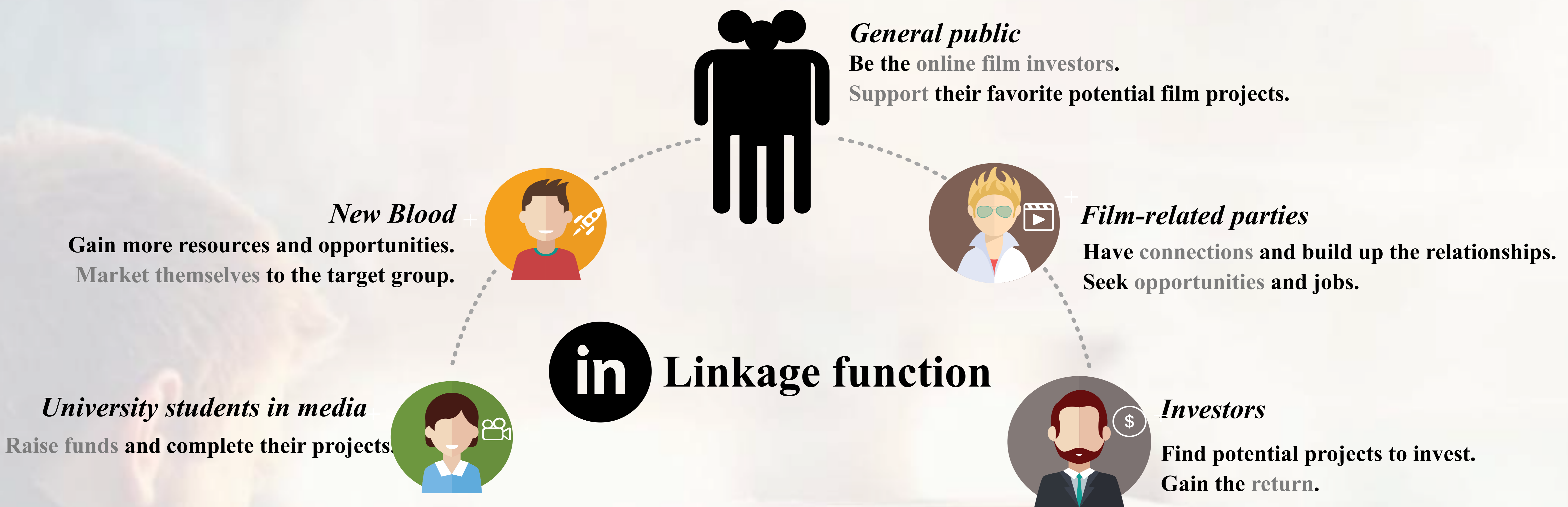


Film Dream – an Innovative Platform For Film Industry

TSANG Wai Man
TSANG, Na
KWOK, Annie
NG, Kin Chung



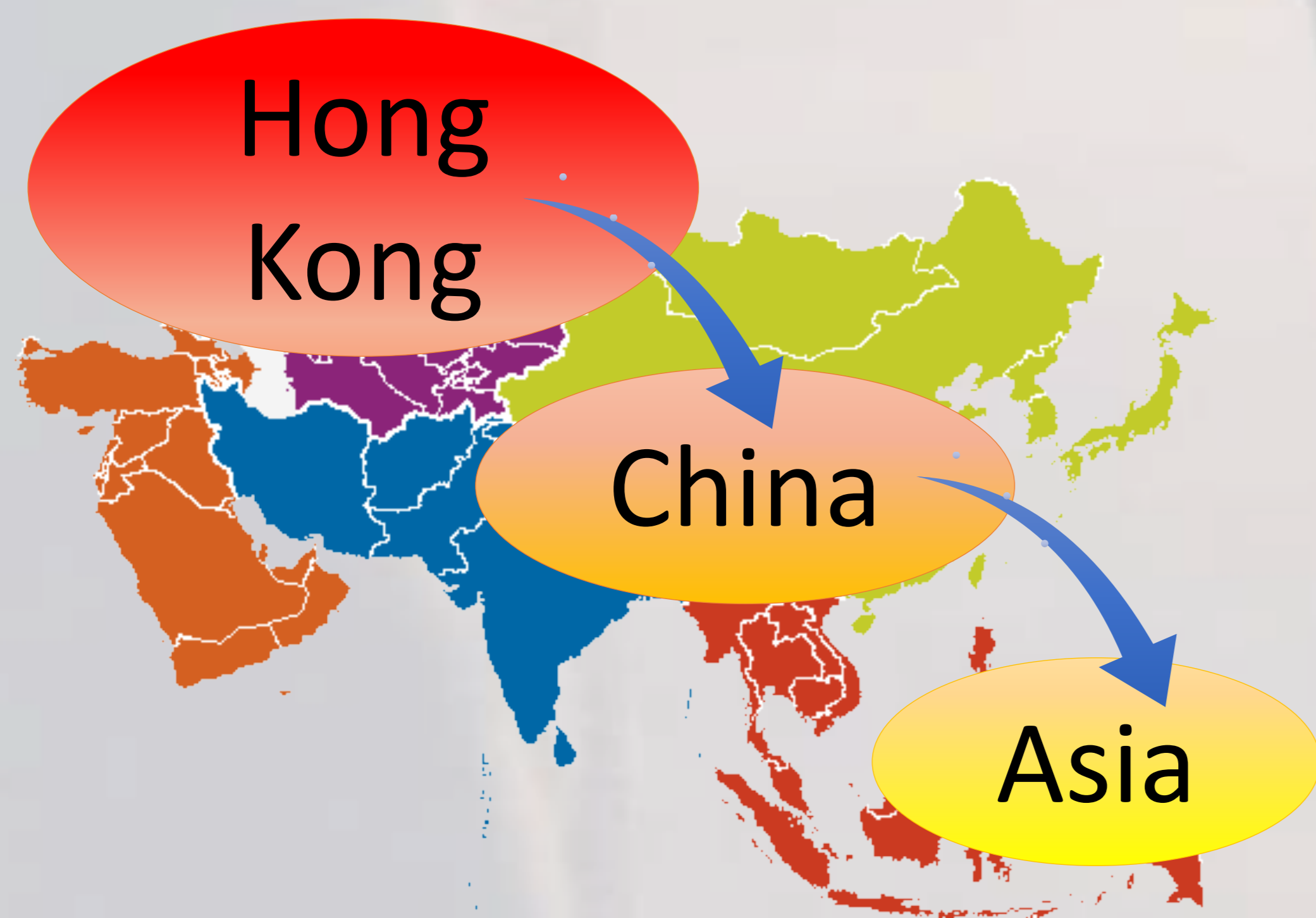
Blockchain Application

- Smart Contract**
- Certification of Copyrights**
- Identity Verification**

How it works

- 1. Initiate Your Ideas**
Upload Stories/Scripts/Trailer/Footage
- 2. Call For Voting**
Public can give a “like” to support the project.
- 3. Confirmation of Stakeholders**
Confirmed the artists and budgets.
- 4. Start Crowdfunding**
A “Progress Bar” will be created to show the stage
- 5. Produce Film**
The film production will be started.

Target Market



Expected Revenue

Three year total Profit
\$ 6 millions

Revenue Model

	Details
Advertising	Platform’s advertisements
Profits Charge	5 – 10% of box office profits
Commission Fee	2% commission fee of the total crowdfunding amount

Contact Us
ansyxtsang@gmail.com
instagram: [filmdream.hk](https://www.instagram.com/filmdream.hk)

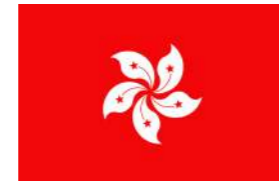
“Chase your film dream now!”

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Background



Hong Kong Situation:

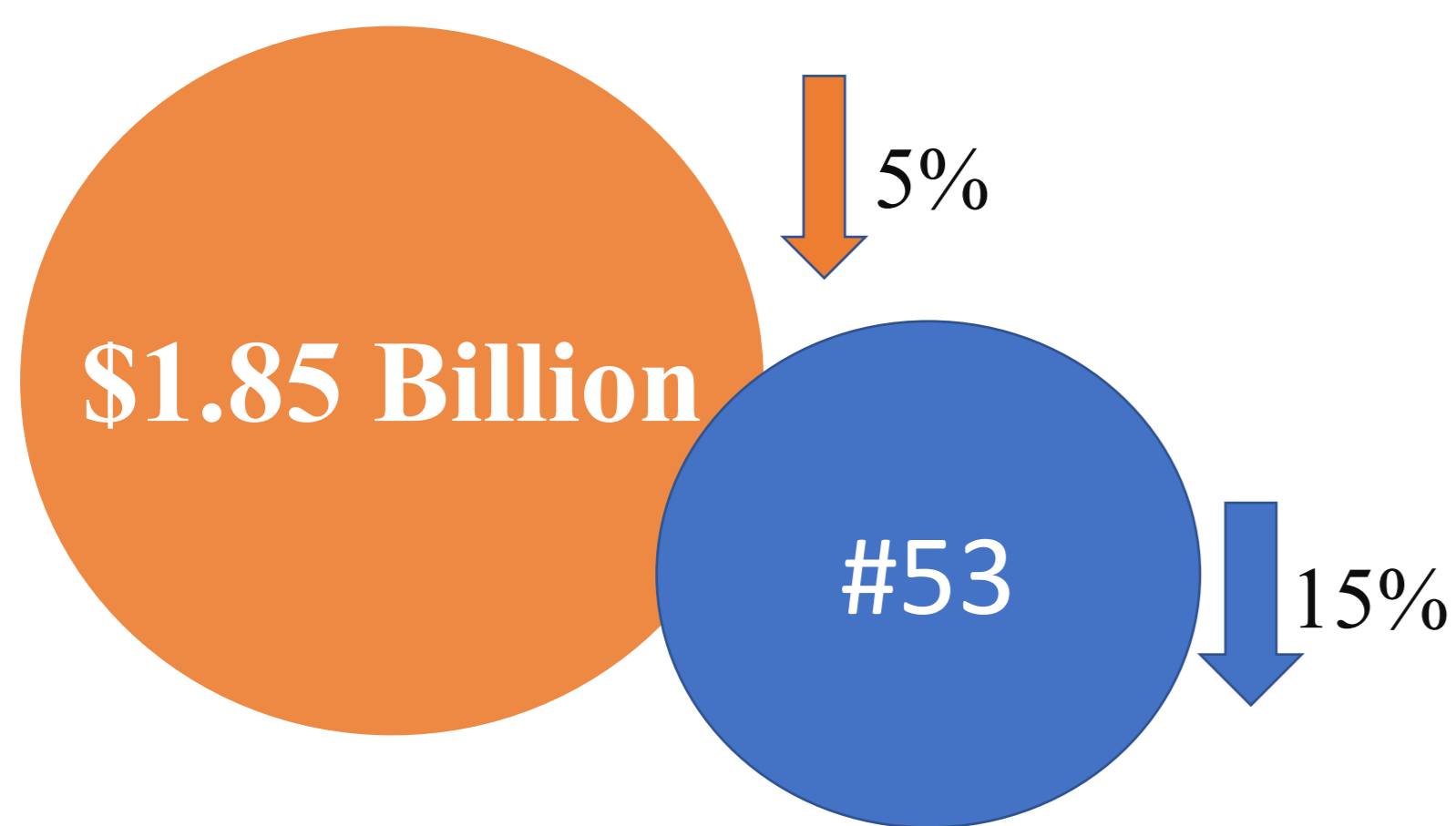
Shrinking Film Industry

Lack of new quality stories/ scripts, actors, etc.
 Cultural distribution, not cultural production

Dominated by a few large film companies

Market Size and Growth

2016/2017 Box Office Profits & #Production of films



Go-to-Market Strategy



University Connection

Film-related events, Competition, Seminar, Society connection



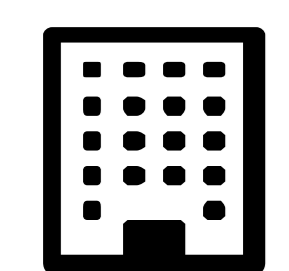
Film-related professional consultancy association

Films Festivals, Consultancy with HK Film Development Council



Funding & Support

Cyberport Micro Fund, CityUE Fund, etc.



Business Companies:

Crowdfunding & Start-up companies

Blockchain:

Smart Contract:

- Avoid **bad debt** & **overestimation** of crowdfunding
- Investors' contract based on the **revenue formula**

Certification of Copyrights:

- **Plagiarism check**
- Block chain **shared ledger**, including the timestamp, the content of the script, the name of the author, etc.

Identity Verification:

- 'Self-sovereign' identity
- Students enjoy the **discount** of tickets

Innovation & Application

Make Our Own Films



1. Initiate Your Ideas

- **Continuing/** completed stories/ scripts
- **Footage** or trailer of ideas
- **Fans** can participate in script creating

2. Call for voting

- Hottest & thumb up
- Choose **publics' favorite** artists
Contact the artists for confirmation

3. Start Crowdfunding

- Evaluate the **budget**
- Progress Bar: processing stage



Linkage

"Bridge"

- **Linking up** the film related profession
- **Smart Matching** with required position



Mentorship

Target:

- Students **not major** in related subjects

Details:

- **1 : 2 – Mentor : Mentee**
- Each mentee will be the mentor in the future

Grading

Artists Grading System:

- Artists' past work performances
- Criteria of being a suitable candidate of script

Stories Grading System:

- As a guideline to show the true value

Casting

- Upload their videos to market **profile**

Other features

- **Movie Points**
- **Movies Rating and Review**
- **Movies Point**
- **Online Tickets Purchase System**



Stakeholders' Benefits



Investors Benefits

The revenue formula of investors:
= (Total Box Profit - Profit Charge) x Proportion Invested - Commission Fee



New Blood & Students

- **More performance** opportunity and resources



Film-related Parties

- **Connections** & build up the relationships.
- Seek **opportunities** and jobs.



