

DESERT SNOWFALL PRODUCTIONS

Proposal Prepared
by
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Project Outline

Desert Snowfall Productions is an independent production company focused on developing and producing Television series and feature films. It is also the hub of opportunity for finding new and exciting talent within the Middle East.

With already four productions commissioned, ranging from action adventures to important political dramas, there is already a team of highly experienced individuals in place and ready to begin work.

The ethos of the company should always be known as “the hub of opportunity within the Middle East but not restricted to Middle Eastern content”. There is a huge breadth of talented film makers waiting to be discovered with new ideas.

Goals

- To launch Desert Snowfall Productions as a competitive production company.
- To create commercially viable content that will compete on the international market.
- To start production on four television productions that have already been commissioned.
- To drive new business and opportunities to Desert Snowfall Productions.
- To make Desert Snowfall Productions an award winning company.

The goal of Desert Snowfall Productions is to operate a commercially successful feature film and television production company, which can compete and excel within the competitive global film market. Through in-depth research analysis of the current market, and by using the best talent of writers, directors, actors and crew, Desert Snowfall Productions can establish itself as a commercially successful business within the current film market.

Desert Snowfall Productions should always be ahead of the game, seeking to take advantage of all formats, whether that be in online content, theatrical distribution and social media.

The initial set up would be for three years, aiming to develop and have green-lit up to five projects each year. With an ever changing market place, Desert Snowfall Productions should never confine itself to just one specific genre. As its first project, Desert Snowfall Productions will start an action/ adventure television series called “The Warrior Kings.” This is a television production proven through market research, as well as current market trends, to be a successful project, which will launch Desert Snowfall Productions as the best film and television production company in the Middle East.

Desert Snowfall Productions should never sacrifice on quality. In addition to not only working with the best, Desert Snowfall Productions should aim to produce the best possible content. Too often one sees films and TV series peddled out to suit the current marketplace, only for them to fail because of their lack of creativity and originality.

Current Projects

Desert Snowfall Productions currently has four productions commissioned. These are commercially viable productions that will work on the international stage, and each of them have been budgeted between \$60,000,000-\$100,000,000.

The Warrior Kings - A television series depicting the rise of Saladin, a General during the Crusades, who was widely praised by both Western and Arab historians for his kindness and heroics. This is an action adventure that plans to take advantage of stunning locations in the Middle East. This show will astound audiences with the incredible story of Saladin and the jaw dropping action sequences that will take place.

Parchman Farms - This is a mini-series about the Civil Rights movement in America. Parchman Farms depicts the true story of the Freedom Riders who were sent to Parchman Prison for taking part in their refusal to move off of the buses reserved for white passengers.

One Night In History - This will be an anthology series where each episode will be different from the last. One Night In History is a dramatised series depicting important historical events that will range from David Cameron watching the Brexit results coming in, to Barack Obama in the Situation Room during the assassination of Osama Bin Laden.

Empire Of Dreams - Empire of Dreams is a feature film based on a modern retelling of the infamous couple Bonnie & Clyde set in Harlem, New York.

The importance of these four projects is that, although they take place around the world, all the ideas were created by those living in the Middle East. These are already commissioned and budgeted. These projects show that those living in the Middle East are able to create; strong commercially viable content that have now been given the chance by Desert Snowfall Productions.

Where We Fit Into The Film Industry

It is important to know where Desert Snowfall Productions fits into an ever expanding film industry in today's current market. It already has a distinct advantage of having the backing from major Hollywood studios, both theatrical and online streaming content.

Desert Snowfall Productions is not only starting with four commissioned projects, which means that the investor(s) will get their investment back quickly, but it also means that the company starts on the strongest possible footing. Companies in both the US and UK are severely limited in opening themselves up to new talent, Amazon used to have an open call where filmmakers could submit their scripts but this has since been axed. This is where Desert Snowfall Productions comes in.

By finding and giving opportunities to new talent Desert Snowfall Productions will be able to capitalise on great commercially viable films and TV series that are being missed. It is Desert Snowfall's job to find these scripts, develop them with the film maker and get them commissioned by the major studios. It will be able to do this as it already has the backing of the American studios for this.

