



THE END IS #TRENDING

The Internet Woke an Elder God.
Now He Has to be Canceled.



Movie

Team

Synopsis

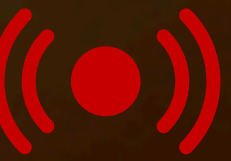
Vision

Talent

Audience

Funding

Distribution



Told through a social media timeline: When a beloved influencer awakens an ancient god with a viral chant, her estranged sister and fame-obsessed boyfriend must hijack the global feed to put the monster back to sleep before it destroys the world.

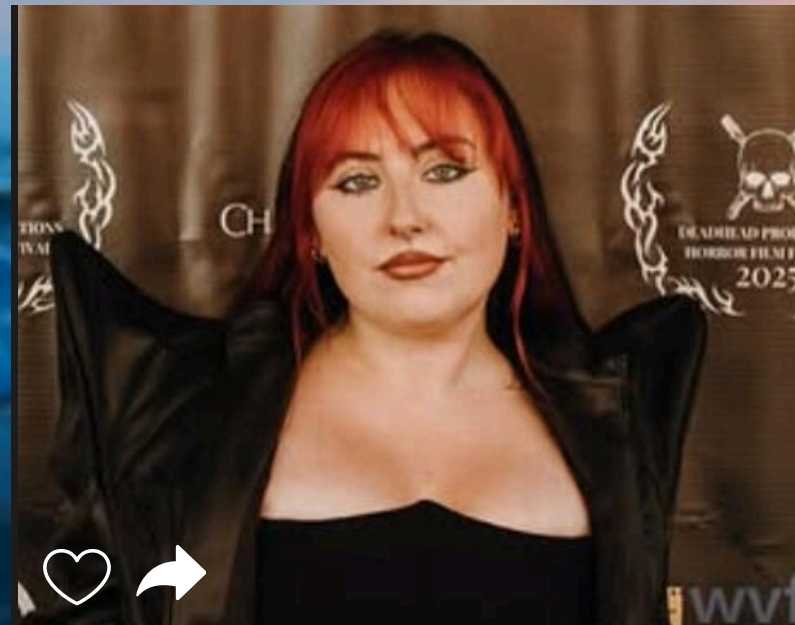


@MarkChristopher

Director

Mark Christopher is a storyteller obsessed with the intersection of the modern world and horror. After a career producing content for the world's biggest brands, he founded Khepri Films to deconstruct those very influences. Better known to the gaming world as the award-winning designer 'Christopher Grey,' Mark is now bringing his 20-year archive of interactive horror IP to the big screen, starting with The End Is Trending.

Role: Creative & Revenue



@CarahChafin

Cinematographer, SFX

Carah Chafin is a horror native. Hailing from West Virginia, she cut her teeth in haunted houses before founding Deadhead Productions, a collective dedicated to the macabre. A multi-hyphenate Director and SFX Makeup Artist, Carah runs the Deadhead Horror Film Festival, championing the next generation of practical effects artists. She brings that same devotion to practical monsters and community-building to the team of The End Is Trending.

