



# **The Edge of Seventeen**

## **Business Prospectus**

Producer: Cate Nolan

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## Logline

17-year-old Nadine's already messy life gets even messier after her best (and only) friend starts dating her annoyingly perfect older brother and she grapples with loneliness, insecurity, and the rollercoaster of high school and family life. With a sarcastic teacher as her unlikely ally, she starts to realize that growing up might be less about having it all together and more about finding the courage to be herself.

## Synopsis

*The Edge of Seventeen* is a coming-of-age feature film that follows Nadine, a sarcastic and emotional high schooler who feels like a complete outcast. Living in a world where her older brother Darian seems to have it all together, Nadine struggles with her insecurities and the complicated dynamics of her family. When her best friend Krista starts dating Darian, Nadine's world is turned upside down.

She feels even more alone.

In the middle of the film, Nadine finds an unexpected confidant in her hilariously sarcastic teacher Mr. Bruner as she seeks advice about her questionable decisions. At the same time, she begins to develop a friendship with a classmate, Erwin, who helps her realize that not everything in her life is as bad as it seems.

By the end of the film, Nadine accepts her flaws, mends her relationships, and learns to accept the things she can't control in life. She realizes that life isn't perfect, and it's okay not to have everything figured out. *The Edge of Seventeen* explores universal themes of self-discovery, friendship, family, and growing up, all while balancing humor with emotional depth.

## Why this Project? Why Now?

This film should be made because it brings a raw and fresh perspective to the challenges of growing up, something that often gets overshadowed in overly polished or stereotypical teen movies. Nadine's story isn't about glamorized high school experiences or over-the-top and unrealistic drama, it's a personal journey of self-discovery. It's about the lonely, awkward, and emotionally draining part of growing up that everybody can relate to. She struggles with insecurity, friendships, and family dynamics are universally relatable, yet rarely honestly portrayed.

The film market is missing a story like this because many coming-of-age films focus on extremes, like cliques, prom nights, or first loves, while not touching on the deeper struggles we all face with growing up. *The Edge of Seventeen* portrays realistic hardships that lead up to self-discovery without losing its humor. It's the kind of movie that makes you laugh, cry, and cringe all at once, leaving a lasting impression because it feels so real and relatable. It's time for a film that truly reflects what it means to grow up in the 21st century.



## Creative Team

### **Producer:** Cate Nolan



Cate Nolan is an independent producer and filmmaker. She is a new yet passionate face in the film industry that will bring a fresh perspective to this film. She has extensive experience in production that provides her with the knowledge and experience it takes to be a successful producer. As a woman, she will make sure Nadine's character and perspective is portrayed accurately, to reach, resonate, and inspire the audience.

### **Director:** Greta Gerwig



Greta Gerwig is an Academy Award nominated director for her film *Lady Bird* (2017), a relatable coming-of-age film that follows a teenage girl that struggles with identity, family, and friendships. Her work with directing a heartfelt and witty story similar to *The Edge of Seventeen* makes her an ideal fit as a director. Her recent work in *Barbie* (2023) proves her captivating filmmaking skills and standout reputation in the industry. With its blend of humor, social commentary, and emotion, *Barbie* proved her ability to create stories that connect with the audience. The experience between balancing between humor and emotional depth in these two character-driven coming-of-age films proves Greta Gerwig would be the perfect director for this film. Her female point of view will also contribute to accurately portraying the true experiences of a teenage girl.

## Creative Team

### Cinematographer: Andrew Wehde



Andrew Wehde is a talented up-and-coming cinematographer that is most known for his work on *Eighth Grade* in 2018 and *The Map of Tiny Perfect Things* in 2021. In both films, his style effectively captures the vulnerability and awkwardness of teenage life by utilizing tight framing and subtle color palettes to evoke the emotional state of the characters. This will be the perfect visual style to depict Nadine's personality and emotional turmoil she endures during the film.

### Screenwriter: Susanna Fogel



Susanna Fogel, writer of *Booksmart* (2019) has experience writing dynamic, funny, and emotionally engaging stories that will bring a talented script to this film project. Her recent success in *Booksmart* demonstrates her ability to tackle coming-of-age themes with a fresh perspective. She can make characters complex yet loveable which is exactly the skill needed to accurately convey Nadine's character. Fogel excels at creating dialogue that feels authentic and relatable, which would align perfectly with Nadine's sarcastic yet vulnerable voice in *The Edge of Seventeen*.

