

MIDNITE MOVIE CLUB

A DECENTRALIZED MOVIE STUDIO

PROJECT OVERVIEW

June 10, 2022

Are you tired of watching movies that suck?

*Do you think movies would be better if you had a say in
what got made?*

Do you want to change the way movies are made?

If you answered "Yes" to these questions, then read on...

MIDNITE MOVIE CLUB



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MIDNITE MOVIE CLUB

Purpose of this Document

Hello, Fren!

Welcome to the official Midnite Movie Club NFT Project Deck.

We have created this document to introduce you to our project and lay out our unique plan to change the way independent films are made.

In the following pages, we will take a look at the current state of the film industry and its existing problems. We will give you an in-depth explanation of our plan to overcome these problems and reshape the landscape of independent movies for years to come.

Our mission is to bring real world utility to this very special NFT project, create a strong community of movie lovers, and foster the next generation of filmmakers.

Please bear in mind that both this project and the NFT space are new and constantly evolving and this document is subject to change.

-The Midnite Movie Club Team

THE PROBLEM

Movies are magical.

They whisk us away to far away galaxies where the impossible is possible.

They let us face our deepest fears and show us that good can conquer evil.

They take us on journeys to forbidden jungles in search of unearthly treasures.

Movies offer us brief moments of pure escapist entertainment. They tell original stories with characters that feel like old friends and villains that feel like sworn enemies. But sadly, these qualities have been sorely lacking in most of today's films. Do you ever wonder why that is? Well, the answer is simple:

The film industry is broken.

It's true. The reason people are skipping the theater and opting to stay home is **NOT** due to the low cost of big screen TVs and top of the line surround sound. It is because there just aren't many movies worth shelling out our hard earned dollars to see.

Filmmakers in the studio system have less creative freedom because most decisions are made by the Marketing Dept. They dictate to the creatives what they think the audience wants to see regardless if it is what's best for the film. That is why most of what you see these days are sequels, reboots, and remakes. Well, we have a different approach...

We will let the audience decide what they want to see! Have them choose which stories get told, and which filmmaker's vision to support. That's where the Midnight Movie Club comes in.

Our goal is to give the creative power back to the filmmakers and involve those who the film is being made for, **YOU**, the audience!

OUR SOLUTION

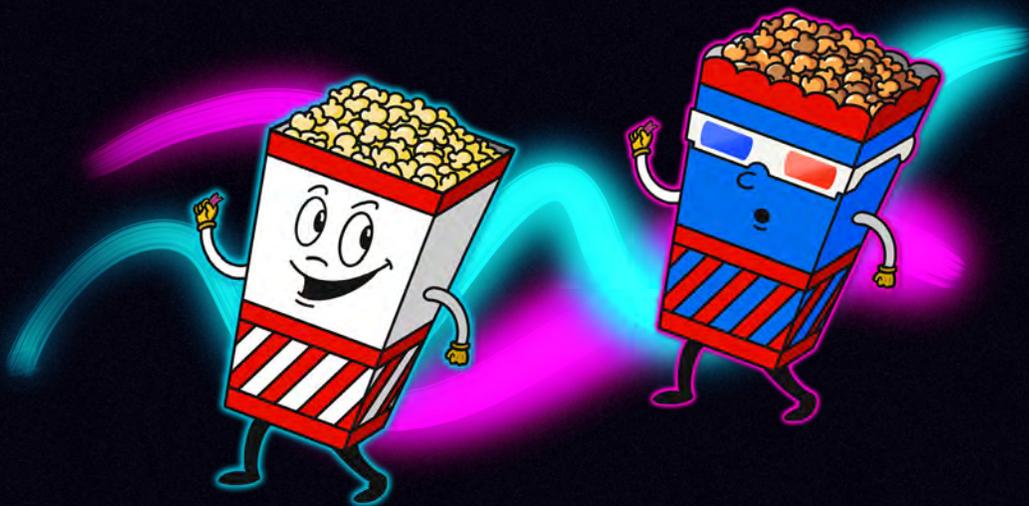
To remedy this problem, the focus needs to be put back on the storytelling. Our solution to achieve that was to create the Midnite Movie Club!

