



MADBRAD
MEDIA
ORIGINALS

CREATOR ·
FOUNDER
PROSPECTUS

MadBrad Smith

"The engine builds the container. The story fills it." Sixteen originals, a proprietary AI story-development platform, and a creator with the slate and the infrastructure to ship it.

CATALOG

16
Originals

FORMAT

Feature ·
Series

PLATFORM

EVOLUM
Studio

DOCUMENT

Creator
Deck · 2026

FILMMAKER · WRITER · CONFIDENTIAL
· BUILDER · NDA

SECTION I

The Creator

"I built the engine because nobody was going to build my catalog for me. So I built both."

MadBrad Smith is a writer, filmmaker, and founder operating at the intersection of creative authorship and applied AI. Over the past decade he has developed a 16-project original catalog — features and series spanning psychological thriller, period comedy, family drama, and genre adventure — and the production-grade software platform required to develop them at his pace and his standard. He writes the scripts. He runs the development. He builds the tools. The catalog and the platform are not separate businesses; they are the same business, photographed from different sides. Every original in the slate has been pressure-tested against the engine he built; every release of the engine has been sharpened against an original on the slate. What the room is being shown is unusual: a creator with a fully developed slate, the proprietary infrastructure to keep developing it, and a clear ask — production partners ready to make the next twelve months count.

EVOLUM's financing premise is built on three protections. First, a presale floor (international rights, sold at script lock) that recovers 28% of production cost before delivery. Second, a first-out investor priority with a 7% preferred coupon, capping downside at 0.92× even in the presale-only scenario. Third, a tax-credit fast-recoupment structure that returns 22% of investor capital within ninety days of wrap, against the project's six-month post-production schedule.



FOUNDER · WRITER ·
BUILDER

MadBrad Smith

*Writer-director and founder of
MadBrad Media Originals · architect of
EVOLUM Studio · Chicago.*

\$5.1M IN ACTIVE RAISES · 14 LIVE PROJECTS · 3 ROLES CASTING NOW · NO INDUSTRY CONNECTIONS REQUIRED

WRITERS • ACTORS • CREATORS



MADBRAD
MEDIA
ORIGINALS ·
FLAGSHIP

FEATURE ·
PSYCHOLOGICAL
THRILLER

Rent Free

A man must evict the seven emotional tenants living rent-free in the mansion of his mind — before the one he loves moves out for good.

RAISE

Feature

TARGET
MOIC

7
residents

CLOSE

Pitch v1

PROJECT
BUDGET

Thriller ·
Drama

PRIORITY
RATE

Single
protagonist

DELIVERY

Deck ready

WHY IT LEADS · THE BETWEEN
SLATE'S MOST INSIDE OUT ×
MARKETABLE HOOK FIGHT CLUB



MADBRAD
MEDIA
ORIGINALS ·
FLAGSHIP

FEATURE ·
PERIOD
COMEDY ·
ADVENTURE

Court Jester

A fraudulent traveler accidentally becomes the royal court jester — and must use wit, bells, and stolen secrets to stop a coup before anyone realizes he never belonged there in the first place.

RAISE
Feature

PROJECT
BUDGET
Comedy ·
Thriller

TARGET
MOIC
~110
min

PRIORITY
RATE
Ensemble ·
7 leads

CLOSE
Pitch v1

DELIVERY
Deck ready

PRINCESS BRIDE ×
KNIVES OUT × THE
GREAT

KINGDOM OF
VALORIA ·
ORIGINAL IP

From the Slate

Poster, key art, and concept renders developed in-house through EVOLUM Studio. Four originals — four genres — one creator.