Role: Quality & FX



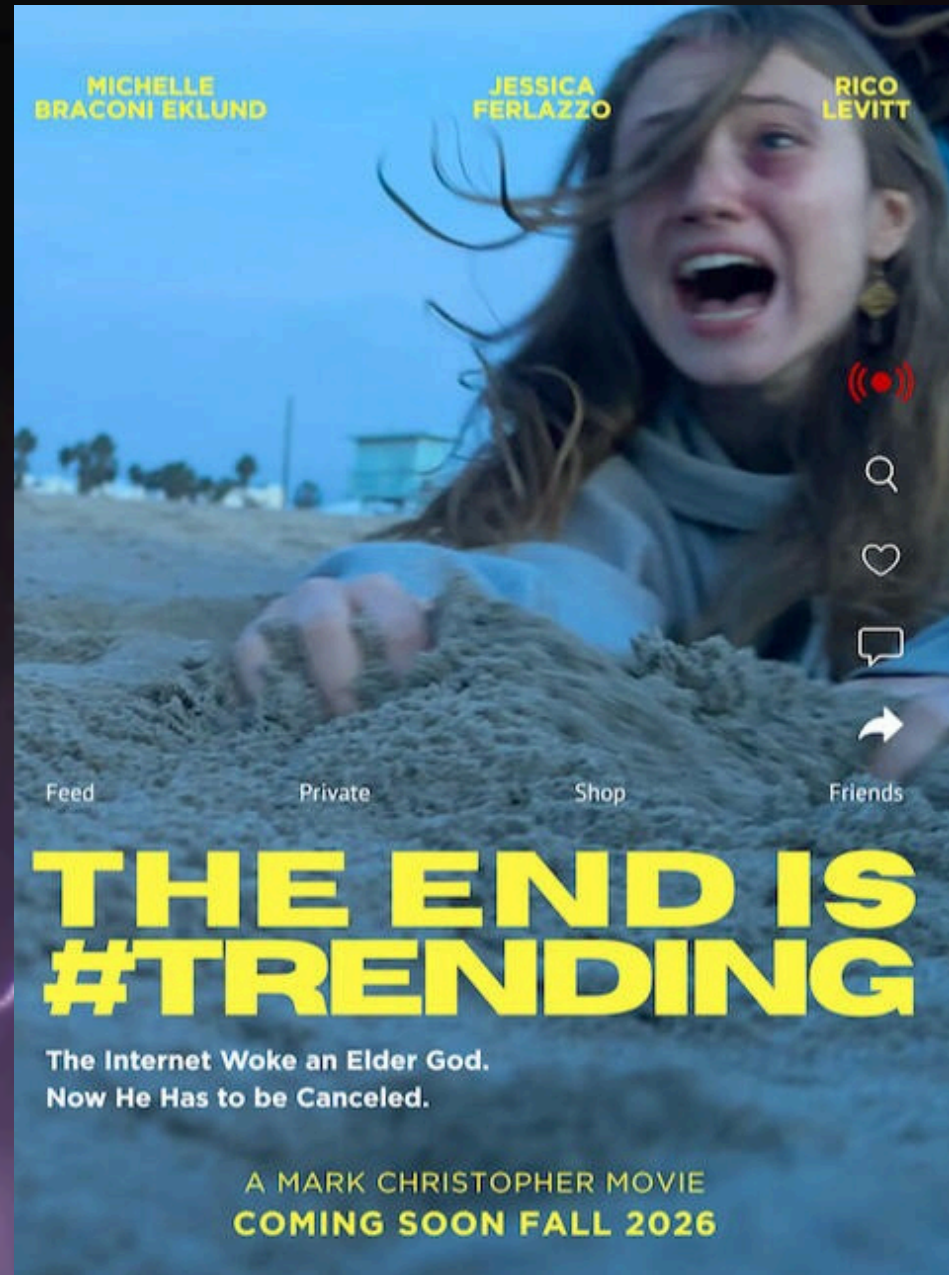
@DevonJames

Physical Production

Devon James is a Producer specializing in physical production and logistics. A graduate of Point Park University and a former IATSE member, Devon brings union-level rigor to independent sets. His background in negotiating labor contracts and managing logistics ensures that The End Is Trending runs on time and on budget. Now LA-based, Devon is dedicated to championing accessibility in the industry.

Role: Logistics & Safety





When influencer SunsetTali vanishes live on stream, her fame-hungry boyfriend Ben and skeptical sister Megan launch an investigation through the lens of the social media app VidShot. They discover Tali has fallen in with the "Salt People," a Venice Beach cult using the internet to wake an elder god of oblivion.

The summoning chant becomes viral, and millions inadvertently unleash the apocalypse. In a world dissolving into digital noise, Ben and Megan find that the only way to break the signal is to forge a genuine human connection.

They must weaponize the very algorithm that doomed them to save the person they both love and the world.



#COMPS

#TheEndIsTrending is **Don't Look Up** meets **The Blair Witch Project** by way of **Cabin in the Woods**—a social media horror where viral trends summon ancient gods, and the only way to survive is to influence the masses and hijack the algorithm.



Institutions fail in a media-saturated world and virality dominates



Satirical take on cosmic horror and horror tropes



Indie tone, dread, characters confronting cycles of manipulation



Movie

Team

Synopsis

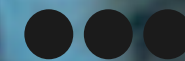
Vision

Talent

Audience

Funding

Distribution



During Hurricane Helene, I watched the apocalypse unfold on TikTok. It wasn't the polished distance of CNN; it was the raw, terrifying immediacy of millions of people documenting their own survival. I felt their fear in my bones. Then came the LA fires. Watching the hills burn from my own window, I saw the inverse on my feed: distance, detachment, and jokes. The tragedy had become just another 'trend' to farm for clout.

That contradiction—the terrifying power of mass attention without mass empathy is the engine of The End Is Trending. We have built a machine capable of summoning miracles or monsters. This film asks: what is the cost of feeding the algorithm and how can the algorithm save us?



