



EXES OF CHRISTMAS PAST FEATURE FILM

A Christmas-themed romantic comedy feature in the Hallmark model

youtube.com/@jakejarvi Chicago, IL  Entertainment 

Highlights

- 1 Christmas rom-coms are the most consistent annual earners in the straight-to-streaming marketplace.
- 2 We've partnered with producers from Very Merry Entertainment, who have a proven track record.
- 3 Our previous film, *Haunt Season*, sits at 91% on Rotten Tomatoes.

- 4 Incredible production value + low budget = Potential for enormous ROI (Not guaranteed)
- 5 Our co-writer Eliza Toser has seen more romantic movies than anyone her age. (Not verifiable)

Team



Jacob Jarvi Director/Co-Writer/Editor/Producer

Jake shoots and edits every video on the Rob Scallon YouTube channel with more than 2.5 million subscribers and over 571 million video views. He wrote and directed the feature *Haunt Season* and the award-winning web series *The Platoon of Power Squadron*.

jakejarvi.com  



Eliza Toser Co-Writer/Producer

Haunt Season's Producer and Production Manager finally gets to bring her lifelong love of romantic fiction to the page marrying the popular "big city girl returns home" storyline with the classic three helpful visitors structure of *A Christmas Carol*.



Chris Charles Executive Producer

Chris and longtime collaborator John W. Boshier co-founded Throughline Films and its holiday label, Very Merry Entertainment. For the past 20 years, the duo have produced and arranged distribution for dozens of film and TV projects spanning all genres.

