

SEED & SPARK

CROWDFUNDING TO BUILD INDEPENDENCE

#StayIndieTour

@seedandspark

@emilybest

@wingsofapig

@kingisafink

@gerrymaravilla

SO, WHAT IS SEED&SPARK?

Crowdfunding + Integrated Distribution

Studio

Crowdfunded WishList
(dollars + resources)

SEED&SPARK FUND A MOVIE WATCH A MOVIE OUR MAGAZINE FOR FILMMAKERS LOG IN SIGN UP

The Camel's Back
by Michelle Mboya

19 Days, 16 Hours Left

120%

\$7,200 of \$6,000 for production

FOLLOW

47 supporters
341 followers




CONTRIBUTE NOW

Drama, Fantasy Short Nairobi

The Camel's Back is a fantasy that takes place in locations that the world has never before seen on film. It tells the story of a young, black, African girl who feels unheard - this representation is so important in film and for the world to see and acknowledge.

Wishlist The Story Updates The Team Media Community

Use the WishList to **CONTRIBUTE** cash and **LOAN** items - OR - Make a contribution by selecting an **INCENTIVE** directly.

 <p>Crew</p> <p>\$2,330 to go costs \$2,480</p> <p>2 supporters</p> <p>CONTRIBUTE LOAN</p>	 <p>Cast</p> <p>\$600 to go costs \$600</p> <p>0 supporters</p> <p>CONTRIBUTE LOAN</p>	 <p>Transport</p> <p>\$1,890 to go costs \$1,890</p> <p>0 supporters</p> <p>CONTRIBUTE LOAN</p>	<p>\$5 USD Coasting!</p> <p>You will receive a 'Made Possible By' Credit in the film. This wouldn't be possible without you!</p> <p>Claimed: 4 of 'Unlimited'</p> <p>\$15 USD Basking!</p> <p>All the above + a Social Media Shout Out!</p> <p>Claimed: 3 of 'Unlimited'</p>
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Cinema

Curated Distribution Platform
(discovery + discussion)

FULLSCREEN

NETFLIX

Now Available on
iTunes

vudu

verizon
FiOS

+

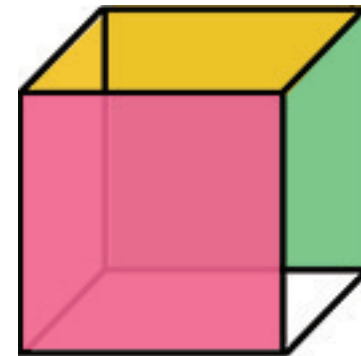
SEED&SPARK

comcast

Time
Warner
Cable®



FILMMAKER GIFT BOX!



