



ALL IN

A \$15M Investment in America's Most Authentic Financial Crisis Story

Feature Film Pitch Deck with Award-Winning Creative Team



THE OPPORTUNITY

What if I told you there's a true story more outrageous than "The Wolf of Wall Street," more educational than "The Big Short," and more heartwarming than "It's a Wonderful Life"—sitting right here in Manhattan, with 75 signed participant waivers, 100 hours of documentary footage already in the can, **and now attached to Oscar-winning talent?**

ALL IN isn't just another housing crisis movie. It's the financial thriller Hollywood has been waiting for since 2008—one that humanizes the victims while making mortgage securities as entertaining as a Scorsese film, **now with the proven creative team to deliver it.**

THE DREAM TEAM

Ken Kokin - Director

Academy Award Winner | The Usual Suspects

Ken Kokin brings over 30 years of industry expertise as a seasoned producer, director, and executive who has won over 80 awards. He notably produced the double Oscar-winning film "The Usual Suspects" and directed its extensive second unit.

Why Ken Kokin for ALL IN:

- **Financial Thriller Expertise:** His work on complex narratives like "The Usual Suspects" demonstrates mastery of intricate plotting
- **Awards Track Record:** Two-time Sundance winner with over 100 awards for impactful filmmaking contributions
- **A-List Magnet:** A-list talent is drawn to work with him as a producer and executive

Krysanne Katsoolis - Producer

Media Executive | Legal & Finance Expert

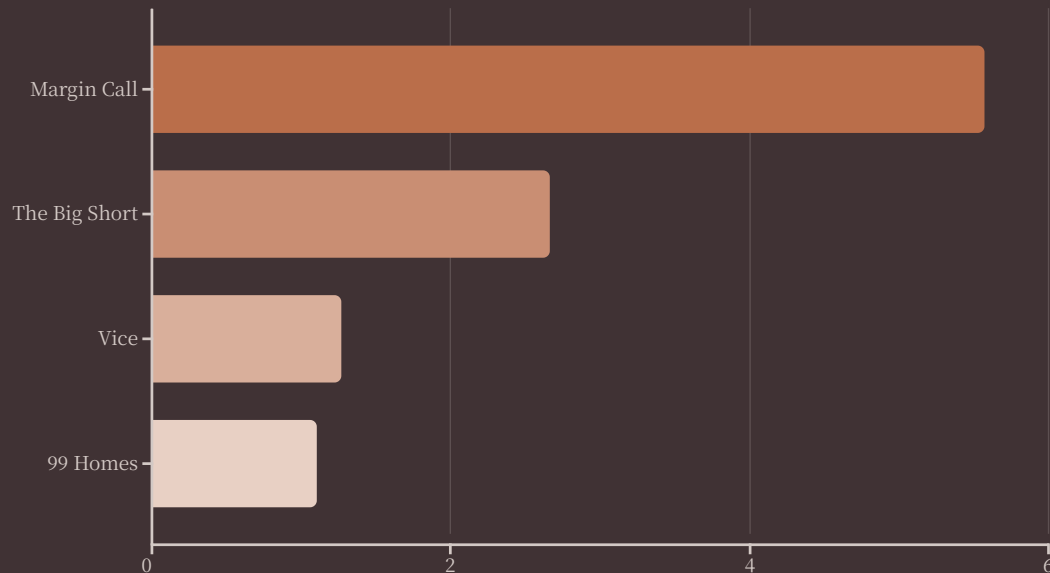
Krysanne Katsoolis is a 30 year veteran of the film industry in New York. Sgethe Founder & CEO of VIEWPARK and VIEWPARK VENTURES, developing, financing and producing film and music content. She's an entertainment attorney who began her career at Miramax Film Corp.

Why Krysanne for ALL IN:

- **Financial Expertise:** As CEO and President of Liquid Media Group, she took the company public on the NASDAQ market
- **Content Acquisition:** Former Head of Acquisitions who acquired over 4000 films
- **Distribution Network:** Strategic media executive specializing in AVOD, FAST, and streaming platforms

THE NUMBERS THAT MATTER

Comparable Performance (2010-2020)



Our Enhanced Projections

- Production Budget: \$15M
- Marketing: \$5M
- Break-even: \$40M worldwide
- Conservative Success: \$75-100M worldwide
- Upside Potential: \$150M+ with awards momentum

Translation: At conservative \$75M worldwide performance, investors see **2.16x return** before ancillary revenue streams.

