



LEFTIE: A Grounded Canadian Sports Drama

A drifting young man struggling with anxiety and addiction finds purpose and belonging when cricket becomes an unexpected path to recovery.

Seeking **\$1.5M CAD** in total financing to complete the capital stack for a highly de-risked, globally targeted cultural asset.

Bridging the Gap: Film as a Structured Asset

Different stage. Same game. Strategy, people, timing, and execution.

	Traditional Film	LEFTIE
The Offering	Selling an emotional gamble	Selling a targeted cultural product to an established audience
The Goal	Box office roulette	De-risked ROI through tax credits, global streaming, and distinct community capture
The Strategy	Hope for cultural impact	Engineered cultural impact via premium music integration and diaspora alignment
The Measurement	Subjective reviews	Scalable audience metrics, distribution waterfalls, and baseline ROI

The Asset: A Story of Resilience and Recovery



Mental Health

The quiet pressures young men carry and rarely voice.



Discipline

Cricket as a tangible tool for structure, identity, and purpose.

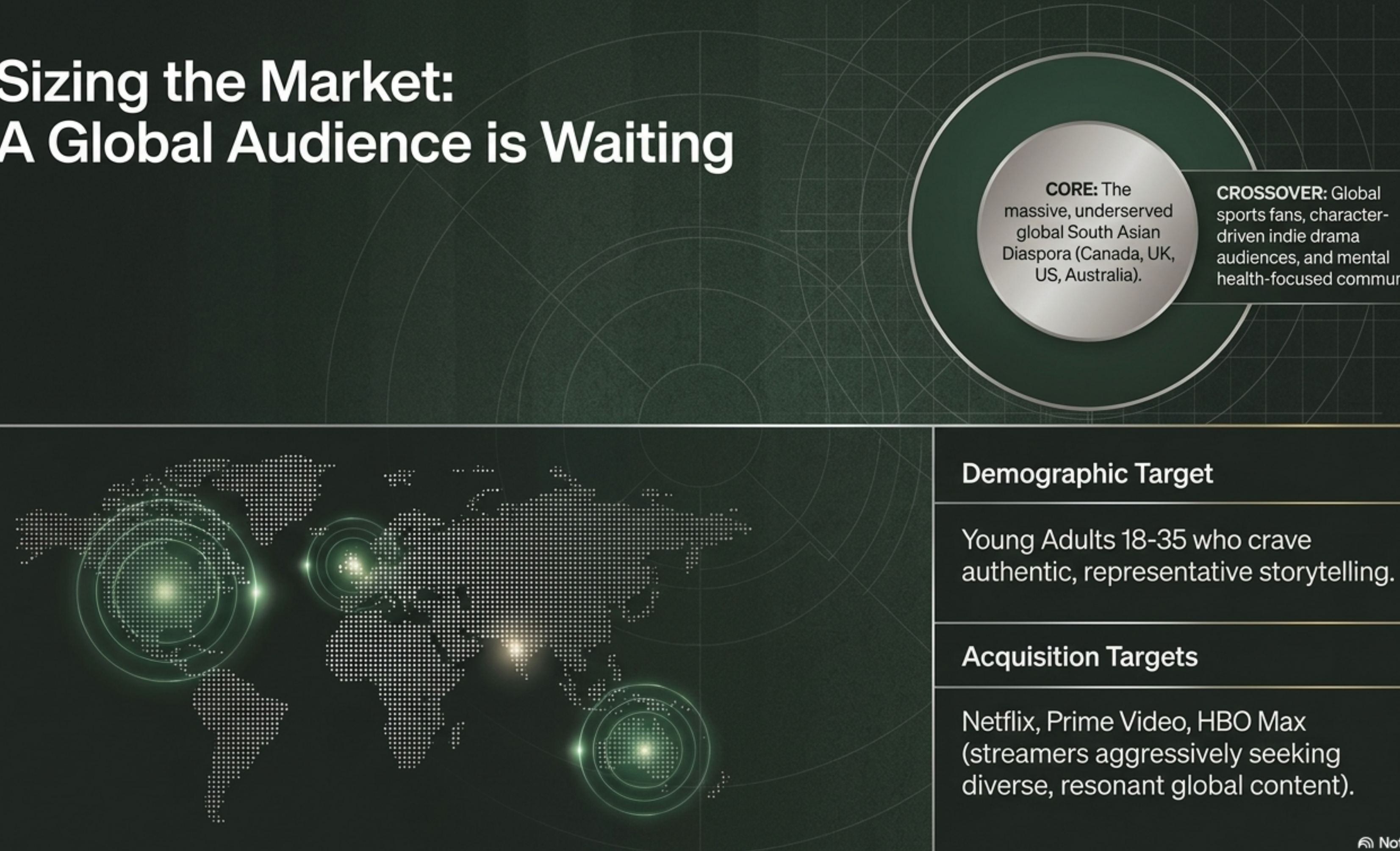


Community

Healing through belonging, shared struggle, and cultural roots.

A devastating knee injury unearths a radical idea: what if he could play again, again, not as a right-hander, but as his true self?