synkio



BRIGHT IDEAS
m a g a z i n e

SIMPLE DCP



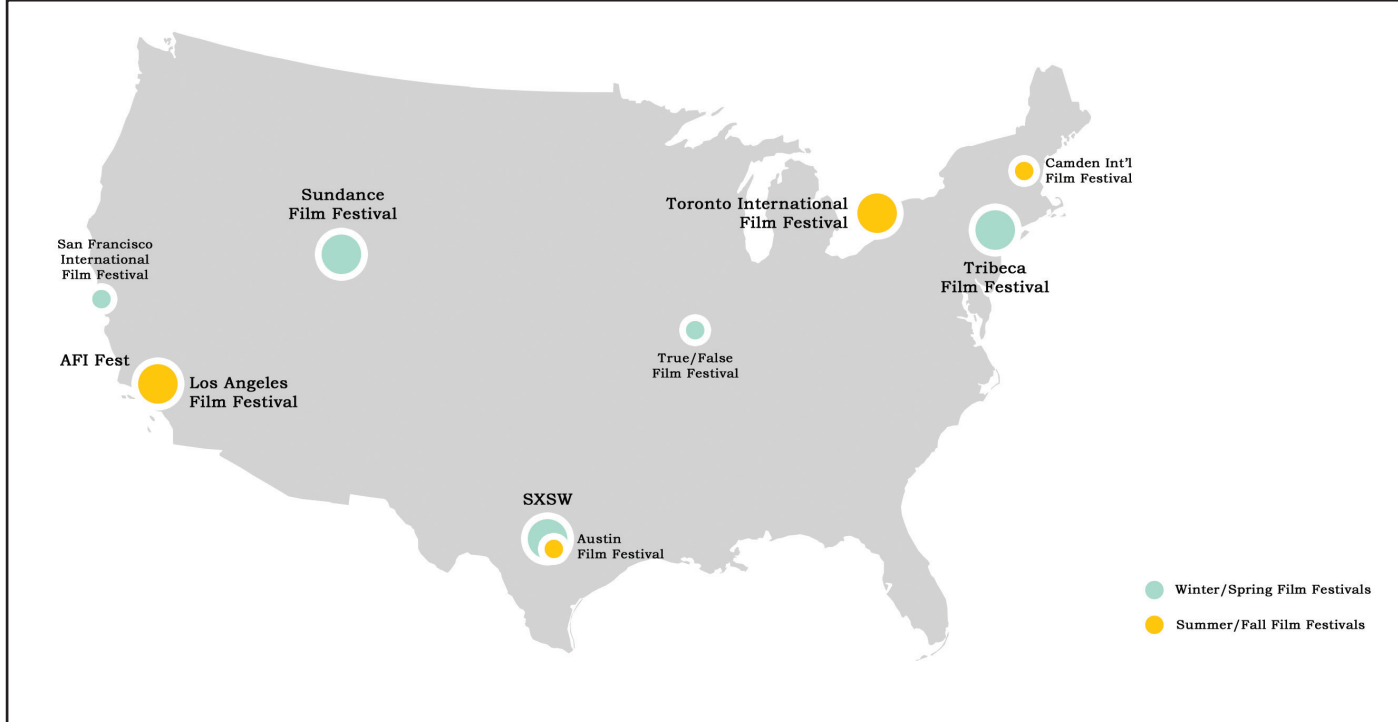
500 FOLLOWERS = OVER \$8000 VALUE

The Filmmaker Gift Box contains products, services, and festival waivers from our incredible film partners that every successful Seed&Spark crowd-funding project gets when they reach 500 followers.



AND WHAT IS BRIGHT IDEAS?

Driven by bold design and incisive journalism, BRIGHT IDEAS—published by Seed&Spark, and distributed at the top North American film festivals, is a magazine and laboratory profiling the most innovative filmmakers, and testing the wildest ideas driving forward truly independent film.



Mercy.
Danger.
Style.
Absurdity.

Janicza Bravo brings her art of discomfort to Virtual Reality

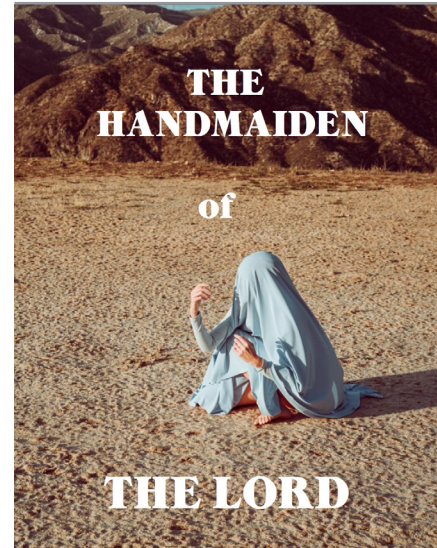
Words by Laura Grodzki
Photos by Blessing Yen
VR Masks by Marisa Retzl
Lighting Design by Don M. Cohen
Styling by Stephanie Collinge
Hair and Makeup by Alexa Hernandez
Shot at: The ADVENT Society Studio



BRIGHT IDEAS No. 4 5



THE VALLEY OF THE MANIACS



**HERESY,
HEATSTROKE,
AND THE INSURGENT
FEMINISM OF
CELIA ROWLSON-
HALL'S**

MA

Standing on the parched slopes of Strawberry Peak, dressed in a long-sleeved, blue-leotard, Julia Rowland-Hall stares at her bare feet. The 31-year-old director of the woods-on-walls, or "embodyment" series, which she premiered in Venice last September—is trying to express how it feels to have finished her first feature film. The dirt around her, covered in a pale, fur-like mass that emerged in the Angeles National Forest during California's four-year drought, is as soft as wool carpet, and constrains her within its folds. "Around Julia, Rowland-Hall's shoulders hang three yards of live fabric," which she pulls tight to her thin frame. Then she begins to run in place.