ROACH COACH
Family · drama · food truck



SAFWORD
Cyber-thriller · ensemble



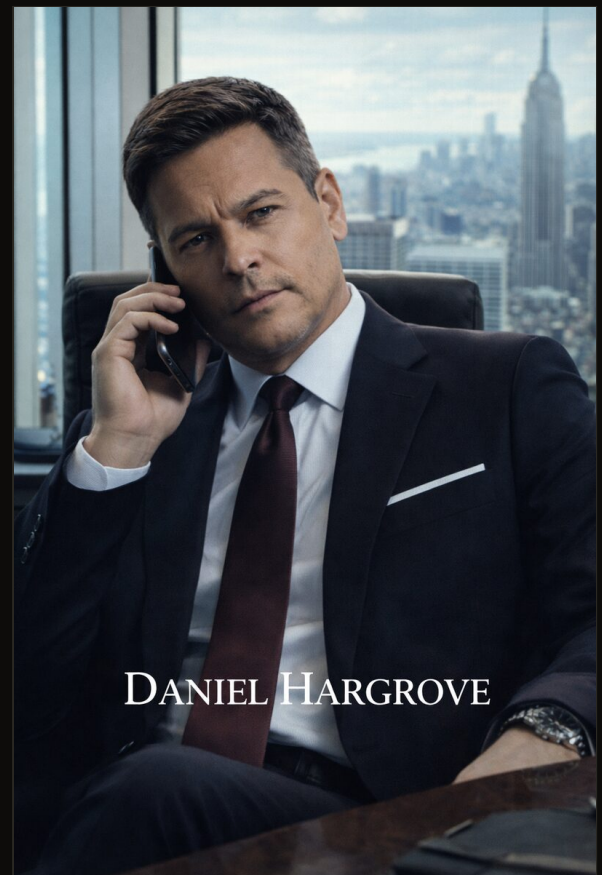
WHO INVITED YOU?
Comedy · concept board



TAX SEASON
Crime · seven sins ensemble



WOOD BERNIS • BRYSON • LEGAL COUNSEL



WOOD BERNIS • DANIEL HARGROVE

SECTION III

The Catalog · 16 Originals

Sixteen original projects, all written and developed in-house. Seven have key art and concept materials produced through EVOLUM Studio; the remaining nine are pitch-ready with full bibles, decks, and budgets behind them.



Rent Free

PSYCH THRILLER

A man evicts the seven tenants living rent-free in his mind.



Court Jester

PERIOD COMEDY

A fraud talks his way into the royal court — and into stopping a coup.



Mandatory Reporter

DRAMA

The line between protecting a child and destroying a family.



At the Cookout

COMEDY

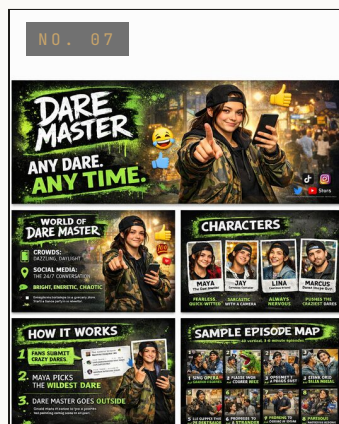
One backyard. One reckoning. One unforgettable Saturday.



Cover Story

THRILLER

The lie she sold for a living becomes the one she has to live.



Dare Master

HORROR

A childhood game returns, and so does everyone who lost it.



Instigator

DRAMA

He doesn't start the fire. He just hands out the matches.

NO. 9 THE FAME IS REAL. THE RAPPER ISN'T.

LIL RIZZ

Lil Rizz
COMEDY

A little charm. A lot of trouble. A whole new hustle.

NO. 10 Worst. Ride. Ever.

NOT TODAY!

Five stars... if he survives.
★★★★★

Not Today
DRAMA

The day she finally said no — and what that no cost everyone.

NO. 11 LEGACY HAS A PRICE.

ROACH COACH

A BROTHER. A SISTER. A BUSINESS WITH EVERYTHING TO PROVE.

Roach Coach
FAMILY DRAMA

Late-night kitchen on wheels. Earlier-morning consequences.

NO. 12

SAFEWORD

HACK THE CODE. SURVIVE THE GAME.

SAFELINE LENA PARK DANIEL REED MAISON MARGIELA

SafeWord
CYBER-THRILLER

The word that ends the game. Until somebody refuses to say it.

NO. 13

TALKING SH*T

COMEDY

Group chat. Group enemies. Group consequences.

NO. 14 TAX SEASON

TAX SEASON

RUBY "ENVY" ENVY
MARCUS "RED" WRATH
LOLA GLUTTONY GLUTTONY

NO. 15 LOVE RUNS IN THE FAMILY.

We're Cousins???

JAMIE MARCO

We're Cousins
FAMILY COMEDY

Family by blood. Strangers by everything else.

NO. 16

WHO INVITED YOU?

DEUCE LIL KEY
EARLY 40s EARLY 40s

LIVE-ACTION STYLE
GOODWILL

THE COOKOUT RULES
1. GREET THE OLDEST FIRST.
2. ALWAYS BRING SOMETHING.
3. COMPLIMENT THE GRILL MASTER.
4. DON'T RUSH THE FOOD.
5. FIND THE DRUNK UNCLE.

