

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

Or e-mail:

closingthegap@peacefulfish.com

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