

## INDEPTH REPORT THE TRANS KICKSTARTER STRATEGY AND SHARE OFFER

THIS PRESENTATION IS DEDICATED TO THE LIFE AND TIMES AND MEMORY OF JACKSON WHO TRAVELLED FOUR THOUSAND DAYS AND THE COUNTLESS MILES, AND EVERY MOMENT SOME ADVENTURE AND ALWAYS WITH A SENSE OF LIVING TO A GOOD AND NOBLE PURPOSE.

TO HIS EYES ON ME ALWAYS, THE LOOK BACK TO SEE IF I NOTICED HOW HE CLEARED THE ROAD OF THOSE GROWLING CARS SO I COULD CROSS, LOOKING BACK TO SEE WHAT MIGHT I BE DOING NOW. NEVER ABANDONING HIS POST. NEVER SAW ANYTHING LIKE IT IN A CATTLE DOG.

HE WAS MY MOST BEAUTIFUL FRIEND. WHO FOREVER KEPT ME FOUND, BECAUSE UNTIL NOW, I UNDERSTAND TOO WELL, WITH HIM I NEVER FELT LOST.

I FEEL IT NOW. EVERY DREAM I HAD COMPADRES PLANS NOW GONE THROUGH THAT DARK AND SILENT GATE. THOSE DREAMS ARE DEAD. BUT I AT LEAST TODAY, I AM ALIVE.

SAVING THE DRAMATICS THE TRUTH IS ON THE WALL THAT WITH THE WEIGHT OF THE IMPACTS WE HAVE TAKEN, I HAVE TAKEN, THIS IS THE LAST OF MY REACHING OUT TO FIND A WAY MAKE THIS WORK.

IF YOU HAVE THIS IN YOUR HANDS CONSIDER IT MAYBE PART OF SOMETHING GREATER WORKING AND TO SOMETHING GOOD TO COME TO YOUR JOURNEY ON THIS EARTH AS WELL.



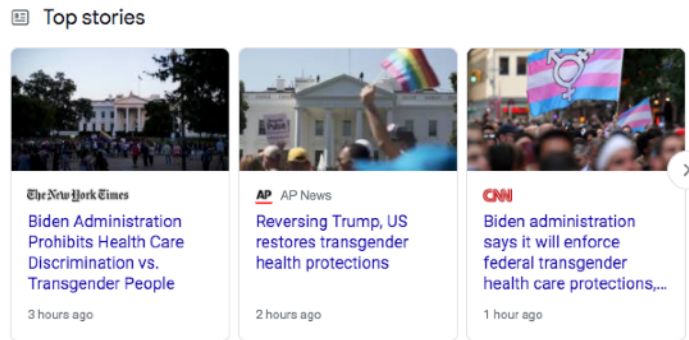
CHAPTER ONE  
SIMPLE MATH

TRUMP, BIDEN, THE WALL, KYLIE JENNER, KIDS IN CAGES, BORDER CRISIS, TRANSGENDER MEN IN WOMENS ATHLETICS, THE FIRST U.S. TRANSGENDER SENATOR, OBAMMAS DREAMERS, ICE, NO MORE WALL, PLAYBOY MEXICO PUTS A TRANSGENDER MODEL ON THE COVER. IMMIGRATION. TRANSGENDER. TWO OF THE MOST GOOGLED WORDS OF THE LAST 18 MONTHS.

[WWW.THETRANSMOVIESITE.COM](http://WWW.THETRANSMOVIESITE.COM)

20 MILLION FACEBOOK COMMUNITY LGBTQ MEMBERS

Just google the two words. Transgender. immigration.



Transgender has almost 500,000,000 results. Here's an article that both Transgender and Immigration Googled up.

## Caitlyn Jenner: Immigrants should have a legal path to citizenship

California Republican gubernatorial candidate Caitlyn Jenner said she favors granting a path to citizenship to the 1.75 million undocumented immigrants in the state's labor force, staking out a position that is more progressive than many voters in the GOP base nationally and at odds with former President Donald Trump, who Jenner supported until 2018.

On Facebook you can scroll down the facebook groups, pages, that connect to the the word Transgender forever. The Transgender community law page has 100,000 members alone. We already have a commitment from an administrator for a Colorado facebook transgender community page with 45,000 members. And type LGBTQ and the first facebook community page has 20 million members.

All the information and everything that can be analyzed, calculated, organized, catagorized about every single person on every page and group connected is there and connected equally to us. There is not one single word that does not get processed on Facebook or Google for the potential to further the economy of Facebook and Google. It is a science and that science is the reason this project of ours if we stay focused and humble, like the tortois, not the hare, we will win the day.

(we suggest you watch the Netflix film THE SOCIAL DILEMA)

Kickstarter launched on April 28, 2009, by Perry Chen, Yancey Strickler, and Charles Adler. Adweek called it the best invention of 2010. It kinda works like this. you set up a page that people can go to and then pledge their support for whatever project you need support for and in return they will recieve a reward that is of pretty fair value to their pledge. They can pledge five dollars, they can pledge 50,000 dollars if you have a reward that warrants that.

## Many successful projects are basically product sales Despite the perception of Kickstarter as a fundraising site, a large number of high profile Kickstarter projects are, at their core, product sales.