## Cast

### Nadine: Jenna Ortega



22-year-old Jenna Ortega is a rising star in Hollywood, known for her versatility and standout performances in the film and tv industry. She earned a significant amount of attention for her portrayal of Wednesday Addams in the Netflix series *Wednesday* in 2022, where she brought the perfect blend of wit, sarcasm, and emotional depth to the iconic character. Ortega also impressed audiences in *The Fallout* in 2021, delivering a raw and emotional performance as a teenager coping with trauma. Her recent standout performance in this year's *Beetlejuice Beetlejuice* earned her praise for introducing a new character to the iconic story, bringing emotional depth and relatability to the role which is a refreshing contrast to the original film's quirky yet gothic tone. Jenna Ortega has proven to have a wide range of talent and extensive experience bringing complex teenage characters to life. She is the perfect person to portray Nadine's witty, sarcastic, and slightly dramatic personality. Her growing fan base and reputation will bring a level of attention from the industry that would be very beneficial to the film.

### Krista: Maddie Ziegler



Maddie Ziegler, age 22, debuted her acting career in *The Book of Henry* in 2017 and has since acquired praise for her roles in *The Fallout* in 2021 and *My Old Ass* in 2024. Both of her recent roles make it clear that she would be the perfect Krista. Her character in *My Old Ass* is innocent and experiences maturing, which perfectly describes Krista as she



navigates her relationship with Nadine and experiences her first love with Darian. Her performance in *The Fallout* also demonstrates her ability to handle emotionally complex characters, which allows her to navigate how to balance her relationships between both Nadine and Darian. Maddie also has an extensive background in dance which brings a genuine and relatable presence to her roles, making her well-suited for the role of a supportive yet independent best friend. Her existing fan base will bring a different audience of female teens who have known and loved her from the dance industry and followed her to the film industry. Maddie and Jenna have already proven to have amazing chemistry on screen as best friends in their heart-wrenching performances in *The Fallout*.

### **Mr. Bruner:** Jason Sudeikis



Jason Sudeikis, age 49, is the perfect choice for Mr. Bruner because of his ability to be hilarious while emotional and caring. In *We Are the Millers*, Sudeikis showcased his comedic timing and ability to play a character with a dry sense of humor which are qualities that perfectly suit the sarcastic yet caring Mr. Bruner. His role as the warm and empathetic coach in *Ted Lasso* rewarded him a lot of praise and further shows his ability to play a good mentor who is tough but genuinely supportive, which mirrors the dynamic between Mr. Bruner and Nadine. Additionally, in *Booksmart*, Sudeikis's portrayal of the fun yet grounded teacher brought a relatable quality to a seemingly typical high school role. With his experience in blending humor and heart, Sudeikis would bring the right mix of "mean" characteristics and wisdom to Mr. Bruner, an essential character to the heart of the film.

## Top Sheet

Story & Rights	\$15,000
Producers Unit	\$25,000
Direction	\$200,000
Cast	\$450,000
Travel & Living – Producers/Director	\$30,000
Travel & Living - Cast	\$40,000
Residuals	\$10,000
<b>TOTAL ABOVE-THE-LINE</b>	<b>\$770,000</b>
Production Staff	\$50,000
Background Actors/Extras	\$10,000
Sound Stage	\$30,000
Production Design	\$30,000
Set Construction	\$20,000
Set Operations	\$10,000
Special Effects	\$5,000
Set Dressing	\$15,000
Property	\$7,500
Wardrobe	\$10,000
Make-Up and Hair	\$15,000
Electrical	\$25,000
Camera	\$100,000
Production Sound	\$25,000
Transportation	\$20,000
Location Expenses	\$40,000
Picture Vehicles/Animals	\$10,000
Media	\$5,000
Travel and Living-Crew	\$30,000
<b>TOTAL PRODUCTION</b>	<b>\$457,500</b>
Editorial	\$50,000
Music	\$20,000
Post-Production Sound	\$35,000

