

# FLOW STATE – Funding Pitch Document

## 1. Concept Note

FLOW STATE is a youth-focused feature film by Syn Studio following Maya, a talented young woman whose passion for hip-hop clashes with her family's expectations. Her journey explores real issues affecting young people—gender-based violence, sexual harassment, early pregnancy, inequality, and family conflict. The film offers both entertainment and social impact, promoting self-expression, resilience, and constructive dialogue within communities.

The film is written by Joshua Musonda, directed by Wilson Banda and Joshua Musonda, with cinematography by Taizya Yambayamba. Development is complete, with the script finalized, cast selected, and key locations secured. Funding is required to complete production and execute a strong distribution and awareness campaign.

## 2. Budget Framework (K50,000 – K80,000)

Funding will support:

- Production: Cast support, crew wages, transport, feeding, permits, equipment rentals, production design.
- Post-Production: Editing, sound design, color grading, ADR, music licensing.
- Marketing: Posters, flyers, social media ads, influencer partnerships, PR, premiere organization.
- Administrative & Contingency: Legal documentation, emergencies, logistics.

## 3. Proposed Business & Distribution Model

FLOW STATE is designed to be both impactful and financially sustainable through the following avenues:

- University Campus Screenings – Affordable ticketed events with Q&A; sessions.
- Red Carpet Cinema Premiere – High-visibility event for media buzz and public attention.
- Distribution Deals – Efforts toward platforms like Circuit, Showmax, and eTV for wider reach.
- Merchandise – Anti-GBV and empowerment-themed products supporting awareness projects.
- Social & Community Campaigns – Influencers, cast-led outreach, school tours, posters, and youth engagement.

## 4. Why FLOW STATE Is a Strong Project to Support

- Addresses real issues affecting young people.
- Strong marketability through music culture and relatable storytelling.
- Multiple revenue streams reduce investment risk.
- Strong social impact brand potential.
- Built-in distribution and marketing strategy.
- High youth engagement potential.

## 5. Syn Studio Background

Syn Studio has delivered impactful youth-centered creative projects, including the mystery series 'Thread of Lies' and the 'StayRare' digital fashion magazine on Instagram. FLOW STATE is our next flagship production, expanding our reach and elevating our influence in film and social advocacy.

## 6. Funding Request

We are seeking financial partners and sponsors to help bring FLOW STATE to full execution. Your investment will enable professional production quality, broad distribution, and meaningful social impact. We welcome discussions on returns, branding opportunities, and long-term partnership possibilities.

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## 7. Investor Benefits Package – FLOW STATE

Below is the full, well-defined benefits package for anyone funding or sponsoring the FLOW STATE feature film. It covers financial returns, publicity value, impact positioning, and exclusive privileges.

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### 1. Financial Return on Investment (ROI Strategy)

Investors have multiple avenues for revenue recovery and long-term returns:

#### A. Direct Revenue Streams

- **Cinema Premiere Ticket Sales**  
Investors receive an agreed percentage of net profits from the red-carpet premiere.
- **University Campus Screening Revenues**  
Affordable ticketed screenings across universities generate steady returns over multiple events.
- **Distribution Deals**  
Revenue from securing FLOW STATE on platforms such as **Circuit, Showmax, eTV, Zambezi Magic, and online VOD services** is shared based on investment proportion.
- **Merchandise Sales**  
Apparel and accessories tied to the anti-GBV movement (hoodies, shirts, wristbands, tote bags).  
Profit-sharing options included for primary investors.

## B. Priority Recoupment

- Investors recover their principal investment **before** profit-sharing percentages kick in—offering lower financial risk.

## C. Long-term Earning Potential

- Distribution royalties can continue for months or years beyond the film's initial launch, creating **passive income** for investors.
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# 2. Brand Visibility & Marketing Value

Investors receive substantial marketing exposure through the film's promotional pipeline:

## A. Media Recognition

- Logo / brand placement on:
  - Movie posters & flyers
  - Official trailer
  - Social media promo
  - Press releases & interview backdrops
  - University screening banners
  - Cinema premiere step-and-repeat (red carpet wall)

## B. Social Media Amplification

- Cast-led posts acknowledging the sponsor
- Influencer collaborations tagging the brand
- Co-branded awareness content tied to anti-GBV messaging

## C. Product / Service Integration (Optional)

- Investor brand incorporated naturally into scenes or environments (if appropriate).
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# 3. Corporate Social Responsibility (CSR) & Community Impact Positioning

Funding FLOW STATE allows investors to align with a socially significant youth-driven project focused on:

- **Gender-Based Violence awareness**
- **Youth empowerment**
- **Sexual harassment prevention**
- **Family and community dialogue**
- **Advocacy for equality and safe spaces**

Investors receive:

- Certificates or acknowledgments as official supporters of GBV awareness initiatives
  - Being publicly positioned as part of the solution to youth-centered issues
  - Opportunities to speak or appear at campaign events or screenings
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## 4. Exclusive Investor Privileges

### A. VIP Access

- Priority seating at the red carpet premiere
- Exclusive behind-the-scenes set access
- Early private screening before public release

### B. Participation Opportunities

- Option for the investor or their representative to be featured in:
  - Premiere event speeches
  - Press interactions
  - Behind-the-scenes promotional content

### C. Tailored Sponsorship Packages

Depending on investment size, tiers may include:

- **Executive Producer credit**
  - **Associate Producer credit**
  - **Brand-led activation booths** at screenings
  - **Mentions in end credits and opening title cards**
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## 5. Strategic Alignment Benefits

Investing in FLOW STATE gives any brand or individual:

- Alignment with a **youth cultural movement** centered on music, creativity, and empowerment
  - Access to the **18–30 youth demographic**, a highly engaged market
  - Association with **high-impact storytelling** and meaningful social messaging
  - Participation in a project with both **commercial and advocacy value**
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## 6. Summary: Why Investors Choose FLOW STATE

- Multi-stream revenue generation
- Guaranteed branding & publicity
- Strong youth engagement and virality potential

- Community and social impact visibility
  - Long-term earning potential from distribution
  - Professional, structured production team
  - A movement, not just a movie
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