[illegible]

OUR #STAYINDIETOUR PARTNERS



**Your game-changing
distribution portal.**



**Your game-changing
wireless monitoring solution**



**Your game-changing
data storage solution**

THIS IS ABOUT YOUR CAREER

**DIRECT CONNECTION
TO YOUR AUDIENCE**

=

INDEPENDENCE

SO, YOU'RE THINKING ABOUT CROWDFUNDING

It's already time to think about:

- **How you're going to deliver your film**
- **What happens if you get picked up by a distributor**
 - **What happens if you don't**
- **Where you want to screen theatrically**
 - **How much it will all cost**

WHERE YOU START

**Who the hell is
your audience?**

**Where the hell
are they?**

**How the hell do you get their
email addresses?**

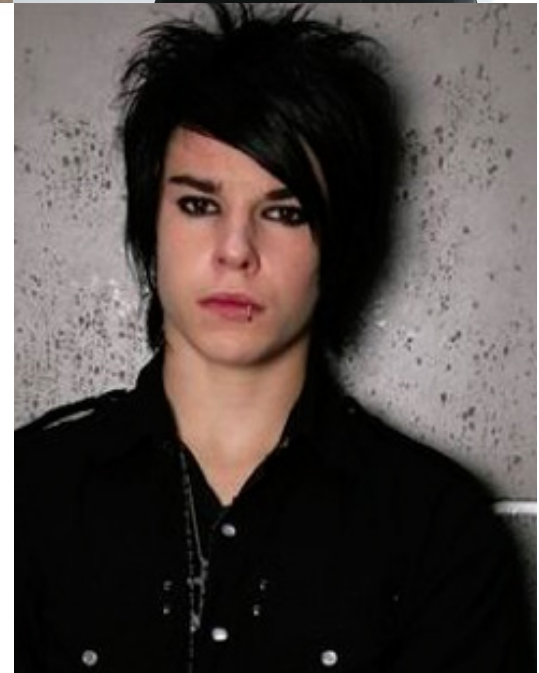


IF YOU QUOTE A DEMOGRAPHIC, WE'LL KILL YOU

**These women are
all between 24 & 35**



**These men are all
between 24 & 35**



INTERVIEW 5 PEOPLE WHO MIGHT LIKE YOUR FILM*

Where do you hang out online?

Where do you get your news?

What music do you listen to?

What blogs do you read?

What organizations do you belong to?

Where do you spend your free time?

Where do you watch what you watch?

***We need a volunteer!**

LISTEN, S'IL VOUS PLAÎT!

**CROWDFUNDING STARTS
BEFORE YOUR
CAMPAIGN BEGINS**

ARRIVING AT THE PLAN:

1. MESSAGING

Your interview questions help you learn:

- **What you're saying**
- **Where you're saying it**
- **Who will help you amplify your message**

**Be open to how this information could
change your movie. And get good at this!
It's important forever.**

LISTEN AGAIN, S'IL VOUS PLAÎT!