Sizing the Market: A Global Audience is Waiting



CORE: The massive, underserved global South Asian Diaspora (Canada, UK, US, Australia).

CROSSOVER: Global sports fans, character-driven indie drama audiences, and mental health-focused communities.

Demographic Target

Young Adults 18-35 who crave authentic, representative storytelling.

Acquisition Targets

Netflix, Prime Video, HBO Max (streamers aggressively seeking diverse, resonant global content).

The Value Multiplier: AP Dhillon & Shinda Kahlon

The Brownprint

The Placement: A pivotal training montage heading into the film's climax, driving rhythm and emotional lift.

The Impact: Authentic storytelling over promotional placement. This shared emotional DNA (Majha resilience, vulnerability, recovery) transforms an indie film into a major cultural landmark.

MAJHA
RESILIENCE

VULNERABILITY &
MASCULINITY

PERSONAL
RECOVERY

Option A:
Song Licensing

Option B:
Featured Integration

Option C:
Creative Collaboration

The Path to Revenue: Distribution Strategy



A Canadian story. A global sound. A worldwide release.

The Financial Picture: High Leverage, Efficient Execution

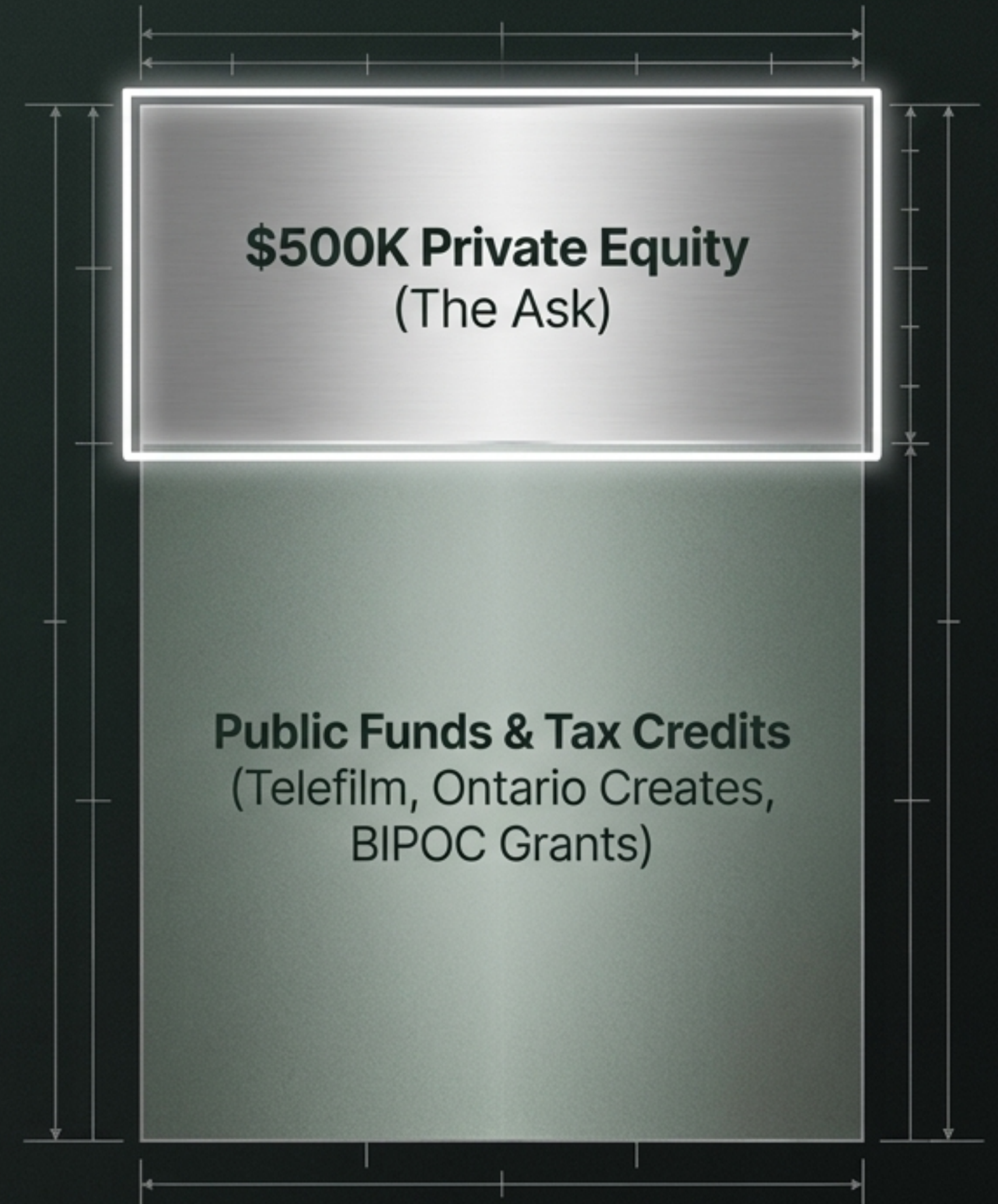