For us this couldnt be more true. Kickstarter is really like a retail outlet for the things we have created to sell to anyone who wants whatever it is. We even have original works of art for rewards, part of a show coming that has been a challenge to create but when we have our opening night its gonna be one of those moments that will reflect back on so many days of hardships but how it was all worth it.

<https://thecinemacartel.wixsite.com/thecrossing>

People can purchase art now from our online gallery even while a piece is in progress. Today even.

For our Kickstarter though we have two pieces of original art that will feature the main characters in our project Mylie Garcia and Azhlye Navarrete De Gutierrez, the art 36X48 inches, with classic photo portraits of Mylie and Ashley done up in Transgender Day of the Dead Catrina style make up, and then with paint and written words, fused in an inch thick of resin set into a beautiful rustic antique ornate wood frame. Those are for anyone who pledges 1500 dollars.

To just have products people can buy from you online though isnt enough. The more interesting, engaging, different, cool, you make your Kickstarter Retail Outlet be, the more likely people will actually pledge money to you, and more importantly, tell people about it so that your traffic keeps growing. So one reward for instance will be the tattered and every page covered in notes most people couldnt decipher, scribble drawings, things glued in, a real statement for the time I was in when I made use of it, directors note book. That notebook will be available as a reward.

Kickstarter is also has a system that culls the weaker efforts from it's community and rewards those that succeed. That is why our first Kickstarter will have a goal set at a small and very inconsequential 2500 dollars. We know that we are going to gather alot more than 2500 dollars, but if you set too big a goal that in the time frame of your campaign you fall even a dollar short on, you cant have any of the money you collected, but if your campaign is a four week campaign and you reach our goal in two days you both get to access the money and you can still collect funds that far outreach your goal for the next four weeks, and even beyond that. Kickstarter loves that. And the more we can get Kickstarter to love us the more they will make sure we have reasons to love them.

The basic math of Kickstarter is that you have an idea, product, whatever, that needs funding, so you create the page to do that. You set your time frame, how much you want to raise in that time and with solid rewards set you launch your campaign. But you also need a network of people who you will reach out to and invite to your page. So most Kickstarters are funded by the friends and family first of whoever is posting the campaign

So if you have 800 friends on facebook and you want to create a fully airconditioned Corona Virus Mask that is likely where you would best get support, from your own network of people

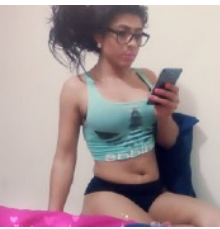
But there is another level.

<https://www.kickstarter.com/projects/boom-studios/brzrkr-by-keanu-reeves-matt-kindt-and-ron-garney>

In 2020 Keanu Reeves and his friend created a kickstarter to raise 14,500 dollars to create a comic book. They released their page. Their Kickstarter page raised almost 75,000 dollars in six hours. it started with a few drawings and Keanu Reeves talking about comic books for a pitch film that was shot on his iphone. Check out the link above and youll get what Im talking about.

They have raised \$1,447,212 dollars from 14,500 backers. There is no data to show how many people visited their site, or how many people in Keanu Reeves network, which is made up of the millions of fans of his around the world, so it may be safe to say that at least few hundred thousand people came to his kickstarter page.

Whats exciting for us is that the numbers in the networks we are casting our net across are twenty times the number that Keanu had. If we do this right we will have a few million people come to our campaign.



Azhlye Gutierrez



Our Johnny designed official Trans Shirt

**On top of that we have a reward system that we have designed that instead of just giving things away, ours will be the first in Kickstarter history to create a creative community partnership with our supporters. We will be the first Kickstarter in Crowd Funding history that will give out exclusive tickets to recurring live events that have to do with the creation of our project.**

## CHAPTER TWO EVERY ACT REWARDS ITSELF GOOD OR BAD

Our first Kickstarter won't have the creative community rewards but it will have private Facebook live event venues that engage people who are interested to come get to know our star Mylie almost one on one. But by the second Kickstarter and then even more intense on the third, we will be well along this strategy of sharing the creative and producing process with our supporters.

Our Kickstarters will have creative community rewards where people who pledge, if they pledge enough, can buy in on the production process and actually create the film with us or at least experience what it's like to sit in and have a voice in a script meeting for instance.

We will have actual co-director days on the documentary where, thanks to the Covid 19 development of online meeting platforms like Zoom, it's easy to involve someone at a creative level, even if that person is in Africa or Norway. So we will have Zoom producers meetings where we will have open discussions about the joys of hellish problems from a FedEx lens that didn't show up you need in two hours to, what do you mean we fried the motherboard in the Red Dragon Camera.. We will have Zoom broadcast casting sessions, Zoom location scouting. We will even have Zoom catering shows where our chefs will share how to create the food we will be eating.

But we will not be limited to just that. We have plans to use live event streaming, multi-camera content harvesting, live in the field shooting, and on set broadcasting, to create live, exclusive, personal network savvy experiences that can be shared with people around the world to take part in interactive audience experiences where for the first time audiences will be allowed on the set and in the action.

**Only members of our Kickstarter Cinema Cartel community will be offered access to these interactive portals, and depending on your prestige level, as in how much you gave us, your pass will be upgraded, much like going to a club in NYC where only the platinum pass got you to the room where Mick Jagger and Madonna hung out.**

We don't have Mick Jagger, Madonna, or Lady Gaga but we have Mylie. So we need to really focus on how we create the opportunities to develop her status as the face of our brand.