Desert Snowfall Productions plan to set aside a development pot from the initial investment. This development pot will help it find new writers, producers and directors that are "slipping through the cracks". It is up to Desert Snowfall to find great commercially viable ideas and talent.

How Do We This?

This is where the importance of having a great team comes into play. It is the jobs of both Jemma Cassey and Laith Mufti to help find these great ideas/scripts. Laith's job as Head of Acquisitions is to be the first port of call for new filmmakers and ideas, Laith will look at a script and take it to Jemma who is Head of Development. Jemma will be able to look at an idea and develop it. For television ideas they will create what is known as a "bible". What is a bible? A bible is what is known within the industry as a reference document used by writers and producers as a reference for information on television series' characters, settings and other elements. Every great television series over the last twenty years was commissioned from a bible including, The Wire, Stranger Things, The Sopranos and Game Of Thrones.

Using its development pot, Desert Snowfall Productions will be able to bring in graphic designers, editors, etc to showcase these bibles and make them stand out to the networks and studios. Having worked with ITN, Jemma knows how to "package" a film or television idea. Working closely under Hakan Ozsancak and Alexander Frost, the three of them will decide which projects they think they will be able to realistically package and send over to the networks. In today's age no project ever gets commissioned without having actors attached so they will do this by having a great script and idea. They will also use a small percentage of the development pool to secure the actors' attachments.

It is important for Desert Snowfall Productions to edge out the competition and to make it at the forefront of new opportunities. It will make this happen by actively making it known that Desert Snowfall is the place to go to for new talent to pitch their ideas. It will not only develop relationships with new filmmakers but will also sell itself to established writers, producers and directors. As Head of Acquisitions it will also be part of Laith Mufti's job to go out and find new talent that is showcased at Cannes, Berlin, Toronto and many other film festivals.

It is the job of Hakan Ozsancak and Alexander Frost to guide, support and encourage the team to find the best ideas and to build relationships with established filmmakers and new and emerging talent. The team will also be encouraged to pitch any ideas they may have thus giving them the opportunity to grow within the company. Desert Snowfall Productions has already won the major battle as most film production companies, whether established or new, struggle over many years to build a relationship with a major studio. Not only does Desert Snowfall Productions have this relationship, but it is actively being encouraged to find new talent. Monthly meetings have been scheduled with the studios, so that new ideas can be presented to them and commissioned.

In the modern age of filmmaking one topic has dominated the film industry more than others - “diversity and opportunity”. The Academy Awards has been dominated for the past three years by a lack of “representation” from various ethnic groups and directors. Desert Snowfall Productions is not being formed to fix the problems in the film industry. However, Desert Snowfall as a company is not only evenly split between male and female members, but all of the team are from different cultural backgrounds, Jordanian, British, American, Turkish, Indian, Emirati and Finnish. Desert Snowfall Productions does not look at the person’s ethnic background or gender. This will be reflected in the truly inspiring films and TV series that Desert Snowfall will produce that will thrill and excite audiences from around the world and bring established and new talent to Desert Snowfall Productions.

Why Dubai?

Whilst Europe and America have developed strong film industries over many, many decades with Hollywood remaining at the heart of the industry, the Arab World remains one of the last major untapped regions. Desert Snowfall Productions will be the only production company in the region focused on film and television. With its ethos of innovation and opportunity, Desert Snowfall Productions will develop its own in-house content, as well as opening itself up to those looking for the opportunity to showcase their talent.

Dubai is a mix of both Arab and Western cultures and it makes it the most ideal place for Desert Snowfall Productions to develop new opportunities. It also has six of the largest sound stages ever built, which to date have remained largely unused. This makes Dubai an ideal place for Desert Snowfall to film its sizeable and challenging projects.

