

### **MASTERCLASS #3: Advanced Film Finance**

- Learn in detail about Investors Pitch Decks / Tax Credits / Crowdfunding / more
  - How do you raise money?
  - How do you find investors?
  - How do you create an investor pitch deck?
  - How do Tax Credits work?
  - How do you make a Crowdfunding Campaign?
  - 20 hours over 10 weeks / WED nights / 2 hours per week / 5:00 pm PST (8:00 pm EST) – 7:00 pm PST (10:00 pm EST)
  
- 20 hours over 10 weeks / **THURS nights** / 2 hours per week / 5:00 pm PST (8:00 pm EST) – 7:00 pm PST (10:00 pm EST)
- \$1,500 registration
- Next session:
  - **FALL Session: Thurs Sept 15, 2022 – Thurs Nov 17, 2022**
    - Registration begins: Mon Aug 15, 2022
- Class is ONLINE by ZOOM
- All Sessions are Recorded and made available to participants for 60 days after session
- See attached CURRICULUM for details
- Notes:
  - Class is limited to 30 participants
  - Must have no less than 10 participants for class to proceed
  - Registration is first come, first serve
  - Weekly Format: 60 minutes lecture / 30 minute participant presentations / 30 minute interactive discussion & questions
  - Each participant will be required to do one class presentation and three group assignments
  - Successful participants will receive a Certificate of Achievement

### **CURRICULUM - Advanced Film Finance**

- Week 1 – Private Investment
  - How do you find Private Investors?
  - How do you pitch to Investors?
  - What elements are required in an Investor Pitch Deck?
  
- Week 2 – Return on Investment / Budgets and Revenue Forecasts
  - creating Various levels of Revenue Forecasts
  - Calculating Return on Investment “ROI”
  - How do you structure your investment?
  
- Week 3 – Pitching to Investors
  - building an Investor Pitch Deck – cont’d

- Mock investor pitch sessions / honing the skill of pitching
- Week 4 – Film Tax Credits and Rebates
  - Explanation of Film Tax Credits & Rebates
  - What States offer the best tax credits for Indie Films?
  - How do you apply for and access the credits?
- Week 5 – Tax credits cont'd
  - Sample Tax credit calculations
  - Cash flowing tax credits
  - Grants and other financial incentives
- Week 6 – Reward Crowdfunding
  - How do you create a Reward Crowdfunding campaign?
  - What crowdfunding platforms are most effective for indie films?
  - How much money can you raise?
- Week 7 – Equity Crowdfunding
  - How do you create an Equity Crowdfunding campaign?
  - What crowdfunding platforms are most effective for indie films?
  - How much money can you raise?
- Week 8 – Crowdfunding - cont'd
  - A look at various crowdfunding campaigns – what makes them successful or unsuccessful.
  - How to build awareness and engagement with your campaign
- Week 9 – Cash Flow
  - Understanding how to adequately cash flow your movie
  - timing of revenue / tax credits / etc.
  - How much money will you need for cash flow?
- Week 10 – Overview and Re-cap
  - Building a viable financial plan for your movie
  - Understanding Banking & Completion Guarantees
  - Consolidating financing elements in a succinct & manageable format