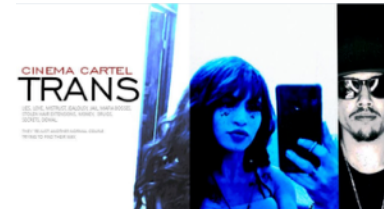
And that is the strategy behind our BFF rewards section. We will be the first Kickstarter as well to have the Best Friend pass for people who pledge the money can become better acquainted with Mylie on a daily basis in private events where people can just hang out and follow Mylie around for however long the session is.

For 500 dollars a pass limited to 25 only, 25 fans will all be given access to private Facebook live event pages where they at specific times get to go hang out with Mylie for an hour or so and talk about anything, get Mylie's latest extensions tips, or talk about thongs and how a Transgender girl who has not been surgically altered deals with that. Ya, Mylie and I have actually had that conversation. For us that is 12,500 dollars of income for very little cost.

And this is where we put Turbochargers on our strategy, because as fun as this all is, our project is also a pretty deep well of socially relevant potential. We have the opportunity to create a place where Transgender kids like Mylie can come, talk, feel connected to other kids who get what they are going through, and for Mylie to be a true role model in this whole equation, to be there in the fight for and to stand up for the rights of kids everywhere just like her. If we can get Mylie Garcia's name to be as recognizable as Caitlyn Jenner well, that's what we are aiming for. And that is how we create the kind of brand out of Mylie where millions of people will come champion our cause, because our cause is their cause.

So back to Keanu Reeves. He was able to exploit an outreach that tapped into his many many fans to check out a product that although super cool honestly isn't a large population item. A comic book series, graphic novel style. And Keanu Reeves is one of the creators. You know what I'd buy one for sure but my sister wouldn't.

The product we are creating is designed to get to the heart of an audience who exist at the center of what might be the most relevant story in America at the moment. That puts us at ground zero of relevant in the market place.



## **Theres nothing more powerful than the awesome potential to affect lives in ways that might be the difference someday between someone hanging in there and someone giving up.**

So Kickstarter thrives on the strength in numbers of a network that most relates to the project you are presenting. Our numbers are potentially the largest network numbers to draw from than any Kickstarter has ever had. Lets add to the equation because it isnt a comic book like Keanu had at the center of our project either, and our community, a community of people, according to the analysis of Facebook and Google, are a very discerning, intelligent, educated, socially aware, who actively support with their spending habits the issues they care about most. And our story is their story is right at the center of their concerns which are the issues our story is about. Their story is one of the most volatile, polarizing, divisive and even brutally tragic stories unfolding in our world today. And are story might have its humour, might have some hope, might have something other than the brutal heart breaking tragic ugly truth, but the fact that we arent going to try and soften any edges will be the one thing that community will respect.

### **500,000 results on Google. 20 million facebook community members.**

Imagine this. If even just 1 percent of that population who are highly active in supporting and standing up for the rights of someone like Mylie, if we can inspire 1 percent to go to our online stores or on our Kickstarter page and buy one hat each for our 55 dollar price point, If we do that we will raise 10 million dollars in profit. Then our private club room will have Lady Gaga, and Cartel De Santa Mexico's most famous rap artists.

#### Chapter THREE Grinding the Algorithm To Avoid The Risks

In this chapter be prepared to be bored to death with the actual details of how we are going to guarantee to attract the most motivated to buy like minded sympathetic to our agenda eye balls to our brand we can, using the Algorithms and basic social media strategies that facebook and Google have given us so that we may best make money, because thats how they make money



Our greatest potential and strength is also where our greatest risk is. We need to be very aware of how powerful this is and instead hoping for success, its a better strategy to prepare for it, to make sure we live up to our word in every way. This is the only chance we will have like this to not just make money but make history.

This why I have designed our strategy to unfold in three Kickstarters, with the first one being as modest as we can be to give ourselves the room to navigate what is impossible to really understand until we are in the campaign and the clock is running. But we need to have our strategies in place. This isnt a crazy equation but it is there to work for us or against us.

Once we shoot Mylies pitch film and then get it edited and submitted it will be four to five days on approvals and then its go time. We have already started preparing the list of organizations that are directly connected to the issues of the Transgender community from legal organizations to health related organizations to support groups to media Transgender focused outlets that have strong following. We need ourselves ready to launch facebook and Google ads, and have a short series of instagram IGTV posts, Facebook 15 second invitations done in advance to be released everyday, twice a day, and we need to start sending teasers and invitations out starting a day or two before we launch to every Facebook community page, their admins, and if posting is allowed then we post

If we can hit 100 to 200 online venues, blog sites, active organizations a day for the first ten days at the very least, hitting up people who can influence people in organizations that are trying to do positive things for the Transgender community and the border issues, thats 2,000 sites and if each site reaches out to an average of even 100,000 people then thats another 2,000,000 potential supporters we will reach in ten days. In 28 days well, the math increases almost exponentially.

