

# CLOSING THE GAP

**SEEKING FUNDING BEYOND PUBLIC SUBSIDIES, TAX INCENTIVES, AND PRE-SALES?**

**INTERESTED IN PITCH TRAINING WITH EQUITY INVESTORS?**

**WANT TO LEARN HOW TO CLOSE YOUR PROJECT'S BUDGET GAP?**

Closing The Gap  
Equity Investment for 360° Content

Training Course  
for Film, TV, Transmedia, and Games Producers  
March 2013 - July 2013

## WHAT IS CLOSING THE GAP?

**Closing The Gap is a training course** for film, television, transmedia, and games producers offered by creative industries financing consultancy peacefulfish (Berlin/London/Brussels), the pan-European investor network Media Deals (Paris), and international tutors and experts with the support of the Apulia Film Commission (Bari) and the Mallorca Film Commission (Palma).

## THE STRUCTURE OF THE COURSE ...

**Equity Financing Workshop**  
in Bari, Italy  
3.5 days; from 18 - 21 March 2013

**Skype Consultations with the Course Tutors**  
April - May 2013

**Pitch Training Workshop with Equity Investors**  
1.5 days in July 2013; location TBC

## THE FOCUS OF THE TRAINING ...

**understanding the investment criteria**  
and deal terms of different types of equity investors (venture capital funds, business angels, and business angel networks, etc.)

**developing strategies**  
for pitching to these investors

**building added-value**  
in projects through exploring their cross-platform potential

## WHAT PRODUCERS TAKE AWAY ...

**a set of templates**  
that will assist them in researching and generating business plan content designed specifically for an equity investor audience

**a detailed pitch presentation**  
for their project based on this business plan content

**an expanded network of contacts**  
including venture capital fund managers, business angels, and representatives of business angel networks through pitch training with a group of equity investors.

## TUTORS FOCUSED ON ...

- business plan development
- co-production and financing
- transmedia marketing & distribution
- equity investment criteria and deal terms
- project pitching to equity investors

## EXPERTS AND CASE STUDIES ...

- filmed content and social-networking games
- crowd-funding and crowd-sourcing
- transmedia co-productions with TV broadcasters
- brand building across multiple platforms
- pre-sales and the sales company as financier
- production cashflowing & loan guarantees

## EQUITY INVESTOR FEEDBACK FROM ...

- venture capital funds
- business angels
- business angel networks

## HOW TO APPLY?

**Film, TV, transmedia, and games producers** should apply with a specific project. Up to 20 projects will be selected.

**The course fee per project is €900**, which includes both on-site workshops, the individual Skype consultations with the course tutors, and lunches and some dinners for the attending producer during the two on-site workshops. The producer must cover their own travel and accommodation expenses.

**Scholarships are available from peacefulfish.** Producers are also encouraged to investigate additional scholarship opportunities in their home countries.

## DEADLINE TO APPLY

**21 January 2013**

For more information, and to download the application, go to:

[www.closing-the-gap.net](http://www.closing-the-gap.net)

Or e-mail:

[closingthegap@peacefulfish.com](mailto:closingthegap@peacefulfish.com)

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