



 **DESTINY**
ANIMATION STUDIOS

GOAL

BORN TO DREAM.
BUILT TO BE LEGENDARY.

INVESTOR PRESENTATION
FEATURE ANIMATED FILM



DESTINY ANIMATION STUDIOS

SYNOPSIS

When a young girl named **Goal** is pulled into a **cosmic soccer** tournament, she must unite **elite professionals** and her team of **kids** to win—or risk never returning home—transforming a simple **breast cancer ribbon** into a **universal symbol** of **hope** across galaxies.

11 pros. 11 girls. One universe.

Win the greatest game ever played... or never go home

This time, it's not just about soccer—
it's about hope.

ANIMATION MARKET PERFORMANCE

DESTINY ANIMATION STUDIOS

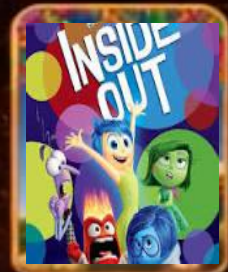
GLOBAL ANIMATED BOX OFFICE BENCHMARKS

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: \$20M

DISTRIBUTION: \$20M

P&A (Prints & Advertising): For 2,500 Theaters



GOAL



GOAL

EFFICIENT IP-BASED COMPARABLES

Lower budgets, strong returns, licensing/merchandising potential.

| Film | Studio | Budget | Global Box Office | Key Notes |
|-----------------------------------|--------------------------|--------|-------------------|---|
| PAW Patrol: The Movie | Spin Master / Paramount | \$26M | \$144.3M | Established franchise efficiency |
| PAW Patrol: The Mighty Movie | Spin Master / Paramount | \$30M | \$200.1M | Strong sequel global |
| Ne Zha | Beijing Enlight Media | \$80M | \$724.2M | Breakout global hit |
| Spider-Man: Into the Spider-Verse | Sony Pictures Animation | \$90M | \$384.3M | Original In strong international |
| The Mitchells vs. The Machines | Sony Pictures Animation | \$75M | \$172M | Breakout global success |
| The Garfield Movie | Alcon / Sony | \$60M | \$404.5M | Learning IP with growing mass. |
| Sonic the Hedgehog 2 | Sega / Paramount | \$90M | \$405.4M | Learning IP growing market. |
| The Super Mario Bros. Movie | Nintendo / Universal | \$100M | \$1.366B | Massive global market to expand portfolio value |
| Migration | Illumination / Universal | \$72M | \$300.5M | Breakout global success applying our rights. |
| The Croods: A New Age | DreamWorks / Universal | \$65M | \$227.4M | Search engaging franchise potential |

Key Takeaways from Comparables:

- **Efficient Cost Structure** : Animated Films in the \$50M-\$100M generate strong ROI compared to \$150M-\$300M-studio budgets
- **Proven IP Value**: Family animation franchises regularly scale to \$300M - \$1B+ global box office.
- **High Ancillary Revenue**: Merchandising, licensing, and streaming significantly expand higher franchise value.
- **Global Audience Appeal** - Strong performance across North America, Europe, Asia, and Latin America.

For GOAL specifically:

- ✓ Emotion-driven story with universal themes of love, loyalty, and purpose
- ✓ Animal-led narrative with mass global family appeal
- ✓ Strong merchandising potential (toys, apparel, accessories)
- ✓ Franchise-ready world (sequels, series, spin-offs)



Trusted by Leading Studios Worldwide:

NETFLIX

DESTINY
ANIMATION STUDIOS

DISNEY

ACTIVISION

GOAL

5-YEAR FRANCHISE REVENUE MODEL

Total Revenue Potential: \$450M – \$1B+

◆ 1. Theatrical + Streaming

- Box Office: \$060M – \$200M
- Studio Share: \$125M – \$800M
- Streaming / Licensing: \$57M – \$120M

◆ 2. Merchandising (High Margin)

- ◆ Toys / Plush / Collectibles: \$40M – \$90M
- Apparel / Lifestyle: \$20M – \$80M
- ◆ Total: \$90M – \$820M

◆ 3. Gaming & Interactive

- Studio Share: \$20M – \$80M
- Console / PC: \$40M – \$80M
- ◆ Total: \$40M – \$140M