In the last six months there has been much speculation regarding the emergence of Saudi Arabia as a new hub for film and TV. The twelve year vision laid out by HRH Crown Prince Mohamed Bin Salman involves setting up a “media city” similar to Dubai (<https://www.hollywoodreporter.com/news/who-benefits-saudi-arabias-film-revolution-1100877>). Dubai actively encourages new film makers and there will be a void from production companies moving to Saudi Arabia. They are naively thinking that Saudi will be the new home of opportunity for media in the Arab World without taking into account the red tape and many years involved in setting everything up. One of the many great reasons to be located in Dubai is that everything is already in place and Desert Snowfall Productions plans to take advantage of this.

Desert Snowfall Productions already has a further advantage in so far as Dubai Film and Television Service will ensure that red tape is kept to a minimum, as they have already expressed excitement at working with Desert Snowfall. The Dubai Film Festival is an already established film festival that not only attracts the very best from Hollywood each year but actively encourages new film makers. Desert Snowfall Productions will continue to build a strong relationship with Dubai Film & TV Service and the Film Festival, by producing successful films and television series which will be mutually beneficial to all parties as well as create job opportunities for the local market.

The Team

Alexander Frost - CEO and in charge of the company. Alexander Frost will oversee the day to day running of the company as well as all of the productions. He is an Academy Award shortlisted producer and has won many awards in the film industry. The aforementioned “Warrior Kings” was created by Alexander Frost and is currently on its way to becoming one of the all-time most successful television series. Alexander has been praised for his ability to either come up or spot a great story that will translate into highly successful feature films or television series.

Hakan Ozsancak - Managing Director, currently based in Washington DC. Hakan has proved himself a valuable asset working for the Associated Press and taking charge of CCTV News. Starting as a small startup Hakan has helped transform CCTV into a major news network in the United States. As well as MD’s duties Hakan will be looking for new business opportunities and will help bring commercial success to the company. (<https://www.linkedin.com/in/hakanozsancak>)

Anna Ahtianinen- Market Research and Data Analytics. For the past twelve years Anna has worked in digital analytics for the likes of Google as well as various Ad-tech companies and is highly skilled in the fields of data science and big data. She will be able to find actionable insight from market trends and social media. Anna’s role will be crucial to Desert Snowfall’s development. (<https://uk.linkedin.com/in/annaahhtiainen>)

Jemma Cassey - Head Of Development. Having worked as an Executive Producer for ITN, Jemma will be in charge of developing new projects at Desert Snowfall, being able to look at a 3 lined synopsis, develop projects from an idea to the budget and production. Jemma will be in charge of all productions. (<https://ae.linkedin.com/in/jemma-cassey-80804131>)

Laith Mufti- Talent Acquisition. It is Laith’s job to help find the best talent out there and to help nurture existing relationships between Desert Snowfall and potential writers and directors. It is up to him to go to film festivals and help attract the best talent to Desert Snowfall Productions. (<https://uk.linkedin.com/in/laith-el-mufti-0172b783>)

Sergio Jordann - Head Of Social Media, Over the last few years Sergio has worked for some of the best production companies within the Middle East. Whilst in charge of their social media, Sergio has helped them develop and explore the importance of their social media presence as a marketing and communications channel. Sergio has also developed his own podcast channel which he will be bringing to Desert Snowfall. Sergio gets approximately 30,000-100,000 hits on each of his social media and podcasts.

Susan Thomas - Finance and Operations Manager, with 14 years experience in operations in the UAE, experience gained from working for both the UAE government and multinational firms, in the Telecom, Banking and Real Estate sectors. (<https://www.linkedin.com/in/susan-thomas-39552614/>)

Initial Office Setup Costs

Business Registration & Visa's

Category	Quantity	Cost (£)	Cost (AED) (£1=5AED)
Registration Fee	1	£2,003	AED10,015
MOA (memorandum of articles of association)	1	£400	AED2,000
License Service	1	£4,053	AED20,265
Establishment Card	1	£372	AED1,800
Visa (3 Year Visa)	7	£638.40	AED3,912
Medical Test For Visa	7	£64	AED320
Emirates ID	7	£80	AED400
3rd Party Liability	1	£150	AED750
Workman Compensation Insurance	1	£150	AED750
Health Insurance	7	£570	AED2,850
TOTAL		£72,480	363,022

