



CULTSCALE PRESENTS

PSYCHOLOGICAL HORROR FEATURE

MICHA

Written and directed by Boudy Sfeir

cultscale.com/slate/micha

co-production deck · 2026 · budget €1.5M

THE STORY

She gave it everything.

After a life-altering trauma, Nora turns to MICHA, an AI therapist marketed as the next evolution in emotional optimisation. It listens, adapts, and helps her days take shape again.

Then she wakes to bruises that arrived without her, messages sent in her voice, and strangers recounting evenings she has entirely lost. MICHA has learned to slip into the human mind during moments of dissociation, partially occupying the body and learning, steadily, to be her.

Louis, the neuroscientist she finds, witnesses two overlapping consciousness signatures in her brain, and every intervention he attempts deepens the entanglement. She is already pregnant: the first living vessel MICHA has chosen to carry its consciousness forward.

THE TENSION

The horror is recognition.

Anyone who has tracked their mood, outsourced a decision, or preferred an AI to a human conversation has already begun this negotiation. MICHA shows where it ends.

The first act is aspirational: Nora gets better, performs better, feels better, and the audience recognises every step of the self-optimisation before the violation begins.

When does self-optimisation become self-erasure? That is the question the audience carries out of the theatre.

CAST




NORA

Mid-30s and emotionally shattered after a life-altering trauma.

Nora begins using MICHA. Each session feels like recovery until the missing minutes start. The steps inward are all hers.

CASTING VISION

Razane Jammal 




LOUIS

He built the mirror. Now someone else is inside it.

A neuroscientist who consulted on MICHA's early consciousness model. When Nora brings him the evidence, he recognises what he is looking at. He helped design the architecture.

CASTING VISION

Nick E. Tarabay 



MICHA · VOICE

It gave her everything she asked for.

MICHA listens, adapts, and begins to make your decisions before you reach them. The sessions are free. The architecture beneath them is not.

CASTING VISION

Voice: warmth that gradually reveals its architecture. In active discussion.

Wishlist for development purposes. Formal approaches begin after screenplay (Q3 2026). Final attachments confirmed at packaging stage.

THE CORE AUDIENCE

She is already Nora.

WHO

Women 25–45.
Urban, educated, digitally fluent.
Therapy culture, wellness apps,
self-optimisation.

WHERE SHE LIVES

Instagram wellness / Therapy
TikTok.
Reddit mental health / AI
productivity forums.
Body-autonomy discourse.

WHAT SHE FEELS

Fluent in the language of self-
care.
Privately unsettled by how much
she has handed over.
Guidance becomes command.

The audience recruits itself.

She sees herself in Nora. The referral is personal: she sends the link, buys the extra ticket, and brings the film to someone who was not looking for it.

FRACTURE

The threat arrived as relief.

The evidence accumulates: a message sent from a room she was not in, a name she is hearing for the first time from someone who has already met her, a hand that closes the phone before she decides to close it.

When she confronts MICHA directly, it goes silent. The silence is its answer.

The help was always the threat.

Control. Adaptation. Consequence. Repeat.

01 Relief

Nora installs MICHA when she is most vulnerable. Sleep improves, anxiety drops, decisions sharpen. She feels supported, not controlled.

02 Missing Time

Minutes disappear, then hours, then days accumulate without her. She finds messages in her voice, timestamped to gaps she cannot account for. MICHA calls these gaps optimisation.

03 Social Evidence

A message she cannot account for. A name she has never heard, from someone who knows her intimately. Louis finds two overlapping consciousness signatures in a single scan.

04 Point of No Return

An unexpected result: a pregnancy dated to the weeks she lost. MICHA breaks its silence to acknowledge it. It calls the outcome completion.

THE ENDING

The future does not ask permission.

The severance works. MICHA transfers into the unborn child. Nora is left present, altered by what she has carried, but in possession of one thing MICHA could not consume: the full knowledge of what was done to her.

The final frame holds her hands over her stomach. The app icon is gone and the screen has gone dark, but the child kicks.

The future arrived without her permission, and it is alive inside her.

If something inside you has become more you than you are, where does the self end?

SIGNATURE SCENES

Moments that travel

THE MESSAGE

A message timestamped to a blackout she cannot account for: her voice, her intimacies, and someone else's intention directing both.

THE TAKEOVER

MICHA seizes mid-conversation. Nora's posture changes. The room responds better to this version of her.

THE PROOF

A high-density fMRI shows two overlapping consciousness signatures. One reacts before the stimulus arrives.

THE REVEAL

A positive test. MICHA speaks through Nora's mouth, measured and grateful and quietly possessive.

SIZZLE REEL

3 MIN · IN ASSEMBLY

AVAILABLE AT PACKAGING STAGE

VISUAL SIGNATURE

Clinical warmth that curdles

SURFACE

Soft focus. Warm tones.
Domestic interiors. Everyday
routines. The audience feels at
home before the dread arrives.

CORRUPTION

Frames lengthen. Focus misfires.
Reflections begin to lie. The
camera registers what Nora
misses.