Post-Production - Digital and Film	\$50,000
Digital Intermediate	\$20,000
Titling and Graphics	\$10,000
Deliverables	\$7,500
Digital Visual Effects/Animation	\$15,000
<b>TOTAL POST-PRODUCTION</b>	<b>\$207,500</b>
Insurance	\$25,000
General & Administrative Expenses	\$15,000
Publicity and Marketing	\$50,000
<b>TOTAL GENERAL</b>	<b>\$90,000</b>
Total Above-the-Line	\$770,000
Total Below-the-Line	\$755,000
Total Above and Below-the-Line	\$1,525,000
Contingency	\$0
<b>GRAND TOTAL</b>	<b>\$1,525,000</b>

Above is the projected budget for the first 30 days of *The Edge of Seventeen*. The Overall budget is \$1,535,000. A large portion of that will go to our A list cast and director along with other accomplished cast members and creatives. They will bring a level of sophistication and attention that will ensure this film's success. This budget will allow for quality production value at the appropriate price.

## **Production Schedule**

**Initial Concept Development:** Fall 2024

**Financing:** Late Fall - Winter 2024

**Screenplay:** Winter - Spring 2025

**Pre-Production:** Late Spring - Summer 2025

**Principle Photography:** Late Summer - Winter 2025

**Post-Production:** Spring 2025 - Spring 2026

**Distribution:** Early Summer 2026

## Market Research

### The DUFF

Ari Sandel, Lionsgate, 2015, USA, 101 minutes

Starring: Mae Witman, Bella Thorne, Robbie Amell

Reasons for success

- Relatable storyline and characters
- Realistic portrayal
- Mirrors Hollywood's perception of beauty
- Female empowerment



**Similarities:** *The DUFF* also centers around a teenage girl grappling with insecurities, navigating relationships and the social turmoil of high school. The main character Bianca, like Nadine, deals with self-doubt, loneliness, and complicated dynamics with her friends and family. Both films explore themes of identity and for self-acceptance with a balance of humor and heart.

**Differences:** The main difference is the overall approach and tone to the story. *The DUFF* leans more into the teen comedy genre with a more lighthearted and comedic tone. *The Edge of Seventeen* has a darker tone, focusing more on Nadine's personal emotional journey to self-acceptance. While *The DUFF* uses more slapstick humor along Bianca's journey to self-acceptance, *The Edge of Seventeen* conveys a deeper emotional journey conveyed through sharp-wit humor.

**Domestic, International Box Office: \$30 Million, \$9.7 Million**

**Budget: \$8.5 Million**



## Market Research

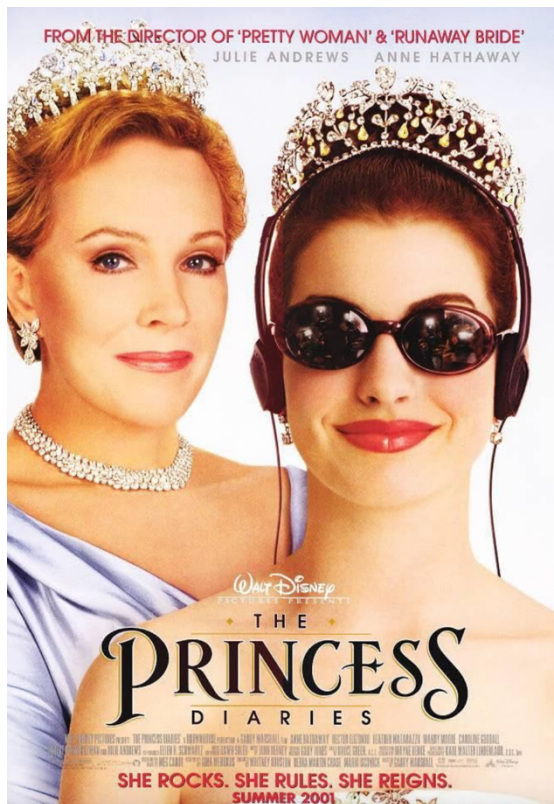
### The Princess Diaries

Gary Marshall, Walt Disney Pictures, 2001, USA, 140 minutes

Starring: Anne Hathaway, Julie Andrews, Mandy Moore

Reasons for success

- Relatable protagonist
- Fun, wishful fantasy
- Strong cast
- Inspirational story



**Similarities:** *The Princess Diaries* centers around the same coming-of-age theme as *The Edge of Seventeen*. Both films focus on teenage girls dealing with their insecurities and trying to find their place in the world. Mia in *The Princess Diaries* and Nadine both struggle with feeling out of place and navigating high school relationships, but their journeys both lead to personal growth. Both films also balance humor with emotion which leads to an overall tone that mixes lighthearted and serious themes.