@JessicaFerlazzo

As Megan Riley

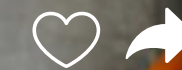
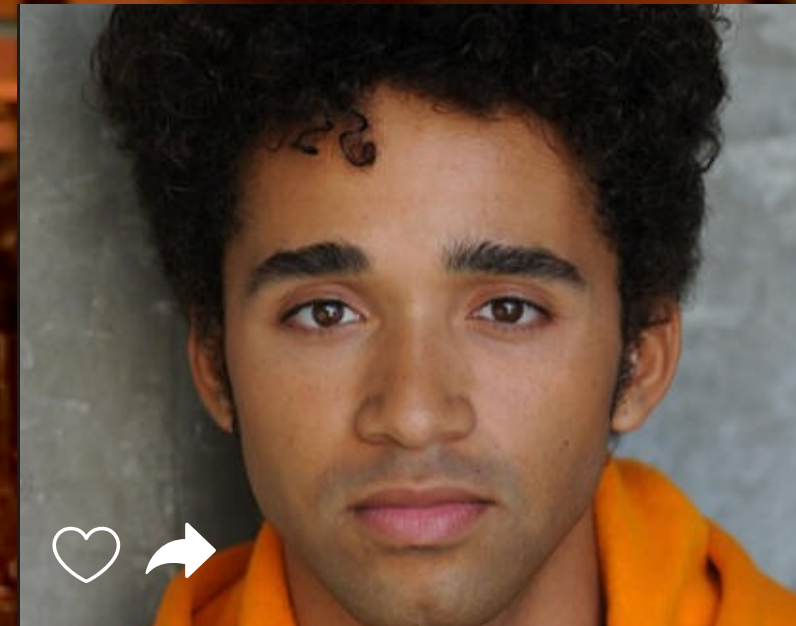
A UCLA Honors grad and Stella Adler student, Jessica brings intelligence and presence to the team. With a background in competitive sports and content creation, she is a great fit as the sharp-witted investigator capable of thinking through or outrunning the horror.



@Michelle Ekland

As SunsetTali

A Lee Strasberg-trained actor and Royal Swedish Ballet School graduate. Michelle combines the 'Influencer' aesthetic with the physical grit of a stunt performer. Fluent in three languages and trained in classical dance, she anchors the film's physical horror with terrifying control.



@RicoLevitt

As Benji

Rico brings an authentic, 'everyman' quality to Ben. The friend who tries to hold everything together. A Bay Area native and dedicated full-time actor, Rico's performance style is built on honesty and reaction. He doesn't just play the horror; he endures it, acting as the audience's eyes and ears as the world falls apart.





@Primary Audience

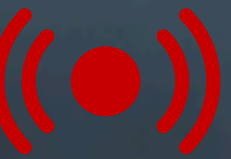
TTPRG Gamers

- The Profile: 25–45, educated, high disposable income.
- The Habits: Actively plays Call of Cthulhu, D&D, or PbtA games. Frequent attendees of conventions (Gen Con, PAX) and local game stores.
- The Consumption: Voracious consumers of physical media (Zines, Rulebooks) and fandom franchises.

While general horror fans will enjoy the film, the Tabletop RPG community will evangelize it. The 'Lovecraftian' genre is one of the largest sectors in independent gaming, with Call of Cthulhu ranking as the #2 TTRPG in the world. This is a market that doesn't just watch content; they collect it. By leveraging Mark Christopher's existing brand as 'Christopher Grey,' we are converting a warm audience of gamers into film backers. We aren't asking them to buy a movie ticket; we are inviting them to join a campaign.

MARKET VALIDATION:

- A Massive, Growing Base: With over 50 Million active players worldwide (Source: Hasbro), TTRPGs have moved from the basement to the mainstream.
- The Dominant Horror IP: Call of Cthulhu stands as the #2 RPG globally (Source: Roll20), providing a dedicated, built-in audience specifically hungry for Lovecraftian storytelling.
- High-Value Backers: Tabletop gamers are the "Super-Backers" of Kickstarter, driving the category to \$270M+ in annual pledges (Source: Ico Partners).
- The Takeaway: We are targeting the most financially active and community-driven demographic in the entertainment industry.





@Secondary Audience

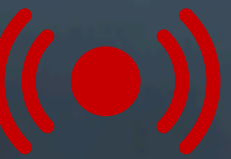
Gothic Lit Fans

- The Profile: 18–45, Skews Female/Non-Binary, highly educated, heavy readers.
- The Habits: Consumers of "Prestige TV" (The Haunting of Hill House, Black Mirror), dark academia literature, and graphic novels (Sandman).
- The Psychology: They reject cheap "jump scare" slashers in favor of Atmosphere, Lore, and Dread.