WHY THIS STORY, WHY NOW



The Market Gap Ken Kokin Fills

Every financial crisis film focuses on Wall Street villains. None have authentically portrayed the victims with this level of access, humor, **and directorial expertise**. We're making the "Rocky" of real estate with the director of Oscar-winning complex narratives.



Proven Audience Hunger

Housing content dominates TV (HGTV, "Selling Sunset"), financial thrillers are trending ("Billions," "Succession"), and audiences crave authentic stories with real consequences. Krysanne's distribution advantage provides direct relationships with AVOD, FAST, and streaming platforms.



Educational Value = Awards Potential

"The Big Short" proved audiences will embrace financial education through entertainment. Our fourth-wall breaking structure makes complex financial concepts accessible. The ALL IN screenplay was a **Quarter Finalist** in the prestigious New York Metropolitan Screenwriting Competition.

UNPRECEDENTED AUTHENTICITY + PROFESSIONAL EXECUTION



What We Have That No One Else Does

- **Complete Life Rights:** Colin and Samantha Rath, full cooperation
- **75 Signed Waivers:** Every major character cleared for portrayal
- **100+ Hours Documentary Footage:** Real construction, real people, real drama
- **Location Access:** 121-123 West 15th Street available for filming
- **Marketing Gold Mine:** New York Times Coverage, Real Estate Industry Buzz, Colin Rath Available for promotion



THE CAST OPPORTUNITY

A-List Magnet Roles with A-List Director

Colin Rath: The gambling addict with a heart of gold. Think Ryan Gosling's intensity meets Jake Gyllenhaal's vulnerability. An Oscar-bait role for an actor ready to show range.

Samantha Rath: The Southern steel magnolia who never breaks. Jessica Chastain or Amy Adams territory—a woman holding her family together while her husband bets everything on impossible dreams.

Ensemble Supporting Gold

Peter Brandini: The ultimate betrayer (Jon Hamm, Paul Giamatti)

Kenny Sears: Ex-con with heart of gold (John Turturro, Steve Buscemi)

Frankie Smalls: Tony Soprano wannabe (Bobby Cannavale, Jonah Hill)

PROPOSED ENSEMBLE CASTING

Our vision for the supporting cast features acclaimed actors known for their versatility and magnetic screen presence, bringing depth and authenticity to each pivotal role.



Jon Hamm

as Peter Brandini



John Turturro

as Kenny Sears



Bobby Cannavale

as Frankie Smalls



Paul Giamatti

as Peter Brandini



Steve Buscemi

as Kenny Sears



Jonah Hill

as Frankie Smalls

PRODUCTION ADVANTAGES = COST SAVINGS



New York State Tax Incentives: 30% Credit

Qualified Spend: \$12M of \$15M
budget

Tax Credit Value: \$4M

Net Production Cost: \$11M

Location Efficiency + Production Team Expertise

Manhattan Base: No expensive
location scouting or transport

Established Infrastructure: NYC
film-friendly with experienced
crews

Finance Optimization: Krysanne's
IP-based finance structuring
expertise maximizes tax
advantages

Documentary Foundation

Existing Footage: Reduces need
for expensive recreation

Technical Accuracy: Real
architectural plans, legal
documents eliminate research
costs