Once we launch our machine then its sustain and conquer. This is an all in effort to make all the right decisions to keep up with our campaign, keeping the energy high, sharing results with constant updates with positive affirmative headlines, and when we feel the momentum surge then we start to send teasers out to the press outlets, it is important to invite the press to partner up with the news we will be creating at the right time, and especially we need to start some intrigue for the premiere of the ten minute film this first Kickstarter has promised. Without stating the obvious but in short **we have to make this film one heck of a bad ass ten minute film.** And on deadline.

So thats the first potential risk here, that we create, 'system failure opportunity'. This is like being a pop up television network and we have to keep our audience engaged, and Mylie engaged as well, active in her campaigning and online presence without burning her out. Because for 28 days its full court press.

We have this one incredible first opportunity to do this right. We will have six intense weeks to pull it off, But to come so far, to have endured and lost and sacrificed so much, to have had real time to think on all this, who better than us to do it.

So this 7,500 dollar offering is to Kickstart us to get Kickstarting and support our team until we generate revenue to support us independently from outside funding.



Our friends Rene Russo and Shawnee Isaac Smith wearing our hats

#### Chapter FOUR Brand Building One Brick At A Time

I have a Kickstarter coach, someone who has done crowdfunding for pretty solid foundations, mostly first nations work up in Canada and he will be integral in our launch and he has laid out what he thinks is gonna happen.

We put up our first modest goal, 2500 dollars because it sounds realistic, like ya we can make a ten minute film for that. If we are ready to launch and we go aggressive to attracting viewers, he thinks that within two days we will have our goal met, and then we turn up the volume on the whole effort because potentially there is no ceiling. Keanu Reeves 75,000 in a few hours.

The first effort, the pitch film starts with a simple two part interview session with Mylie. Lit cool, good sound, and we just go for it. This first session would be two hours, and based on a question and answer documentary style feel.

Then the next day we we shoot Mylie to a script . Mylie will read off cue cards if she has to, but we need to be very clear on getting the main points across. Then we have one day of shooting cinematic support content, b roll, even incorporating some magic with a Drone up and above and even around Mylie walking the streets the story took place.

So the pitch film will be the first thing created out of this content but we will have plenty of content left over for follow up short clips, updates, all designed to get people to support us. By the third Kickstarter we hope to have enough notoriety to start to engage other Transgender main stream names to come be on a Mylie's interview show, with the crowning aquisition Caitlyn Jenner but also Sarah McBride, the US Senator, the first Transgender to hold a major seat in US politics, on the show as well.



Sarah McBride US Senator

<https://www.bbc.com/news/election-us-2020-54806677>

#### CHAPTER FIVE : WHY KEEP THE VIGIL

Number one question. Why do I sacrifice, why get so taken to the floor and at times literally taking punches and waking up black eyes and feeling that lousy humbling of people looking at you like you are a loser. Why keep going after losing the last real beautiful thing I had in this world, probably the last source of joy I had. Why endure the loss of so many friends, a five year old kid who's front toothless laugh Ill never forget. Its been a heavy ride.

Why have I been trying to tell the story of deported Mexicans who most of America really couldnt care less about. Why keep going trying to find ways to protect kids from sexual predators who have enough power and money to fund a nearly invincible 32 billion dollar rape for money industry. Why keep setting my self up for either failure or rejection. I have an answer.

I was in Houston Texas shooting some commercials for a huge restaurants and hotels brand, to bring their brand into Texas. They already owned nearly 75 hotels and restaurants but these new ones in Texas were the most luxury hip properties of all.

There was a busboy who was working in the kitchen at this new beautifully architected open to walls of windows and night lighting that was enchanting from two blocks away This busboy when he was 19 had walked with his brother who was 21 from the southern border of Mexico and from their home in Guatemala, to the Texas border. His brother though, somewhere in the mountains Chihuahua, died somehow. This kid had to bury his brother in a make shift grave and then keep going. He made it all the way to Houston where within days he was picked up by immigration and he was sent back to Guatemala. A day later that kid started the walk again and again walked the same long way, and through the mountains of Chihuahua by his brothers grave that he never thought he would see again.

That kid made it back to Houston to get a job as a bus boy in this new restaurant. Illegally I might add, but this is how America really actually works. You meet the kid in the back and hes washing dishes and hes dancing and singing along to the music the dj's were playing for the premiere of this place, and when you say hey bro que transa, everytime he looks up and he gives you the most beautiful full on smile you can imagine, he is smiling like life is as great as everything you can imagine it to be, if you have the faith to believe that, and the faith to believe God has you every step of the way, even in your last step, so be it. In his words almost exactly. That kid reminds me why Im doing this.

If this was just a Transgender story, and if that was the core of this story, only, there would be plenty of reason why to press to get this done, But here's another element that came together for us to give us even more potential to act on.

Heres the back story that now connects us to the second most googled word of the last four and a half years. Mylie was a deported Mexican who was deemed an illegal immigrant after 18 years, her whole life in America. So besides whatever level of depth her Transgender journey gives us Mylie also has had to endure that being deporting kid from America story as well, deported for no reason and honestly Mylie is as every bit American as I am and maybe more because I although born in Pittsburgh grew up in Canada, and she who grew up in America was born in Mexico.



Mylie's story is also the story of so many kids, who were engaged in the culture and benefits of the opportunities of living in America gives a person, only to be allowed to be deported at nineteen to a country that she knew about as much about as some college kid in Cancun on spring break.