Partners can take a long time to get on board

1. Know what THEY NEED

- Call them and ask
- Do your research

2. Know what YOU ARE OFFERING THEM

- Content
- Reach

3. Tell EVERYONE what you're up to ahead of time

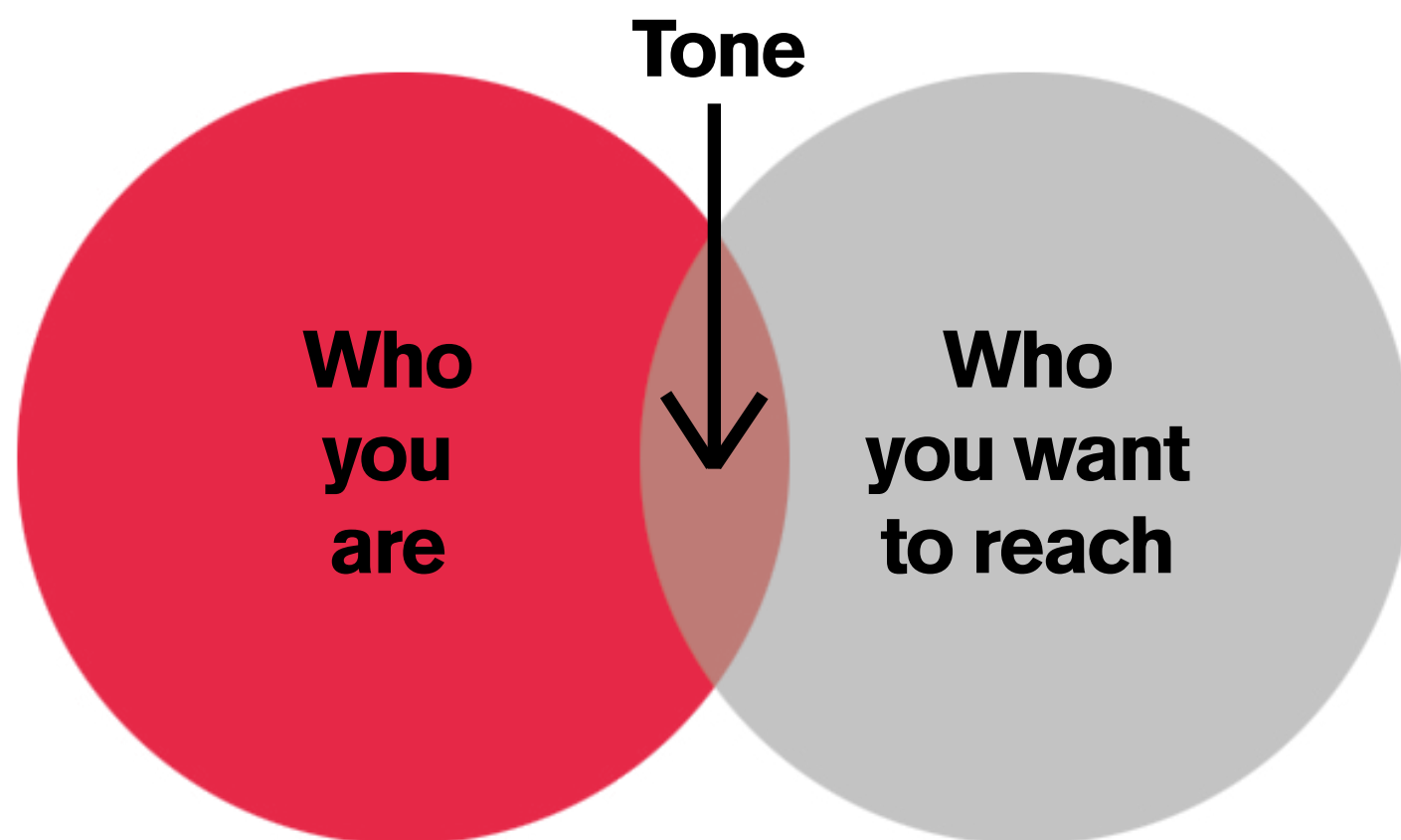
- Social media
- Email updates

4. Be PATIENT! And PERSISTENT!

ARRIVING AT THE PLAN:

2. TONE

Your interview questions will help determine your tone



PRO TIPS:

- Don't Plead, Offer!
- Altruism
- Engagement
- Authenticity

MESSAGE TESTING to find tone

- Try 5 different messages, and pay attention to what works
- Test 5 different images
- Test different text
- HONE YOUR TONE!!!



Nia On Vacation @NiaOnVacation · 2h

So much great [#independentfilm](#) to support [@seedandspark](#). [@InHonorOfFilm](#) is almost at their goal. Make it happen here: tinyurl.com/pfc34pe

Expand

Reply Retweet Favorite More HootSuite



Sean Mannion @uncle sean · 14h

Are you a fan of [@Vigalondo](#)'s Timecrimes? It inspired our short, [#TimeSignature](#), currently on [@SeedandSpark](#) seedandspark.com/studio/time-si...

Expand

Reply Retweet Favorite More HootSuite

LISTEN, S'IL VOUS PLAÎT!

MOMENTUM!

**INEVITABILITY
OF SUCCESS**

ARRIVING AT THE PLAN:

3. HOW MUCH?

Ask for what you NEED, not what you want.

- **How much will production cost?**
- **How much is distribution?**
 - **Academy-qualifying runs cost \$20k**
 - **You'll need Blu-rays, DVDs, and DCPs**
- **How much do you need to deliver your incentives?**

Raise enough to deliver on the promises in your pitch.

ARRIVING AT THE PLAN:

4. INCENTIVES

Give the people what they want!

