlaid across the center.

Part 1: Story

A Family Story Series Synopsis

A Family Story is a mainstay children's edutainment series that harnesses the theme of Story to strengthen children and families.

Each episode is wildly entertaining and models how storytime can inspire identity and purpose in families.

The series models healthy relationships and immerses children in traditional values-based learning that transforms their hearts and minds.

Children learn how to shape their own life's story and why their story matters. Parents learn through modeling how to bring storytime into their own home for greater influence and connection with their children.

Series Genres

- ✓ Edutainment
- ✓ Family & Children
- ✓ Adventure & Fantasy
- ✓ Musical
- ✓ Literary
- ✓ Christian (some episodes)



Why This Project NOW

Entertainment tells the stories that shape culture.
We become the stories we believe.

Content matters but so does medium. Passive and constant consumption of entertainment on screens has led to screen-addicted, over-stimulated and under-connected children and families.

The stories that families are believing are hurting them.
The way children and families relate with entertainment is hurting them.

We believe there's a better way.

A Family Story exists to transform the entire family through epic storytelling designed to go beyond the screen to change the home.

The demand for Edutainment is high.

60% of parents
are concerned about
content in schools

Families are looking for help to be better.

70% of parents
struggle to “communicate
meaningfully” with their children

Series Concept

Every episode opens in a fantastical home nestled in a mountain community.

Grandpa and Grandma have invited family, extended family, and close friends together to tell stories and share life. This is family in the best sense of the word. Their home is spilling over with kids, aunts, uncles, parents, and friends cooking, playing games and laughing together.

In the evening, when the grandfather clock strikes seven, everyone gathers into the Story Room to read from the enchanted book, “A Family Story.” The Story Room is pure magic. Every wall, window, nook and cranny are covered in books, even adorning the ceiling. A book tree grows above the fireplace, book chairs.

“A Family Story” contains every story ever written. But only after Grandpa opens the book do they learn what story will be told and what aunt, uncle, or child will narrate it.