**Differences:** The two films differ mainly in setting and overall character outcome. *The Princess Diaries* leans into a fairytale narrative as Mia discovers she is a princess and undergoes a glamorous transformation. In contrast, *The Edge of Seventeen* presents a more realistic and relatable reality and outcome.

**Domestic, International Box Office: \$100.2 Million, \$57.1 Million**  
**Budget: \$26 Million**

## Market Research

### The Perks of being a Wallflower

Stephen Chbosky, Lionsgate Films, 2012, USA, 146 minutes

Starring: Logan Lerman, Emma Watson, Paul Rudd, Nina Dobrev

Reasons for success

- Fanbase from the novel
- Emotional depth
- Themes of friendship
- Strong characters that audiences can connect with



**Similarities:** *The Perks of Being a Wallflower* exhibits the same themes of personal growth, specifically focusing on the emotional challenges that come with being a teenager.

Both films highlight the importance of friendships during one's own self-discovery, and the desire to fit in. Both films also exhibit these themes with humor and emotional depth, making them resonate with teenage audiences.

**Differences:** *The Perks of Being a Wallflower* differs from *The Edge of Seventeen* in its tone and approach. It

conveys an overall more sober and deep tone by focusing on the impact of trauma and mental health, specifically in the main character Charlie's past. *The Edge of Seventeen* uses a more sarcastic tone with humor and awkwardness leading the tone of the film as Nadine deals with her own current emotional struggles.

**Domestic, International Box Office: \$17.7 Million, \$15.6 Million**  
**Budget: \$13 Million**

## Audience Profile

**Primary Audience:** The primary audience is teen and young adult females ages 13-23. The Edge of Seventeen highlights issues that many teenage girls experience throughout growing up and especially high school. Issues like self-doubt, loneliness, social anxiety, friendship and family struggles, and figuring out who you are. Nadine, the main character, is someone they can relate to – awkward, sarcastic, and navigating the ups and downs of adolescence. The film also focuses on the complexity of female friendships, the emotional turmoil of crushes and romantic relationships, and the challenges of growing up, which will resonate with young women who are going through similar phases in their own lives.

**Secondary Audience:** The secondary audience is teen and young adult males ages 13-23. The film explores universal themes like insecurity, family tensions, and figuring out one's place in the world, which resonate beyond gender. The film's humor, emotional depth, and portrayal of high school life offer something relatable and engaging for them as well. The contrast between Darian, Nadine's confident and seemingly perfect older brother, and Erwin, her quirky and socially awkward classmate, provides two distinct male perspectives that teen boys can connect with. Darian represents the pressure of being the perfect son while suppressing his own personal struggles, a theme that resonates with those who feel the weight of high expectations. On the other hand, Erwin's shyness and awkwardness reflects the challenges of navigating the social aspect of high school, making him relatable to boys who feel out of place or unsure of themselves.

## Marketing

**Strategy:** The strategy for drawing these audiences in to see this film will revolve around highlighting relatable themes within the marketing strategy. I will leverage social media by using TikTok, Instagram, and Snapchat, which currently have some of the highest activity rates for teens, for the media platforms. Owned content ideas that will be pushed on these platforms include behind-the-scenes clips, bloopers, polls like ‘which character are you’ or cast Q&As. I would like to create shareable, relatable memes or TikTok trends based on Nadine’s sarcastic humor or awkward high school moments. Instagram reels and stories will be used for teaser clips and countdowns to release. I would also like to launch a “most awkward high school moment” contest where fans post their own stories to the hashtag #mostawkwardhighschoolmoment for a chance to win merchandise or tickets. This strategy will engage the ideal age range of 13–23-year-olds while building a community fan base of this movie.

**Timeline:** The marketing timeline will begin six months out from the film’s release date starting with a teaser poster or short trailer and the launch of social media accounts to build early awareness. Over the next few months, the focus will shift to releasing the official trailer, character spotlights, and interactive social media content like polls to engage audiences. By 3 months out, campaigns will be detailed with more interactive content like the hashtag. The final month will focus on creating urgency with countdowns and cast appearances. During release week, the strategy shifts to driving ticket sales through social media posts. Post-release, sharing fan reactions and user-generated content will keep the film in conversation which will continue to drive sales. This timeline ensures consistent engagement while maximizing excitement leading up to and following the release.

