



The Full Consensus Films



John Drum's Entertainment Co.

The Full Consensus Films ICO

# W H I T E P A P E R

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## ABSTRACT

Film art, as a part of human culture, has been advanced for the last 130 years. Nowadays, more than 1,000 films and TV series are released annually. For today, feature, documentary, training films are produced by both huge corporations (Sony Pictures, Paramount), and small film companies.

The development of multi-media computer technology gives a possibility to create films looks like never before. Widespread use of computer graphics, implementation of the 3D effect make them unbelievable. Watching movies and serials is the main cultural leisure for the vast majority of the population of both developed and developing countries.

The movie has already become the universal language, the way of expression which is understandable by people of different races, nationalities, culture, religions and political traditions.

In 2012, the American market brought \$479,23 billion, and it made 29.2% of the global profits – \$1,639 trillion. In 2017, according to the calculations of PriceWaterhouseCoopers, the US will realize \$632,09 billion, and the world in total – \$2,152 trillion.

Even in the film industry, where recently the talking about the "Chinese miracle" hasn't been stopped, the North American market (USA, Canada and Mexico) will remain the leader, at least until the end of 2017. PwC predicts that, in 2016, for the first time in history, the world's film distribution will pass \$100 billion mark.

The highest growth in the industry will be demonstrated by such services as Netflix, Hulu and Amazon.com providing video streaming with the OTT (over the top) technology. In 2013, OTT services realized \$ 6,569 billion, and in 2017 this amount will be \$17,438 billion, that is 27.2% growth annually.

## THE PROBLEMS OF THE INDUSTRY

The main problems in the film industry are:

- sub genre monotony
- lack of original scripts
- underfunding of non-standard projects

### Sub genre monotony

This term should be understood as a set of cliches jumping from one film to another under one genre. For example, the horror sub genre, known as the "haunted house", practically degenerated, and each new film leveraging this subject, is non other than infinite recursion. The reason for this phenomenon, in our opinion, is the notorious "film-standard" that means understandable, predictable and non-controversial interpretations of the story, based on a proven screenwriting, directing and camera techniques, having a strong target audience. It is obvious that such kind of film, from the producer's point of view, has the advantage over the innovative, unconventional movie, in terms of predictability of costs and investments return.

### The absence of the original scenery ideas.

Perhaps the main scourge of the modern cinema. Basic, trivial, often banal ideas run the show today. This is largely compensated by the atmosphere of the films, accurate re-creation of an era on the screen. However, cinema, as a fusion of drama, fine art and music loses its harmony. We believe that the reason is the producers' reluctance to take a risk, their need to be safe from a misunderstanding of the audience. Moreover, cinema rolls in a remake of the old films with the help of new technical means, without any attempt to realize anything in the reality of today. Remember the recent releases: "Total Recall", "Robocop". Old scripts introduced with the new actors and using new technologies. Everyone knows these stories, that's why nobody cares the person by whom they will be told again and again. Do not forget about censorship, totalitarian or tolerant, it does not matter. The perfect scripts are not in

demand, truly creative ideas are rejected.

## The underfunding of the independent projects.

The basic tenet of the punk rock of the 70's was a statement – "this music can be played by anyone". Thousands and thousands of groups were created and broken up, resulting from its mass the music that defined the lives of several generations. It is obvious that to gather a group, financially, it was relatively simple.

Cinema as a complex process did not receive these benefits. Yes, you could buy a simple video camera, but it becomes impossible to get a quality product. Exceptions like "Blair Witch", "Paranormal activity", "Cloverfield", confirm how difficult it is to implement a truly original idea.

Crowdfunding, you say. Engage people, and funding will be secured. Perhaps, you are right, some even live on alms. However, is it possible to do something that, on the one hand, will interest a few thousand people, on the other hand, will neither bring them pleasure nor reimburse them their costs? Giving the beggar a few coins, we can guess that he'll probably spend it on banal things. We provide mercy; even turning a blind eye to the evils, if we are sure in the end aim of our charity. Imagine a beggar asking money for an easel and paint. He will hardly collect anything. It is easier to cure a hangover than to help to paint a landscape. An ordinary person who can't "find the creator" in himself, never "find" it in somebody else.

Venture funds, you might say. Oh, yes, it's possible. After passing through the crucible of bureaucratic processes, approvals, and corrections of obvious censorship, you can earn money. However, it will not be your film. It will be an investment that will be protected by bankers, including from you.

## JOHN DRUM'S ENTERTAINMENT CO.

We run this company as a production company collecting original scripts. Nowadays, we are the holders of more than 500 original scripts that are ready for an implementation. The scripts that we sell to studios, are often changed beyond recognition; many of them are bought but not implemented. It is the result of what was written above. Adaptation to the tastes of the average viewer, the reassurance from a misunderstanding.

We decided that the development of blockchain technology, smart contracts and

crypto-currencies will create a fundamentally new type of filmmaking.

We create the DAO, The Full Consensus Films, to shoot outstanding movies and TV series. Movies, that present a joint creativity of hundreds, thousands of people. The movies, which are free of production restrictions. Any interweaving of ideas, genres, scripts. The invitation of any actors, actresses, directors, cameramen, composers. Each owner of the token will be a creator and be able to volunteer for any role (from director to composer). Each creator will gain not only the glory but also a part of profit from the sale of copyright.

