

Est. View Time: 18 Minutes

# BLACK EARTH

**INVESTOR GUIDE**

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In the midst of a declining world threatened by *ecological collapse*, people across the globe discover an ancient paradigm that could ***reclaim the earth*** from centuries-old systems that threaten our future.



## FILM NARRATIVE OVERVIEW

The documentary, *Black Earth*, examines the very real and sustainable solutions to the ecological and economic decay we have helped create on a global scale. Though *Black Earth* begins with a stark picture of how failing human health, industrial agriculture, and ecological instability have resulted from our negligence and expediency as a culture — this is not another alarmist film adding yet another artifact to a culture of fear.

Instead, following the stories of people all over the world, supported by rigorous research, and highlighting the leading voices in the field of Permaculture, *Black Earth* provides audiences with a new, more hopeful narrative.



**T**he 17th century saw the formulation of what is now called the Scientific Method, propelling civilization into the modern era of dissection, categorization and industrialization, thus advancing humankind into breakthroughs of all industries. However, untold waste, depletion, and degradation have also resulted across the globe as we've imposed speculative mechanical modes of thought upon living systems.

The natural world is not a simple machine that will react without consequence. Living systems are not based in reductionist theory. And though we are now paying the price for attempting this, a mysterious solution is growing, along with a rigorous thought and practice that could help rewrite our story and our future.

*Through this documentary, we will follow the discovery of those brave pioneers who are implementing a method that could launch civilization into a new and better era.*



VIDEO TREATMENT

# BLACK EARTH



This 7 minute sample is a compilation of content filmed during Phase 1, representing roughly 30-40% of total content needed for the entire film. It contains highlights of hundreds of pages of transcribed interviews, months of footage captured on location, and features 6 of the 12 planned destinations.

The goal of this video treatment is to convey a small preview of the concept, flow, look, and music of Black Earth. It is not meant to tell the entire story because the entire story has not been fully filmed, rather it showcases both what has been, and what could be...

**Treatments:** To further explore the core theme and concept of Black Earth, [view treatments here](#)



## MARKET EVALUATION

Historically, top-performing documentaries have the distinction of at least one of the following driving elements:

- *A Dramatic/Inspiring Human Story*  
(*Three Identical Strangers*, *Free Solo*, *Biggest Little Farm*, *Won't You Be My Neighbor?*)
- *Historical/Modern Significance*  
(*They Shall Not Grow Old*, *Apollo 11*, *I Am Not Your Negro*)
- *Dynamic Subject Matter*  
(*Three Identical Strangers*, *Biggest Little Farm*, *An Inconvenient Sequel*)

*Black Earth* contains all three.

In 2019, the movie industry topped 100 billion dollars. This was of course greatly reduced during the pandemic of 2020, but as the globe returned to normal, theatrical viewings in 2021 had almost returned to pre-pandemic levels, while the motion picture industry as a whole reached a new level of 328 billion dollars. \*Full Report



Documentaries specifically reached an all-time high in 2018 and 2019, generating just under \$200M combined.

Observing annual trends, the difference in ticket sales between the successful, top-performing documentaries vs the rest of documentaries is substantial.

In 2019, for example, 141 documentaries grossed a domestic total of \$87,869,483. Of these, the top-ten generated approx. 70% of earnings, \$61M out of \$87M+.

An analogous documentary to Black Earth, The Biggest Little Farm, landed in that top 10 and grossed \$4,367,816 domestically and \$2,158,561 internationally.

Based on the previous success of the subject matter– permaculture– combined with the trifecta of story elements, Black Earth is positioned to be a top-tier producer.

## SWOT ANALYSIS

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### Strengths

- Applicable to international audiences
- Applicable to multi-generational audiences
- Timing in regards to the destruction of environment
- Timing in regards to a failing food system

### Weaknesses

- Complex subject matter
- Partially in a foreign language (could be positive)

### Opportunity

- \$100M+ market
- Timing of subject matter
- Little competition on the same subject

### Threats

- Political / Academic establishment backlash
- Industrial agriculture and food production industry resistance

BLACK EARTH



**PRODUCTION TIMELINE**

Phase 1  
Complete

Phase 2  
Pending

**2014 - 2021** ▶-----○

Research & Writing

**2021** ▶-----

Phase 1 Filming  
*1 International & 5 Domestic Locations*

**2023** ▶-----

Acquiring Funding

**2024** ▶-----

Filming B-Unit

**2025** ▶-----

Film Festivals Circuit

-----▶ **2020**  
Pre-Production

-----▶ **2022**  
Phase 1 Post-Production  
& Transcribing

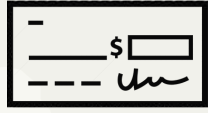
-----▶ **2023**  
Phase 2 Pre-Production