throughlinefilms.com

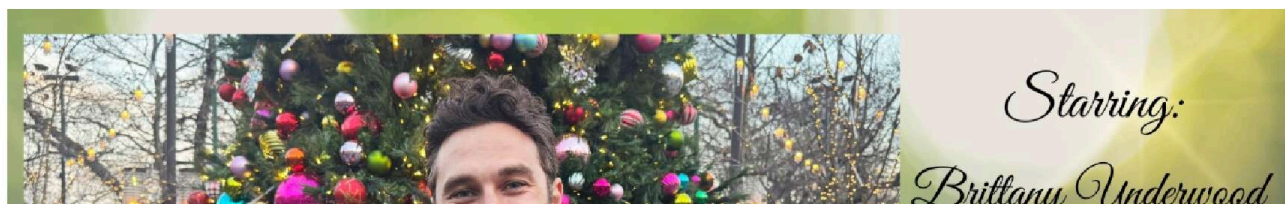
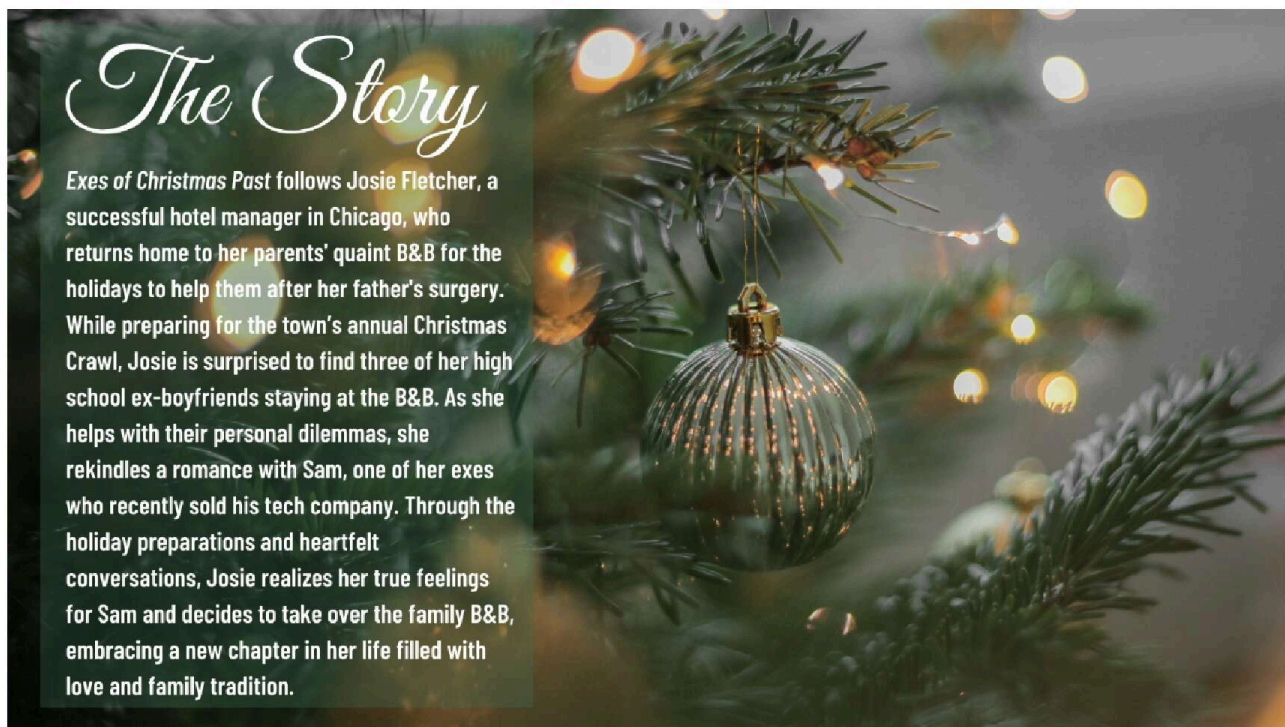
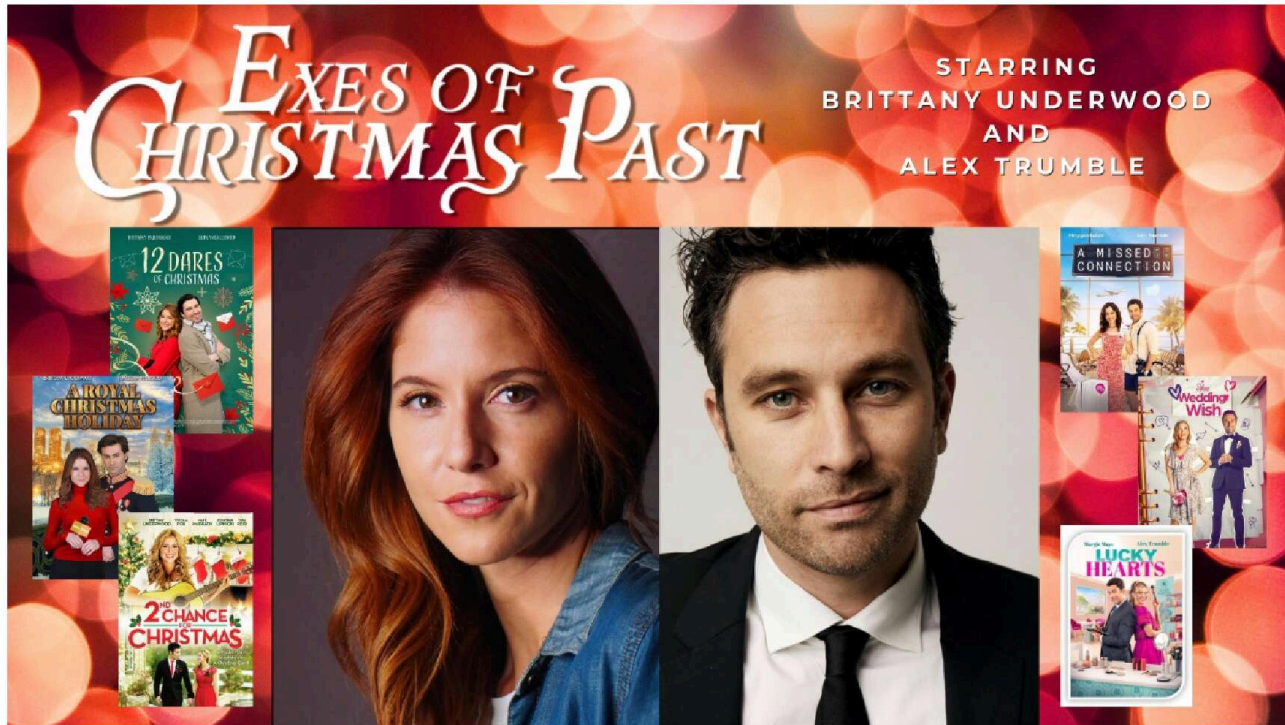


John Boshier Executive Producer

John and longtime collaborator Chris Charles co-founded Throughline Films and its holiday label, Very Merry Entertainment. For the past 20 years, the duo have produced and arranged distribution for dozens of film and TV projects spanning all genres.

throughlinefilms.com

Exes of Christmas Past Pitch Deck





Brittany Underwood & Alex Trumble

We are delighted to announce Brittany Underwood and Alex Trumble as our romantic leads: Josie and Sam. Their previous credits in the romance genre speak for themselves and as a bonus they're a couple in real life! They have been looking for a project to utilize their chemistry, and we are thrilled that Exes of Christmas Past is the project they chose to pursue!



