

Hi Friends!

I have been listening to Bankless for the last 6 months and with the call to action to head to the Uniswap governance forums and I am glad I have done so!

My Name is Tim Nagle and I am the founder of a film production company called Apostle Digital.

We create feature length films all the way through to commercial advertising to help the cause of the clients we partner with!

What I would like to get a temp check and propose is probably an unusual approach but something that I think would have a great impact highlighting the Uniswap protocol as well as putting the overall crypto space in a positive light.

The idea would be to create a FEATURE FILM

that is based around a well told, scripted story on the origin of the Uniswap protocol crafted as a fun entertaining story.

It would be a fun exciting film that would highlight both the social movement of Crypto and the turning point of using UniSwap that our main character would enter a new world of possibility unknown to them before. The film would be played out in a world of high stakes, friendship, adventure and crypto.

Some film references that come to mind are the [Social Network](#)

meets [Money Ball](#) meets [\\*Richie Rich](#).

( These would be explored extensively and a complete script will be provided to review before being filmed and created by the entire team )\*

These are of course references and we would be creating something totally unique for Uniswap that is able to accurately propel the brand and message through popular culture.

Overall this would be a first in the space and Uniswap would have that first! Creating a complete high production film that supports both a positive message about crypto currency, educates the audience about the protocol and also syncs deep with culture a brand such as Uniswap to take it to the next level. The Uniswap protocol would be an executive producer on the film in credits as well as all the participants who vote for this proposal could also be credited as associate producers of the film!

The estimated time line for this production would be as follows.

6 weeks Script Creation with our writer

2 weeks consultation and governance feedback

8 weeks in Pre Production ( Casting, Crewing, Admin, artistic direction, pre vis, Line Producing )

12 weeks in Production ( Film shoot )

20 weeks in Post-Production ( Editorial, VFX, Grade, Foley, Sound, Score, Finalise and Master the film )

\*Budget estimate 200,000 UNI ~ 4.5m USD ( cast dependant. )

To follow up on the back of this, we would create a marketing campaign that takes the trailer, the imagery from the film, interviews with cast, directors, crew, and build a world of content that speaks to the meaning behind the film and the Uniswap protocol and push this out globally to make sure there is hype and reach for the film.

This marketing would go out to facebook, instagram, youtube, tik tok as well as traditional media, and be used to actively promote the Uniswap brand and positive message without the limitations of what is and isn't allowed to be promoted on these centralised platforms around the crypto space.

Budget estimate 5800 UNI~ 130K USD + Media ad spend over a defined length of time. ( It really depends on the extent of the content that gets created but would be an extensively be explored to make sure the film was adequately provided for. ( This is not mandatory but would be highly advised to get the most out of the investment as any normal film would encounter )

The film would then be able to be sold to global territories, could have its own cinema run but predominately play in the VOD space like netflix, amazon prime, etc to bring a return back to Uniswap.

Over the past 10 years there have been some notable films thats have been made for this type of lower budget. Paranormal activity, the last 5 of their films were all made for about 4.5 million and returned upwards of 250million each. Magic mike was made for about 7 million and returned 167 million. Moonlight had a budget of about 2 million and returned about 65 million. These are some recent examples that have been popular with culture but have also had a monetary return on investment.

This would mean a broad potential financial return over time to the Uniswap treasury as well as various broad reach PR

opportunities on morning TV shows, podcasts, web articles for positive exposure and mainstream reach that could far outweigh monetary return of the films sales.

Some other opportunities for a return on the investment would be exclusive NFT creations for individual frames of the movie, behind the scenes content, director and cast signed posters and photographs that are one of a kind and could be tradable into the future.

This is something we are most passionate about helping create, well executed incredible stories for the world to see. Our team have been apart of many feature films, short films, 100's of commercials, and generated 10's of millions of dollars in revenue from the entertainment assets we have helped create. We are passionate about the crypto space and would be honoured to work along side Uniswap if this sort of proposal feels like a good fit for the community.

I would love to get your initial thoughts before it gets put it forward for a complete proposal!

My apologies if I need to create a snap shot for this part of the discussion, I can do this going forward if needed!

Cheers and thanks for your consideration.

T.