◆ 4. Publishing & Media

- Books / Series / Spin-offs: \$20M – \$100M

Franchise Insight

◆ Amotionally-driven IP + universal themes = longnetization engine

NETFLIX



DESTINY

Disney



DESTINY ANIMATION STUDIO

SPONSORSHIP INTEGRATION & MARKETING

A Global Platform for Story-Driven Brand Partnerships

BRAND EXPOSURE OPPORTUNITIES

- **In-Film Integration** — natural, story-driven placements reflecting real-world energy (e.g. stadium signage, fangetc.)
- **Character/Brand Co-Marketing** — co-branded campaigns, licensed products, or digital content featuring GOAL characters
- **Merchandising Alignment** — apparel, collectibles, toys, digital goods (NFTs, AR experiences)
- **Events & Premieres** — immersive activations during global launches and major football events
- **Social Media Collaborations** — branded challenges, influencer tie-ins, and creator-led short-form content

MARKETING TOUCHPOINTS

- **Projected Global Reach:** 200M+ impressions across theatrical, streaming, and digital platforms
- **Campaign Ecosystem:** trailers, BTS content, press/features, cross-platform influencer campaigns
- **Fan Engagement:** interactive experiences, games, and contests tied to major football moments

GOAL

REACHSTAR

SOCCER IS THE LARGEST ENTERTAINMENT ECOSYSTEM ON EARTH

- 4+ billion global fans
- 200+ countries actively engaged
- FIFA World Cup reaches 5+ billion cumulative viewers
- Top clubs and national teams rival major Hollywood franchises in reach and loyalty

INVESTOR INSIGHT:

Soccer is not niche entertainment — it is a global behavioral habit embedded in culture, identity, and family life.

WHY ANIMATION + SOCCER WORKS:

- Families and four-quadrant audiences
- Kids & Gen Z (future lifetime value)
- Global demographic reach including emerging markets (LATAM, Asia, Middle East, Africa)
- High repeat viewing and evergreen relevance

GOAL





INVESTOR CONCLUSION

GOAL IS NOT JUST A FILM

It is a global sports-entertainment IP platform designed to capture the largest audience ecosystem on Earth.

WHY THIS WINS

◆ Proven Global Category

- Soccer is the #1 sport in the world with unmatched cultural penetration
- Family animation is the most reliable bold office move

◆ Massive Built-In Audience

- 4+ billion global fans
- Multi-generational appeal (kids, parents, fans)

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◆ Emotional + Aspirational Core

- Underdog journey + self-belief
- Universal themes: dreams, identity, courage, destiny

◆ Star & Cultural Alignment

- Access to global athlete ecosystem
- Built for partnerships, cameos, and cross-promotion

INVESTMENT THESIS:

GOAL sits at the intersection risk:

- Low relative creative risk: Established structure
- High global revenue ceiling (Theatrical + streaming)
- Intervertical domainization: Multibrand Brads
- High brand potential: Series & Sequel expansion



Global Sport
Soccer/Futbol



Primal Storytelling
Philosophical Adventure



Cultural Universality
Worldwide Resonance



FINAL STATEMENT

GOAL delivers:

- ✓ A powerful emotional story
- ✓ A massive global audience
- ✓ A credible franchise universe

We are not launching a film.

We are building the first global soccer animation franchise.*

GOAL

PRODUCTION BUDGET

| A. ABOVE THE LINE EXPENSES | | -AMOUNT (USD) |
|---|--|--------------------|
| STORY RIGHTS | | \$275,000 |
| TOTAL | Consultant Writer | \$87,500 |
| TOTAL | Consult Writer | \$167,500 |
| TOTAL | Voicing Scenariorr | \$80,000 |
| CLEARANCES | | \$375,000 |
| TOTAL | Clearances, Searches & Registrations | \$118,560 |
| TOTAL EXECUTIVE PRODUCERS | | |
| TOTAL | Executive Producers | \$625,000 |
| TOTAL | Formation & Droughne Registrations | \$523,000 |
| TOTAL | Scenariorr | \$1,000,000 |
| TOTAL | Scenariorr Kit | \$3660,000 |
| TOTAL | Consult Execuders Miltriss | \$1860,000 |
| TOTAL | Per Diem | \$1,990,000 |
| DIRECTOR | | \$5,055,995 |
| TOTAL | Chovtive MerTITtucers | \$179,5,000 |
| TOTAL | Exercative Veel Producers | \$,000,000 |
| TOTAL A: ABOVE THE LINE EXPENSES | | \$5,972,600 |

