

Producer Fund

Investor Deck

Daren Smith | GP

*Fund I - a series of
Craftsman Film Ventures*

OUR MISSION:

Create a profitable
independent film ecosystem

(...and have a heck of a lot of fun doing it)

INT. INDIE FILM ECOSYSTEM - DAY

The Problem:

Most Indie Films Lose Money

They are often UNDERFUNDED and UNDERDEVELOPED which means they UNDERPERFORM in the marketplace.

Too many investors put their money into independent *films* while unaware of the underlying *ecosystem* that makes films profitable and successful.

PRODUCER

Investors lose, filmmakers burn bridges, and audiences are let down.

Hollywood isn't faring any better, with movies consistently losing hundreds of millions of dollars in the box office ([link](#)).



EXT. FILM INDUSTRY - NIGHT

The Opportunity:

Films We Can Watch With Our Kids

The marketplace is brimming with dark, sensational, and R-rated content. Parents and families are left out, and limited to animated films that leave adult viewers wanting.

"Indie films illuminate untold stories, spark discourse, and broaden our perspectives... [they] open our hearts and launch culture-defining talent... [and] advance the art form of cinema. Independent film is essential to our culture and society."*

PRODUCER

New solutions are needed to profitable, family friendly films that spark conversation and change people for the better



INT. PRODUCER FUND I - DAY

That's why we created Producer Fund I.

Profitable independent films
that change people for good

Here's how we'll do it:

Film 1 Budget			Film 2 Budget			Film 3 Budget			Film 4 Budget			Film 5 Budget			
Source	Amount	Percent	Source	Amount	Percent	Source	Amount	Percent	Source	Amount	Percent	Source	Amount	Percent	
Equity	\$600,000	40%	Equity	\$700,000	40%	Equity	\$800,000	40%	Equity	\$900,000	40%	Equity	\$1,000,000	40%	
Tax Credit	\$300,000	20%	Tax Credit	\$350,000	20%	Tax Credit	\$400,000	20%	Tax Credit	\$450,000	20%	Tax Credit	\$500,000	20%	
Co-Production	\$300,000	20%	Co-Production	\$350,000	20%	Co-Production	\$400,000	20%	Co-Production	\$450,000	20%	Co-Production	\$500,000	20%	
Sponsor/MGs	\$300,000	20%	Sponsor/MGs	\$350,000	20%	Sponsor/MGs	\$400,000	20%	Sponsor/MGs	\$450,000	20%	Sponsor/MGs	\$500,000	20%	
Film 6 Budget			Film 7 Budget			Film 8 Budget			Film 9 Budget			Film 10 Budget			
Source	Amount	Percent	Source	Amount	Percent	Source	Amount	Percent	Source	Amount	Percent	Source	Amount	Percent	
Equity	\$1,000,000	40%	Equity	\$1,100,000	40%	Equity	\$1,200,000	40%	Equity	\$1,300,000	40%	Equity	\$1,400,000	40%	
Tax Credit	\$500,000	20%	Tax Credit	\$550,000	20%	Tax Credit	\$600,000	20%	Tax Credit	\$650,000	20%	Tax Credit	\$700,000	20%	
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Sponsor/MGs	\$500,000	20%	Sponsor/MGs	\$550,000	20%	Sponsor/MGs	\$600,000	20%	Sponsor/MGs	\$650,000	20%	Sponsor/MGs	\$700,000	20%	
TOTALS			Recoup Waterfall			Revenue Simulations:									
Equity	\$10,000,000	40%				Producer's Net	\$20,000,000	\$25,000,000	\$30,000,000	\$35,000,000	\$40,000,000	\$45,000,000	\$50,000,000		
Co-Production	\$5,000,000	20%		1	Distributor Fee	20%	-\$4,000,000	-\$5,000,000	-\$6,000,000	-\$7,000,000	-\$8,000,000	-\$9,000,000	-\$10,000,000		
Tax Credit	\$5,000,000	20%		2	Negative Cost	\$15,000,000	-\$15,000,000	-\$15,000,000	-\$15,000,000	-\$15,000,000	-\$15,000,000	-\$15,000,000	-\$15,000,000		
Sponsor/MGs	\$5,000,000	20%			Preferred Interest	\$1,500,000	-\$1,000,000	-\$1,500,000	-\$1,500,000	-\$1,500,000	-\$1,500,000	-\$1,500,000	-\$1,500,000		
	\$25,000,000	100%					\$0	\$3,500,000	\$7,500,000	\$11,500,000	\$15,500,000	\$19,500,000	\$23,500,000		