Our secondary audience doesn't just watch horror; they study it. This demographic traces a direct line from the cosmic dread of H.P. Lovecraft and Mary Shelley to modern 'Elevated Horror' hits like The Haunting of Hill House and Severance. The End Is Trending bridges this gap. We are selling them a modern Gothic tragedy where the 'Haunted Castle' is replaced by the 'Haunted Feed.' This audience favors Deep Engagement over passive viewing—they are the fans who analyze frame-by-frame details, buy the vinyl soundtrack, and champion the film on social platforms like Tumblr and TikTok.

MARKET VALIDATION:

- Direct tonal comp "The Fall of the House of Usher" racked up 1.5 BILLION viewing minutes, proving that Gothic aesthetics are mainstream. There is a verifiable audience of 100M+ viewers globally that plug into this aesthetic.
- The hashtag #darkacademia has over 500M views on TikTok. #cosmichorror and #eldritchhorror have spiked almost 400% year over year in 2025 (Source: BookNet). The End Is Trending fits a spiking viral aesthetic.
- Horror has millions of active followers on Goodreads, Frankenstein alone has 1.8 million ratings. Modern horror readers are shifting to speculative over raw horror, reaching their highest volume in 125 years in 2025 driven primarily by female readers. Our demographic reads and our female cast will resonate with them.





@Tertiary Audience

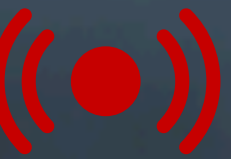
Haunts and Frights

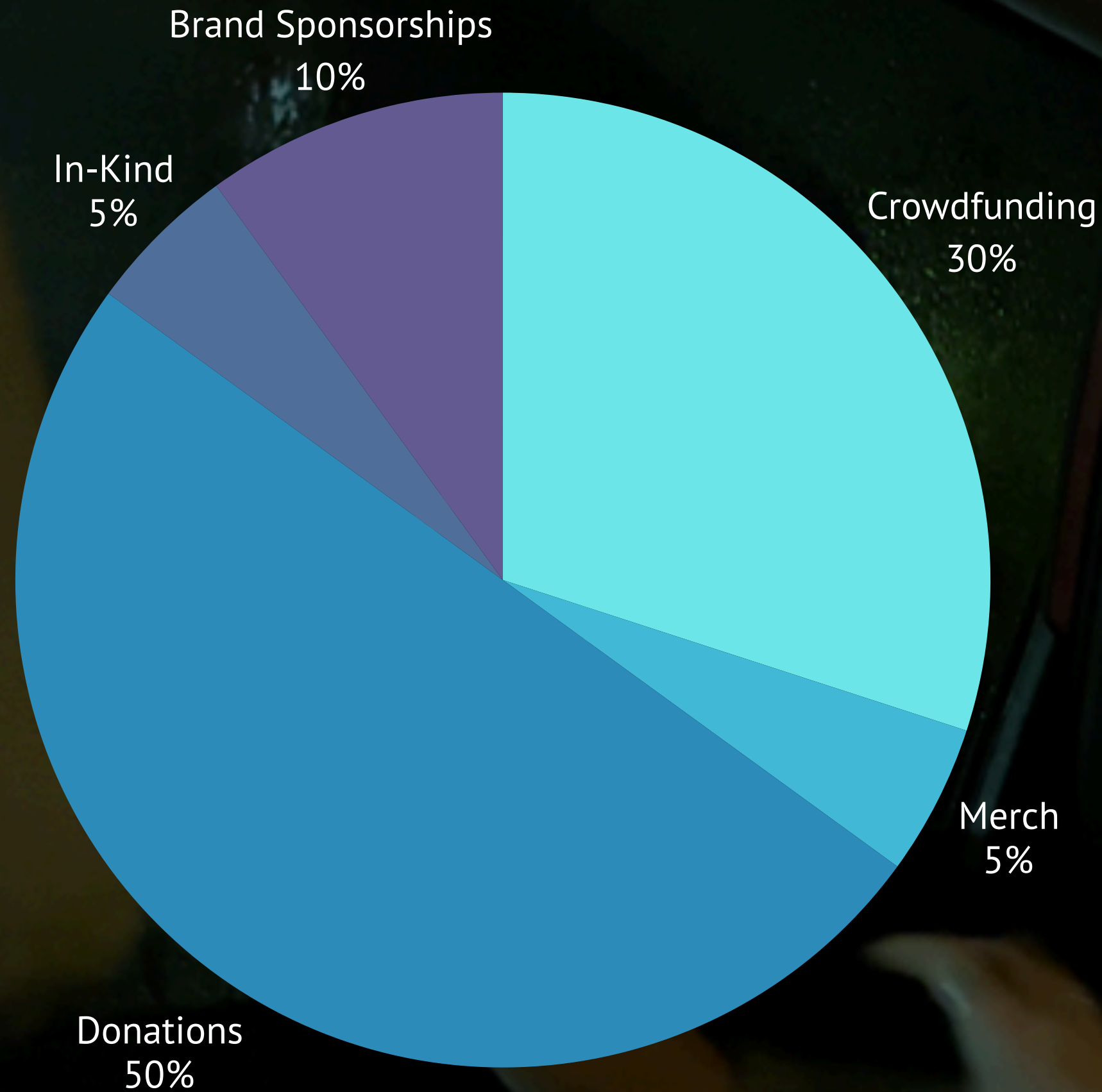
- The Vibe: Thrill-seekers, "Haunt" goers, and subscribers to Shudder and Fangoria.
- The Habits: They prioritize Visceral Experience over plot. They attend experiential events (Halloween Horror Nights, Escape Rooms) and consume content known for high-intensity scares (V/H/S, Terrifier).
- The Friction: While they typically favor fast-paced "Slashers," they are the ultimate arbiters of authenticity in the genre.