| C. POST-PRODUCTION EXPENSES | | -AMOUNT (USD) |
|---|---------------------------------------|----------------------|
| EDITORIAL LABOUR | | \$1,992,915 |
| TOTAL | Full Movie Rendering All BK | \$1,000,000 |
| TOTAL | Exec Score | \$280,000 |
| TOTAL | Visual Effects | \$123,000 |
| TOTAL | Animation Supervisor / Designer | \$13,000 |
| TOTAL | Assistant Director | \$36,000 |
| TOTAL | Master Editor / Editor | \$3,000 |
| TOTAL | Music Editor | \$2,780 |
| TOTAL | Music Costs | \$8,030 |
| TOTAL B: BELOW THE LINE EXPENSES | | \$1,799,94,02 |

| B. BELOW THE LINE EXPENSES | |
|---|--|
| PRE-PRODUCTION | |
| TOTAL | Art Direction & Visual Development |
| TOTAL | Storyboarding |
| TOTAL | Storyboarding |
| TOTAL | Animatic Editorial |
| AMSET BUILD | |
| TOTAL | Full Movie Modelling & Animation |
| TOTAL | Modeling |
| TOTAL | Rigging |
| TOTAL | Surfacing |
| TOTAL | Sur-Groem |
| TOTAL | FX Setups |
| TOTAL | Background DMPs |
| TOTAL | Rendel |
| TOTAL | Producer Marragment |
| TOTAL | Cevelcs Repit Deck |
| TOTAL | AL ENCTEEBes |
| CC. SHOW BETUP 'LOOK DEV | |
| TOTAL | Finiating Redahock |
| TOTAL | Animatne Deve |
| TOTAL | Character Devs |
| TOTAL | Sloperture Devs |
| TOTAL | Animation Supervisor / Designer |
| OTHER LE DIRECTEY | |
| TOTAL | Master Editor / Editor |
| TOTAL | Music Labor |
| ASSISTANT SOUND | |
| TOTAL PRODUCTION BUDGET \$20,145,637 | |



GOAL

P&A BUDGET

| | |
|--|-------------|
| 2500 theatrical prints for a cost around: | \$1,100,000 |
| National Premiere at the TCL Chinese Theatre in L.A, | \$100,000 |
| Billboards and street posters in the main top cities in US ... | \$4,000,000 |
| TV, platforms, and radio advertisement | \$2,000,000 |
| MOVIE TRAILERS IN THEATRES | \$2,000,000 |
| Internet and social media | \$6,000,000 |
| Design and production of marketing material (includes teasers, trailers, and posters): | \$300,000 |
| Cross promotion advertisement with influencers, social media leaders, and production of new short films: | \$2,400,000 |

GRAND TOTAL P&A: \$19,900,000



AI-DRIVEN PRODUCTION PIPELINE

Cost Reduction

- ✓ Lower Budgets
- ✓ Streamlined Workflow

Speed Advantage

- ✓ Faster Turnarounds
- ✓ Rapid Iteration

Expert Team

- ✓ Ex-Pixar & AAA Game Veterans
- ✓ Industry Leaders in Animation & VFX

Proven Results & Case Studies

Feature Film Success



Game Cinematics



VR & Commercial Projects



Trusted by Leading Studios Worldwide

NETFLIX

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DISNEY

ACTIVISION

ICE



DRAGON

KEY TEAM & PRODUCTION TIMELINE



HECTOR ECHAVARRÍA
Director



PHIL CUNNINGHAM
Head of Animation



IVAN GREYLING
Technical Lead (AI)



TIMELINE

April - May start of production → December delivery

DESTINY IS USING A NEW SOFTWARE SYSTEM THAT COMBINES HOLLYWOOD PRODUCTION SOFTWARE LIKE REAL ENGINE / DAVINCI COMBINED IN MASSIVE COMPUTATIONAL POWER TO MEET THE MOST DEMANDING WORKLOADS IN AI, CLIMATE MODELING, AND LARGE-SCALE SIMULATIONS

- ✓ Massive Computational Power
- ✓ Hollywood-Style Realism
- ✓ Industry-Leading Expertise



USA DISTRIBUTION
2500 THEATERS NATIONWIDE

Targeted release December 2026

GOAL

Sometimes the one who saves you... is the one save.

amc

THEATRES

WE MAKE MOVIES BET



DESTINY ★
ENTERTAINMENT

GOAL

Sometimes the one who saves you... is the one you save.

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**.



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CONTACT US TODAY

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