Timeline:

Funding committed by EOY | 2025 - 3 films produced | 2026 - 3 films | 2027 - 3 films | 2028 - 1 film |

*Theatrical releases for all films

For each film:

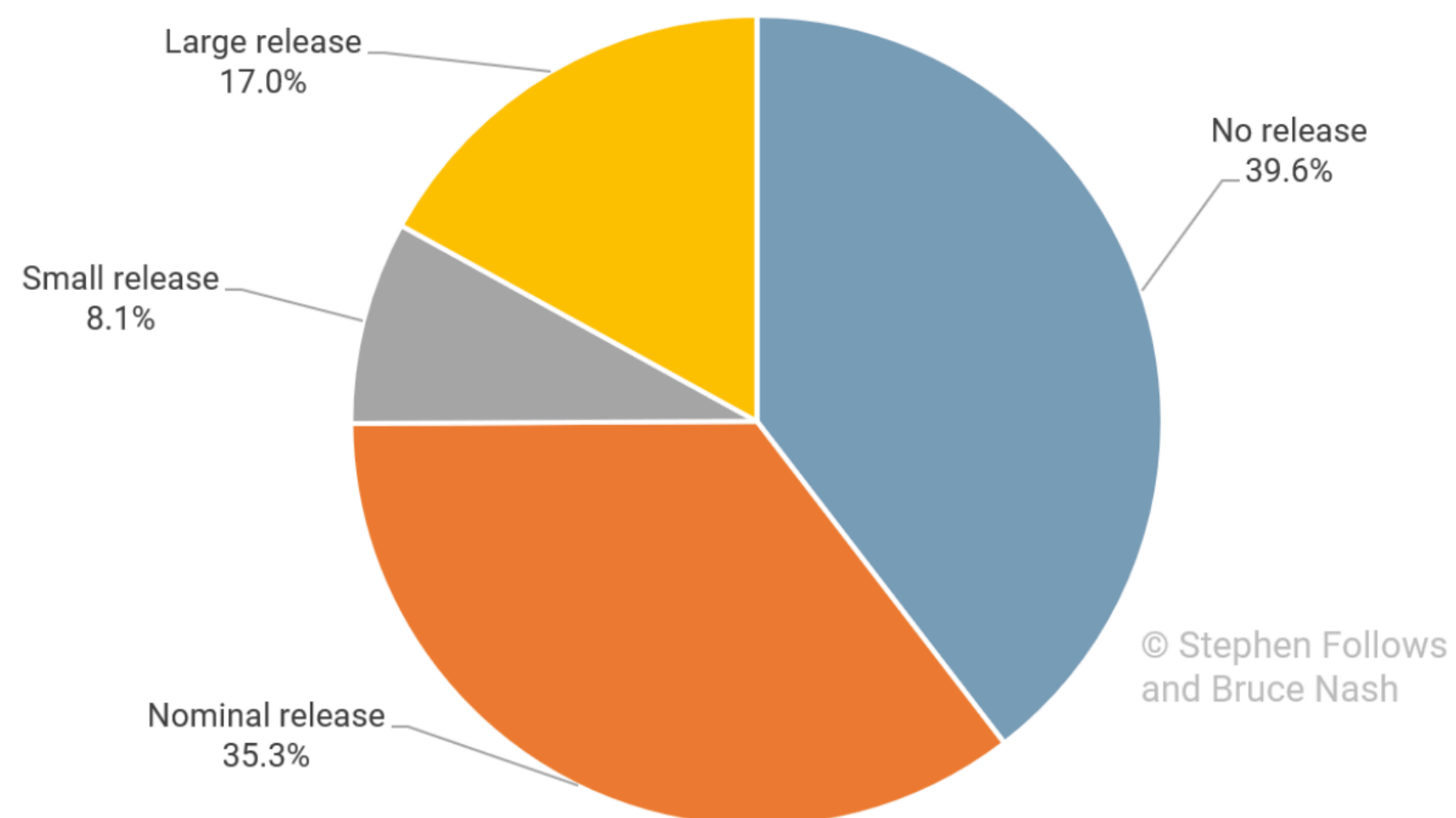
\$200k Production Fee | \$50,000 Short Film | \$100,000 Development | \$50% for Marketing | \$500k-1.5m Production

INT. PRODUCER FUND I - DAY

Protecting the Downside

Only 17% of independent films get a theatrical release that earns \$100k+ in the box office*

Domestic theatrical release status of American independent movies shot in 2017



*<https://stephenfollows.com/how-many-independent-films-reach-cinemas/>

Risk Management:

Development

Invest \$100k and six months in development with the writer-director

Packaging

Leveraging the connections of the writer-director, producer, co-production and distribution partners (e.g: Angel Streaming)

Financing

Include tax incentives, sponsorships, and minimum guarantees to increase ROI

Production

Shoot in tax-advantaged states with small, experienced crews, limit above-the-line spend (actor fees, producer fees, etc.)

