

A CHOICE BEYOND LIFE

PROCEDURE
ETHICS

vital.butinar@gmail.com
Tel.: +386 41 501 355



A CHOICE BEYOND LIFE

LOGLINE

In a dystopian future where the wealthy pay to transfer their diseases onto the poor via a high tech machine, a desperate father trades his health to save his dying son, only to discover that the procedure he trusted holds a dark secret that could uncover a corporate lie that could end humanity.

HOW WE GOT HERE

ORIGINS

The initial idea was imagined by producer Gregor Goršič who explained it to director Vital Butinar, who was so captivated that he meticulously developed the story into its current form of a screenplay with precision and depth.

This futuristic dystopian sci-fi drama serves as a commentary on contemporary social issues projected into an imagined future and aims to provoke reflection while fostering hope for a better future.

Title: The Procedure

Written & devel. by: Vital Butinar

Original story by: Gregor Goršič

Written in: 2024

Genre: Sci-fi, Thriller, Drama

Run time: 90 - 110 minutes

Distribution: Genre is marketable for both domestic and international markets, on all licensing platforms

Demographic: Men and women over the age of 18

Rating: [R] - Restricted

Locations: Chicago or other similar city

Concept reel: <https://www.youtube.com/watch?v=i5UgUHTq08w>



THE PROCEDURE

SIMILAR FILMS



Blader Runner 2049
(2017)



Repo Man
(2010)



The Island
(2005)



Elysium
(2013)



THE PROCEDURE

A World of Unequal Suffering

SYNOPSIS

In a dystopian future, the wealthy exploit a revolutionary procedure to transfer their illnesses to the poor in exchange for money. A struggling family, grappling with poverty and a sick child, becomes entangled in this system.

When the father undertakes the dangerous procedure at the clinic, a mistake by a technician triggers a shocking revelation: the procedure can function without a recipient.

As the truth begins to unravel, a guilt-ridden doctor allies with the father to expose the corruption at the highest levels of the corporation.

Their daring attempt to reveal the truth leads to a live-streamed confrontation with the company's CEO. However, their efforts to expose the exploitation are suppressed by a media controlled by corporate interests.

This thought-provoking tale delves into themes of societal injustice, unchecked corporate power, and the resilience of the human spirit, raising haunting questions about the price of truth in a world shaped by greed.

tone & style

The film has a dark, dystopian aesthetic with elements of cyberpunk. The wealthy live in sleek, modern environments with advanced technology, while the poor live in decaying, industrial areas. The visual contrast emphasizes the stark divide between the two classes. The narrative is intense and emotionally charged, focusing on themes of societal injustice, corporate power, and the resilience of the human spirit.



Target Audience & Market Potential

PRIMARY AUDIENCE

- Fans of dark, cerebral sci-fi and dystopian thrillers.
- Ages 18-45 – Primarily millennials and Gen Z who engage with thought-provoking sci-fi.
- Audience overlap with Black Mirror, Upgrade, Looper, Minority Report.
- Potential streaming hit – Netflix, Amazon Prime, and Apple TV+ thrive on high-concept sci-fi thrillers.

BOX OFFICE COMPARISONS

- In Time (2011) – \$174M worldwide
- Upgrade (2018) – \$17M on a \$5M budget (profitable indie sci-fi)
- Ex Machina (2015) – \$37M on a \$15M budget

Projected Budget: \$5M - \$15M (Lean, high-quality production like Upgrade or Ex Machina).

Why This Film is a Smart Investment

- **High-Concept, Low-Budget** – A film that delivers big ideas without requiring blockbuster.
- **Strong Characters & Emotional Core** – Not just sci-fi spectacle, but a gripping, character-driven drama.
- **Visually Stunning & Marketable** – The dystopian cyberpunk aesthetic is highly sellable in today's market.
- **Potential for Franchise or Series** – Expands into a bigger cinematic world with spin-off potential.
- **Talent Draw** – A unique, high-concept story will attract top-tier talent in both cast and crew.



A World of Unequal Suffering

In the year 2050, society is starkly divided between the wealthy elite and the struggling poor. Technological advancements have allowed the rich to transfer their diseases to the poor, ensuring their own health at the expense of the less fortunate. This is done through a controversial medical procedure developed by a powerful corporation.

Act 1

Introduction to the Struggling Family

James, a former truck driver, lost his job to automation. His wife, Sarah, was once a bank teller, but her career became obsolete due to the rise of digital currencies.

They have two children: their daughter, who turns to unconventional means to support the family, and their young son, Ethan, who is gravely ill.

James desperately seeks employment but finds that most jobs have been automated. Meanwhile, Sarah works as a caretaker for a wealthy family.

The couple is struggling to afford medical treatment for Ethan, and their attempts to get social security benefits are repeatedly denied.

Act 2

The Risky Opportunity

James learns about a clandestine clinic where illnesses are transferred from wealthy patients to volunteers in exchange for substantial payments.

Driven by desperation, James decides to undergo the procedure to secure the funds needed for Ethan's treatment.

Dr. Edward Vazquez, a guilt-ridden doctor, oversees the operation. However, due to a technician's negligence, the procedure backfires, resulting in the wealthy individual receiving the illness back.

Unraveling the Truth

The botched procedure creates a scandal within the clinic.

Dr. Vazquez, burdened by guilt and a sense of professional integrity, partners with James to expose the corporation's malpractices. Together, they gather evidence of the unethical procedures and the exploitation of the poor.

Act 3

The Confrontation

James and Dr. Vazquez arrange a meeting with the corporation's CEO, pretending to discuss operational matters.

During this meeting, they live-stream the interaction and present the evidence, revealing the truth to the world.

However, the corporation quickly moves to discredit the stream as misinformation, using its influence over the media.