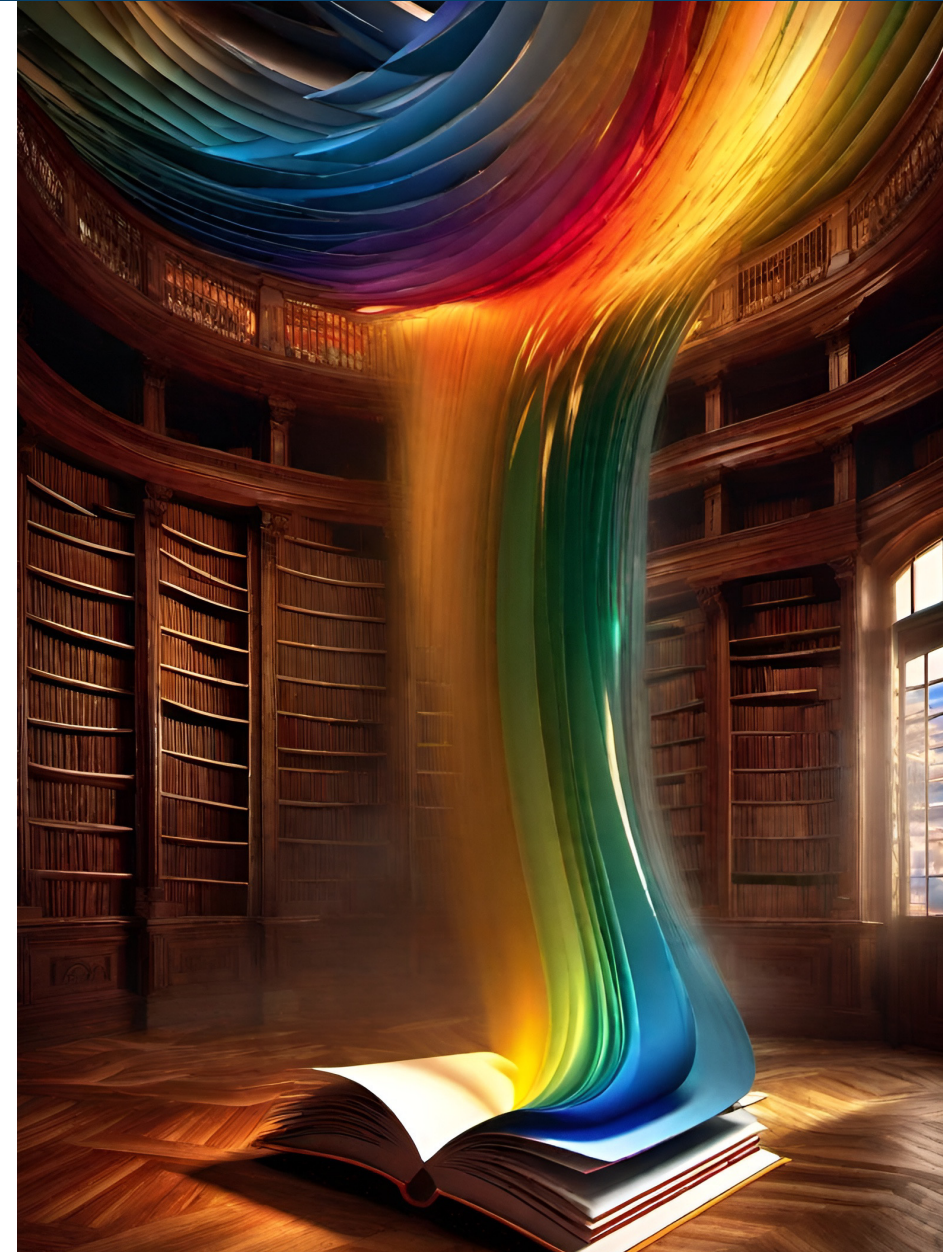


Series Concept

Once the Reader is chosen, he or she disappears in a burst of light as they are magically transported into the book. Moments later, Grandpa will turn to Camera (Viewer) and ask if we are ready to join. In another burst of light, Camera will also be magically transported into the world of the book, where the true adventure begins!

Throughout each episode we will cut back to the community of family and friends who offer comic relief, commentary and added story beats to the overarching narrative. Think, Princess Bride.

Once inside the fantastical world of the book, the Reader must find Camera (Viewer) and read the story from within this magical world. As we read, the storybook characters come to life and our Reader and Camera join in the adventure found within the pages. Each story is filled with song and dance and marries live action with animation as the story is not just read, but experienced much like the fantastical moments Mary Poppins is known for.

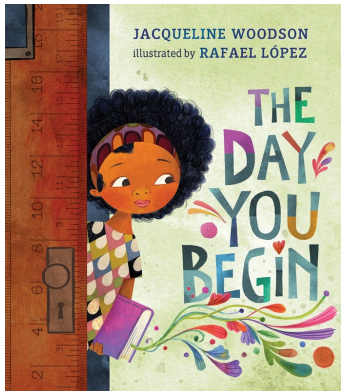


Episodic Flow Example

Animated and live-action characters journey together on an overarching season(s) storyline. Each episode leads to the next, as the themes are developed both in the real world and story world.

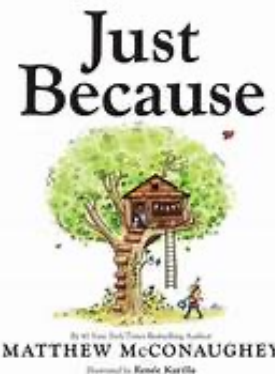
Season 1 and 2 Themes: Identity, The Nature of Love, Family and Belonging

Episode 1



Knowing who you are, appreciating our differences
Reader, Aunt Rae (28) is getting married (marriage takes place in episode 10). Yet everything that could go wrong is going wrong. Rae learns the only way to achieve the impossible is to utilize the gifts and diversity of her family and community.

Episode 2



Life is beautiful if you embrace the good and the bad
Reader, Uncle Matthew (53) stops by to drop off a wedding gift. He sees Sorsha (13) tell a lie to Grandpa. We learn that telling a lie doesn't make you a liar. As Uncle Matthew leaves he has a conversation with an animated mouse who has come for the wedding. He is the main character next episode.

Episode 3



The nature of love and where we find our identity
Reader, Grandpa (70). Each of our characters is struggling with identity in some way. Through the adventures of Oliver Mouse they learn about the Five Love Languages and each finds breakthrough, Sorsha most of all.

Episode 4



The nature of love and where we find our identity
Reader, Sorsha (13) is asked to be a flower girl in Aunt Rae's wedding. In each episode Sorsha has learned more about who she truly is – her identity. Today she is the youngest reader ever chosen. Yet when she enters the story, will she have what it takes to stand up to darkness and help spread light?