SOUNDS COOL, BUT WHAT IS IT?

The Midnite Movie Club is a community of filmmakers and moviegoers who yearn to see fun, entertaining, genre movies get made again. Movie fans who want to be more than just passive viewers. The MMC empowers its community by letting them be active participants in the filmmaking process.

The MMC is an **NFT (Non-Fungible Token)** based project that allows holders to participate in the first ever **Decentralized Movie Studio**. Our Gen 1 collection will consist of **5,555 NFTs on the Ethereum blockchain**. There are three main facets to the Midnite Movie Club: **Feature Film Production**, the **MMC Community**, and our very own **Nite School**.

Let's take a look at the specifics of each of these...



UTILITY

FEATURE FILMS

As a decentralized movie studio, producing feature films is an integral part of our roadmap. Our focus is specifically in the genre space (i.e. [Horror](#), [Sci-Fi](#), [Action/Adventure](#), and [Fantasy](#)) with an emphasis on films with a strong emotional core, relatable characters, and a fun, entertaining story. With these guiding principles, we will bring our filmmakers' unique visions to life.

And to do this, we need your input! You will no longer be a *passive viewer* but instead will be an *active participant* in the development process.



The MMC CREATIVE DAO

A DAO is a **Decentralized Autonomous Organization**, which is a fancy way of saying a community that makes decisions together. Thanks to blockchain technology, the voting will be fair and transparent.

How it works is rather simple. Each NFT allows its current owner one vote (the more NFTs you own the more votes you can cast). The blockchain records each vote, ensuring only holders can vote and only cast their allotted votes. Once a vote is cast, it is recorded and immutable.

Using this system, you will be able to both vote on which films get greenlit as well as on creative decisions the filmmakers offer up to the community throughout production. We already have one film ready to begin immediately. A few examples of things you will vote on are: deciding which actors we will make offers to first, picking costumes, props, or creature designs, choosing our movie poster design, and more!

All future films will be entirely selected by **YOU**, the MMC Community, through the MMC pitching process which works like this:

- 1) Our team will select 3-5 filmmakers and each will pitch their project to the community by sharing a pitch video, look book, and sample scenes from the script.
- 2) Then we will post a poll on the Community DAO where every member can vote on the film they want produced.
- 3) Whichever project gets the most votes will be greenlit and go into production.



Exclusive Content

Not only will members help develop all MMC movies, but they will also have access to exclusive **Behind the Scenes** content during production:

- *Sneak Peeks at Concept Art and Storyboards*
- *Audition tapes*
- *Live AMAs (Ask Me Anything) with the cast*
- *Set photos and videos*
- *Live tours of the sets*
- *Updates from the edit room*

But the content won't end when the film is finished!

Special Features sadly fell to the wayside when physical media died off and streamers claimed the throne. But we sorely miss **commentary tracks, deleted scenes, and featurettes** and plan to bring them back from the dead. So after the release of each film, Special Features will be available for MMC community members.



Community Participation

One of our core directives with the MMC is to help cultivate the next generation of filmmakers. And we know that for some of you, the idea of working on a movie set seems completely implausible. But we aim to change that.

We want to give our community members the opportunity to get their foot in the door and gain valuable on-set experience, such as:

- *Shadowing Directors or Producers*
- *Set Production Assistants*
- *Background Extras (which is how we both got our start)*
- *Post Production Assistants*

We know that this may be difficult geographically, so we want to find ways for people to participate regardless of their location, like doing graphic design for the Art Dept or even contributing their band's song for the soundtrack.

Whatever your skills are, we aim to nurture your talent with real world experience.



Additional Perks

In the film industry, producers and studio execs proudly hang their movie posters on their office walls. We want to upgrade this trend to the NFT space. After each film is completed, members who have actively participated in the DAO votes and are still holding their NFT will receive a *free* collectible specific to that film. This way, you can proudly show off every film you made possible!

