

GLOW

THE SILENT STRING



You don't chase greatness...
you let it find you.

SYNOPSIS

In a small working-class town, a ten-year-old tennis prodigy named Kai has an incredible dream—to become the best player in the world like his hero, Roger Federer. But his father, Daniel, says he needs to be “realistic,” and wants him to be a mechanic in their struggling family business.

After a near-tragic accident that leaves his confidence shattered, Kai runs to a frozen lake, where he tries to force the game back into submission. But when the ice cracks under two local bullies, Kai must overcome his own fear to save them, sensing a mysterious, harmonious energy that helps him rescue the boys.

Kai is transported to the fantastical Inner Court, where tennis legends train in a mythic arena beyond time and space. Guided by the calm wisdom of Roger Federer, Kai discovers that some players hit the ball, but the great ones hear it. To succeed, Kai must learn to stop fighting the game and to master “The Silent String,” a hidden harmony within the sport that gives legends an instinct for greatness.



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THE SILENT STRING

Discovering the Magic Within



ANIMATION MARKET PERFORMANCE

GLOBAL ANIMATED BOX OFFICE BENCHMARKS

Animated family films remain one of the most reliable global theatrical categories.

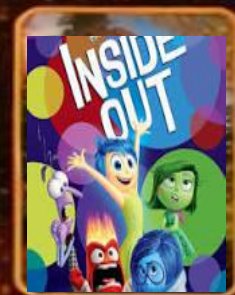
Examples:



	Budget:	Worldwide Box Office:
Coco	~\$175M	\$814M



Inside Out	~\$175M	\$857M
Up	~\$175M	\$735M



Average global animated box office range
\$700M – \$900M

PRODUCTION BUDGET: \$40M

**PRODUCTION POWERED BY NEW
AI HOLLYWOOD SYSTEM TECHNOLOGY**

US DISTRIBUTION: 2,500 THEATERS NATIONWIDE



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ROGER FEDERER: GLOBAL ICON STATUS

Roger Federer is not just an athlete. He is one of the most trusted and admired figures in modern global culture.

Verified global brand metrics:

- 20 Grand Slam titles
- 310 weeks as **World No. 1**
- Most globally respected tennis player of all time
- Massive following across **Europe, US, and Asia**

Social Media Reach:

- **Instagram: 12M+** followers
- Global recognition far beyond sports

Brand partnerships include:



These brands only align with global legacy figures.

This positions **THE SILENT STRING** as a prestige global brand film, not just a sports film.



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FRANCHISE REVENUE MODEL (5-YEAR PROJECTION)

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Total Revenue Potential: \$450M – \$1.2B+

1. THEATRICAL + STREAMING (CORE ENGINE)

Year 1–3

- Box Office (Global): \$300M – \$800M
- Studio Share (~50%): \$150M – \$400M
- Streaming / Licensing Deals: \$50M–\$120M

→ **Total: \$200M – \$520M**

Investor Insight: Family animation + sports inspiration = high international performance (Asia, Europe, LATAM)

2. MERCHANDISING (HIGH-MARGIN SCALER)

Year 1–5

- Toys & Collectibles (Kai, Tiger, Energy Forms): \$40M – \$150M
- Apparel & Lifestyle Brand: \$20M – \$80M
- Sports Equipment (Tennis collabs): \$15M – \$60M

→ **Total: \$75M – \$290M**

Margin Profile: 40%–70% (This become the long-term profit engine)

TOTAL ECOSYSTEM VALUE

Conservative Case: **\$450M**

Base Case: **\$700M – \$90M**

Upside Case (Franchise Breakout): **\$1B – \$1.2B+**



GLOW: THE SILENT STRING.

is not a single film investment.

It is a multi-vertical revenue ecosystem designed to compound across entertainment, education, and global consumer markets.

