



# SEED & SPARK

Media Kit



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Seed&Spark is changing the entertainment industry to reflect the diversity of the actual world we live in.

Because stories are how we shape the world. And we believe nothing is more important than ensuring that all kinds of stories are told and that all kinds of storytellers get to tell them.

With a radically transparent model, we use crowdfunding and subscription streaming to connect some of the most unique new voices making movies and shows to the diverse audiences hungry for the stories and storytellers who reflect their experiences.

AS OF MAY 2018:

\$ 1 2 M

contributed from  
100k unique backers  
to crowdfunding  
campaigns

9 0 0 +

movies and shows suc-  
cessfully funded, the  
highest success rate in  
the world

5 0 %

50-50 gender parity  
for directors in our  
streaming library

1 5 0 X

the payment per  
streaming minute  
watched compared to  
other platforms



## OUR STORY

In 2011, film producer Emily Best needed \$20,000 to finish financing her film *Like The Water*. Inspired by the wedding registry model, she and her team created a simple website that listed the items they needed to finish the film and included a PayPal to accept donations.

Over the next month they raised \$23,000 in cash – and more than \$200,000 in loans and gifts of locations, goods and services. *Like The Water* would go on to play more than 20 festivals around the world, and the lessons Best learned while crowdfunding – and then trying to get distribution for her film – became the foundation of Seed&Spark.

Since the beginning, the vision for Seed&Spark wasn't just a way for filmmakers to raise money and in-kind support. We wanted them to build their careers while collectively increasing representation in front of and behind the camera. So we built the ability for filmmakers to gather data about their audiences into our crowdfunding platform, but we knew we would have to do a lot of hands-on education to help filmmakers learn how to use these tools to take control of their careers. In September of 2014, Emily and co-founder Erica Anderson drove across the U.S. teaching filmmakers how to use these tools to grow their careers. That road trip grew into the national educational program Seed&Spark operates today in conjunction with hundreds of film festivals, membership organizations and universities today.

It was always a part of Best's original vision that the platform would



connect audiences not just to fund a rich pipeline of movies and shows but to also be able to watch them. She took the company to Techstars Boston in 2016 to pilot a new kind of subscription streaming, and the beta streaming product launched on Apple TV and Roku in June 2017. The library of films that audiences can watch on Seed&Spark is unique in that there is gender parity among the directors. Additionally, the platform focuses on human curation instead of algorithm-based recommendations. New titles are added weekly, handpicked by a team with programming and acquisitions experience at studios, film festivals and talent agencies. The streaming side continues to grow through 2018 with a surge in new subscribers and the debut of exclusive content.

2018 also marked the close of a \$2 million series seed round, with investment from Backstage Capital, Abigail Disney, Abigail Pucker, usTwo (London), Julie Parker Benello (Chicken and Egg pictures) and Greg Lucas (Preservation Hall Foundation).



## OUR APPROACH

We're shifting the entertainment model with an ecosystemic solution that supports the entire lifecycle of a film project:



#1 crowdfunding tool in the world for film and TV



Transparent data provides filmmakers key insights into their audiences



Subscription streaming that can afford to pay the highest royalties because we're not paying upfront to acquire content



A growing library of original movies and shows available for audiences to watch that are sourced from diverse creators and pipelines



## MILESTONES

AS OF MAY 2018:

- 1 | 2

  - Seed&Spark is founded (May)
  - Launched beta crowdfunding project (Dec)
  
- 1 | 4

  - Launched national filmmaker education tour
  
- 1 | 6

  - Introduced crowdfunding rallies
  - Completed TechStars Boston
  - Tested subscription streaming service
  
- 1 | 7

  - Surpassed \$10M in crowdfunding
  - Launched OTT streaming apps (Roku, Apple TV)
  
- 1 | 8

  - 85% crowdfunding campaign success rate
  - Surpassed \$12M in crowdfunding
  - Launched exclusive streaming content
  - Closed \$2M seed round



## BIO: EMILY BEST



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 @emilybest

 @emilybest

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Emily Best is the founder and CEO of Seed&Spark, a streaming and crowdfunding platform to find, watch and support wonderful and wild movies and shows made by diverse, award-winning creators. In 2011, she produced the feature film, *Like the Water*, starring Caitlin FitzGerald (*Masters of Sex*, *Rectify*).

Since then she has served as executive producer on a host of film and virtual reality projects that have played at festivals from Sundance to SXSW to Tribeca and beyond. Most recently she created and co-directed the web series *F\*ck Yes*, which Refinery 29 called, “The sex education you wish you had in high school.” Emily was named a 2013 Indiewire Influencer, a 2014 New York Woman of Influence, was included on the 2015 Upstart 100 list, and graduated from the 2016 class of Techstars Boston.