Season 1 VideoBooks

Episode Title	Theme of the VideoBook
The Day You Begin	Knowing who you are—your identity in your family, community and world.
Just Because	Life is beautiful if you are willing to embrace the good and the bad.
Oscar and the Five Love Languages	How to build deep, meaningful relationships with your family and friends.
The Day the Crayons Quit	Valuing the diverse contributions of others, even when they seem unconventional.
The Three Little Pigs	Not everything is as it seems, always stand up for anyone who needs your help.
The Tale of the Three Trees	God has a unique plan for everyone’s life, greater than we can imagine!
Love You Forever	Love between a parent and child is unconditional and forever.
Little Red Riding Hood and the Wolf Who Saved Her	Perseverance is a superpower and we must not be too quick to judge.
The Velveteen Rabbit	Genuine love and all that comes with it is what makes us real and alive.
I Really Hate to Read	With perseverance, what seems impossible can become what you love to do most.

*Titles in orange are original retellings of classic tales



What Makes AFS “Sticky”

Children and families will come back week after week, year after year because:

- ✓ Concurrent follow through storylines connecting episodes over multiple seasons
- ✓ Reoccurring, relatable, lovable characters that become like family
- ✓ Heartfelt stories that increase healthy sense of self and relationships
- ✓ Fantastical scenes where the imagination comes alive
- ✓ Safe place where parents can give their children the freedom to explore
- ✓ Families will see results! Behavior shifts in family dynamics
- ✓ Sense of active community within the AFS franchise through website, merchandise and periodic events



Why We Are Excited to Create AFS Together

As a team we are excited to combine our love for storytelling and talent for producing high adventure films to see measurable impact on the children and families who watch our shows. We believe we will see:

- ✓ Positive change in family dynamics
- ✓ Children and families discover and live out their God-given identity
- ✓ Parents trained by our films to become storytellers in their homes
- ✓ Children become storytellers as they live out their best story

Together Angel and AFS will reimagine a new Edutainment mainstay that will:

- ✓ Amplify light to shift family dynamics toward health and wholeness
- ✓ Produce an ROI far greater than typical one and done series
- ✓ Corner the Edutainment market as demand is increasing
- ✓ Build a brand that's trusted by families for the long-term



A scenic illustration of a wooden cabin with a blue roof and a wooden staircase leading up to it, set against a backdrop of mountains and trees. The cabin is illuminated from within, and the scene is framed by a white border.

Part 2: Our Customer

The Problem: Negative Influences on Children

Children are suffering under the pressure of harmful ideologies coming at them from numerous spheres of influence. In many cases children are even being targeted by “woke” agendas that are reshaping their values and sense of identity around racial division, sexualization, gender confusion, disrespect of authority and mistrust of parents. Many parents recognize these messages but struggle to find quality alternative sources.

Many of these ideologies are coming from entertainment because entertainment is the place where the stories that most powerfully mold values and identity are told.

The truth is: We BECOME the stories we BELIEVE.

And children are believing stories that are hurting them.

50%

exposure to inappropriate content
(according to parents)

42%

are diagnosed with a
mental health disorder

50%

have had sex by age 18

20%

Gen Z who are over 18 currently
identify as LGBTQ

The Problem: Breakdown of Family

At the same time that children are experiencing a storm of negative influences through media and many other sources, the traditional family system is also breaking and deteriorating. Many no longer see the need for marriage or a husband/wife union. As the culture is more sexualized, the temptations for divorce, infidelity and "open options" put tremendous pressure on marriages. Add in the stress of frenetic busyness, financial pressure and raising children in a world that's often more influential than parents. In entertainment, the stories that are often told encourage moral breakdown, exploration of options and even make fun of the system of family as antiquated.

Family was designed to be the biggest influence in the lives of children. As family declines, so do the children.

18%

of households are families with married parents (40% in 1970)

46%

of children live in traditional families with married heterosexual parents

37 minutes

Per day is the average amount of time families spend with each other

70%

Of families struggle to "communicate meaningfully" with their children

Target Market

Families with children ages 6-11 who:

- Agree with traditional family values
- Tend to be more involved and selective with what their children watch
- May be currently frustrated with “woke” mainstream content
- Tend to be more conservative, religious (church attenders)

Early Adopters fit the above and likely:

- Are non-traditional in their decisions to educate their children and protect them from technology and media
- Are active and engaged in their families
- Have already cancelled subscriptions to streaming platforms they disagree with, such as Disney
- Are vocal on social media about traditional family values



General Target Market Personas

Conservative and Religious Families

These families actively seek out content that aligns with their values, emphasizing themes like family, unity, respect and moral lessons. They can be found in religious communities and churches and conservative networks.