CORE DEMOGRAPHICS

Primary audience segments:

Segment 1: Families

- Parents + children
- Inspired storytelling
- Disney / Pixar comparable audience

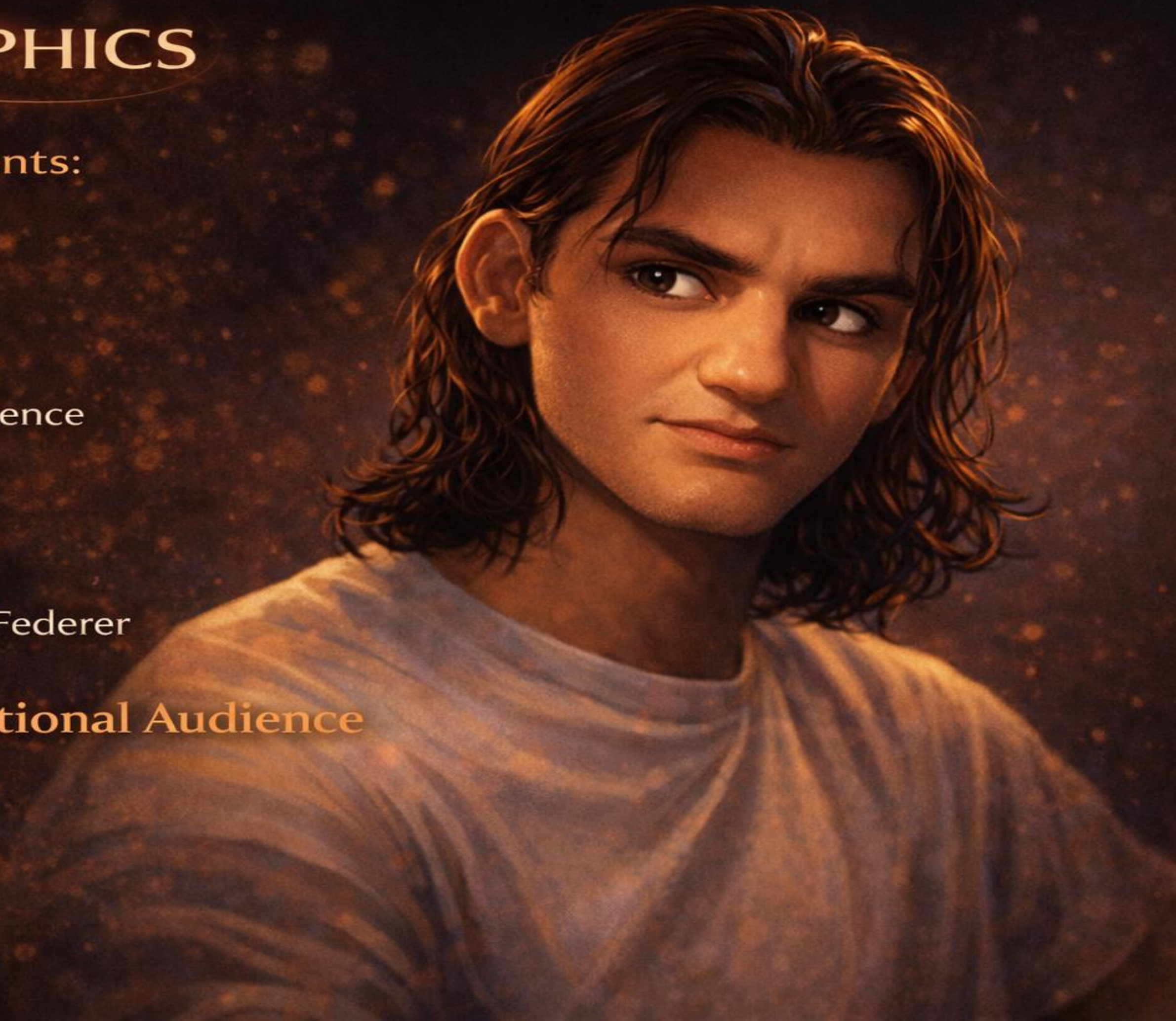
Segment 2: Tennis Fans

- Global, high-income audience
- Deep emotional connection to Federer

Segment 3: General Inspirational Audience

- Fans of:
 - Coco
 - Soul
 - Karate Kid
 - Rocky

Themes transcend sport.



FRANCHISE & MERCHANDISING POTENTIAL

A STORY BUILT FOR A GLOBAL FAMILY FRANCHISE

GLOW: THE SILENT STRING is uniquely positioned to expand beyond the film into a powerful global entertainment brand rooted in inspiration, sports, and universal human potential.