That story is at the center of one of the most newsworthy, fake or otherwise, reported on stories right now in America. Johnny and his story is wrapped up in that story too, of his being brought to America as a child and then being deported as an adult.

So the issues attached to that part of our story fortuitously connects us in addition to our first community of 20 million potential supporters to now another community as well, to 2,500,000 other empathetic people who are active, vocal, and emotionally super invested, a community who's eyes are square on our immigration and border tragedy that started long before Trump came along, long before Bidens mistakes that have unhinged the crisis we are in now, that started way back in 1911 when we first started creating a border to control who came into America from the south.

So theres a depth and theres layers and theres history and theres the light to shine on the issues and theres the darkness, the elements of the story that our peril as a country exist in. We are not the news. We arent reporting on the events that are clearly the influence to our story, and if we are exposing anything its maybe to expose all of us, maybe we will expose all of us to some precious insight that we are all walking upright, trying to stay upright against the gravity of a world that never stops spinning and we need to help each other.



## CHAPTER SIX THE BOOK OF JOHNNY



Johnny was five years old when his aunt and uncle bought him to America with his cousins. Both five years old, they looked so much the same, that they easily got him across the border, because Johnny's Uncle was an American citizen. They drove all the way to LA where he reunited with his mother and grandmother, who was a tough willful woman, who had come to America on a charge of the border, that had her scale an 18 foot high fence crowned in circles of razor sharp barbed wire. She fell at the top 18 feet down to the desert floor landing on her back. She could barely breathe, had a concussion most likely, but got up and outran a small unit of border patrol agents who lost her into the darkness.

Johnny and his mom and grandmother, and brother now, born in America, spent nearly five years in Compton and Johnny told me so many stories of the little Mexico his grandmother created in their backyard to share what Mexican life resembled back home somewhere near Guadalejara, a hand formed wood burning oven, tortillas made fresh everyday, and music and stories of where he came from. That's how Johnny learned what his Mexican culture was.



**His mother refused to speak English, and so Johnny refused to speak Spanish. But both understood each other perfectly, which must have been a fascinating thing to witness. It was also the skill set of that upbringing that first brought Johnny's potential to my attention, especially because I've never seen anyone be able to translate in real time, between the Gringos and the Mexicans, and in a way that also bridged the cultural nuances of Mexican Spanish.**

This was all for a film called Chitoville the story of the journey of deported American Mexicans, where they find themselves, after a bus ride and the doors to the bus open in the desert outside of town, trapped somewhere in the middle, deported from the place they grew up in, and not quite accepted in the place they are from and have just arrived.

It wasn't until Johnny was 12 years old that Johnny's mother started to see that Compton wasn't where she wanted her son to be raised if she wanted her son to be raised at all. Pop pop pop in the night, gang violence and drive bys, and Johnny starting to hang with the wrong crowd.

Utah seemed like a safe place to raise her kids and so barely 13 Johnny found himself in Salt Lake City, living in low income housing near a place they call The Rio Grande and the open air drug market in the center of the largest homeless community called The Road Home.



To the kids in that world Johnny was kind of a rock star. Those kids all dressed like their Compton heroes and talked and listened to the thug life rap music that came to their world from Compton, but they weren't from Compton, and here comes Johnny, the real deal. And he became somewhat of a star there.

Johnny began to hang out more and more on the street, feeling his place there, and even started turning tricks with grown men who would drive up in their nice cars and offer Johnny money for company. He wasn't even 14 yet. Finally a major drug boss in Salt Lake City, sent to distribute Cartel product and oversee the business of it, saw Johnny, his potential, and took him off the streets, gave him affection, support, and showed him the ropes.

By the time Johnny was sixteen he drove a 50,000 dollar Audi, wore expensive clothes, and always had a beautiful girl with him. Johnny never considered himself gay, or even bi sexual. He loved women, whatever he had done with men was purely to make money. But perhaps it was in that chemistry that somehow was the open door to whatever his relationship with Mylie was. That will certainly be something revealed in the film.



When Johnny was 19 though his life in Utah came crashing down on a rainy night, beneath the parkway, him in his car, and four Salt Lake City police cars surrounding him. They found enough heroin on him for a judge to sentence him to 75 years in prison.

But the judge saw in Johnny something else, something that wasn't purely what the situation dictated. So digging into Johnny's past, realizing he was an illegal immigrant he offered Johnny the option to be deported. Johnny said but I don't know the first thing about Mexico, and the Judge said, well you're gonna have plenty of time to learn all about it. A week later he was sent across the border from EL Paso to Juarez with 40 dollars in his pocket.

Johnny, the story of his grandmother, his mother, and now even more poignant how Johnny's brother who wanted to be just like Johnny, who had become a Cartel heroin dealing success story, at the young age of 16, seeing the expensive car, and the clothes, and the women and the life, and then how Johnny laid it out real for him, and on the day he was deported at age 19 he made his brother promise he would focus on school and everything he didn't do. He made his brother in likely as tear-filled a moment as two Mexican kids in America, who were put through so much so young, could have had, promise him he wouldn't live like Johnny did.