We also plan to do giveaways or hold charity auctions for real world items:

- *Signed scripts*
- *Movie posters*
- *Screen used props*
- *Movie crew swag*
- *Tickets to the premieres*

We want you to feel proud of what we create together!





THE MMC COMMUNITY

The most important part of the Midnite Movie Club is, YOU, the community!

The entire concept of the MMC hinges on our strong community of movie lovers. Your passion and desire for quality filmmaking are the building blocks of this project. And while we will have areas that are available to the general public, the benefits of being a member are accessible only to club members.

The MMC Lounge

Our private community is a space where members can kick back, relax, and just vibe together. In our main lounge, you hang out and chat about movies, both old and new, that you love (or don't love), discuss upcoming films, or whatever topics are on your mind. Filmmakers can also talk shop and share their personal reviews and recommendations for cameras, lenses, and other gear.

We will also feature an area where members can get valuable feedback from one another. There you can share your scripts, short films, trailers, or works in progress for valuable input from other filmmakers.

Online Community Events

The Midnite Movie Club is also a place to have fun. We have a number of exciting events planned for our members to enjoy.

We will host **MOVIE NIGHTS**, where everyone hops on the Voice Channel and syncs up a movie at home so we can all enjoy it together. **TRIVIA NIGHTS** where members can team up and put their movie knowledge to the test.

Also planned are events to showcase the talent of our community members, such as **mini film festivals** and **table reads of member scripts** with both Hollywood actors and community members reading the roles.

We will also hold regular **Team AMA sessions** to announce important community updates and answer any questions about the project and listen to suggestions of how we can best improve the MMC community.



NITE SCHOOL

One of our main objectives is to educate and empower the next generation of filmmakers. To help foster new talent, we have developed the MMC Nite School which will offer the community valuable filmmaking resources without the crippling tuition fees of film school. These tools will aid, not only in the creative process, but the entire scope of what goes into producing a film.

Lecture Hall

One key element will be live AMA sessions with industry professionals. As a member, you will be able to converse with a wide range of working individuals from all the various areas of the film industry. Our aim is to help expand your understanding of the process and get you answers directly from the source.

Lesson Plans

We plan to feature a series of tutorial videos, ranging from the more creative side like writing and rewriting (including real script revision drafts), to the more technical side, such as pros and cons of various cameras and lenses. Other videos will include fireside chat with filmmakers and actors, how to make a professional looking pitch deck, and general etiquette for pitching your projects to professionals.

Lab Work

Another key area of education we want to cover is the pragmatic side of making a movie. The things most filmmakers either forget or simply do not want to think about, like obtaining proper permits, how to schedule a shoot efficiently, and how filmmaker tax incentives work. We will also provide samples and templates for things like budgets and schedules to help you plan your shoots properly.

We will also host giveaways for starter filmmaking packages, including the basics like a camera, sound gear, and a few lights, to help community members get their productions off the ground.

ROADMAP

ACT I

ONLINE LAUNCH (COMPLETED)

The first phase of our project commenced with the launch of our Discord server and Twitter page to begin building the MMC community.

We kicked kick off the launch with our very first MMC movie night - Scream (1996)!

NFT MINT

We will have a premint stage for individuals who bring added value to the community (less than 10% of supply), followed by a pre-sale for those on the MMC allow list. The remaining supply will go into a public sale. *Dates and prices are currently TBD.*

COMMUNITY DAO

Since the DAO is such an integral part of allowing the MMC community to make filmmaking decisions, we will get that set up ASAP.

Our very first vote brings us to the next step in the project roadmap...



DONATE \$25K TO CHARITY

The first order of business will be to donate \$25k from the community wallet to charity. Which charity (or charities) will be decided by MMC members who can cast their votes via the community DAO.

GREENLIGHT FIRST PROJECT

After the project mints out, we will be in Pre-Production on our first film, Let Them Die, which will begin filming around Q4 2022.

To celebrate, we will have a surprise for all holders of the MMC NFT!

The Team will have weekly AMAs to keep the community updated on the progress of the film, the project, and upcoming DAO votes, as well as answering any questions from members.