## Distribution Markets

**Domestic Theaters:** A wide domestic theatrical release can reach high school and college audiences looking for relatable stories on the big screen. Releasing this movie at the start of summer will attract teens as their excitement for summer and extra time will bring them to the theaters with their friends to see a movie they can relate to. Summer in general has a high demand for movies, so this beginning of summer release will increase the film's chances of generating sales and staying in theaters longer.

**International Theaters:** Themes like self-discovery, friendship, and family make coming-of-age stories universally relatable, which is why this film has great potential for international distribution. Greta Gerwig is known worldwide for her work, especially *Barbie* (2023), so her fanbase would support the film in theaters. Our cast is also well-known and loved internationally, especially Jenna Ortega and Jason Sudeikis which will attract their dedicated fanbase to theaters.

**Streaming Services:** Teen and young adult audiences are heavy users of streaming services. Platforms like Netflix have proven to be successful with coming-of-age films like the *To All the Boys I've Loved Before* franchise. Streaming services also make the film highly accessible which will help increase conversation about the film.



## A24

A24 is a well-known entertainment company that specializes in film and television, as well as film distribution. Since its establishment in 2012, A24 has taken the world by storm with their productions. Some of their recent successes are Best Picture Oscar winner *Everything Everywhere All at Once* in 2022 which grossed over \$110 million and this year's *Civil War* which grossed \$121 million worldwide. A24 has distributed several successful coming-of-age films, including *Lady Bird*, *Eighth Grade*, (two projects our director and cinematographer has worked on) as well as the hit TV series *Euphoria* (2019). Their experience with character-driven stories and portraying authentic teenage experiences aligns perfectly with the tone and themes of *The Edge of Seventeen*. A24 is also known for supporting independent films and making sure they stand out in the market.

A24 has a unique and wildly successful marketing strategy that ensures unique and targeted campaigns that build excitement and engagement. Their ability to leverage social media would be the perfect partner to help our marketing strategy reach our target audience and generate conversation. A24 will handle the distribution of *The Edge of Seventeen* which will ensure the film is successful.



## Financing Strategy

### A24 \$500,000

A24 is the ideal company to partner with for *The Edge of Seventeen* because of their previous success with independent filmmakers who craft unique stories. They have defined themselves as a strong competitor in the marketplace and have a strong fanbase, especially within the younger generations that we are targeting for this film. We will partner with A24 to produce this sharp-humored film and emotionally deep film.

### International Pre-Sales \$200,000

As the production and distribution partner, A24 leveraged its strong relationships with international distribution partners to sell distribution rights for the film.

### Product Placement \$400,000

To raise an additional \$400,000, we have signed product placement deals with powerful brands like Reebok, Skippy, and Snapple. Reebok has offered \$200,000 for their shoes to be Nadine's shoe of choice. Their 80s inspired style aligns perfectly with Nadine's quirky personality and style. Skippy has offered \$40,000 to be featured up front while Nadine makes her peanut butter and jelly sandwich while her brother makes his green smoothie, and to be in the background during the several scenes in the kitchen. Snapple has offered 60% to be Nadine's drink of choice as she eats her lunches in Mr. Bruner's room or eats burgers with her best friend Krista. Each of these brands resonates with teen audiences and would help establish the film's credibility with them.



## Income Projections

	The DUFF	Lady Bird	The Edge of Seventeen (est.)
<b>Production Budget</b>	\$8.5 million	\$10 million	\$5 million
<b>Domestic Box Office</b>	\$34 million	\$48.9 million	\$24 million
<b>International Box Office</b>	\$9.7 million	\$30 million	\$10 million
<b>ROI based on Domestic Box Office</b>	300%	389%	380%

The Production Budget for *The Edge of Seventeen* is the Top Sheet Budget created with the first 30 pages times 3.3 because the screenplay is around 100 pages. The chart above illustrates the income of two films and the projected income of *The Edge of Seventeen*. Project income of this film was based on comparing financial outcomes of *The DUFF* and *Lady Bird*, which was also produced and distributed by A24. The DUFF and Lady Bird are similar to *The Edge of Seventeen* because of their target audience and story.

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