Key opportunities:

- Character-driven toys and collectible **Figures (Kai, Spirit Tiger, Energy Forms)**
- Children's books, graphic novels, and animated series
- Educational programs focused on **mindset, discipline, and performance**
- Branded sports products (tennis gear, training tools, apparel)
- Interactive experiences (mobile games, **VR/AR training, gamified learning**)
- Cross-promotions with global sports brands and wellness platforms

Expanded ecosystem opportunities:

- Youth development programs and academies (mindset + sports performance)
- "Silent String" training methodology (digital + physical products)
- Live events, tournaments, and experiential activations
- Global licensing across apparel, lifestyle, and consumer products

Strategic positioning:

A film that transform sport into a universal language of inner power, purpose, and greatness.

GLOW: THE SILENT STRING

is not just a film — it is a scalable global IP designed to **inspire, monetize, and expand** across generations.

GLOW: THE SILENT STRING is not just a film — it is a scalable global IP.



GLOBAL BRAND EXPANSION

GLOBAL STRING Elevates the Legacy of Roger Federer

SILENT STRING is more than a film — it is a global brand amplifier that expands Roger Federer's legacy beyond tennis into a timeless inspirational franchise.

Through the power of animated storytelling, the film introduces Federer's philosophy of discipline, joy, and mastery to new generations worldwide, positioning him not only as a legendary athlete but as a universal cultural icon.

Strategic Brand Impact

- Expands Federer's legacy from sports legend to global inspirational figure
- Introduces the Federer story to families, children, and emerging markets
- Establishes the **"Silent String"** philosophy as a powerful personal growth message.



INVESTOR CONCLUSION

THE SILENT STRING
represents a rare convergence of:

- Global brand recognition
- Premium animation format
- Universal inspirational narrative
- Controlled production cost
- Long-term franchise potential

This positions the film as a high-value
global intellectual property asset,
not just a standalone production.



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CASTING INTENTIONS



Kai



Elena



Daniel



Roxy



The Shadow



Roger Federer

A globally castable ensemble blending emotional family storytelling, elite sports mythology, and universal inner transformation.

USA DISTRIBUTION



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THE SILENT STRING

CONTACT

HÉCTOR ECHAVARRÍA

Héctor Echavarría is an Argentine actor, producer, and filmmaker with a career spanning film, television, and entrepreneurship.

He has produced and developed multiple commercial entertainment projects for studios such as **Lionsgate**, **Sony**, and national chain of theatres, including serving as one of the main producers behind AMC 8 Pictures' "To Die For" slate helping launch **Horror Monthly Release**, a thrills and chills initiative that **generated millions of dollars** in revenue for AMC through consistent, audience driven genre content.

Héctor is currently working with legendary producer and screenwriter **Ronald Shusett** (Alien, Total Recall) on the development of new projects, blending blockbuster storytelling expertise with modern market strategy. **Known** for his discipline, creative vision, and relentless work ethic, **Echavarría** continues to build **global entertainment brands** while developing high-impact **film, media, and business ventures**.



CONTACT

INTERNATIONAL DISTRIBUTION

MOONRISE

Madrid's based Moonrise was founded by Colette Aguilar and Raúl Felipe as a production and global distribution company in 2013, specializing in production and worldwide distribution of independent films and TV content. With a catalog that exceeds 30 completed films and a slate in development that combines features, primetime scripted TV series and unscripted formats, all with strong international appeal.

THE ETRUSCAN SMILE, produced by 3-times Oscar winner **Arthur Cohn**, starring Brian Cox and Rosanna Arquette. Moonrise also developed an action war feature **AMERICAN HOSTAGE**, to be produced by **Jerry Bruckheimer**. Films directed by **John Moore**.

Moonrise is in production and handling global sales of the period drama **BEAR SEASON** based on the novel of the same title, filming at MMC Studios in Cologne and directed by Simon Aboud.

Colette served as Spanish co-producer for the film **MARLOWE**, a Raymond Chandler inspired character directed by Oscar-winner **Neil Jordan** and starring Liam Neeson, Diane Kruger and Jessica Lange, recently released in the US by Open Road.

Other titles in development include AFRICAN HARVEST, the first English language feature from renowned Spanish director Daniel Calparsoro, with an international cast.

MOONRISEPICTURES.EU





CONTACT US TODAY

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