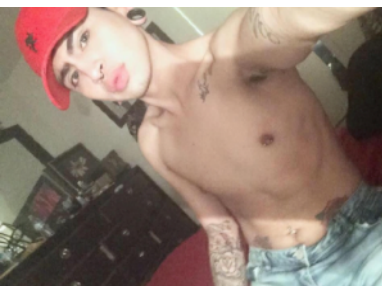
Johnny's brother number 67

Maybe this is the beautiful hook to the story, or the happy in it anyway, as much as it can have happy in it, Today his brother plays division one NCAA Football in Texas for a team that has developed more than their fair share of NFL level players, his brother now on that elite field, big burly, smart, a defensive tackle who is every bit as tough as his grandmother ever was.

**The moment I had to tell Johnny's family what happened to Johnny, the thought of it today, although four and a half months ago now, the silence on the other side after I said the words, I'm so sorry, but Johnny is gone. He was killed two weeks ago. I will forever remember the silence, not a word more. That was it. I had waited to tell the family until after Christmas maybe even trying to just avoid it. It was his cousin who reached out to me first from Houston, and that's a day I will never forget.**

## CHAPTER SEVEN THE BOOK OF MYLIE

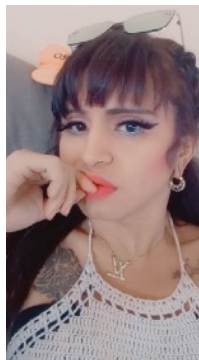
To be heartbroken. To be left standing but every part of you feels unhinged and in parts on the ground, to be breathless at almost every turn, and every where haunted by the losses, the ghosts of so many friends, a five year old kid whose precious awkward laugh through missing teeth, a dog, who never stopped looking back to see if I was there, if I was ok, that's the stuff you can never be prepared for, explained, talk through. There's no cliché of psychiatry that can make any difference, like the hemorrhaging of everything you ever had in you now spilling out. This is it, this is the road, this is the broken road and what's left is maybe to shed what last light there is to just not let the darkness own the day too.



Plenty of times Mylie growing up remembers families staying in their house, some injured, all dirty, and smelling like the road they had come. That's what a twelve year old thinks of I guess. She remembers one man with such a brutal leg injury that it was unlikely he would keep the leg. She never knew what happened to him.

Some stayed on to work in the house, which was a big house so they had a couple maids, a chef, a driver, and Mylie was never short of money. One reason of her popularity and why she never had any problems in school, her best friends were some of the biggest toughest boys in her school who she would shower with cool gifts, an iPhone here, beat head phones to another, whatever. But she, well not a she yet, was also super confident, and was comfortable with who he was.

From a young age her mom encouraged Mylie to just be himself or herself, where dresses, make up, and they would have great mom son shopping trips to the mall, not really caring who was staring at what. As long as Mylie got straight A's, stayed off drugs and drinking, and trouble, her mom supported her with whatever she wanted. But Mylie wasn't spoiled. Her mom had a tough and dangerously risky job to do and plenty of days and nights did not come home, so Mylie took over the duties of her mom, getting her brother and sister ready for school, making sure they had breakfast and were in the family SUV with their private driver on time every day. On the other hand Mylie never washed a dish or cooked a meal in her whole life. They had maids and cooks for that.





It wasn't until her brother only 17, but who already had a pregnant girlfriend, got super drunk at a party and then playing with a gun accidentally shot and killed his best friend. It was a terrible scene and ended with the Swat team descending on the house and arresting Mylie, her mom, her sister, and her brother. Mylie and her sister were put in immigration detention, which is pretty much a large jail like facility with a lot of barbed wire.



They waited three months for their hearing, then it was postponed and it was gonna be another three months. So Mylie who couldn't handle the incarceration took the option of deportation. Her mother got five years for illegal smuggling of illegal Mexicans into the U.S., her brother was sentenced for the murder of his friend.

Mylie ended up in Cabo San Lucas and was first sent to live with her Uncle who really didn't want to hear about the word Transgender or the idea of what gay is, or anything accept Mylie was to dress like a young man and get a job.



THE ICE DETENTION CENTER IN PHEONIX AZ WHERE MYLIE WAS DETAINED FOR THREE MONTHS

So her first year in Cabo she cut her hair short, dressed like a guy and got a job as a host at a Cabo San Lucas fairly respectable restaurant. But this was not working at all for Mylie who started to get dressed like she wanted to be, got a wig or two and when her hair got longer she got extensions and started at first to sneak out and search out the Cabo San Lucas night life for men, gringos, who she caught the eye of. And so started her realization that she could be a Transgender girl working the men who came to Cabo for a Transgender experience. Two years later she meets Johnny at an Oxxo, Mexico's 7-11, when he walked up and stole her cell phone right out from under her nose while she bought cigarettes.

That's how their unconventional but very intense and interesting love story began.

Johnny paid a huge price for poor decisions in a lifestyle that doesn't allow for anyone to step outside the boundaries. It's why Cabo San Lucas is one of the safest places I've ever lived in, in the world. There's no justice system like we might believe we have in the U.S.. The mafia is an equal if not more powerful influence in the community than the government and they are so woven into the community that to take care of the community is number one in their business model.

