

Non-Fungible Films proposes to develop an animated tv series around the BAYC/MAYC ecosystem, in collaboration with the collective Yuga Community.

A Bit about Non-Fungible Films:

NFF is a web3 native entertainment studio focused on partnering with blue chip collections and developing their IP for film and tv. Founded by Cameron Moulène, a long standing member of the BAYC community. NFF also partners with legacy IP and/or AAA creator talents to architect Web3 projects around new IP they wish to share with their fans/communities. In the span of 8 months (since inception), NFF has sold 1.5mm in NFT sales across its executive producer passes and Cast and Crew Passes. NFF has closed overall exclusive Film/TV deals with Pudgy Penguins, NonFungibleHeroes and other notable Web3 projects.

NFF's advisory council is made up of Susan Levison, Lydia Antonini, Brandon Buchanan, Luca Schnetzler, Mihai Crusneau, William Morris Endeavor, Josh Ong, TropoFarmer, Zeneca, and of course...Franklin "Owns 60 BAYC".

Why it Matters:

Content is King. Web3 brands will never break through to mainstream audiences without powerful stories and IP which permeates the public's attention and impacts their hearts and minds. Hollywood is an incredibly insulated, slow moving and challenging industry, but NFF is uniquely positioned with understanding in both Web3 and Traditional Hollywood to actually move the needle on a QUALITY piece of BAYC content. This content should also be CO-OWNED and CO-CREATED with the BAYC community. That's the very vision of web-3.

As an aside; Creating a show independently and distributing it in a token-gated (ie. Stoner Cats) is not an effective method of mainstream adoption. Our two objectives for this show are simple - bring life to BAYC for mainstream audiences, and making us all laugh for 24minutes straight every episode

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Proposed Collaboration with the BAYC Community will come in the form of;

A. Governance over elements of the development process, casting process and distribution process.

B. Licensing Agreements for episodic usage rates and parameters (varying on screen time, but beginning at no less than \$1200 USD per episode or speaking appearance - the standard performer minimum for a Co-Star in union productions), and a rev share (40% of net) on any ancillary sales stemming from the series,

Use of capital (1mm APE/USD):

Development is expensive. NFF has a wide network in the mainstream Hollywood circle, and has been developing content with Fuzzy Door (Seth MacFarlane) amongst multiple other household name production houses. Our goal is "No low effort sh*t - because the first true mainstream show made around NFTs MUST be exceptional - if it isn't the whole space will suffer and so will the value of web3 IP".

The grant capital will be used to employ a seasoned Hollywood screenwriter to work in collaboration with NFF and the BAYC community (250-400k) to develop a tv series concept. The first options would be in no particular order:

Andrew Cohen

pro.imdb.com

[Andrew Jay Cohen - Contact Info, Agent, Manager | IMDbPro](#)

See Andrew Jay Cohen's contact, representation, publicist, and legal information. Explore Andrew Jay Cohen's credits, follow attached in-development titles, and track popularity with STARMeter. IMDbPro — The essential resource for entertainment...

Phil Johnston

pro.imdb.com

[Phil Johnston - Contact Info, Agent, Manager | IMDbPro](#)

See Phil Johnston's contact, representation, publicist, and legal information. Explore Phil Johnston's credits, follow attached in-development titles, and track popularity with STARMeter. IMDbPro — The essential resource for entertainment...

Wellesley Wild

pro.imdb.com

[Wellesley Wild - Contact Info, Agent, Manager | IMDbPro](#)

See Wellesley Wild's contact, representation, publicist, and legal information. Explore Wellesley Wild's credits, follow attached in-development titles, and track popularity with STARMeter. IMDbPro — The essential resource for entertainment...

Phil Lord + Chris Miller:

pro.imdb.com

[Phil Lord - Contact Info, Agent, Manager | IMDbPro](#)

See Phil Lord's contact, representation, publicist, and legal information. Explore Phil Lord's credits, follow attached in-development titles, and track popularity with STARMeter. IMDbPro — The essential resource for entertainment professionals.

Other uses of capital:

- (150k) will be used to film a 1-3min teaser trailer for the script to serve as a 'Sizzle' in Pixar quality 3D animation.
- storyboarding the script into visuals to serve as a proof of concept for the production.
- Capture a full behind the scenes film which will be distributed exclusively to BAYC/MAYC/BAKC/Otherside land plot holders.
- Producer expenses for time spent; fostering a direct relationship with community and writer, co-development of the content, shopping/pitch meetings at studios on behalf of the project, negotiations, etc.

NFF also proposes that 10% of the backend revenue of the film/tv series be retained by the \$ApeCoin DAO in exchange for the grant. Generally the producer pool is 20% - so NFF would in essence be splitting this with Apecoin DAO, while the eventual studio would put up the majority of the production financing.

- UNLESS
- it is put to a vote that once a proof of concept is filmed, a script is written and shared and pre-production is complete, that the DAO would prefer to find alternative means of financing and collectively retain the majority of the IP and ownership (This is generally NFFs objective in content development to being with) - in which case NFF is happy to suggest a series of alternative financing models to co-produce the content together and retain as much ownership as possible before seeking a distribution only licensing deal at a major distributor. **

Thank you for your time and warm regards.

Founder/CEO of NonFungible Films,

Cameron Moulène

Proposals submitted to the AIP Ideas category can be vague, incomplete ideas. Topics submitted here are not required to be submitted as a formal AIP Draft Template, however, you may still use the [template](#) if you wish.