Total Production Budget

\$1,500,000 CAD

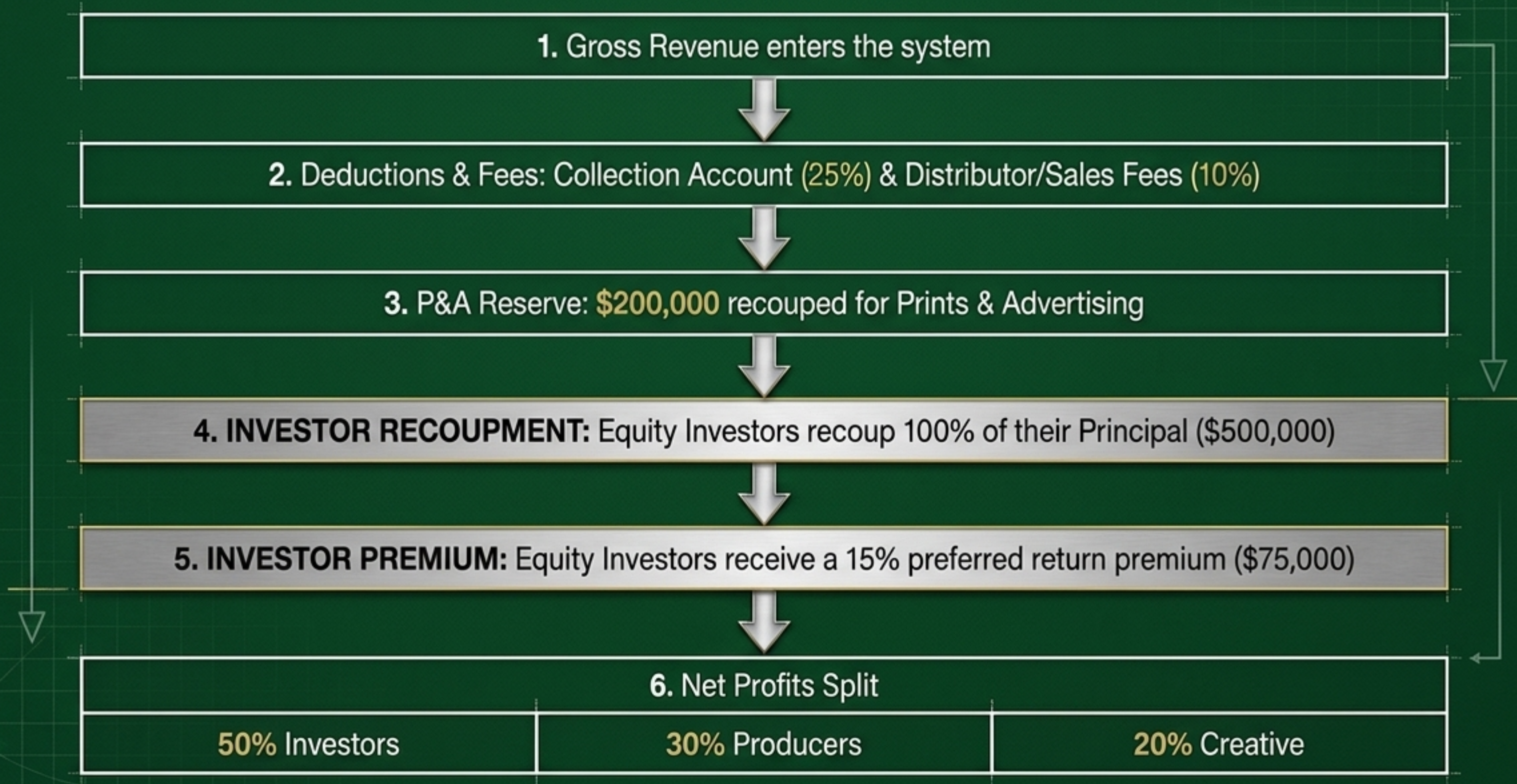
Equity Capital Required

\$500,000 CAD

Key Insight: By leveraging Canadian public funds, your \$500K equity investment participates in the upside of a fully capitalized \$1.5M global cultural asset.



Investor Protection: The Recoupment Waterfall



Modeled Outcomes: Return on Investment Scenarios

BREAKEVEN	BASE CASE	UPSIDE
Gross Revenue: \$1,076,923	Gross Revenue: \$2,000,000	Gross Revenue: \$3,900,000
Investor Recoupment: \$500,000 (100% Principal Returned)	Total Investor Return: \$837,500	Total Investor Return: \$1,455,000
Final ROI: 0%	Final ROI: +68%	Final ROI: +191%

Projections assume standard distributor/sales fees and a \$200K P&A reserve prior to net profit splits.



LEFTIE

Join the Team

We are seeking equity financiers to complete the \$1.5M capitalization and bring this powerful, timely story to the global screen.

Seth Mohan (Writer / Producer)	Esther Caszo (Director/Producer)
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A Canadian story. A global sound. A structured investment.

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