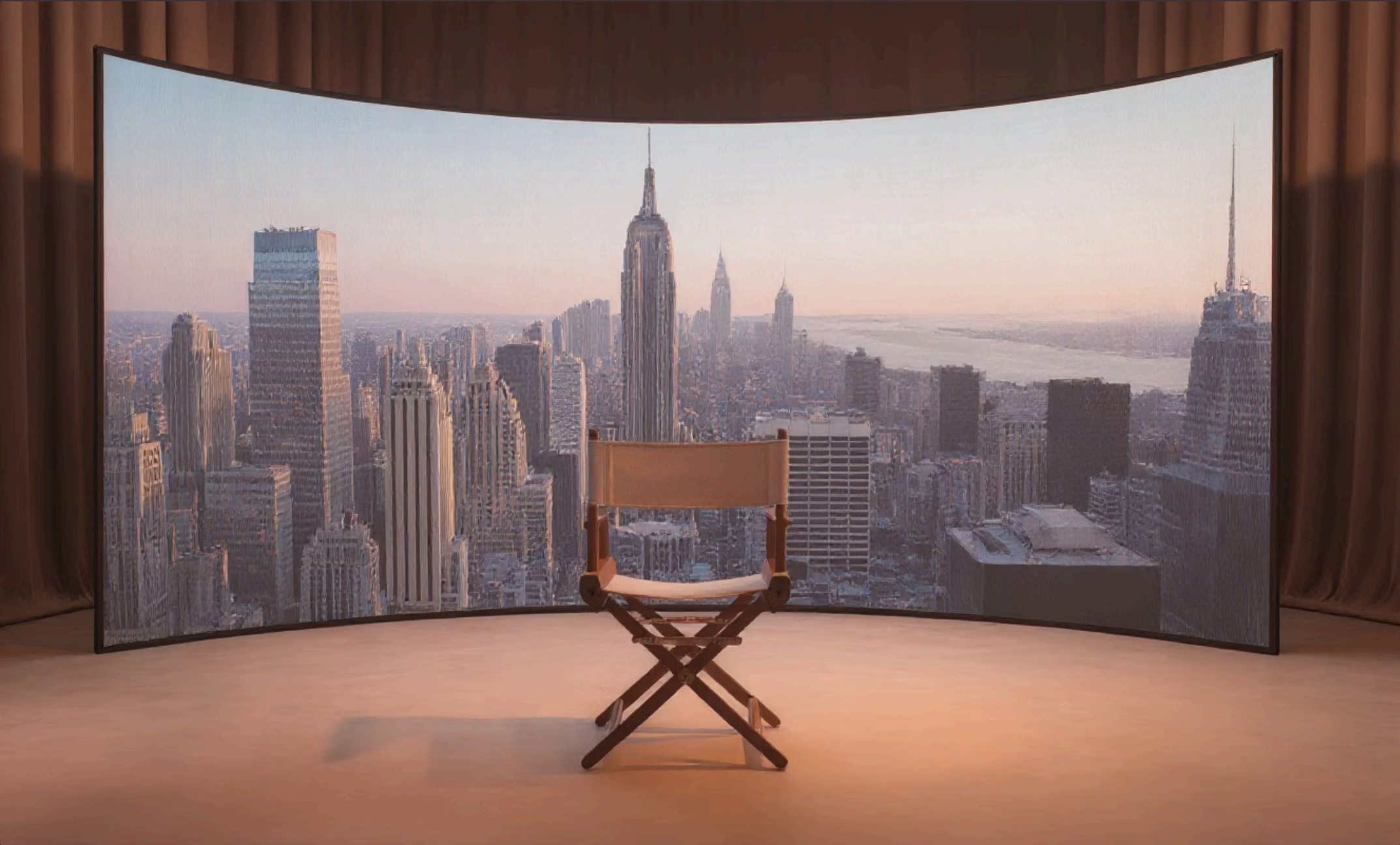
Character Authenticity: Real
people available for consultation

Section 181 Tax Advantages

Under IRS Section 181 of the
federal tax code, Investors in
qualified film and tv productions
**may deduct 100% of their
investment in the year funds are
spent.**

It's a pass through deduction:
Once the production elects 181
benefits, the tax advantage is
"passed down" from the LLC to
investors.

SMART PRODUCTION: VIRTUAL SETS, REAL SAVINGS



Marvel-Level Virtual Sets

Leveraging **Unreal Engine** technology, we can create intricate, photorealistic real estate structures and environments digitally. This eliminates the need for expensive physical builds, saving significant time and resources.



Strategic NYC Studio Access

Filming will take place at cutting-edge virtual stages in New York City, specifically **AMV Studios** and **Jettsets** on West 26th Street. This prime location provides access to top-tier crew and talent, further optimizing production logistics.



