



# ANIMATION MOVIES AND BUSINESS: CALETRA'S STORY



[WWW.BESOFFICIAL.COM](http://WWW.BESOFFICIAL.COM)



[BRAINENTERTAINMENTSTUDIOS](https://www.facebook.com/BrainEntertainmentStudios)



[BRAIN-ENTERTAINMENT-STUDIOS](https://www.linkedin.com/company/Brain-Entertainment-Studios)

MARIA SERALESSANDRI

[m.seralessandri@besofficial.com](mailto:m.seralessandri@besofficial.com)

SILICON VALLEY SYMPOSIUM  
"ANTICIPATING THE FUTURE"  
BERLIN, NOVEMBER 20, 2016

«ESSERE BRAVI NEGLI AFFARI È  
LA FORMA D'ARTE PIÙ AFFASCINANTE.  
DURANTE L'EPOCA HIPPY LA GENTE  
AVEVA RIFIUTATO L'IDEA DEL BUSINESS  
E DICEVA: "I SOLDI FANNO SCHIFO"  
E "LAVORARE FA SCHIFO",  
MA FAR SOLDI È UN'ARTE,  
LAVORARE È UN'ARTE,  
FARE BUONI AFFARI  
È LA MIGLIORE FORMA D'ARTE.»

ANDY WARHOL

*"Business art is the step that comes after Art. [...]  
I wanted to be an Art Businessman or a Business Artist.  
Being good in business is the most fascinating kind of art. During the Hippies  
era people put down the idea of business - they'd say 'Money is bad', and  
'Working is bad', but making money is art and working is art and good business  
is the best art"*

*Andy Warhol's Exhibition - Arte Fiera 2016 - Bologna - Italy*

# THE CREW



Manuel Izzo

Founder, producer and  
social media strategist



Miriam

Seralessandri

Co-founder,  
screenwriter, 2D/3D  
animator and social  
media strategist



Maria

Seralessandri

Executive  
producer



Claudio

Lucania

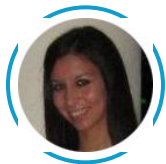
Character  
designer



Leonardo

Ligustri

Props designer



Chiara Talà

Web designer



Selvaggia Di

Fazio

English  
translator



Alessandro

Calbini

Layout designer



Jacopo

Pacioni

Layout designer

# SUMMARY



Why talk about **animation movies** and series: **pitching** an **entertainment product**



**Business models**



How to raise **funds**



How to **promote**



Distribution **channels** and **platforms**



What's **next?**

# WHY TALK ABOUT ANIMATION MOVIES



Profitable **multimedia projects** even if risky



Growing **business** and not only for children anymore



New emerging **business models** and new opportunities



Similar **challenges** of tech startups



What's your  
message?



What's your  
target  
audience?



How to  
promote  
your movie?



What's your  
business  
model?



How to raise  
funds?



What are the  
distribution  
channels?



Who are the  
key  
partners?

# BUSINESS MODELS



Caletra originally planned as a **web serie** of 10 episodes to reduce distribution costs and lower the risk



## Advertisement supported Video on Demand (AVOD) - YouTube

- Revenues 0,22 EUR ~ 3,56 EUR x 1000 visitor
- Profitable only if you have millions of visitors
- Used to promote Caletra and not for the distribution



## Transactional Video on Demand (TVOD) or Pay Per View (PPV)

- Vimeo, iTunes, Amazon Prime
  - Download to Own (DTO) - ~10% fees
  - Download to Rent (DTR) - ~10% fees



## Subscription Video on Demand (SVOD) - Netflix

<http://www.filmmakingstuff.com>

<http://www.filmproposals.com>

<http://socialblade.com>

# RAISE FUNDS



## European Media Funds - some announcements in Switzerland

- [Zuercher Filmstiftung](#) up to 50% of the production costs max 750,000 CHF (ca. 675,000 €)
- [SSA and Suisse Image](#) 50,000 CHF (ca 45,000 €) each session
- [Mediadesk](#) up to 80% of production costs max 75,000 CHF (ca 67,500 €)
- [EACEA online](#) max 60% of costs
- [EACEA TV](#) max 500,000€