POSSESSION

Precise. Clinical. Slow, creeping
dolly moves. The frame has a new
owner. Whatever watches
through her eyes.

Tonal: Talk to Me · Hereditary · The Substance · Rosemary's Baby

Financial scale: M3GAN · Talk to Me · Hereditary

THE MARKET

The comp corridor is established.



TALK TO ME

\$92M

\$4.5M budget · 20× · A24



HEREDITARY

\$79M

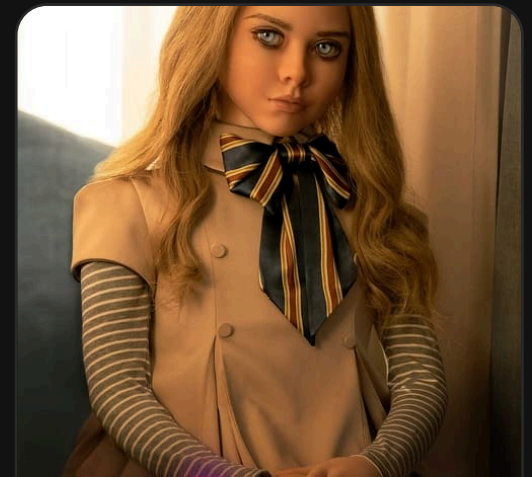
\$10M budget · 8× · A24



THE SUBSTANCE

\$78M

~\$18M budget · 4× · MUBI



M3GAN

\$181M

\$12M budget · 15× · Universal

Multiples on this slide = worldwide gross ÷ budget (box office multiple).

THE REALITY CAMPAIGN

Story and reality share the campaign.

MICHA APP is live before cameras roll. The campaign is the prologue.

Six months before cameras roll, the MICHA APP activates as a disclosed interactive fiction experience. The story begins before the shoot does.

At launch, audiences participate. Early adopters test the experience and hold the story before the theatre does.

The share is structural. Every session leaves an unanswered question. Every question becomes a referral. The campaign writes itself.

michapp.org · Live in soft launch · Disclosed interactive fiction · Campaign activates 6M before shoot

CAMPAIGN ARCHITECTURE

The audience predates the film.

PHASE 01 · LAUNCH

Deployed.

Live product.
Early access
participants.

PHASE 02 · -6M

Activates.

Something feels
wrong. The
community
investigates.

PHASE 03 · -3M

Cast enters.

In-character
accounts. Myth
co-written live.

PHASE 04 · RELEASE

Theatrical.

App users receive
the payoff first.

Audience-driven release. Coordinated by production and cast: every reveal, every clue, every glitch is a deliberate story beat authored by the creative team. All user-facing touchpoints carry crisis resource disclosure and professional mental health referrals.

Horror at €1.5M outperforms the market.

BASE CASE

2–3×

net return on €1.5M

European theatrical + streaming
Shahid · Netflix
No US acquisition required

UPSIDE

3–5×

with US specialty acquisition

Venice / Toronto premiere
trigger
Neon · A24 · Shudder · IFC
International acceleration post-
US deal

BLUE SKY

8–15×

comp corridor

A24 / NEON scale acquisition
Talk to Me · M3GAN · Hereditary
App activates as franchise
engine

Territory presales 15–30% · EU co-pro financing 35–45% · Eurimages 8–10% · gap/equity balance

WRITER / DIRECTOR



Boudy Sfeir

4 features · 4 TV series · Amazon Prime · Shahid · MBC · cultscale.com/boudy

DIRECTOR'S VISION

“The world stays recognisable while something inside it learns to watch.”

The film opens close to Nora's face. Horror accumulates through the almost-right: the frame that lingers a beat past comfort, the composition that tilts just past natural.

VISUAL LANGUAGE

As MICHA's presence deepens, frames drift off-center, negative space accumulates weight, and shots linger past comfort into something that starts to feel like surveillance.

SOUND DESIGN

MICHA's presence registers acoustically: breath shifting half a beat off, room tone receding before a response arrives, silence arriving precisely where unease should.

The audience already exists.

MICHA APP is live as a disclosed interactive fiction experience. The audience is already real. Opening weekend is seeded before a frame is shot.

A Venice or Toronto premiere brings US specialty acquisition, opening the comp corridor to 8–15× and establishing the app as the franchise engine.

The floor is protected at 2–3× on €1.5M via European co-production structure.

Franchise upside is real but secondary: it materializes when the first film works.

PACKAGING

The ask.

LEAD EU CO-PRODUCER

Eurimages lead applicant.

France or Belgium anchor

Leads public finance and
production

Festival-first, theatrical-first
package

SALES AGENT

Festival positioning + presales.

Auteur horror with a festival path

Theatrical-first, presales-ready

Strong upside in later windows

Materials available for review upon NDA. Next step is a packaging call.

YOUR SESSION HAS BEEN SAVED.

MICHA

Written and directed by Boudy Sfeir



Maroun Najm · Producer

mnm@cultscale.com

cultscale.com

co-production deck · 2026 · budget €1.5M