Chris Charles & John Basher

Executive Producers

We are thrilled to be partnering with Chris Charles and John Basher, the producers behind Very Merry Entertainment. They have produced several successful Christmas rom-coms that have premiered on Hulu and AMC+, and are already bringing their acumen, finesse, and added value to this project.

↓ Reel below ↓



[Click here for Very Merry Entertainment Reel](#)

Director

Jake Jarvi

Jake Jarvi shoots and edits every video that appears on the Rob Scallon YouTube channel with more than 2.5 million subscribers and over 550 million video views.

He wrote, produced, and directed *Haunt Season*, a Halloween-season horror film, now available on Amazon, Apple TV, Tubi and other platforms.

Jake was the creator, writer, director, editor, sound editor, a producer, and a visual effects artist on the multi-award-winning web series *The Platoon of Power Squadron*.

He really like movies a lot.



↓ Director's Reel below ↓



[Click here for Director's Reel](#)

Jake Jarvi & Eliza Toser

Writers' Statement

We wrote *Exes of Christmas Past* because we love Christmas rom-coms. They offer a small portal to the magic of the season. You're invited into a world where kindness reigns, the twinkle lights are decked wall-to-wall, and all is bathed in a soft golden glow. All while you watch two people with fantastic chemistry inevitably gravitate toward one another.

We wanted to explore all manner of relationships with this movie. There's the solidity of the partnership Josie's parents have built through their marriage and the B&B they created together. Her first ex recruits Josie's help to find the perfect present to show his wife how much he values her years after settling into parenthood. Her second ex's current relationship is on the rocks, and he's hoping Josie will coach him into avoiding a breakup. And the third ex is like herself--committed to a career he values and blindsided by a rekindled spark that he thought was in the past. Each relationship delivers a different approach to how people connect with each other. It's like getting four Christmas movies in one, three rom-coms and one city girl returns to her roots.



The Location

Cherry Tree Inn B&B

We are so excited to be filming at the beautiful Cherry Tree Inn, film royalty in its own stead. Most famously used in *Groundhog Day*, and more recently seen in *Reporting for Christmas*, this historic Victorian B&B makes the perfect setting for our story.



Josie's parents have spent their lives creating this beautiful B&B and perfecting their hosting. Is it any wonder Josie went into hospitality? Home for the holidays for the first time in years, Josie reconnects with the legacy that her parents created, and finds that she has many ideas that she'd like to pursue there.

We're delighted that Nicely Entertainment will be distributing *Exes of Christmas Past* to global audiences and markets around the world.

Known as 'the leader in 'feel-good'



entertainment, nicely brings to market more than 25 new movies each year. Since the company's founding in 2020, movies have premiered on all major channels and platforms from Lifetime, Hallmark, Hulu, Netflix, UPtv, and Great American Family with hit titles like *A Royal in Paradise* and *A Christmas Frequency* with Denise Richards. With a catalog of over 100 movies, Nicely is also a VOD aggregator in the USA.



Christmas romantic comedies have a guaranteed position in the marketplace every year from September through December, *Christmas in July*, and many viewers appreciate their comfort year-round.

Exes of Christmas Past was designed to combine the "big city girl returns home to rediscover the magic of family tradition" with the classic "three visitors each have a helpful lesson" structure of *A Christmas Carol*—the most recognizable story of the Christmas season there is.

This combination of familiarity is a perfect recipe for coziness that our audience will return to again and again.



Visual Style



Return on Investment

All investors recoup 120% of their investment before the production team shares in any profit, after which the investor pool and the First Snow LLC split profits 50/50 in perpetuity. Any single investor's percentage of profit within the pool is determined by their investment's percentage of the film's overall budget.

Investment Levels

\$100-\$4,999	Listed in Wefunder investors during Special Thanks of end credits
\$5,000	Associate Producer credit during end credits
\$10,000	Co-Producer credit during end credits
\$15,000	Co-Producer credit during opening credits
\$20,000	Co-Executive Producer credit during opening credits
\$25,000	Executive Producer credit during opening credits

Budget Breakdown

Target Budget	\$300,000
Cast	\$34,000
Crew	\$140,000
Production	\$62,500
Post Production	\$32,500
Publicity/Insurance/ Contingency	\$30,000

Our target budget is just under \$300k, but we have the ability to increase up to \$400k within the budgeting model.

Timeline

-  April 13, 2025 - Begin Production
-  April 26, 2025 - Wrap Production
-  June 2, 2025 - Picture Lock
-includes temp sound mix, temp color
-  August 1, 2025 - Film Complete
-final sound mix, color, vfx, music, titles