- What can you offer that you **DON'T** have to manufacture?
- \$10-\$25 incentives: **Personal. Visual. Sharable.**
- **First-day-only incentive!**
- It's not just "Pre-Sale," it's "Early Access"
- **Download/Stream of your film: DELIVERY MATTERS**

Pro Tips:

- **Budget for Delivery**
- **Wrap/Premiere Party Invites**
- **Speciality Screenings – Local Indie Cinema, Tugg.com, or Premieres**
- **On-Set Meals, Extras, Walk-Ons**
- **Humor works!**



Sean Mannion @unclesean · 3h
We found @emilybest at the signing of the Magna Carta! When will we find you?
#TimeSignature seedandspark.com/studio/time-sl...
pic.twitter.com/PMxoJU5jrp

ARRIVING AT THE PLAN:

5. PITCH VIDEO: “THE OFFER”

1. The first 15 seconds are for your movie’s audience:

- **Comedy = Funny**
- **Thriller = Thrilling**
- **Horror = Scary**

2. You have 90 seconds to say everything.

**3. Include elements from your Message Testing:
Music, Images, & Tone**

Remember: Personal appeal is essential!

ARRIVING AT THE PLAN:

6. ORGANIZATION

1. DIRECT OUTREACH: Leveraging everyone you know/have access to

- Email Addresses (from that list you've been collecting/segmenting)
- Direct messaging on Facebook/Twitter
- Partnerships: personal and organizational
- Anywhere else you have direct access to people

2. UPDATES: How to turn current supporters/followers into amplifiers

- Sharable visual content
- Announcing the inevitability of success (interviews, press, distribution plans, etc.)
- Funny. Intriguing. Teasers.

ARRIVING AT THE PLAN:

6. ORGANIZATION (CONT'D)

3. SOCIAL MEDIA: How to grow your direct reach capacity

- Thank everyone publicly
- Promote your friends' work
- Make announcements
- Entice! Tease!



4. BONUS ELEMENTS: For crowdFUNding

- Events
- Matching contributions
- Contests
- Short-term incentives

**Don't worry!
We'll send you
a checklist!**

WHAT DO WE MEAN BY EFFECTIVE UPDATES?

Momentum + Inevitability of Success

[Dashboard](#) [Wishlist](#) [The Story](#) [Updates](#) [The Team](#) [Media](#) [Community](#)

[<< Back to All Updates](#)

FINAL 24 HOURS!!!

Gerry Maravilla • August 16, 2014

We've arrived at the final 24 hours of our campaign.

Thank you once again for bringing us past 80% and guaranteeing that we get to make this movie.

With over \$13,500 raised and at 90% of our final goal, we still have until 11:30am tomorrow, August 17th, 11:30am PST to make it to 100%.

These remaining funds will help us deliver the greatest possible film as well as fill in any gaps we have left in our proudction and post-production budget.

I'm so excited to have arrived at this point and have the opportunity to make this film for everyone. I've read many articles and heard tons of people complain about the lack of diversity on film, but all of you have taken that next step towards getting more diverse stories out there.

I want to leave you with another huge THANK YOU and [our teaser again](#), because, well, I still get excited every time I watch it.

Let's pull a ROCKY and go the distance!

Gerry Maravilla



LISTEN, S'IL VOUS PLAÎT!

FRIENDS DON'T

**LET FRIENDS
CROWDFUND ALONE**

PLAN = SCHEDULE

Put all this information in a SCHEDULE*

Leave room for NEW ELEMENTS

Plan to LEARN from YOUR CROWD

***Don't worry. We made a template for you!**

SCHEDULE TEMPLATE

(this is what it looks like)

