

DONATION FAQ

The following is a list of the hopefully the most common questions people have about donations to the film.

1. Why donations instead of investors?

"Outside In" is a film that I feel is best served by being a not-for-profit project. The film's goal is to inspire thought, conversation and emotion about the question of "Why explore space?". IMAX and LF (large format films) rarely make a profit, even if they are very successful at the box office and on TV. This is due to the high cost of exhibition and the limited number of theaters. Almost every IMAX film, even highly commercial films, rely on donors, sponsors and underwriters for much of their budgets.

"Outside In" is a non-traditional IMAX/LF film and it's impossible to estimate what will happen with the film box office. The important thing is to get the film completed and out to audiences, including screening at film festivals, schools, special events and more.

2. But what if I want to invest as well as or instead of donations anyway?

As "Outside In" is now setup to take tax-deductible donations through our sponsor Fractured Atlas, IRS law forbids us from taking any private equity investment of any kind.

3. So Outside In will never make money? What if it's a big success? Should the donor get their share of the profits?

There is of course a tiny chance "Outside In" might have some financial success but given the nature of the film and the market, it's very unlikely. The goal of the donations, however, is to complete the film and get it out into the world via film festivals, IMAX industry screenings and film markets.

If the film garner interest, a company to distribute the film might be formed that would distribute "Outside In". Every effort to involve donors fairly in that company would be made and I would be happy to give you something in writing to reflect this.

4. How will the money be spent?

It's important to understand the "Outside In" is the lowest budgeted IMAX/LF film in history. Typically IMAX film budgets run 4-6 million dollars. The budget for Outside In is around \$250,000 (or less as I keep figuring out ways to cut the budget). 90% of the budget is for three primary expenses: (1) Computer Hardware/Software, (2) Music and Sound (3) Animation. The remaining 10% of the budget is insurance, legal and other expenses.

Wasn't the original budget over \$500,000?

Actually the first budget for the film was \$250,000 when it was just a high-definition film. After a year, I decided IMAX was the right format for the film and budget rapidly climbed based on input from potential investors. They wanted an office, staff etc.

But after turning down the investors offer and returning "Outside In" to its not-for-profit "IMAX in a basement" status, I spent some time exploring creative ways to cut the budget using some new technology that would slash the storage space used without affecting the quality of the film. So the budget is basically back to its initial amount, only now in IMAX instead of just high definition.

5. Can any of the film be done for free?

I've already spent over \$60,000 of my own money to develop the technology used in the film and spent 3 years of nights, weekends and full days when I can find them working on initial development of the film.

Every effort to get goods and services for free is being made and already much has been donated to the film. But there are simply some costs that must be paid for in cash in order to create the film. If the film were only worked on part-time, it would take a couple of decades to finish, so cash donations will greatly help the film to be completed in the next couple of years.

6. What is something happens to the film or you during production and the film is abandoned? What happens to unspent funds?

The donation are made directly to Fractured Atlas. They distribute those funds to the film via approved expenses only. Any unspent funds are returned to Fractured Atlas which they use for to fund their many great programs supporting emerging artists.