Bootstrapping For Canadian Content

This game-changing project takes a radically transparent approach to redefining the social enterprise and transforming the content consumer & creator experience. The time is now.

Problem

- no central, comprehensive/purpose-built online platform to watch independent productions ("IPs")
- little exposure to IPs where there would be a demand if more viewers were aware of them
- no platform to watch IPs that would otherwise be too far away to access (someone in Vancouver wanting to watch something screened at Toronto International Film Festival)

Existing Alternatives

There is a streaming service called Gem, but we believe it does not cater to our unique audiences. They are curating Canadian content, but leaving the accidentally overlooked out in the cold, making them undiscoverable by mainstream media viewers that we are working on exposing the films in question.

Solution

- building a lean, simple, user-friendly version of Netflix, with a portal for a dedicated curator to be able to upload IPs from producers across the country
- more accessible for IPs to get onto a platform with simple distribution agreements. We will have these readily available for signing between the curators and producers. Also, we will introduce a "macro-licensing" model for theatres to be able to screen any film on the platform. Will be based on a "per seat per month" subscription model for commercial cinemas, boosting the exposure of both the platform and the IPs
- a curator in each significant city will personally meet with producers whose projects are featured at the film festivals. Distribution agreements would be arranged to make the IPs available on the platform nationwide, as soon as the festival is over
- furthermore, being a social enterprise appeals more to users, since 50% of gross revenue will go to funding IPs

Unique Value Proposition

The single most unique value proposition here is that this is a platform that focuses only on IPs, instead of taking attention away from IPs on platforms, as Youtube and Netflix do. It makes this all about IPs, but with that same high-quality interface and performance that Netflix and youtube bring. Furthermore, everything will be curated by industry leaders, ensuring only the best IPs go live on the platform. We will also be incentivizing user marketing by offering users not just a "free month for every user they refer" or anything like that, but an actual cut of the revenue each user makes, for as long as the referred users stay with the platform, at about 20% of subscription value based on subscription cost on day one that their friend joined.

High-Level Concept
"Netflix for Indies" (Netflix has them but doesn't corner the market and put focus just on IPs — people's attention pulled away by other films on the platform)

Unfair Advantage
- relationship with a vast network of film producers and film festival organizations
- in talks to acquire distribution rights to over 200 indie films currently, and soon to be over 1,000 shortly after platform soft-launch
- enthusiastic public sentiment

Channels
- film festivals and their mailing lists
- union and other partner mailing lists
- website/app
- crowdfunding platform in phase 2 (see EXT doc)
- ticketing platform in phase 3 (see EXT doc)

Key Metrics
- at 1,000 paid subscribers, we are clearing overhead and partners (Indielist & Associates) are working for free
- at 2,000 paid subscribers, we are clearing overhead and subsidizing IPs and partners (Indielist & Associates) are working for free
- at 10,000 paid subscribers, we are clearing overhead, funding IPs, increasing aggression in marketing, and partners (Indielist & Associates) are justifying earlier investments. Financiers find comfort.

Customer Segments

Independent film lovers (B2C. anyone who makes, watches, supports or screens Indie films)

Early Adopters

Film enthusiasts, creators and producers of IPs will flock to the platform shortly after soft-launch. Film industry professionals will also be interested, as we will be promoting this platform via union mailing lists since it is highly relevant to their members.

Revenue Streams

- phase 1: paid subscribers and some temporary sponsorships until we reach KPI numbers
- phase 2 & 3 (see EXT documents) will see internal investments begin to diversify in the form of special projects that will bring further revenue, such as new services and perks becoming available to content creators and their audiences
- To eliminate the use of ads as revenue supplementation, we will use product placement in films we fund. i.e. a character using a laptop from an actual company, rather than a greeked-out, nondescript laptop, and other examples where distinct names and places are clear to the audience but still relevant to the story. We no longer want ads. We get it — brands want to be seen.

Cost Structure

- hosting & bandwidth ~$200/month
- variety of software ~$300/month
- office space ~$250/month
- misc (marketing until we scale up, phone, etc… small stuff) ~$250/month
- cashflow proforma and other master accounting docs available upon request

For more information, please reach out to us.

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We are currently seeking people to help us build, promote, and find financiers to fund better iterations of the platform. Your skills, contacts and resources are crucial to the community at large.