Homeschooling Communities

Parents who choose to homeschool, particularly the parents who focus on character education, moral values and faith are often actively looking for educational and entertaining content that supports their teaching and family goals.



Parenting/Family-Focused Groups and Blogs

Parents who are active in these sorts of forums, blogs and social media groups that focus on traditional family values are often actively seeking new content and source ideas.

Educators/Schools that Focus on Moral Education

These sorts of schools fit in the categories of Religious, Private and Charter. If the school already has curriculum that emphasizes traditional values and family involvement they will likely be very interested in new literary-based edutainment either for in the classroom or to promote with their parents.



Results Our Market Will Experience

A Family Story exists to transform the entire family through epic storytelling designed to go beyond the screen to change the home.

Our intent in crafting the story arch of every season, and the story within every individual VideoBook, is to challenge, inspire, model and train families to use story in their own homes to engage deeply with one another as well as intentionally learn and grow. The goal is that children and parents become better version of themselves.

We plan to encourage viewers to take what they see and put it in action through messages from characters, simple resources on our website, merchandise and occasional events.

A Family Story seeks to shift Family Dynamics...

From this...	To this...
- Passive viewers of entertainment	✓ Active participants
- Disconnected, broken relationships	✓ Strong, healthy relationships and sense of belonging
- Unintentional, uncertain, unable, stuck	✓ Intentionally living out family values
- No vision for what family looks, sounds, or acts like	✓ Clear vision for who family is and can be

A scenic illustration of a wooden cabin with a blue roof and a wooden staircase leading up to it, set in a mountainous landscape with autumn trees. The cabin has a balcony and large windows, and the staircase is made of wooden planks. The background shows a mountain range and trees with yellow and orange foliage.

Part 3: Our Product

Comparable Films and Series

Films that use live action with animation for fantastical moments where characters enter an animated world.

Examples: Mary Poppins and Who Framed Roger Rabbit

Films that invite readers to enter into the imaginary world of a book – oscillating between the book world and the real world.

Examples: Princess Bride, Neverending Story

Children's Edutainment Series that incorporate adventure, moral lessons, learning and sometime books.

Examples: Wild Kratts, The Magic School Bus, Dora the Explorer, Reading Rainbow



Most Comparable Literary Series

The SAG-AFTRA Foundation's "Storyline Online" receives 10 million views a month. Endorsed by the American Federation of Teachers, their library of over 70 titles is available worldwide at no cost. The series concept is to have a professional actor sit on screen to read through a children's book.

Similarities Stop at...	What We Do Much Better
Audience: Children Reading books	<ul style="list-style-type: none">✓ Traditional values alignment✓ Our approach of a larger story arch as context for each storybook, connecting all episodes, building characters and modeling family values for children AND parents✓ Engagement with the viewer/camera to "enter" the story together✓ High-tech production for fantastical immersion✓ Child development and learning

Our Differentiator

Episodes, or VideoBooks, wrap the themes, characters, and story of a beloved children's book into a far grander story, while also inviting the viewer/camera to enter into the story to experience the wonder together. Our series launches a new genre that is immensely interactive and fantastical, leveraging new technologies for the highest levels of entertainment designed to have a transformative impact on the children and families who watch.



The camera is the POV of the viewer. Both camera and actor/reader make choices that impact the story, making the experience truly interactive.



Every episode contains an original "Mary Poppins" moment where characters enter a purely animated world of singing and dancing.

Value Proposition

Why would someone recommend A Family Story?

This series offers parents a safe place where they can be confident their children will learn how to live out their best life-story, as their children come to know that they carry a God-given identity and purpose. Our content is always based on values that center on healthy relationships, respect for self and love for family. As our audience engages more deeply with our brand they will come to see true impact on their family system, and nothing is more inspiring and share-able than positive change! And for those looking just to be entertained, AFS is such a wild and magical world of wonder that children and families won't be able to keep it to themselves!

Authority Claims for AFS

Because this is a new genre we have kept it completely under wraps. We believe this format has incredible opportunity from the feedback we've received from our test episodes. Every best-selling book and beloved children's tale will eventually become an episode.