Distribution

Partner with distributors *before* production takes place

We already have
distribution for all
films in the fund

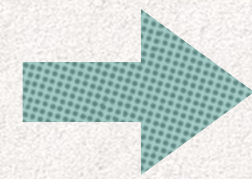


EXT. PRODUCER FUND I - CONTINUOUS

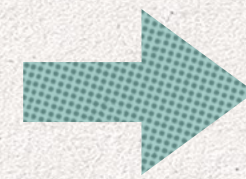
We've already done it.

We're doing it again, better.

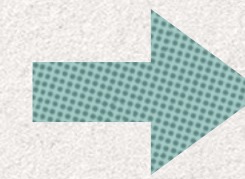
What Comes
Around (2021)



Give Me Your
Eyes (2022)



Faith of Angels
(2024)



The Carpenter
(2024)

\$750,000 budget

Utah Film Incentive
recipient

2022 TIFF (Toronto
International Film
Festival) selection

Bought by IFC Films

Streaming on AMC+,
Hulu, and others

\$950,000 budget

Filmed in Utah in
2022

International stars
attached -

Mauricio Ochmann and
Elyfer Torres

#2 release on Amazon
Prime LATAM

\$1.1 million budget

Utah Film Incentive
recipient

Self-distributed
theatrically 9/2024

International through
Premiere Ent.

Streaming through
Angel Studios

\$1.8 million budget

Filmed in Cape Town,
South Africa (15:1
exchange rate)

35% tax incentive
recipient

Self-distributed
theatrically November
2024

EXT. PRODUCER FUND I – CONTINUOUS

Investing In The Community

ECONOMIC DEVELOPMENT

Producer Fund I strategically selects production locations in tax-advantaged states like Utah, Georgia, and New Mexico, which often include LMI communities. By hiring local crews, sourcing materials, and using local services, the fund stimulates economic activity in these areas.

JOB CREATION

Film productions create numerous jobs, from skilled professionals like camera operators and editors to entry-level positions such as production assistants. This directly contributes to workforce development and employment opportunities in LMI regions.

SUPPORT SMALL BUSINESSES

Film productions often rely on local small businesses for catering, transportation, lodging, and equipment rentals. This provides a direct boost to small businesses in LMI areas, fostering economic sustainability.

INCLUSIVE REPRESENTATION

Independent films have a strong history of giving voice to underrepresented groups. By supporting diverse talent and storytellers, Producer Fund I contributes to equity in media representation, aligning with the spirit of social impact promoted by the CRA.

COMMUNITY ENGAGEMENT

By producing transformational, family-friendly films, Producer Fund I creates content that positively impacts communities. This supports cultural enrichment and brings attention to stories that resonate with and uplift underserved audiences.

LONG-TERM GROWTH

Investments in independent films can encourage the development of local film industries in LMI areas. This creates a sustainable cycle of economic benefits as regions develop reputations as production-friendly hubs.

TAX REVENUE CONTRIBUTIONS

By filming in LMI regions, the fund contributes to local tax bases through state and local tax credits, which indirectly supports public services and infrastructure improvements.

OPPORTUNITY FOR INSTITUTIONS

Banks and other institutions can meet CRA requirements by investing in Producer Fund I, as it directly supports economic activities that benefit LMI communities while providing financial returns.

EXT. FILM INDUSTRY - DAY

Doing Good With Your DAF

Individuals with Donor Advised Funds (DAFs) are often looking to do some good with their funds.

But these DAFs often resort to typical investment structures like the stock market and real estate, benefitting very few. (Elon Musk doesn't need more money...)

Investing in Producer Fund is an opportunity to keep the money in the DAF while also doing some good, which is typically only possible if you send the money out to a 501c3.

Prefer the writeoff? We also are set up to accept charitable donations through Utah Film Center's fiscal sponsorship*. Reach out to learn more.