-----▶ **2023**  
Phase 2 Filming  
*4 International & 2 Domestic Locations*

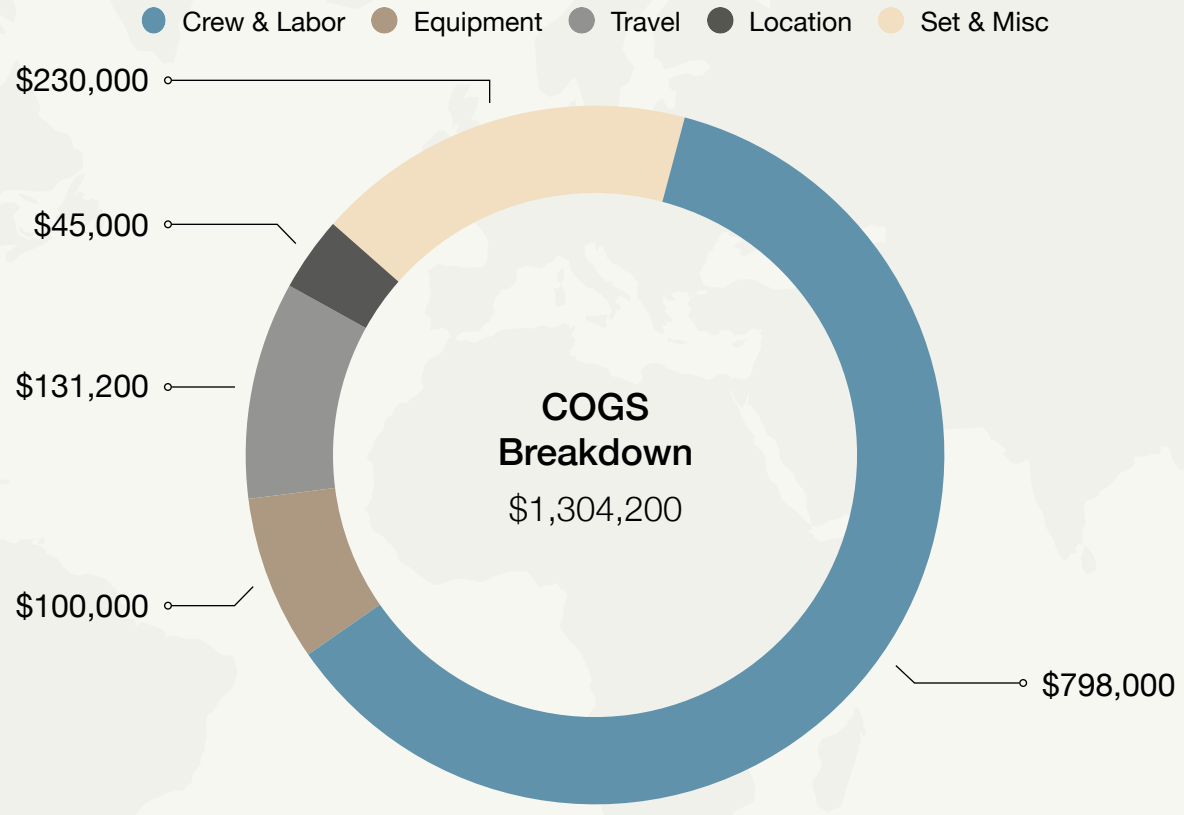
-----▶ **2023 - 2024**  
Phase 2 Post-Production

-----▶ **2024 - 2025**  
Marketing & Distribution



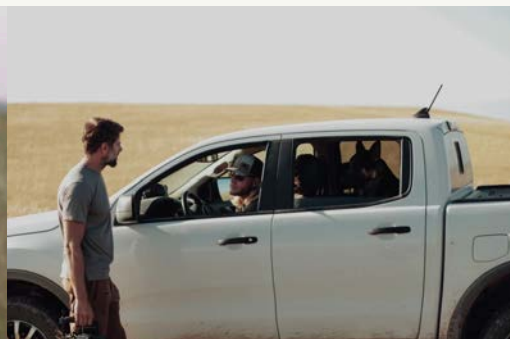
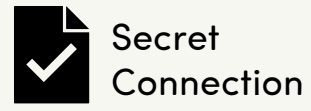


# SEEKING INVESTMENT OF \$1.3M



## Marketing Channels

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BLACK EARTH



## DIRECTOR BIO

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Director and writer, Nathan Phelps, has always sought to unravel the deeper meaning of life. Growing up on a ranch in Colorado, his time in the fields fostered a love for land and sustainability.