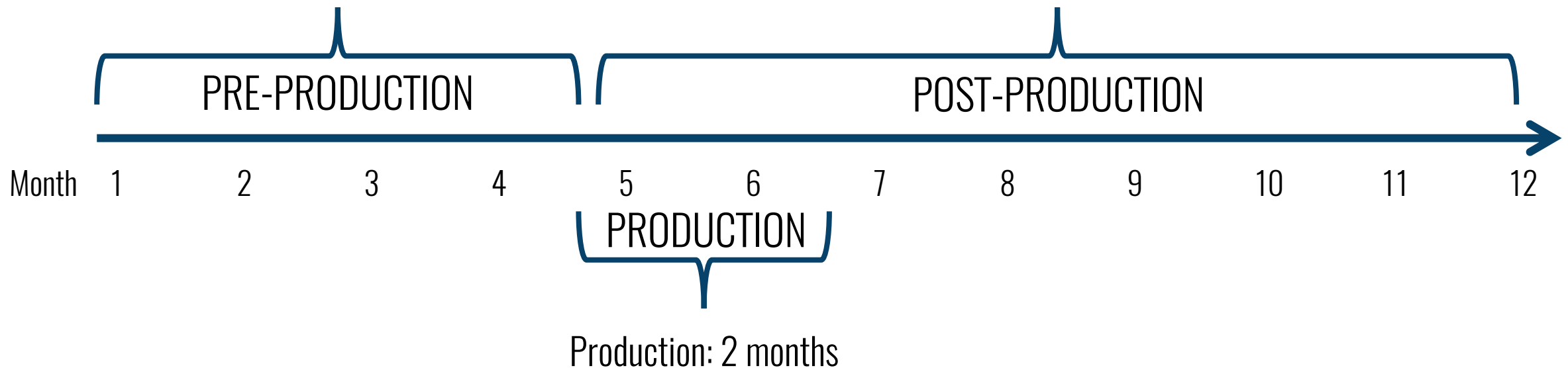
Project Timeline

Pre-Production: 4.5 months

Two episodes are currently being polished and the next eight books/stories are chosen. We estimate eight weeks of writing to complete all ten episodes. Sets, wardrobe, character rigging, etc will be 4.5 months total.

Post-Production: 7 months

This phase will overlap with productions. We will begin post-production immediately after the first episode has been shot.



A scenic illustration of a wooden cabin with a blue roof and a wooden staircase leading up to it, set against a backdrop of mountains and trees. The cabin is illuminated from within, and the scene is framed by a white border.

Part 4: Our Team

Leadership Team



**Joel Clark,
Production Lead**

Award-winning producer, director and writer with over 20 years of industry experience and global distribution contacts; NYT Bestselling Author.
jnclark@afamilystoryfilms.com



**Tricia Halsey,
Strategist: Vision, Brand, Content**

Visionary, impact architect with 15 years experience leading companies and NGOs; founded student learning org with 98% mission success rate. Learning SME.
tricia@kavahconsulting.com



**Jason Clark,
Production**

Family systems influencer, musician, writer, speaker, podcast host, and producer with over 30 years of faith-based content.
jasonlclarkis@gmail.com



**Jeeva Ratnathicam,
Strategist: Business, Finance**

30 years of experience as a finance and operation executive for companies in high growth, turnaround or start up stages.
jeeva.ratnathicam@gmail.com

Production Team



Joel Clark

**Showrunner, Producer,
Director, Writer**

Joel is a master storyteller, having produced films on all seven continents, working in the most remote or war-torn regions on earth. Joel's repertoire includes numerous full-length documentaries, commercials, and short films. He is also a NYT Bestselling Author and has written numerous books which have been published widely.



Jason Clark

**Music Producer, Director,
Writer**

Jason is a Family systems influencer, musician, writer, speaker, podcast host, and producer with over 30 years of faith-based content. He has written over 20 books and has written and produced films in several genres, including documentaries, faith-based discipleship, and entertainment.



Rick Cain

Stunt Coordinator

Veteran producer, actor, stuntman and stunt coordinator with over 150 film and television credits to date. His most recent work can be seen on Jack Ryan, Mind Hunter, DC Noir, Wonder Woman 1984 and the Bone Collector. To see more about Rick's vast experience: [Rick Cain IMBD](#)



Chad Horn

Line Producer

Experienced director of a boutique visual effects studio outside of Washington DC with vast technical expertise in mediums including 3D and VR. A fifteen-year veteran producer and editor for mega brands such as Discovery Communications, Sports Illustrated, USA Today, Smithsonian Networks and Hilton Hotels.

Production Team



Dan Bagan
Director, Writer

Dan Bagan is a writer, director, composer, teacher, singer, actor, and prayer warrior. His faith-based musicals have touched countless numbers across Canada. His industry credits include writing, directing, and producing the award-winning children's sitcom, "The Adventures of Be Alert Bert and Be aware Clare!"