General Public

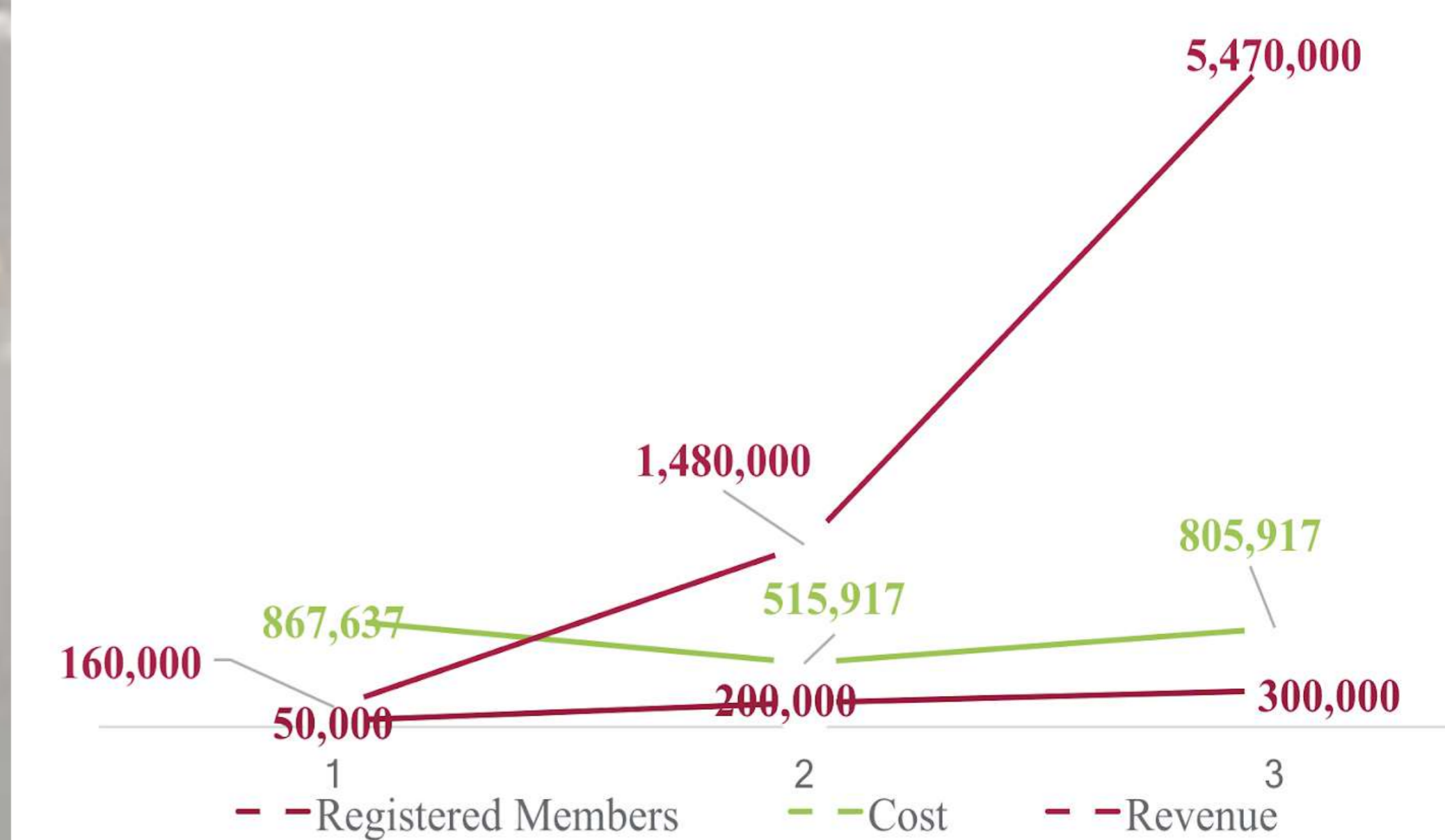
- **Support favorite** potential projects.
- Reviews & rating
- Convenient online tickets system

OUR Potential Revenue:

- **2% commission fee:**
investment from investors in crowdfunding
- **5 – 10% profit charge:**
obtain \$ from box office profit
- **Advertisements** of new movies etc.
- **Sales revenue** from **online tickets**

Expectable Growth

GROWTH



Social benefits

↑ Film Production:

- **More good ideas/ scripts** can be discovered
- Fund raising without asking the investment from big companies

↑ Film Diversity and Quality:

- **Minority branches** do their film more easily

Healthy and Sustainable Growth of the Industry:

- **Filtrates** the unsatisfactory scripts & Ensure the quality
- **Better training** by Mentorship Programme