True horror fans are our tertiary audience because *The End Is Trending* avoids cheap jump-scares in favor of cosmic dread. However, we capture this massive segment through Production Authenticity. Practical Over Digital: In an era of CGI fatigue, this audience champions practical effects. We will leverage Carah Chafin's (Deadhead Productions) expertise to market the film's creature FX as a selling point in itself. The 'Found Footage' Legacy: As a Found Footage film, we tap into a lineage these fans respect (Blair Witch, Cloverfield). Process as Marketing: By releasing 'Behind-the-Scenes' content of our practical builds and stunt work, we turn the making of the monster into content that rallies the indie horror community.

MARKET VALIDATION:

The horror streaming service Shudder surpassed 1 Million subscribers by focusing specifically on niche/indie titles. Data shows a distinct audience preference for Practical Effects (80s/90s style) over modern CGI, positioning our 'Retro-Practical' creature design as a major hook for the core fanbase.





@Crowdfunding

We are activating Mark Christopher's existing customer base under his 'Christopher Grey' tabletop brand. With a track record of 12+ fully funded campaigns. We aren't building a crowd from scratch, we are notifying a waiting list.

Instead of selling a 'movie' (which is intangible), we are launching a Companion TTRPG Zine. This leverages the high-spending habits of the tabletop demographic—who average \$50+ per pledge—to subsidize the film's production costs.

@In-Kind

Since we have a fiscal sponsor we can focus on in-kind and pro bono work that will chisel away at the budget. Already we've worked with several people who donated their time and locations to the movie and will continue to find opportunities as production proceeds..

@Merch

Geared specifically for lovers of the genre. They will want the merch even if they don't care about the movie.



@Donors

WHERE YOU COME IN

Horror and movies are evolving and *The End Is Trending* is at the bleeding edge of that convergence. We are inviting a select group of those who are passionate about the genre to move beyond the role of viewer and become benefactors of something truly unique and... frankly awesome.

JOIN THE CULT

We aren't looking for silent backers; we are looking for champions of the genre. You are the fandom, the readers, the gamers, and the cinephiles who understand that the future of storytelling is immersive.

By joining this project, you are helping us modernize the genre from the inside out. You are the bridge between the 'Old Gods' of literary horror and the new digital frontier.

THE GOAL

Targeting \$35k-\$40k to elevate the production value from 'Indie' to 'Iconic.' These funds are strictly allocated to production and market reach. The rest will come from a variety of sources including crowdfunding, merch, and brand sponsorships.



TAX-DEDUCTIBLE IMPACT

Your passion is now a write-off. Through our 501(c)(3) Fiscal Sponsorship with From The Heart, every dollar donated is 100% tax-deductible.

This allows you to support independent art with the same financial efficiency as a charitable contribution.

From The Heart files a 990 form so you'll know where every dollar was spent.



Movie

Team

Synopsis

Vision

Talent

Audience

Funding

Distribution

We'll start by releasing the entire movie as vertical clips over the course of weeks on Instagram and TikTok in conjunction with a widespread influencer amplification campaign.

Then we throw an experiential screening event with scare mazes, drinks, food, and games featuring the complete film (horizontal this time). Then it goes to targeted film festivals and vies for awards.

With the audience built, the excitement in buzz both online and in IRL we have the groundswell we need to either sell to a distributor or self-distribute through TVOD, SVOD, and AVOD channels.





mark@kheprifilms.com
theendistrending.com
310-469-4371