## Private investors



**Crowdfunding** but once you are known and you have a good reputation (see [Hullabaloo](#))

We'll launch the campaign after the production of Caletra's pilot



**Sell gadgets** on Redbubble and Society6



# DISTRIBUTION PLATFORMS



- ★ **Manually manage distribution** on different platforms
- ★ **Integrated distribution** - iTunes, Amazon, Google Play, Netflix, Amazon, Hulu, Sony PSN and Microsoft Xbox - with



- **Fixed price** for channel and not a percentage on the revenues.
- Distribber also manage **promotion** on their social channels and **negotiates** the best placement for the film or serie
- If your product is not bought Distribber takes 75\$ per episode and you can be **refunded**



\$2550 (3 episodes)



\$2097 (3 episodes)



\$1350 (3 episodes)



# HOW WE PROMOTE



Communication addressed to **potential audience, producers, young artists**



**Polls and surveys** to let people choose preferred props, layout palettes



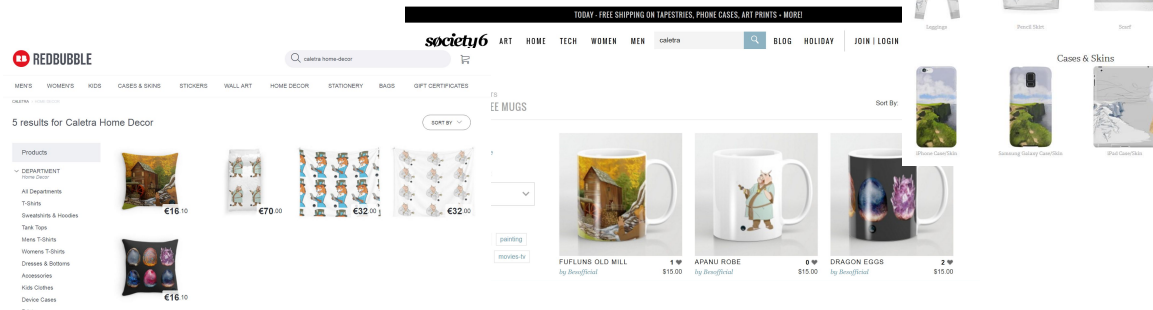
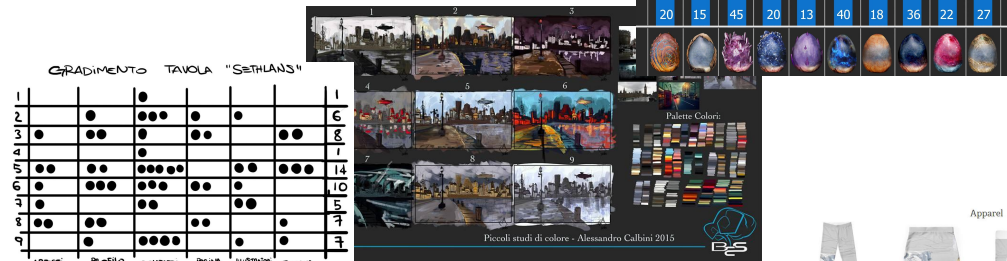
Articles on **Linkedin Pulse**, blog posts on the website, making of on **Youtube**



Gadgets available on **Redbubble** and **Society6**



Participation to principal Italian **exhibitions** - Cartoon on the Bay in Venice, Children Book Fair in Bologna, View Contest in Torino, Acme in Sarzana



# WHERE WE ARE AND WHAT'S NEXT



Characters' description  
Environment description  
Synopsis  
Model sheets  
Layouts  
Props  
Website  
Facebook page  
Linkedin page  
Pinterest  
Redbubble  
Society6

By the end of 2016  
Screenplay of the pilot  
Documentation for the Swiss  
Image  
Contract definition

Documentation for BAK  
Announcement and private  
sponsorships

September 2017  
Participation to Cartoon Forum  
of Toulouse



2018

Caletra on  
air



We are here



2017  
Start the  
Marketing campaign



Pilot production



Caletra production with  
international investors

# THANK YOU! QUESTIONS? SUGGESTIONS? WRITE US!



WWW.BESOFFICIAL.COM



BRAINENTERTAINMENTSTUDIOS



BRAIN-ENTERTAINMENT-STUDIOS



M.SERALESSANDRI@BESOFFICIAL.COM

