

FilmSetTools

Arts/Business (Canada)

Managing third party tools used on film and video production sets.



Advisors:

Heather Surzyshyn

Damon Surzyshyn

Cal Harrison

www.filmsettools.com

Company Summary

FilmSetTools uses an innovative algorithm for film set workers to register their personal tools and equipment for use on a film or commercial production set. Only tools properly registered on a set are covered by the production insurance – unregistered tools that are lost or stolen cannot be replaced by the production.

Executive Summary

Management

- General Manager – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- CMO – Damon Surzyshyn, Senior film and video production executive.
- Other - TBD

Customer Problem

- Film and commercial video productions employ a wide variety of uniquely skilled, and uniquely outfitted staff.
- Many of these staff bring their own custom (and often expensive) tools for use on the set.
- Without proper registration of the tools the production is vulnerable to fraud, and the staff are vulnerable to theft.
- Using FilmSetTools, staff will photograph their tools on the set (including serial numbers), which will create a time-stamped record of what tools are actually being used on set.

Product / Services

- Cloud hosted software, including web and mobile versions for set staff

Target Market

- Canada's production industry generated 140,600 full time jobs and \$8.5 billion in GDP for the Canadian economy (Canadian Media Producers Association International Strategy 2018/2019 –2020/2021 As of 25 January 2018).
- Globally, film and video production is a multi-billion dollar business.

Business Model

- Recurring revenue production company license fees starting at \$750/year to provide an analytics dashboard for users and management and mobile site for staff

Customers

- The customer is the finance department or operations department responsible for streamlining production operating expenses while improving property protection.
- The end users are the set staff producers and production assistants that are often overwhelmed with paper-based information.

Sales and Marketing Strategy

- Selling and promotion into film industry groups
- Promotion to film insurance companies
- Inbound content-based website marketing strategy and social media and online promotions

Competitors

- Pen and paper tracking processes
- Existing set management software to track paperwork/communication/contracting/onboarding management tools (none have dedicated tool tracking functionality)
 - Set Keeper
 - Circus
 - Walkie

Competitive Advantage

- Low-cost, early-to-market advantage, and ease of use

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 187,500	\$ 750,000	\$ 1,875,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 257,571	\$ 345,014	\$ 345,014
OpX	\$ 5,950	\$ 5,050	\$ 48,400	\$ 48,400	\$ 48,400
Total Expenses	\$ 123,450	\$ 122,550	\$ 398,471	\$ 485,914	\$ 485,914
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 126,550	\$ 4,000	-\$ 206,971	\$ 57,115	\$ 1,446,200

Based on 2,500 users by year 5.

Licensed Technology/Product

- Cloud hosted software and mobile site

Technology/Product – Current Status

- Technology Evaluation completed (TRL 2)