Week 1 Campaign	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	LAUNCH DAY	MOMENTUM	MOMENTUM	MOMENTUM	MOMENTUM	MOMENTUM	CAMPAIGN LAUNCH!!
Update	1st update VERY IMPORTANT	Update Video #1		Update Video #2			
Facebook	2-3 posts with pitch video	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10 tweets! Use Humor!	10 tweets! Use Humor!
Video/ Images	Pitch VideoWide Release	Update Video #1		Update Video #2			
Events	In-Person Launch fundraiser						
Press/Org/Blog Outreach	Contact network about launch	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews		
Thank You's	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!
Direct Emails/Messages		10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	Contact New contacts for partnerships and events	
Newsletter/Mailing	Contact network about launch!						
Message Testing		Message Review	Message Review		Messaging Interview #2		
Week 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT
Update	Progress Update w/Images		Update Video #3				
Facebook	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets + event promo	10-20 tweets + event promo	10-20 tweets + event promo	10-20 tweets + event promo	10-20 tweets + event promo	10 tweets! Use Humor!	10 tweets! Use Humor!
Video/ Images	Progress images/teasers		Update Video #3				Prepping Video #4
Events	Matching Contributor	Matching Contributor	Matching Contributor	Matching Contributor	Matching Contributor	PARTNER EVENT	
Org/Press/Blog Outreach	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews		
Thank You's	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!
Direct Emails/Messages	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	Contact New contacts for partnerships and events	
Newsletter/Mailing	Contact network about success!						
Message Testing			Message Review		Messaging Interview #2		
Week 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT
Update	Update Video #4			Update Video #5	Progress Update with Images		
Facebook	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10 tweets! Use Humor!	10 tweets! Use Humor!
Video/ Images	Update Video #4		Prepping Video #5	Update Video #5			
Events	Short term incentive	Short term incentive	Short term incentive	Short term incentive	Short term incentive	Short term incentive	Short term incentive
Org/Press/Blog Outreach	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews		
Thank You's	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!
Direct Emails/Messages	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	Contact New contacts for partnerships and events	
Newsletter/Mailing	Update on milestones, success so far						
Message Testing		Message Review		Messaging Interview #2			

LISTEN, S'IL VOUS PLAÎT!

**DO NOT
STICK TO
A FAILING PLAN**

DURING THE CAMPAIGN:

1. EXECUTION

Stick to your schedule

Review your messaging every day

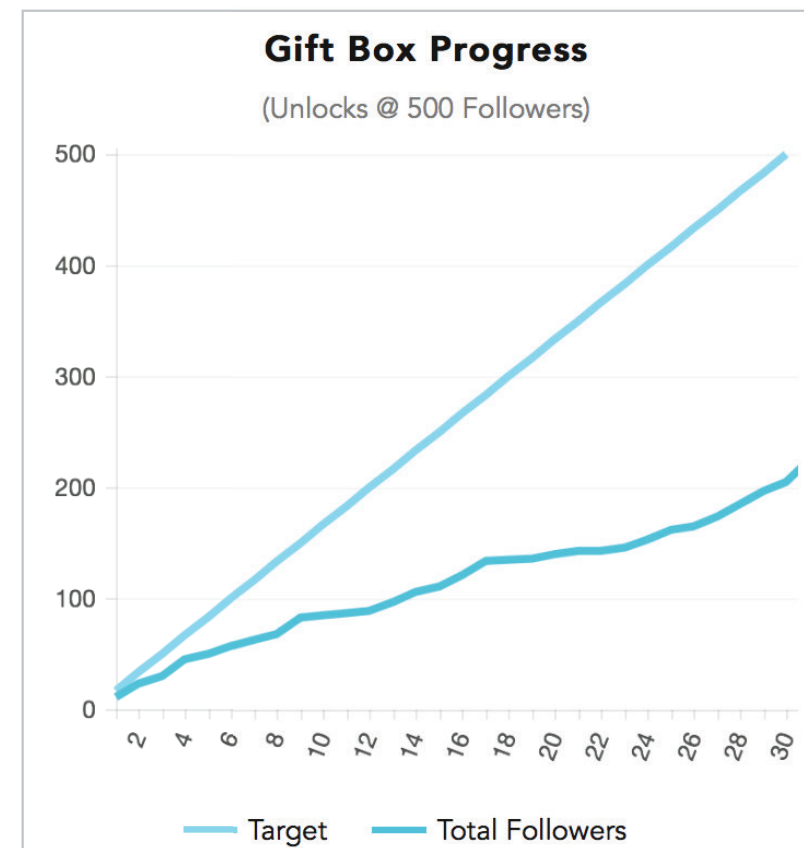
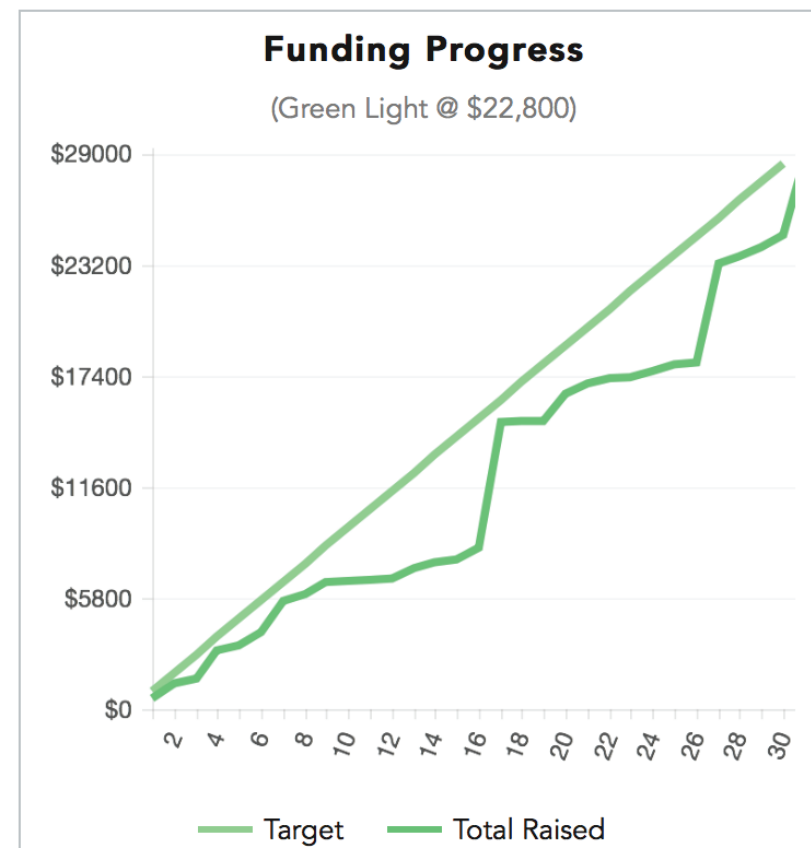
Make adjustments!