NITE SCHOOL IN SESSION

Nite School will begin with AMAs from the production team of the first MMC film. As time goes on we will expand this to even more industry professionals. Most importantly, we want to know which careers and people our community would like us to try and get for these fireside chats.

We will also post resources to help the filmmakers in the community who are working on projects of their own, such as sample budgets and schedules etc...



After all this is completed, we move on to...

ACT II

(Details TBA Later)

CONCLUSION

The Midnite Movie Club's ultimate goal is to advance the landscape of independent film financing and include the audience in the filmmaking process. We have a passion to create fun, entertaining films like the ones that we grew up with. We strive to build a strong community and unite people from across the globe with a shared love for movies. We are committed to cultivating the next generation of filmmakers by giving them the tools to succeed.

So now it's time for us to ask you again...

Are you tired of watching movies that suck?

Do you think movies would be better if you had a say in what got made?

Do you want to change the way movies are made?

Then we invite you to join us on this exciting journey and become part of the Midnite Movie Club family today!



THE TEAM



[IMDb Page](#)

[Bill Whirity](#)

Bill is a writer-director from Chicago. He attended film school at Columbia College before moving to Los Angeles where he snuck into classes at AFI. While there he shot his unofficial "thesis film" which he funded like a true degen by selling a boat he won on The Price Is Right on Craigslist.

He has directed a number of short films that played at festivals across the world. He also directed the first episode of the AwesomenessTV Halloween series "Flhaunt," and is co-creator of the viral video "Magician sells weed to the cops."

Most recently his short film "Prey" was selected as a Fresh Blood pick for BloodList XI, Hollywood's yearly list of up and comers in the genre space. This was the first time a film/director was featured on the list usually reserved for scripts/writers. His first foray into crypto space was dabbling in mining back in 2013 when he failed to fully ape into Bitcoin at \$147 (ngmi).



[IMDb Page](#)

[Matthew Lillard](#)

Matthew is a veteran of both stage and screen, well known for his performances in over 50 films and television shows.

He is associated with Hollywood Box Office hits totaling nearly a billion dollars worldwide with movies like SCREAM, SCOOBY DOO, and the Academy Award winning film THE DESCENDANTS... the movie where he stole George Clooney's wife. He recently worked on David Lynch's TWIN PEAKS, the world wide hit GOOD GIRLS, and can be seen on Showtime's BILLIONS in 2022.

His directorial debut, FAT KID RULES THE WORLD, won the Audience Award at SXSW. In 2019, Lillard founded the successful gaming company Beadle & Grimm's. Lillard made his first crypto investment in early 2020 and is now a hardcore HODLer.

ADVISORS



[Linkedin Page](#)

[Ben Noble](#)

Ben Noble is a marketing communications strategist with more than a decade of experience working with advanced technologies, and more than 5 years working specifically in the web3/NFT/blockchain ecosystem. As co-owner of Multiplied Marketing Communications, Ben has supported blockchain companies, projects and personalities including: Binance, Solana, Synthetix, Gods Unchained, 0n1 Force, OneOf, Tom Bilyeu, Steve Aoki, Quentin Tarantino... etc.

Ben was an early pioneer and collector in the NFT space. He helped conceptualize many early NFT innovations, and his collection of NFTs now totals more than 20,000. He continues to advise several leading NFT and DeFi projects, and is actively working to onboard more collectors into the Web3 universe.



[Linkedin Page](#)

[Ivan Perez](#)

Ivan's multi-faceted career as an 8 year professional spans work in both sales, business strategy, systems design and large scale marketing and brand development. He is the founder of Multiplied, a blockchain public relations firm, and former founder at Teller Finance, a decentralized lending platform. Ivan has also previously advised on and helped secure more than \$50M in NFT sales.

FAQ

What the heck is an NFT?