## OUR TEAM

*Ivan Barabanov*, Founder and CEO in John Drum's Entertainment Co. Ivan is an experienced lawyer, an attorney, specializing in copyright law, writer, screenwriter.

*Dmitriy Matushin*, Cameraman, Technician, experimental, avant-garde filmmaker, has a wonderful sense of dynamics and a peculiar creative manner.

*Anna Barabanova*, Creative Director in John Drum's Entertainment Co. Art Director in The Full Consensus Films. Photographer, costume designer and make-up specialist, famous stylist.

## THE FULL CONSENSUS FILMS

We established the DAO – The Full Consensus Films, for the realization of our ideas for creating a film company based on blockchain technology. We find the following advantages of such an organization of film production:

1. The owners of the company can be any entity that owns the FCF tokens, released by Ethereum technology ERC20. We don't leave **nothing** for our personal usage. During the ICO, 100% of the tokens are for selling.
2. Each token has the right to vote. All decisions on the company activities are taken by a simple majority vote, provided by a quorum of 33 %
3. Funds, collected during the ICO, remain for Ethereum account of the DAO.. Any withdrawal, transfer and other operations in accordance with smart contract, will be possible only with the consent of a simple majority vote of the tokens owners.

4. In case of the 6 months quorum absence, according to smart contract, DAO is liquidated, sold tokens are redeemed at the purchase price.
5. In case of the successful launch of filmmaking, the rights to the film will be owned by DAO. Any royalties and other income from the film shall be apportioned among the owners of the tokens within 30 years.
6. Administrative costs of The Full Consensus Films will amount to 4% of the organization turnover.
7. It is planned to enter the exchange and free tokens circulation there.

## THE 16 STEPS FOR SUCCESS

### 1. Choice of the idea.

The determination of the genre and features of a new film. Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

### 2. Choice of the script.

Everyone can suggest his own script for consideration by other participants. Also it will give us great pleasure to offer our scripts we possess. Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 2 weeks.

### 3. Determination of the maximum estimate of the project.

It is assumed that the entire budget of the company will be allocated directly to the production of the film. Otherwise, voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

### 4. Choice and the hire of the Director.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

### 5. Affirmation of the film crew suggested by the Director.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

6. Affirmation of the cast suggested by the Director.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

7. Affirmation of the composer of the film.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

8. Affirmation of the pre-production plan.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

9. Affirmation of the pre-production results.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

10. Affirmation of the shooting plan.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

11. Filming.

An implementation period – 3-4 months.

12. Film editing and Post-production.

An implementation period – 1 month.

13. Affirmation of the final version of the film.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. Obtaining documents needed for rollout and sales.

14. Affirmation of the film festivals to where the film will be sent.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 week.

15. The movie in cinemas/ selling screening rights. Affirmation of the price and the term of sale of rights.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 month.

16. Royalties distribution between the owners of the tokens. Affirmation of the balance of the DAO account for funding the next project.

Voting with a quorum of 33%. The determination of the winning option by a majority vote. An implementation period – 1 month.

## ICO FACTS

Name, ERC20 token:	FCF
The total amount of tokens:	1.000.000
Decimals:	0,00
The cost of tokens:	100 tokens-1 ETH; 0,1 BTC; 10 LTC
Minimum Purchase:	1 token

Pre-sale start day :	August 25, 2017
Pre-sale duration :	21 days
Pre-sale tokens:	100.000
Pre-sale discount:	30%
Minimum Cap. (tokens):	25.000

ICO start day:	December 1, 2017
ICO duration:	3 month
ICO tokens:	800.000
ICO 15 days discount:	15%
Minimum Cap. (tokens):	50.000

Bounty Program:	Yes
Bounty Program start day:	August 21, 2017
Bounty Program tokens:	100.000



Unsold tokens to be burned: Yes

Redemption of sold tokens if the minimum cap is not reached: Yes

## UNIQUE BOUNTY PROGRAM

No hidden conditions, no unjustified complexity.

We offer a very simple bounty program with fair rewards. 100.000 FCF tokens for you in bounty program. Just point us in your publications. Any social media, forums, etc. It's simple. Publish and send proof links & your ETH wallet address to :

[bounty@thefullconsesusfilms.com](mailto:bounty@thefullconsesusfilms.com)

You will receive your reward in 10 business days

2 Publications with a mention of our name:	<b>1 FCF</b>
1 Publication with a link to this site:	<b>1 FCF</b>
1 Publication of an article (no less then 500 characters) dedicated to our project:	<b>5 FCF</b>

## ROAD MAP

March 2017	Idea
July 2017	DAO Established
August 2017	Pre-sale Opening
September- December 2017	dApp and SmartContracts launch
December 2017	ICO Start
March 2018	Film shooting

# SUMMARY

Our idea has a number of indisputable advantages: absolute transparency of all transactions, budget execution, reporting.

We believe that the use of smart contracts and co-management of creative projects will allow us to create an extraordinary product.

Join us!