(Replace anything that isn't working!!)

STUDIO DASHBOARD

Learn to interpret your data and take action!

Your progress, graphically:



[Click here to learn more about the Seed&Spark Gift Box!](#)

You've raised **\$28,897** of **\$28,500** You've got the GreenLight!

DURING THE CAMPAIGN:

2. INTERVIEW REDUX

Ask your first contributors:

Original Interview +

“What made you contribute?” +

“What kinds of things would make you feel cool if you shared them with your friends?” +

“How do you want to see the film?”

Ask those who haven't contributed (and you were surprised):

Original Interview +

“What would you like to see that would appeal to you more?” +

“What kind of things would make you feel cool if you shared them with your friends?” +

“How do you want to see the film?”

DURING THE CAMPAIGN:

3. ONGOING PLANNING

- **Message Testing**
- **Research (New Elements)**
- **Creating more opportunities for updates, social media, interesting content and PARTNERS – this means going to stuff IRL!**
- **Gratitude: Use THANK YOUs as more outreach**
- **Altruism: SUPPORT OTHERS**
- **Creative Outreach**
 - a. *Hell Below* Hard Drives (Altruism!)
 - b. *Sheila Scorned* Derby Partnership/Camera Loans (Partnerships!)
 - c. *Time Signature* Memorabilia Photos (Gratitude!)

AFTER THE CAMPAIGN:

1. COLLECTING MATERIALS

Materials to collect:

- **EPK (Electronic Press Kit)**
- **BtS (behind the scenes)**
- **Personal Videos (thank you's, surprises, outtakes!)**
- **Clips (of finished film)**
- **Stills (all part of the tease)**
- **Incentive Fulfillment (for visits to set, etc.)**

AFTER THE CAMPAIGN:

2. KEEP GROWING THAT AUDIENCE

Continue to grow your audience

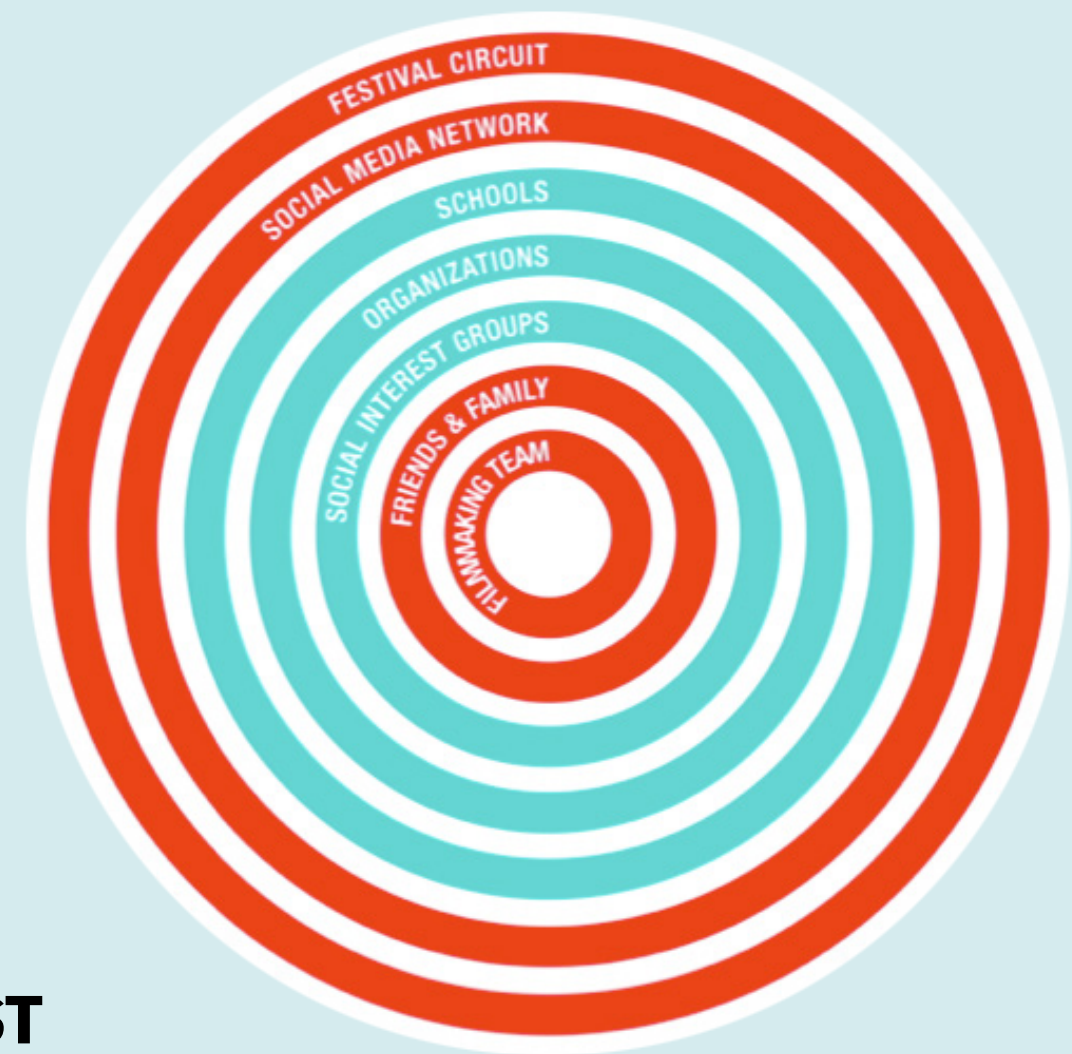
- **VISUAL, SHARABLE** progress updates during production
- **Incentive fulfillment**
- **Constantly active social media presence**
- **Collect more email addresses**

Festivals

- **Every Q&A is an opportunity**
- **Meet everyone, shake hands, kiss babies**

Join the Conversation!

- **#filmcurious every other Tuesday 11amPST**
- **#ScriptChat on Sundays**
- **Grow your community of ideas!**



LASTLY...

**BIG
QUESTIONS?**

3 ACTIONS YOU CAN TAKE NOW

1. Contribute \$10 to a film crowdfunding campaign of your choosing

2. Tweet about #stayindietour or a campaign you're excited about.

Maybe: I learned _____ from the #stayindietour www.seedandspark.com/stayindietour

3. Tweet about an independent film you think everyone should watch

Maybe: Watch this movie: www.seedandspark.com/cinema/water

CONTACT US!

seedandspark.com

@seedandspark

For more questions:

crowdfunding@seedandspark.com