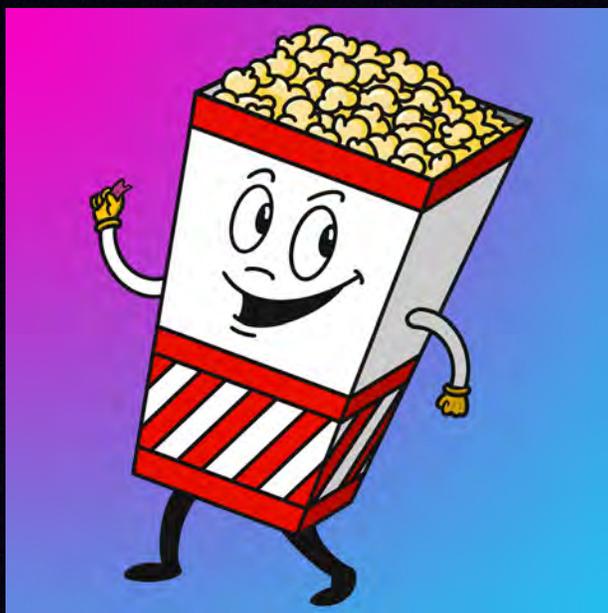
For those new to the space, we've put together an [Intro to NFTs article HERE](#) as well as a [Guide to Crypto and NFT lingo HERE](#).

What is the Midnite Movie Club?

The Midnite Movie Club is a community of movie fans that want to be more than just *passive viewers*. They are filmmakers and moviegoers who yearn to see fun, entertaining, genre movies get made again. The MMC empowers its community by letting them be *active participants* in the filmmaking process. You can join the Midnite Movie Club by purchasing an NFT.

So wait, it's like Kickstarter or IndieGoGo?

No, it's not a crowdfunding platform, it's a community. The MMC is all about building a strong network of film lovers who want to actively participate in the development process of feature films. Think of it more like a membership to a Country Club. Being part of the MMC gives you access to classes and resources to help forward your filmmaking education. Our plans are to become more of a movie studio than merely a one-off film project. As a member of the MMC you will have the power to influence **MULTIPLE FILMS** that we will produce and come along for the ride with an inside look at the filmmaking process.



Why NFTs?

The answer to that is simple. NFTs, blockchain and Web3 are the future of the internet. In the coming years, this technology will revolutionize many aspects of our daily lives and the film industry is no exception.

Most people think of NFTs as just the artwork, but it is the underlying technology behind them that makes the Midnite Movie Club possible. The MMC is a private community, like a country club or a gym, and your NFT acts as your membership card. It is your key to the kingdom, so to speak, and it is how you cast your vote and help the filmmakers develop their films.

We believe NFTs are a fun way to give members access to our community perks through a collectible item. There is a major crossover for collectors and movie lovers, so offering NFTs as part of our project is a natural choice.

****An important thing to note about NFTs is that they are **NOT** an investment and should not be viewed as such. The MMC is a private club whose main goal is to make films. Your individual NFTs are collectibles and should be viewed as such. They are **NOT** investments like stocks or cryptocurrencies.*

What are the sales details?

We plan to launch in Summer of 2022. The mint price is TBD.

SUPPLY: 5,555

MINT PRICE: TBA

ALLOW LIST INFO: Visit our Discord for info

ALLOW LIST SALE DATE: TBA

PUBLIC SALE: 24-48hrs After Presale

Will I make money from the movie's box office?

No. The MMC is a *club membership*, it is not an investor group, and thus profit sharing is not part of the project's goals. Our aim to make films and allow our community members to learn about the filmmaking process through the behind the scenes access of those films as well as through our Nite School resources.

Can I pitch my movie to the MMC?

For the initial Roadmap, we're not taking submissions. But it's something we are trying to figure out the logistics for down the road.

In the meantime, you can share your films and scripts with other members in the community and get valuable feedback and find others to collaborate with via our Members Only channels.



OFFICIAL LINKS

Website

midnitemovieclub.com

Twitter

[@MovieClubNFT](https://twitter.com/MovieClubNFT)

Discord

discord.gg/MovieClubNFT

MMC Medium

midnitemovieclub.medium.com

OpenSea

TBA During Minting

Etherscan Contract

TBA During Minting