



SKULL VALLEY BUSINESS PLAN 10/13/2025

Executive Summary

Skull Valley Comics, LLC is an innovative, fast-emerging comic book entertainment company built to redefine horror, action, and supernatural storytelling. Our flagship title, **DEATHBLADE – The Awakening**, has already captured attention as one of Kickstarter’s “Projects We Love” — generating early buzz, strong fan engagement, and a growing community of supporters.

Our vision extends far beyond a single comic: we are building a **multi-platform entertainment universe** — comics, animation, gaming, merchandise, and live fan experiences. To achieve this next phase of expansion, Skull Valley Comics seeks a **strategic investment partner** who will fuel **financial growth, sales expansion, and brand amplification** through media, marketing, and promotions.

Investment Opportunity

- **Capital Ask:** \$400,000 to 850,000
 - **Use of Funds:**
 - National & international **marketing campaigns**
 - **Sales growth** and retail distribution
 - Expanded **media and promotional presence** (podcasts, influencer collaborations, Comic-Con appearances, streaming tie-ins)
 - Production of new issues, exclusive variant covers, and collector editions
 - Building scalable infrastructure for animation and merchandising
 - **Planned Kickstarter Campaigns:** 4 per year (April, June, August, October), targeting \$30,000+ per campaign with 600–1,200 backers per launch.
 - **Revenue Streams:** Comic sales, Kickstarter campaigns, e-commerce, merchandise, licensing, retail partnerships, and media adaptation.
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Why Invest Now

- Proven audience demand with a **funded and successful Kickstarter**.
 - Powerful, original IP designed to **grow into a franchise**.
 - Strong, diverse creative team with industry experience.
 - **Aggressive marketing strategy** anchored by major convention appearances — DreamCon, Momocon, AwesomeCon DC, Yamacon TN, and DreamHack — with an allocated Comic-Con budget of **\$50,000**.
 - Positioned for **rapid scaling** in both domestic and international markets.
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What We’re Seeking in a Partner

We are looking for an investor who not only believes in bold, original storytelling but also:

- Provides **financial support** to accelerate our production and marketing reach.
 - Can help expand **sales channels and distribution**.
 - Has access to or can open doors to **media platforms, marketing networks, or promotional opportunities**.
 - Shares our vision of building Skull Valley Comics into a **dominant entertainment brand**.
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The Vision

Skull Valley Comics is not just creating comic books — we are **building a legacy IP universe** designed to stand alongside pop culture giants. With the right strategic partner, we will transform our momentum into a **long-term, revenue-generating franchise** with global reach.

Brown and Phillip Mattiaccs, launching through 1 Kickstarter campaigns in 2025 with a \$4,000 minimum per

campaign and targeting 100-200 backers per campaign at \$40 per pledge.

2. MISSION & VISION

Mission: To create a groundbreaking horror-action comic book universe.

Vision: Build DEATHBLADE into a multi-million-dollar franchise spanning comics, animation, gaming, and collectibles.

3. PRODUCT & IP OVERVIEW

Title: DEATHBLADE – The Awakening

Genre: Horror/Martial Arts/Supernatural/Mature

Format: 32-page full-color comic (Kickstarter exclusive)

Audience: 18+.

Key Selling Points: 90s-inspired art, cinematic storytelling, 4-arc universe (106 issues).

4. RELEASE SCHEDULE – 2026

April: #1 | June: #2 | August: #3 | October: #4

\$30,000 goal per campaign, 600–1200 backers.

5. REVENUE STREAMS

Kickstarter Campaigns, Direct Retail & Online Store, Licensing & IP Expansion, Conventions & Events.

6. INVESTMENT & ROI STRATEGY

Investor tiers from \$25,000–\$1M+

ROI 5%–30% with incentives like producer credits, profit sharing, and early access.

7. MARKETING & PROMOTION

Digital strategy across Instagram, X, TikTok, YouTube.

Press & media outreach.

Backer engagement through livestreams, Discord.

IMAGES:

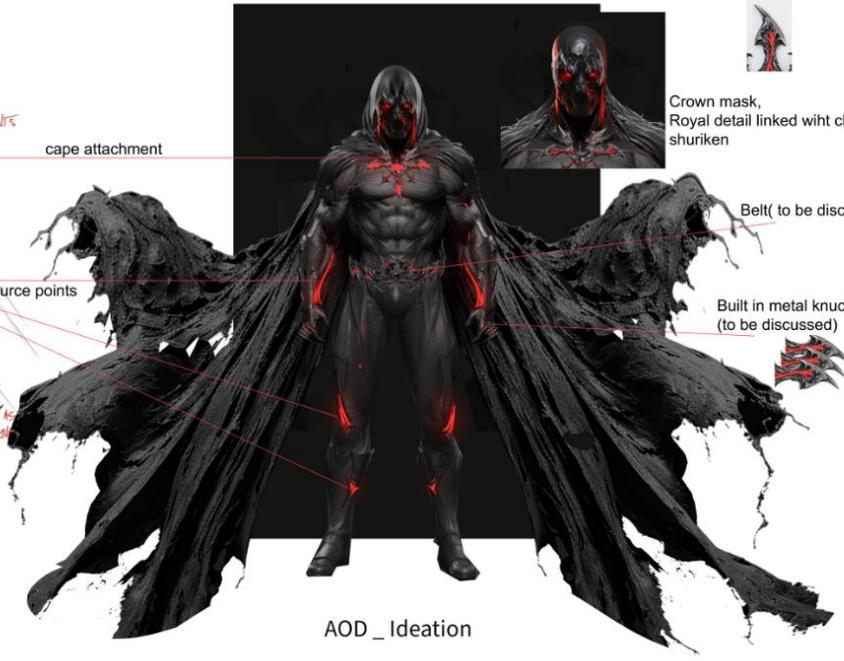
DEATHBLADE

THE AWAKENING

#1



Brown - Cochran - Shittuh



Crown mask,
Royal detail linked with chest
shuriken

Belt(to be discussed)

Built in metal knuckles
(to be discussed)

AOD_ Ideation









8. TEAM

EA Brown (Creator), Phillip Mattics (Co-Creator) Emmanuel Chauka (Writer), Yuseph Shittuh (Artist), Chuck Pineau (Editor), Oscar Pinta (Development), Angel Perry (Consulting),

ANIMATION & MULTIMEDIA EXPANSION

10-episode animated series planned.

\$1M–\$10M budget.

Pitch deck and script in development.

Target: Netflix/Prime/Adult Swim tone.

10. FINANCIAL PROJECTIONS

2026: \$750k–\$1,000,000k | 2027: \$2,000,000–\$4,000,000 | 2027: \$5,000,000–\$10,000,000+ (animation launch).

11. RISK & MITIGATION

Delays, funding gaps, IP piracy, supply chain.

Mitigation: backup artists, early contracts, legal protections.

12. EXIT & GROWTH STRATEGY

Short-Term: Kickstarter cult following

Mid-Term: Licensing + animation

Long-Term: Acquisition, streaming, franchise expansion.

13. CONTACT INFORMATION

Skull Valley Comics, LLC

info@skullvalleycomics.com | www.skullvalleycomics.com

404-667-5006

EA Brown, EVP Film & Television