

Full Circle: M&E Proposal Summary

Executive Summary: This is an investment proposal from filmmaker, Robert de Mezieres to start-up an independent M&E (Media & Entertainment) company in KZN, SA that will produce, distribute and exhibit Film, TV, VOD and other media content.

The Deal: Rob is seeking \$1m (R13-15m) and offering 39% equity to Investors. Rob will retain 51%, with 10% allocated to key employees (in exchange for reduced rates and salaries).

Disbursement of Funds: The investment will be used to:

- Set up and sustain the company, studio, facilities and key staff for two years.
- Produce several features, shorts and other media content over two years.
- Set up a distribution, acquisitions & marketing department and network.
- Launch a new VOD (Video on Demand) channel (like Netflix, Showmax, etc).
- Establish the first 3-4 (digital) mini-cine theatres in a nationwide franchise.

Sources of income: The Company will generate revenue through:

- Producing, acquiring, distributing & exhibiting Film/TV/VOD and other content.
- Facilitating and servicing clients (Prod Cos, Ad Agencies, Corps, etc).
- Exhibiting produced and acquired content through our mini-cines and VOD.

ROI: Minimum anticipated (net) returns for investors over 5 years:

Year 1: R0-1m

Year 2: R1-2m

Year 3: R3-4m

Year 4: R5-6m

Year 5: R7-8m

Total (min): R16-21m

Market & Motivation: KZN desperately needs a professional film studio to service local and international productions looking to shoot here. Although a R7bn complex is planned for Durban, it hasn't been built yet. The market is still wide open for a (low-budget) alternative.

The two major hurdles for any filmmaker are: 1) raising finance and 2) securing a distributor. By setting up our own financing, distribution and exhibition network we ensure that all of our content is commercially released - and all revenue generated from our productions, acquisitions, distribution and exhibition comes **full circle** back to the investors and film-makers.

For full proposal contact: robdemez@yahoo.com

Bio: Robert de Mezieres is an award-winning South African filmmaker (writer-director-editor), blogger and activist with more than 25 years experience in the Film/TV industry. View his full bio, filmography and clips from his reel on his website.