

CLOSING THE GAP

**Interested in
pitching to equity
investors?**

**Seeking
funding beyond
public subsidies,
tax incentives,
and pre-sales?**

**Want to learn
how to close
your project's
budget gap?**

Closing The Gap

Equity Investment for 360° Content

Training Course for Film & TV Producers

April 2012 — November 2012

What is Closing The Gap?

Closing The Gap is a training course

for film and television producers offered by film financing consultancy peacefulfish, the pan-European investor network Media Deals, and international tutors and experts with the support of the MEDIA Programme of the European Union, the Apulia Film Commission, and the Mallorca Film Commission.

The structure of the course ...

1st/ Online Session

weekly Skype consultations with tutors

April — June 2012

Financing & Transmedia Strategies Workshop

in Bari, Italy

3.5 days in June 2012; dates tbc

2nd/ Online Session

weekly Skype consultations with tutors

August — October 2012

Pitch Training & Project Pitching to Investors

in Palma de Mallorca, Spain

3 days in November 2012; dates 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, public/private funds, mediatech financiers, etc.)

business plan development for pitching to these investors

building added-value in film and TV projects through developing their transmedia potential

What producers will take away ...

a substantial business plan outlining the commercial potential of their project

a pitch presentation based on the business plan and designed for an audience of equity investors

through 1-to-1 meetings and project pitching, an expanded network of contacts including venture capital fund managers, business angels and representatives from business angel networks, public/private funders, mediatech financiers, etc.

the Closing The Gap Equity Pitch Prize will be awarded to the best project pitch as voted on by the equity investors

Who should apply, and how?

Producers of film and television projects
(live action, animation, documentary)
should apply with a specific project. Up to
12 projects will be selected. Completed
application forms, a draft of the script,
a working draft of the financing plan, and all
other requested documents should be sent to
closingthegap@peacefulfish.com

Applications can be downloaded from

www.closing-the-gap.net

Deadline

15 March 2012

Fee: Project teams can be composed of 1–2
people (producer; producer + writer; or
producer + director). The course fee per project
is €500, which includes accommodation and
meals for the teams during the on-site work-
shops in Bari, Italy and in Palma de Mallorca,
Spain. Participants must cover their own
travel expenses to and from Italy and Spain.

Financial assistance: Scholarships including
course fee, accommodation and meals, and
travel stipends are available.

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 & 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**
- **public/private funds**
- **mediatech financiers**

CLOSING THE GAP



peacefulfish
consultancy for financing the creative industries



mediadeals



Marc Robert/Course Director

Closing The Gap

Equity Investment for 360° Content

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