So when thugs had started to move into the Chula Vista barrio and started to rob people by gun point people stopped walking the streets, three Sicarios were sent in and in three days after the sound of gunfire every so often every night, the barrio was cleared of any issues. Johnny had a relationship with the mafia that was very clear the rules. I'll never understand why he decided to negotiate around the rules, but after he and Mylie broke up, he with another girl was set by that girl to go steal two brand new HD plasma televisions, which he did. She didn't tell him that the house was owned by one of the Cartel bosses.

**Johnny and Mylie were not terrible kids growing up. Mylie was the poster kid for an exemplary 17 year old. She was super popular, outgoing, straight A high school student who never so much as jay walked. Johnny was a product of his environments and circumstances, but he was a good kid in his heart, and always tried to look out for his friends, help, stand up for. He was brave and funny and smart.**

It's our mission statement pretty much that the movie we make be respectful but truthful in the things it shares about Johnny's last days walking this earth and that Johnny's share in the financial success of our project will be sent to the mother of his son to help them have a stable existence financially as his son grows up.



Johnny working the door at one of Cabo's high end stripper bars



## CHAPTER EIGHT THE OPPORTUNITY

TO MEET THE SHORTFALL WE ARE IN AND GENERATE SEED MONEY I AM OFFERING A TEN PERCENT SHARE OF THE TOTAL REVENUE FROM OUR KICKSTARTER CAMPAIGNS.

I AM OFFERING THIS TEN PERCENT SHARE IN THE REVENUE FOR 7,500 DOLLARS. I CAN SELL ONE SHARE AT A TIME FOR 750 DOLLARS OR ALL TEN FOR THE 7500.

OUR TRANS KICKSTARTER CAMPAIGNS ARE ABOUT TO ENGAGE 20 MILLION MOTIVATED LGBTQ FACEBOOK COMMUNITY MEMBERS TO HELP US CREATE A POWERFUL STATEMENT, ONE THAT WILL SHED REAL LIGHT ON THE ISSUES THAT EVERYONE SHOULD FIGHT AGAINST - BIGOTRY AND IGNORANCE AND INTOLERANCE, BUT THAT THE LGBTQ COMMUNITY AND TRANSGENDER PEOPLE ESPECIALLY ARE AT THE FRONT LINES OF.

OUR STORY ALSO IS ABOUT GROWING UP IN AMERICA ONLY TO BE DEPORTED AS AN ILLEGAL IMMIGRANT WHEN YOU ARE BARELY AN ADULT. OUR PROJECT IS INFLUENCED BY THIS ONGOING IMMIGRATION HORROR STORY THAT MAKES A TRAGEDY OF OUR BORDER AND CREATES SO MUCH HEARTBREAK. THE FACT THAT OUR TWO MAIN CHARACTERS WERE BOTH DEPORTED LETS US ENGAGE ANOTHER 2.5 MILLION POTENTIAL SUPPORTERS FROM THAT COMMUNITY OF ACTIVISM.

WE ARE BASING OUR CLAIMS AND THE KNOWLEDGE OF HOW KICKSTARTER ACTUALLY GENERATES REVENUE ON THE EQUATION THAT 750 DOLLARS WILL GET A 3500 DOLLAR RETURN MINIMUM.

### THE STRATEGY

KICKSTARTER ONE: DECLARED VALUE 2500 DOLLARS - EXPECTATION 25,000 DOLLARS.  
(THIS WILL FUND THE CREATION OF A TEN MINUTE CINEMATIC INTRODUCTION TO THE WHOLE PROJECT, WHAT OUR GOALS AND HOPES ARE, AND TO MEET MYLIE GARCIA, THE FACE AND FEATURE OF THIS PROFOUND PROJECT.  
INVESTORS WILL RECEIVE A 500 DOLLAR PAYMENT ON EACH 7500 DOLLAR SHARE BUY)

KICKSTARTER TWO : DECLARED VALUE 25,000 DOLLARS - EXPECTATION 75,000 TO 150,000 DOLLARS.  
THIS CAMPAIGN SUPPORTS THE 80 MINUTE DOCUMENTARY ABOUT OUR DREAM TO PRODUCE, AND FILM 'TRANS', A DRAMATIC FEATURE ABOUT THE LIFE AND TIMES OF JONATHON HERNANDEZ AND MYLIE GARCIA TWO DEPORTED KIDS FROM AMERICA WHO MET IN CABO SAN LUCAS AND BECAME THE UNEXPECTED LOVE STORY BETWEEN AN EX GANG MEMBER FROM COMPTON AND A TRANSGENDER KID FROM ARIZONA AND ALL THAT THEY EXPERIENCED TOGETHER DURING THE YEAR OF COVID 19. INVESTORS WILL COLLECT 10 PERCENT OF THIS TOTAL REVENUE.

KICKSTARTER THREE: DECLARED VALUE 125,000 DOLLARS. BASED ON OUR EXPECTATION ON HOW THE MARKET PLACE WILL RESPOND TO MYLIE AND THE SUPPORT AND POPULARITY THAT WE WILL HAVE GATHERED BY THIS STAGE I AM PREDICTING THAT WE WILL RAISE 2.5 MILLION DOLLARS BUT AT THE VERY LEAST I BELIEVE WE WILL DRAW IN 250,000 DOLLARS, BUT WHATEVER THIS TOTAL ENDS UP BEING INVESTORS WILL COLLECT ON THEIR 1 PERCENT VALUE PER SHARE OF THE TOTAL INCOME BEFORE WE START SPENDING ON THE PRODUCTION. THIS IS HOW WE ARE GOING TO FUND THE NEXT UNEXPECTED MOVIE SUCCESS STORY AND HELP CHANGE THE WORLD.