THE COOKOUT HUSTLE
COMING SOON

Who Invited You
COMEDY

The party of the year. The guest no one remembers asking.

SECTION IV

The Range

Sixteen originals across six tonal lanes, each developed end-to-end on the same in-house engine. The catalog is intentionally cross-genre — not a niche slate, not a single-tone slate, but a range that lets a partner find the lane they want and find a project ready in it.

The breadth is the pitch. Comedy, thriller, period adventure, psychological drama, family-table comedy, and high-concept genre — all written in the same voice, all developed on the same rails.

BASE CASE · MOIC

Psychological

Rent Free · SafeWord · Cover Story — interior pressure, unreliable rooms, single-protagonist

DOWNSIDE FLOOR

Period · Adventure

Court Jester — swashbuckle, court intrigue, ensemble comedy with a con-man heart

UPSIDE CASE

Family · Comedy

At the Cookout · We're Cousins · Tax Season — table comedy, generational reckoning

CASH-ON-CASH IRR

Drama · Issue

Mandatory Reporter · Not Today — systems pressing on people, hard moral lines

PRESALE FLOOR

Genre · Mystery

Wood Berns · Dare Master · Who Invited You — high-concept hooks, contained location

TAX CREDIT

Comedy · Voice

INSTIGATOR · Lil Rizz · Roach Coach · Talking Sh_t — sharp, contemporary, audience-led

SECTION V

Why Now

The streaming buyers and theatrical specialty arms have spent two years saying the same thing: they want originals, they want voices, and they want them ready. Pitching one project no longer wins the room. Pitching a slate does. The room wants to know what comes after the deal closes.

A creator who walks in with one finished script and an idea for a sequel is a single transaction. A creator who walks in with sixteen originals, a flagship feature, a flagship comedy, and a proprietary development engine is an ongoing partnership. The buyers I am talking to know which of those calls they would rather take.

The platform changes the math. EVOLUM Studio compresses development cycles that used to take six months into weeks — script analysis, comp pulls, deck generation, audition prep, all done on rails, all consistent across the slate. The catalog is wide because the engine made it wide.

The voice is consistent. Sixteen projects, one writer, one development standard. A buyer signing a first-look does not have to gamble on whether project two and project three sound like project one. They already do. They were built that way.

And the timing window is short. The slate is hot for the next twelve months — RENT FREE and COURT JESTER are both deck-complete and looking for partners; eight further projects have full treatments; six are in active expansion on the platform. After Q3 2026, lead times push the next wave into 2027 territory.

In practical terms: a partner who closes a development or first-look in the next two quarters gets first call on the entire engine — the catalog, the next 16, and the platform that built them.

RISK SCORE	CATEGORY MEAN	PRIMARY RISK	CONTINGENCY	REVIEW CADENCE
16 originals · 1 voice	2 flagships · deck ready	EVOLUM · proprietary	6 genres · cross-slate	12-month window

SECTION VI

What He's Looking For

The ask is specific. Not a single greenlight — the right partner across one of three relationships below. The slate is structured so any of the three is a clean entry point; all three are open.

Preferred conversations are with partners who already know how to develop a creator-led slate, who are comfortable shipping mid-budget originals, and who understand that the engine and the catalog are one company.

BASE CASE • MOIC

Production

Co-production on RENT FREE or COURT JESTER — budget-set, deck-complete, ready to break ground

DOWNSIDE FLOOR

Development Deal

First-look or overall on the slate — right of first negotiation across all 16 originals

UPSIDE CASE

Co-Production

Project-level partners on the next 4 expansions — features and limited series

CASH-ON-CASH IRR

Platform Partner

Buyers using EVOLUM Studio for slate development — institutional access, white-label

PRESALE FLOOR

Distribution

Domestic theatrical or platform-attach for completed flagship features

TAX CREDIT

Talent • Cast

Attaching directors, leads, and showrunners to deck-ready projects on the slate

CREATOR · WRITER · BUILDER

MadBrad Smith

"The engine builds the container. The story fills it."

Sixteen originals, a flagship feature in two genres, and the platform that developed them. Looking for the partners who want to make the next twelve months count.

RAISE

16 Originals

TARGET MOIC

Slate · Engine

CLOSE

2026

DOCUMENT

CREATOR DECK · No. 01