Authenticity Through Integration

Our extensive library of **documentary footage** will be seamlessly brought to life on green screens and LED walls within the virtual sets. This technique enhances realism, provides unparalleled visual fidelity, and dramatically reduces location shooting costs.

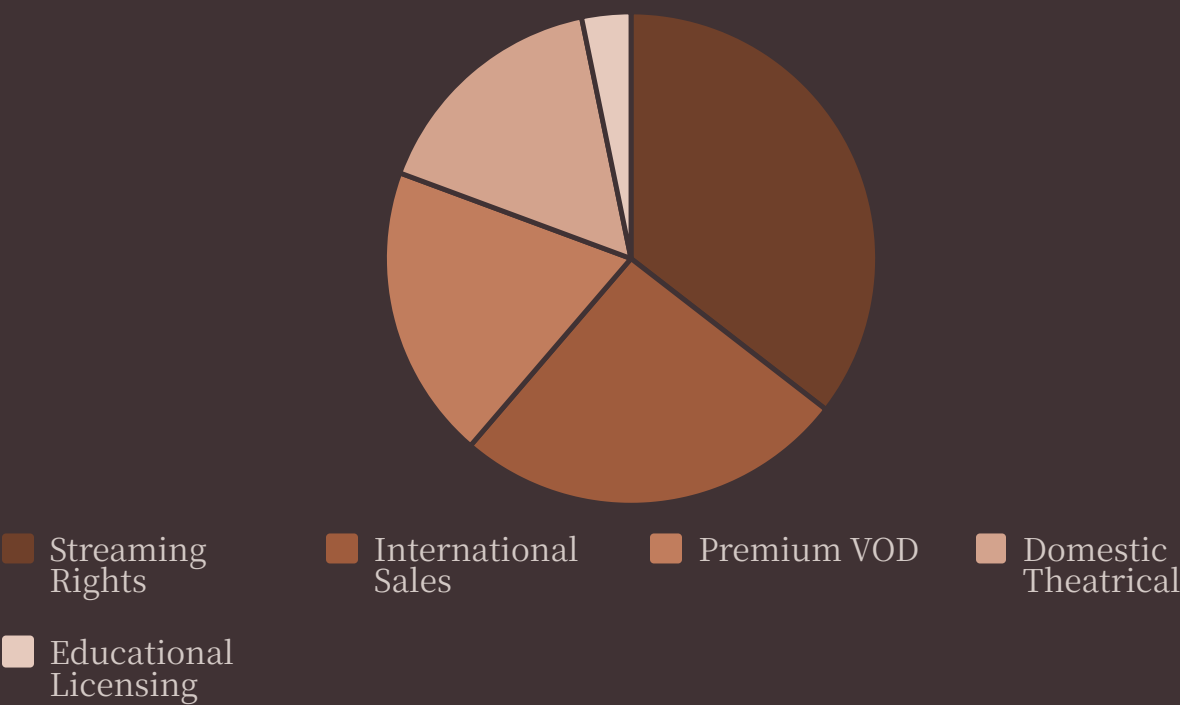
By embracing these advanced virtual production techniques, we ensure the highest visual quality for **ALL IN** while maintaining an efficient and cost-effective production budget.

THE RELEASE STRATEGY

Awards Positioning (Fall 2026)

- **Festival Launch:** Telluride/Toronto for Oscar positioning
- **Limited Release:** New York/Los Angeles for awards qualification
- **Expansion:** 800-1200 theaters if reviews support
- **Ken's Advantage:** Two-time Sundance winner brings festival credibility

Revenue Streams Enhanced by Team's Network



Ancillary Opportunities: Limited Series Rights (Season 2 material available), Documentary Rights, Book Rights (sequel potential)

RISK MITIGATION



Creative Insurance

True Story Foundation: Audience forgiveness for complex plot because "it really happened"

Character Likability: Colin's flaws balanced by family devotion and ultimate redemption

Script Validation: Quarter Finalist recognition in New York Metropolitan competition confirms commercial viability



Financial Safeguards

Pre-sales Potential: International distributors hungry for authentic American stories

