

THE  
BASICS  
BOX



COMING SOON  
TO DRAWERS  
NEAR YOU!



PACKAGED BY  
BRENDAN NAGLE

*It's SIMPLE...*

NEW BOXERS & SOCKS  
EVERY MONTH!  
NEVER WORRY!



NO TRIPS TO THE STORE!



NO BUYING IN BULK!

AND MOST IMPORTANTLY...



NO MORE CRAPPY OLD SKIVVIES!



NO HASSLE!

*THE  
BASICS  
BOX*

*PACKAGED BY  
BRENDAN NAGLE*

It's PROVEN...

REMEMBER MIKE?



company will add some products with higher price points,

### Dollar Shave Club Lands \$12 Million Investment to Dramatically Expand Product Portfolio

OCTOBER 8, 2013 AT 7:00 AM PT

Dollar Shave Club was once all about the razors.

But if CEO Michael Dubin has his way, his e-commerce company will expand its product portfolio by the end of next year from the three it offers today — razors, shaving cream and moist wipes for your bottom — to more than a dozen different men's grooming products.

To fuel that expansion, Dollar Shave Club has raised \$12 million in a Series B investment round. It previously raised \$6.8 million in a Series A round a little less than a year ago, and \$1 million in a seed round.

Venrock is once again investing in this round. Other participating firms include Comcast Ventures, New World Ventures and Battery Ventures, Dubin said in an interview.

Dubin declined to provide details about the specific products in his company's pipeline. But he said the plan is to start selling seven to 12 new items next year. It seems likely that the company will add some products with higher price points, though Dubin said the company plans to keep prices under \$20 for the most part. Either way, that's a lot of R&D focused on men's grooming.

"Well," he said, "there's a lot to get done in the bathroom."

Dollar Shave Club currently has about 330,000 subscribers who purchase one of three types of razors on a monthly or bi-monthly basis, according to Dubin. He said at least 10 percent of subscribers add either shave butter or bath wipes to their razor orders.

The startup's popular marketing videos were a big reason for its early success. But Dubin has aspirations for his 52-person company to be more than an e-commerce brand; he wants it to represent a lifestyle that a certain type of man wants to emulate.

For that transformation to occur, the founder believes that Dollar Shave Club needs to create its own content — not for strictly advertising purposes, but to inform and entertain. He said it's too early to tell whether the content will live under the Dollar Shave Club brand or a new brand name.

"A year from now, our goal is to have people look at Dollar Shave Club as a men's lifestyle brand," he said.

And Dubin will be using a chunk of the new cash to hire a team to bring that brand to life through the written word and, because of its history, you'd have to imagine video, as well.



WE'RE A KIT

"there's a lot to get done in the bathroom."

...THE BEDROOM, TOO

330,000 subscribers

PEOPLE LIKE IT!

SO ARE WE...THE VERY BASICS, ALL IN ONE BOX

"A year from now, our goal is to have people look at Dollar Shave Club as a men's lifestyle brand," he said.

THE BASICS BOX

PACKAGED BY BRENDA NAGLE



# ALL NIGHT LONG

BRENDAN NAGLE





## CONCEPT

*"All Night Long"* is a song about having the greatest time of your life and not stopping until the absolute end of the line. The fun beat and carefree lyrics keep your heart racing and mind on stand-by, a song that can take you away, no matter what's been holding you down. This is the tune in your mind every time you're at that special place. It empowers you!

We're going to create a charismatic music video that takes our audience across a series of parallel lives and along the timeless quest of finding, enticing and securing a mate, but set in the most modern jungle of them all: an electronica dance club! Filled with all sorts performers and the types of wild lights typically associated with such spots, featuring Novaspace at our booth and Iven Hays center stage, our nameless male and female heroes will lead our viewers on, as if it truly were their final night to live and dance... so dance they shall.

# BEGINNING...

For the opening thirty seconds, young men and women file into the dance club, grabbing drinks, taking their positions as if a stage show were to begin. They start to lightly move and interact, still a bit reluctant to dance, up until...

*"I've been waiting, all night long..."* as Iven chimes in, now suddenly silhouetted on the dance floor. Dust hangs in the air between various patrons, as we see they are all frozen in time, as if hinging on the drop a beat.

**1:00** The beat hits them! Subtle nudges between one another.

**1:15** A bigger hit! Full limbs are mobile! The dance is coming...

**1:45** Colorful lights strike and suddenly the dance is in full swing!

**2:10** Two heroes make definitive, repeated eye contact. **MATES!**





# The Race to San Miguel

Imagine 'McLovin' in *Raiders of the Lost Ark*.

Film Presentation Deck – 4<sup>th</sup> Draft – 8/17/16

© Brendan Nagle

# Synopsis

- [READ the Full Synopsis!](#)
- [READ the Screenplay!](#)

*A young museum tour guide gets caught up in a race between dueling, rival pirate descendants searching for the lost sunken treasure of a fabled Spanish vessel!*



Along the globetrotting adventure, Kyle's pursuit of manhood, untold wealth, and maybe even his first kiss is set upon a timeless backdrop of captivating historical fiction with epic locations, thrilling action set pieces, and innovative visual effects that have never been seen on the big screen.

Upon breaking into his own museum to retrieve a suspected clue, with the tech-savvy help of his secret crush Qiqi, Kyle crosses paths with a modern-day Zorro on a race for one of the greatest lost treasures in history, based on an *actual* 300-year-old ship whose story remains untold in fiction to this day!



EXCITING

ORIGINAL

TIMELESS



# Supporting Cast

The adorably brilliant, tech-savvy best friend of Kyle. She graduated early and now works cyber-security in Washington DC. Their childhood friendship has turned into a romantic longing for him since school and she's ready for him as soon as he sees her as more than just "a friend."

*Qiqi* — *Chloe Bennet*



*Jerry* — *Bruce Campbell*

This mustached, cigar-smoking, retired French Air Force fighter pilot is the best getaway man in the sky... but only because he's the craziest. Rick's long-time sidekick and mentor. His adventure of a lifetime is "a lifetime of adventure!"

*Mason* — *William Fichtner*

Private-eye turned bounty-hunter. Ruthless and cunning, Mason is the bulldog for Javier and hot on Rick's tail. He too has a passion for history, but a cold, cruel approach makes him a stark contrast to Kyle.



— THE —  
ELEPHANT  
PANTS



— BRENDAN NAGLE —

# Virality

Five cornerstones of internet virality:

- Funny
- Weird
- Cute
- Babes
- Cause



This video will exemplify viral qualities in not only our brand marketing strategy, but the pants themselves as a must-have article that no fun, adventuresome, or otherwise comfortable person should ever be without.

## The Elephant Pants



# Wardrobe For Anyone!

*From Businesswomen...*



*...to Lumberjacks!*

She appears the the white void.  
By the help of our omnipotent  
comedicNarrator, she "dresses  
down" into something more comfy  
(Normal TEP), then into something  
"a bit snazzier" (Limited Edition  
TEP). She seems very happy!

His arrival slightly less flattering,  
at the butt on a few pants-swap gags,  
as if the Narrator's words, thoughts,  
and actions aren't always in perfect  
harmony... "No, I mean on her!"

TEP Shorts on him is the big zinger.