Brad Garner
Animation Supervisor

Brad has over twenty-five years of experience owning and operating multiple companies and managing production teams. Brad is the guy who ensures deadlines are met and budgets are achieved. His business background includes finance, business operations, and quality management.



Nicole Garner
Animation Supervisor

Nicole is an award-winning producer with over twenty-five years of production experience. Nicole helps bring concepts to life by producing and overseeing creative development and production from concept to completion.



Kasey Kirby
Editor

Kasey's experience has crossed genre platforms and spanned the globe having shot films in over 30 countries. His interest revolves around seeking truth in compelling stories anywhere in the world and bringing them to the forefront of audiences.

Partners



Esther Fedorkevich
Publishing/Film Agent

Esther's experience ranges from traditional publishing, to building personal platforms, to negotiating for film, television and streaming. The Fedd Agency has created series and films on Peacock, Disney, Fox News, Discovery, Netflix, and Amazon. Esther and her agency have worked closely with the Erwin Brothers, Lions Gate, Salem Radio Network, and Daily Wire.



Simon Swart
Producer, Distribution Expert

With 25+ years of experience in developing, selling, distributing and marketing movies and TV shows, Simon has worked with all of the largest distributors in the world. He has managed many major franchises such as Avatar, Titanic, Star Wars, X-Men and many more. Simon has produced several commercially successful movies including *I Can Only Imagine*, *Redeeming Love*, and the Netflix hit, *i am All Girls*.



Mark Batterson
Partner, Advisor

Lead pastor of National Community Church in DC, Mark's visionary leadership catalyzed the restoration and management of Miracle Theatre. A New York Times best-selling author of 19 books, Mark's passion for film and storytelling as an investor and writer comes full circle as one of the original investors behind *A Family Story*. Mark will be promoting *A Family Story* to his vast network within many Christian circles.

Contributions of Note: Agent



- Our agent, Esther Fedorkevich, has secured rights for us to reproduce the 5 *Love Languages* in a children's book written specifically for A Family Story.
- As soon as we get the green light, she will be securing the needed rights for the remaining books in Season 1.
- Esther works closely with many influencers and actors. Agreed endorsements for A Family Story from the following Fedd clients: Tim Tebow, Mark Batterson, Dude Perfect, Jonathan Isaac, Madi Prewitt, Eric Metaxas, Lisa Bevere, and many more.

Acting Talent

We will be working closely with Russell Boast of the Casting Society of America as our Casting Director. [CSA Bio](#)



Mike Shifflet

Key Character: "Grandpa"

Most known for his key role in Spielberg's "Lincoln." Mike has vast experience in many series and films. Mike is an accomplished musician which will add much to our sing along songs. Mike played the beloved character in our pilot that so many raved about.



Matthew McConaughey

Guest

Matthew has agreed to give AFS rights to feature his children's book, "Just Because," for the first season. Esther has already soft pitched his guest role.



Tim McGraw

Guest

Esther has already soft pitched a guest role to Tim for season one.



Faith Hill

Guest

Esther has already soft pitched a guest role to Faith for season one.



Part 6: Business Model

Revenue Streams

- Pay-It-Forward with Angel's Platform
- Merchandise purchases
 - On-demand purchases
 - Packages like: Season 1 Home Library
 - At-Home learning guides
- Licensing to other Platforms including International
- Sponsorships
 - Partnering with companies to offer additional value through toys, merchandise, events, podcasts, family experiences, etc.

*All books that are retelling of classic tales or original AFS creations are royalty free.



Revenue Streams

Please see the full Financial Model that we completed for Angel for the working numbers. Below is a screenshot for a five-year projection.

Revenue Projections	Worst Case Scenario	Average Case Scenario	Best Case Scenario
Pay-it-Forward	\$3,173,975	\$44,858,139	\$90,756,261
Merchandise	\$5,395,758	\$56,072,673	\$125,330,075
Collectible Scenes	\$72,030	\$860,876	\$1,293,649
Theatrical Release	\$0	\$0	\$0
Output Licensing	\$1,097,222	\$1,097,222	\$1,097,222
Total Revenue	\$9,738,985	\$102,888,910	\$218,477,207

Financing we are bringing to the table: Tax Credits (domestic and international), Potential rate reductions using offshore/international services, Potential outside investors (Year 2 and after)

* We are not currently in any conversations to potentially license this project.