

# **Modern Moviemaking Manifesto**

1. Modern Moviemakers will think of movie making in ways akin to how entrepreneurs think of start up companies. Instead of raising investment dollars for just one title, Modern Moviemakers will create a mini-studio, complete with research and development, planning, production, marketing, distribution and sales under one roof.
2. Modern Moviemakers will focus on producing a slate of at least five genre specific movies. These movies will be created inexpensively and will be delivered to the audience via ALL popular VOD marketplaces.
3. Instead of paying freelance day-rates, Modern Moviemakers will put crew on a salary, with benefits. Everybody in the company will own equity in the company. So in this regard, someone who owns 10% in company stock will get 10% of all movie profits. This will supplement crew salary with an ongoing, lifelong stream of income.
4. Modern Moviemakers will work to grow our community (and customer base) bigger. And over time, our fans will begin to know us, know our company and celebrate our work. Only in this way will we eventually reach mass great enough to increase ongoing revenue through multiple streams of movie income.
5. Modern Moviemakers focus on multi-title diversification, with the goal that multiple movie titles build enough buzz to create long term, sustainable revenue. In this regard, we can begin to focus on creating entire library instead of just depending on one title to support our career.

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AND

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