



NEVERENDER ACQUISITIONS PROPOSAL

Since its founding in 1999, IDWP has long been supporting original, powerful, creator-driven titles. We have published several amazing titles such as 30 Days of Night, Earth Divers, Dark Spaces-Dungeon, Sonic the Hedgehog, and our most famous title, the Teenage Mutant Ninja Turtles.

The newest title in the proposal process for acquisition is an independent graphic novel titled “Neverender,” written and drawn by Devin Kraft and published by Sumerian Comics.

Neverender is an original concept sci-fi title with a strong plot and fully developed characters as stated below.

“A Cosmic Duel of Destiny - In the farthest reaches of space, where the stars whisper secrets of the cosmos, an electrifying tale unfolds in “Neverender.” It's not just a sci-fi comic; it's an odyssey of survival, rebellion, and the human spirit's indomitable will. Two astronauts, trapped in the cold embrace of the void, are pitted against each other in a duel to the death. Their battlefield: the endless vacuum of space. Their audience: a society shackled under the iron fist of a spacefaring dictatorship, thirsting for a spectacle. Amidst this cosmic gladiator arena, we meet Merrick, a young rebel from the riot-ravaged streets of a terrestrial city. His journey is more than a fight for survival; it's a battle for freedom, identity, and the essence of humanity.”



Neverender is a fantastic concept and will be a great addition to our catalog because it falls squarely within the IDWP mission and business scope. In addition, Devin is a fully rounded artist, capable of producing single editions or a complete omnibus.

Devin is quite accomplished for being undiscovered. In addition to being a graduate of the Fine Arts program at Baylor University, he is currently the Art Director at the White Unicorn Agency and has over fifteen years in the comics and graphic novel fields, respectively.

For Neverender, we will focus on profitability as a primary concern. However, we should strive for other goals, including winning several awards, such as a Harvey or Hugo, as it would garner recognition for talent and IDWP. We should also focus on establishing and maintaining the talent relationship since Devin has multiple titles in the pipeline, allowing for continued success.

The format I would like to use is a 200-page hardcover edition with full-color pages of Devin's original artwork and a high gloss cover showing the broad range of the story within. We should utilize the standard hardcover size of 10.25 inches by 6.625 inches. This will keep the cost more manageable and account for printing issues should we need to switch printers in the middle of a production run. The main reason Neverender did not fare well during its initial launch is that Sumerian refused to budget into marketing or creator engagement. Because of that, I want to plan for a modest budget of \$50,000 for marketing upon initial release. This budget will be divided between sending Advanced Reader Copies to top-rated influencers, social media campaigns including Instagram and TikTok- and conventions with speaking engagements.



Though positive, this release has its challenges. First, Devin is a relatively unknown talent, so the sell-in will be much harder. Second, the distribution for this title requires higher up-front production numbers, and we will have to rely on the comps from “Paper Girls” as the only comparison. Lastly, more trust-building is required, which will equal a higher sell-through rate, which is why marketing at conventions and speaking engagements is crucial to our success.

The current publisher, Sumerian, will lose the rights in **Q1 2024**, and Devin has already expressed a desire to switch publishers and not renew contractual rights with them. The following are the projected numbers for Sales Estimates and production costs:

SALES ESTIMATES

Cover Price: \$34.99

Sales Estimate: 85K Based on comps from “Paper Girls” By Brian K. Vaughan, Cliff Chiang, Matthew Wilson, & Jared K. Fletcher

Estimated Revenue: $(45\% \text{ of } \$34.99 \times 85\text{K}) = \$1,338,367.50$

Author Advance: $(10\% \text{ of } 85\text{k} \times \$34.99) = \$297,415.00$

Author Advance at Cost Per Page (CPP): $\$120 \text{ per page} \times 304 \text{ pages} = \$36,480$



PRODUCTION COSTS

Printing Costs: $(85K + 25\% \times 10\% \text{ of } \$34.99)$ \$370,812.50

Marketing Costs: \$50,000 - The previous publisher didn't budget for any marketing and did not allow for the title to be seen by its target audience.

- ARCs
- Social Media
- Influencers
- Conventions
- Speaking Engagements