(Figures Provided by DMCC : <http://landing.dmcc.ae/cost-calculator>)

Yearly/Monthly, Salaries, Outgoings and Office Rental

Category	Quantity	Yearly (£)	Yearly (AED)	Monthly (£)	Monthly (AED)
Total Salaries	6	£596,000	AED2,980,000.00	£49,664	AED248,320
Office Rental	1	£65,000	AED325,000	£5,416.66	AED27,083.33
Yearly Outgoings (office cleaners, water etc)	N/A	£40,000	AED200,000	£3,333.33	AED16,665
Total		£701,000	AED3,505,000	£58,413.99	292,068.33

Recoupment Plan

The most critical question for any investor is a profitable return on their investment. An initial 4 million investment will result in high returns. Desert Snowfall Productions makes its money from the production fees taken from delivered budgets. The fee involved is 10% of any budget. This means that the “Warrior Kings” that is budgeted at £100,000,000 will take a production fee of £10,000,000. With four projects already commissioned and budgeted, Desert Snowfall Productions will be making no less than a minimum of £36,000,000 by November 2019.

	Budget	Percentage Of Budget	Production Fee
The Warrior Kings	£100,000,000	10%	£10,000,000
Parchman Farms	£60,000,000	10%	£6,000,000
One Night In History	£100,000,000	10%	£10,000,000
Empire Of Dreams	£100,000,000	10%	£10,000,000
		TOTAL	£36,000,000

“Warrior Kings” is the most advanced project with its budget set to be delivered no later than January 3rd 2019. This means that the investor will make their initial investment back as well as holding a 40% stake in the company. With the £36,000,000 earmarked to be taken from these four projects, the aim of the company is to keep bringing in new ideas and get these ideas commissioned and green-lit.

In the first year, Desert Snowfall Productions will look to have seven projects all commissioned and green-lit with all of their budgets delivered by December 2019, which includes the four projects already commissioned and awaiting budgets to be delivered. With the certainty of the four projects already commissioned, the investor will not only recoup his initial investment of £4,000,000 paid out of the production fee of the “Warrior Kings” by 3rd January 2019, but will also receive 40% of the production fees of the four projects, equating to £12,800,000 due to be paid by December 2019. This does not include further profits from these productions and any future projects.

Marketing

Desert Snowfall is always looking to expand, with discussions currently on-going with corporate sponsorship, as many companies have big gains to make from product placement in TV and feature films.

Desert Snowfall is always looking to branch out into new mediums. With the medium of YouTube there are potential big gains to be made within webcasts and sponsorship advertisers. Sergio Jordann already has amassed a following from online podcasts and will be looking to setup a

YouTube channel, to incorporate both TV and feature films that Desert Snowfall is currently working on with podcasts on sports

The marketing for the films and TV series themselves will be handled by the Studios which have commissioned the projects. Desert Snowfall Productions, will produce in-depth behind the scenes videos, which will include their corporate sponsors, as well as helping to generate worldwide buzz and hype around the TV series and films.

Summary

With an exceptional team already in place, Desert Snowfall Productions will start with a great advantage of already having four commercially viable productions in place. The team will always look to bring in great projects and give those with talent a platform in which to demonstrate their potential and help sustain Desert Snowfall as the number one film and television production company in the Middle East.

Desert Snowfall as a company will allow their talented employees to take their careers further. The company is an ideas hub, one that thrives on new ideas and new technologies, and one that understands that the world of film and TV is ever expanding, finding new mediums in which to reach audiences.

As a company Desert Snowfall will always be one step ahead of the game and will never become complacent. Desert Snowfall may have four to seven productions filming at any one time. Not only will it be in control of those productions, but it will always be looking to where the next seven productions will come from.

Desert Snowfall has assembled a team that is extremely creative, a group of people that love to be challenged on a day to day basis. Not only is the team evenly split between men and women, but it also comes from ethnically varied cultural backgrounds, who have the ability to understand different markets and cultures, which is a winning formula in today's globalised world.