Johnny and his son on the day he was born



#### Chapter NINE Money Spent Well

OFFICE - WEB SITE SUPPORT - OPERATING COSTS - APP UPGRADES - SIX WEEKS  
2400.00

Cameras - Lighting - Sound  
600.00

drone work and extra cinematography  
250.00

Mylie  
**expenses including housing**  
**1250.00**

support team  
**1000.00**

MARKETING - A FEW HATS - SHIRTS - FACEBOOK ADS - GOOGLE ADS  
**2000.00**

**total**  
**7,500.00**

By the second week of our Kickstarter we anticipate our project to be supported fully by the Kickstarter.  
And share holders from this offering will start to see the dividends.

#### A REVIEW

Our Goal for our First Kickstarter  
25,000 dollars

Our Goal for our Second Kickstarter  
250,000 dollars

Our Goal for our Third Kickstarter  
2,500,000 dollars

**THE LAST 3 DAYS  
OF LYDIA RAMIREZ**  
A SPOKEN WORD PIECE NARRATED BY BRINE BUSTO

**CHITOVILLE**  
THE PROJECT THAT STARTED IT ALL

**T R A N S**  
A TRANSGENDER DEPORTED LOVE STORY

**THE BUS COMES ONCE  
IN THE LAST FOUR AND A  
HALF MINUTES**  
A WHOLE NEW TAKE ON THE BERING KID FOR MONEY INDUSTRY

**THE CROSSING**  
ART, FILM, AND SCHOLARSHIP PROJECT

**CHRISTINA'S CHAINS**

THE FINAL CHAPTER

**HOW A TRANSGENDER KID FROM ARIZONA  
HELPS A FILM COMPANY THAT STARTED IN CANADA  
CHANGE THE LIVES OF KIDS IN MEXICO AND HOPEFULLY SAVE  
A FEW KIDS FROM BEING SOLD INTO SEX SLAVERY.**

HERE ARE THE NINE PROJECTS  
THAT ARE AT THE HEART OF THE WORLD'S FIRST HUMAN RIGHTS DRIVEN  
FILM COMPANY

OUR ROSTER OF PROJECTS:

**CHITOVILLE**

A FILM ABOUT DEPORTED AMERICANS/MEXICANS

**THE BUS COMES ONCE AND IN THE LAST FOUR AND A HALF MINUTES**

TWO FOUR AND A HALF MINUTE FILMS ABOUT THE MECHANICS AND ARCHITECTURE OF THE  
SEX TRAFFICKING OF CHILDREN, THE RAPE FOR MONEY 32 BILLION DOLLAR  
INDUSTRY AND SOME STRAIGHT UP SOLUTIONS ON WHAT WE CAN DO TO FOIL THE BASTARDS.

**CHRISTINA12 TO 20**

THE STORY OF A GIRL WHO STARTED EARNING MONEY FOR HER FAMILY AT  
AGE EIGHT BY DOING CERTAIN SEXUAL ACTS ON OLD MEN TO PAY THEIR RENT. BY THE TIME SHE WAS 14 AND  
SOPHIA LAUREN BEAUTIFUL SHE WAS THE MOST SOUGHT AFTER SEX CHILD IN CABO.

**THE LAST THREE DAYS OF LYDIA RAMIREZ**

THE FILM ABOUT A FIVE YEAR OLD GIRL WHO DIED OF THIRST  
LOST ON OUR BORDER

**THE CROSSING**

A FILM AND ART PROJECT TO GIVE THE KIDS IN THE BARRIOS OF CABO  
THE OPPORTUNITY TO EXPERIENCE THE JOYS OF CREATING RELEVANT  
ART THAT HELPS THEIR WORLD.

**MICHELLE21**

A MOVIE ABOUT WHAT A 22 YEAR OLD GIRL WHO SAVES HER SISTERS LIVES TO FIND  
THEMSELVES IN THE BARN OF A RANCHER IN TEXAS, A WOMAN AT THE END OF  
HER ROPE TO SAVE HER RANCH, AND THE UNLIKELY PROFOUND FRIENDSHIP  
THAT HAPPENS NEXT.

**SEVEN CARDS**

A MOVIE WHERE SEVEN SHORT TEN MINUTE FILMS TELL STORIES OF A  
MODERN MEXICAN CULTURE EACH ONE MAFIA CONNECTED AND REPRESENTED  
BY A CARD FROM THE DECK OF THE LOTTERIA CARDS, THE FAMOUS BINGO  
LIKE GAME IN MEXICO. STARRING THE PEOPLE AND KIDS OF CABO SAN LUCAS WHO HAVE NEVER ACTED BEFORE.

**DIOS DE LA VIVOS**

A MOVIE ABOUT A FEMALE FEDERAL AGENT AND HOW HER LIFE IS  
CHANGED IN 2.5 SECONDS WHEN A CAR OF DRUG DEALERS GOES  
THROUGH A RED LIGHT AT 70 MILES AN HOUR.