The Aftermath

Despite the initial backlash and the corporation's attempts to suppress the truth, public outrage begins to grow.

Inspired by James and Dr. Vazquez's bravery, more individuals come forward with their own stories of exploitation.

The film ends on a hopeful note, with the family receiving support from the community and society slowly beginning to question and challenge the status quo.



CHARACTERS

James

A loving father who struggles with his moral compass as he faces an impossible decision. Throughout the film, he evolves from a man seeking to save his son at any cost to someone who must live with the consequences of his actions.

Dr. Edward Vazquez

The cold, calculated head of the clinic. He believes that “The Procedure” represents the future of medicine, regardless of the moral cost.

CEO of the Corporation

Dr. Edward’s conflicted associate. He knows the dark truth behind the clinic’s operations but is too afraid to expose it. He serves as the moral voice in the film, though his inability to act allows the procedure to continue.

Sarah

James’s wife, who is equally desperate but more skeptical of the clinic. Her strained relationship with James serves as a central emotional conflict in the film.

Ethan

James and Sarah's teenage son, the innocent victim of his parents' desperation. His illness is the driving force behind the story, but his presence also symbolizes hope and fragility.

The Team



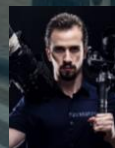
Vital Butinar
*Director, Screenwriter,
Producer*



Gregor Goršič
*Assistant Director,
Producer*



Leya Kokoravec
Cinematographer



Blaž Juvan
Cinematographer



Ingrid Wren
Script Consultant



Sandi Strmljan
Music Composer

THE
PROCEDURE

Potential marketing strategies

We could create a fresh approach to marketing that ties directly into the themes and product placement ideas in the film while distinguishing it from conventional promotional tactics.

Tech Experiences and Partnerships

Build an immersive, tech-forward marketing campaign tied to the speculative technologies featured in the film. Partner with brands like Sony, Tesla, or OnlyFans to create interactive virtual and augmented reality experiences inspired by the film's world. For instance, holographic displays or AR games could let users explore a self-driving taxi service or futuristic product showroom, offering a taste of the advanced technology shown in the film. Limited-edition, branded products, such as futuristic watches, wearable tech, or even scaled models of vehicles and drones from the story, can tie into this campaign.

Meta-Narrative Product Placement Campaign

Launch an alternate-reality game (ARG) tied to the film's themes, where participants interact with speculative tech concepts and unravel mysteries connected to the story. Brands involved in product placements could feature as part of the narrative, creating a meta-campaign that blurs the line between fiction and reality. For example, players might "hack" into a branded website to uncover plot clues or take part in simulated tech experiments connected to ethical dilemmas raised by the film.

Celebrity and Influencer Engagement with a Futuristic Edge

Host exclusive events with influencers and celebrities set in environments inspired by the film's futuristic aesthetic. Imagine a gala where guests arrive in branded self-driving cars, wear luxury tech-integrated jewelry, and interact with holographic displays. These events could also offer attendees early access to branded promotional items or limited-edition merchandise directly tied to the film.

Social and Ethical Technology Advocacy

Partner with tech and ethics organizations to host events that explore the real-world implications of the film's technologies. These workshops and discussions, co-sponsored by product placement brands, can spark meaningful conversations while promoting both the film and its partners.

This approach creates a unique, interactive, and socially relevant campaign that not only markets the film but also immerses the audience in its speculative world. By tying the narrative directly to real-world products and issues, it allows brands to stand out while fostering deeper engagement with the audience.

LOOK & FEEL

The Procedure will have a gritty, high-tech, low-life aesthetic, reminiscent of *Blade Runner 2049* and *Black Mirror*. The world is drenched in cold neon lights, polluted cityscapes and sterile corporate interiors, emphasizing the stark contrast between the elite and the oppressed. Handheld cinematography and visceral action sequences will ground the film in realism, while sleek production design and visual effects elevate the futuristic world. The soundscape will blend industrial tones with an eerie, pulsating electronic score to heighten tension and unease.



THE
PROCEDURE

WHY AUDIENCES WILL LOVE THIS FILM

Captivating Sci-Fi Enthusiasts: Dive into a mesmerizing world of futuristic landscapes and advanced technology that will intrigue science fiction aficionados of all ages. With its rich narrative and speculative concepts, the film offers a thrilling journey into the possibilities of tomorrow.

Thought-Provoking Social Commentary: For those who crave depth and substance in cinema, the film delivers poignant social commentary on contemporary issues like inequality and exploitation. Audiences will find themselves immersed in a gripping drama that explores the complexities of the human condition.

Visual Feast for Tech Enthusiasts: With its cutting-edge visuals and imaginative portrayal of future technologies, the film is a treat for tech-savvy viewers. From holographic displays to futuristic cityscapes, each frame is crafted to ignite the imagination and transport audiences to a world where anything is possible.

Indie Charm and Character Depth: Beyond its sci-fi spectacle, the film boasts indie sensibilities with its emphasis on character-driven storytelling and thematic depth. Indie film fans will appreciate the nuanced performances and emotional resonance that elevate the narrative beyond genre conventions.

Universal Themes for Global Audiences: Across cultures and continents, the film's universal themes of injustice and resilience strike a chord with audiences worldwide. Whether in urban centers or rural communities, viewers will find themselves drawn to the film's powerful exploration of the human spirit in the face of adversity.

WHAT WE ARE LOOKING FOR

We are currently seeking producers, financing partners, and distribution collaborators who believe in bold, original storytelling.

WRITER & DIRECTOR

Vital Butinar
vital.butinar@gmail.com
Tel.: +386 41 501 355

Let's discuss how you can be a part of bringing
The Procedure to life.

THE
.....
PROCEDURE