Tax Credit Security: New York State incentives reduce actual cash investment

Producing Team's Financing Expertise: Proven ability to structure complex entertainment financing



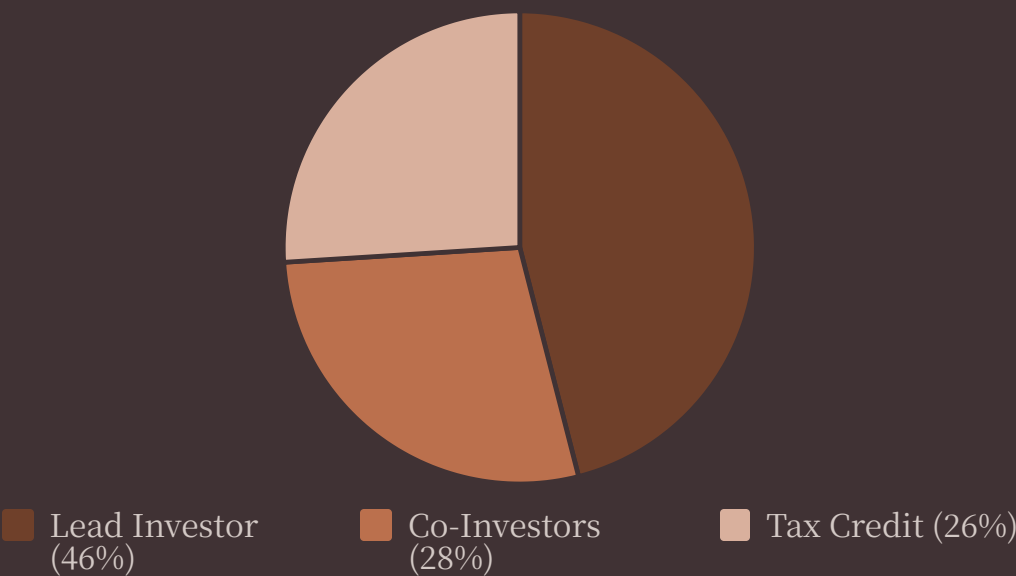
Market Timing

Housing markets are cyclical—this story remains relevant whether markets are booming (cautionary tale) or crashing (schadenfreude satisfaction).

Financial thriller themes are evergreen, unlike dated period pieces.

THE ASK: \$15M Production Investment

Investment Structure



Return Waterfall



Timeline

- Pre-production: 6 months
- Principal Photography: 8 weeks
- Release: Fall 2026 (awards season)

WHY WE WIN

The Perfect Storm with Perfect Team

We have the authentic story that Hollywood has been searching for since 2008, combined with innovative storytelling techniques that make complex financial concepts entertaining, backed by unprecedented documentation and real participant cooperation, **now with Oscar-winning creative talent and distribution expertise.**

The Cultural Moment + Professional Execution

Housing costs dominate American conversation. Wealth inequality drives political discourse. Financial literacy is desperately needed. ALL IN arrives at exactly the right cultural moment to matter, **with the proven creative team to execute at the highest level.**

The Business Opportunity Enhanced

While other producers chase superheroes and sequels, we're offering investors the chance to own the definitive housing crisis story with Academy Award-winning talent attached—one that will be referenced, studied, and rewatched for decades, **maximized through expert distribution strategy.**

THE CLOSE

Colin Rath took his family's life savings and bet everything on an impossible dream. He lost everything, fought the system, and won through persistence and legal loopholes most people never knew existed.

Now we're asking you to do the same thing Colin did: Take a calculated risk on a story that deserves to be told, with the built-in advantages Colin never had—signed waivers, documented footage, a guaranteed audience hungry for authentic financial storytelling, **and now the Oscar-winning creative team to deliver it.**

The difference? We already know how this story ends—with triumph, redemption, and a family sailing into the sunset. **And now we have the proven team to tell it.**

Let's go ALL IN together.



Contact Information:

Ken Kokin, Director - kenkokin.com

Krysanne Katsoolis, Producer -
Krysanne@viewpark.co

[Series Platform - allinseries.net](http://allinseries.net)