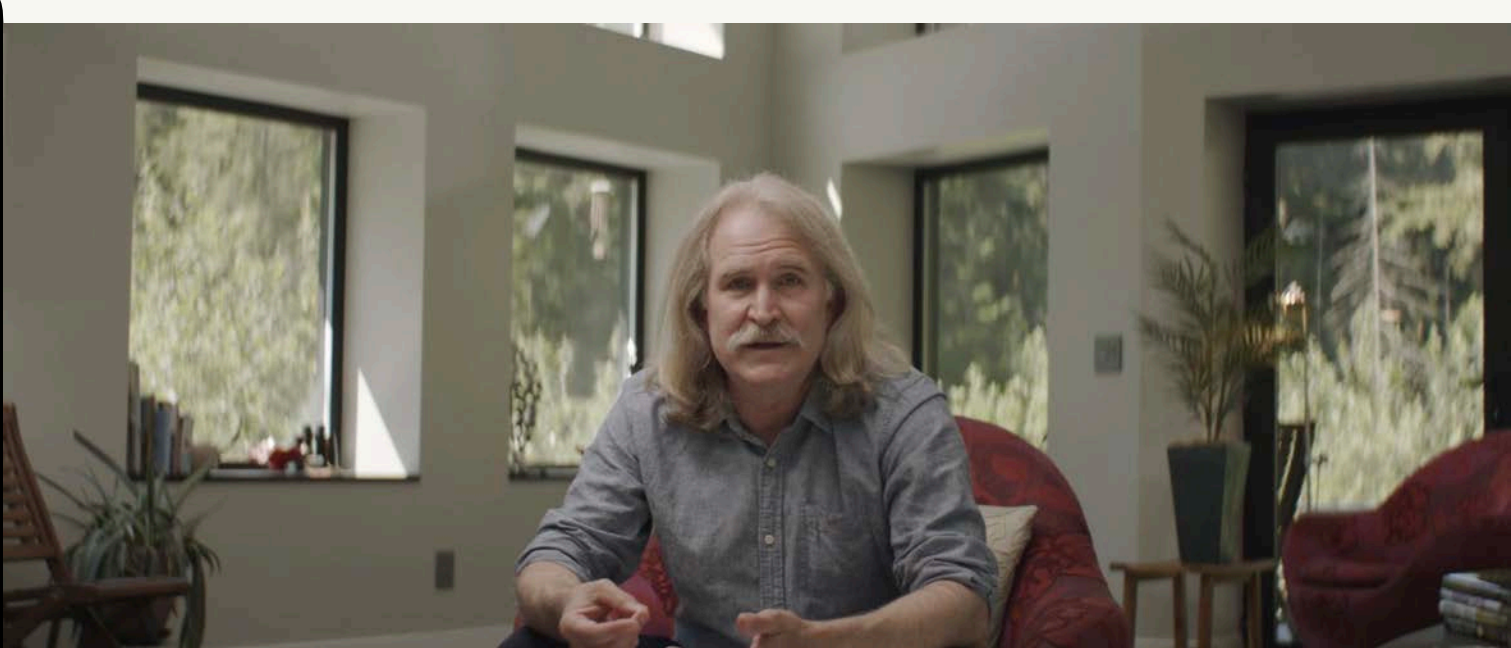
After receiving a B.S. in Biblical Studies, he would go on to achieve an A.A. in Digital Media and a B.A. in Film. His love of nature would lead him to obtain his PDC (Permaculture Design Certification) under Geoff Lawton.

Nathan has served in a variety of film making industries, from multimedia teacher to Samaritan's Purse Film Director. Along the way, he has managed domestic and international film crews to create commercials, news reports, and short documentaries— capturing human stories of suffering and hope, war and loss all over the world.

With the support of his family, and over 20 years of experience in the film industry, he now looks forward to completing his first feature film, *Black Earth*.



BLACK EARTH



CONTACT

# BLACK EARTH



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