



## BCF Funding Proposal

### Bitcoin Cash - Trouble at the Barbershop

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<b>Timeline</b>	<p><i>Shoot date : Saturday, December 2nd at Gino's Barbershop in Atlanta.</i></p> <p><i>Rough Draft to be completed within a week - Final draft completed one week afterwards.</i></p>										
<b>Stakeholders</b>	<p><i>Director - Collin Enstad</i></p> <p><a href="mailto:collin.enstad@gmail.com">collin.enstad@gmail.com</a> 608-669-6647</p> <p><i>Producer - James Grabowski</i></p> <p><a href="mailto:jamesgrabowski@gmail.com">jamesgrabowski@gmail.com</a> 213-590-5427</p>										
<b>Project Summary</b>	<p><i>George and his son, Andy are at the barbershop, when George suddenly remembers he left his wallet at home. Luckily, Andy has some Bitcoin Cash and sends his dad some. George then tips his barber, and pays for both their haircuts. There will also be humorous elements within the script. 2 different edits - One 30 second, and a 1:30 edit.</i></p> <p><i>Script Attached</i></p> <p><i>We will also be interviewing Alex, one of the owners at Gino's about his experience accepting crypto since 2014 in his shop. This video footage will be available for other members to edit.</i></p>										

<p><b>Platforms</b></p> <p><b>Target Audience</b></p> <p><b>Reach</b></p>	<p><i>Youtube - targeted to those who are new to the crypto space. It will raise awareness about Bitcoin Cash, and should drive viewers to seek more information on their own.</i></p> <p><i>I am highly confident that this video will gain a solid view base, and a high probability of gaining “viral” level of views due to its humorous nature, as well as having excellent voice talent.</i></p>
<p><b>Other</b></p>	<p><i>I (Collin Enstad) have made multiple spots that have a humorous edge to them. This will be the first spot that I wrote in which the client did not ‘bog’ me down with unnecessary dialogue. This will allow me to keep the pacing very fast, a necessity on the internet today.</i></p> <p><i>Examples of previous work I have directed that are similar to this project:</i></p> <p><a href="https://vimeo.com/166066881">https://vimeo.com/166066881</a></p> <p><a href="https://vimeo.com/115238726">https://vimeo.com/115238726</a></p> <p><i>I also believe that this spot will give an air of ‘legitimacy’ to the Bitcoin Cash Fund, as it will look VERY professional, and will give the ‘investors’ confidence that their money is being spent in a practical and effective way. This, in turn, should encourage more contributions to the fund.</i></p>