*<https://fiscal.utahfilmcenter.org>

daren@producer.fund

INT. PRODUCER FUND I - DAY

General Partner

Daren Smith

18 year career in film, tv,
music, and media

Senior producer on 4 seasons of
the TV show Relative Race for
BYUtv

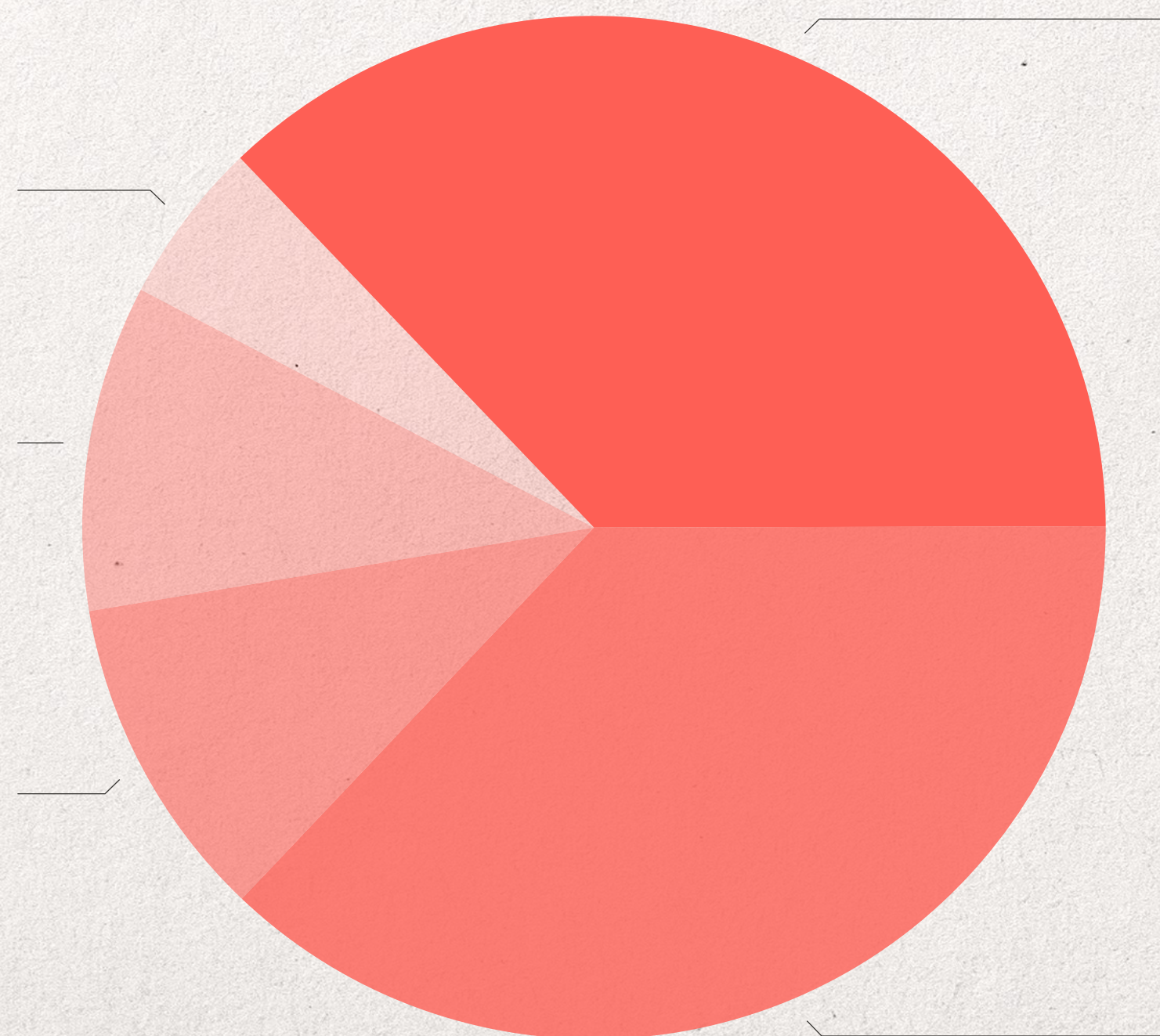
Produced 4 independent feature
films, one internationally in
Cape Town, South Africa. Most
recent won Audience Choice and
Festival award for feature film.

"I'm on a mission to create films that I can
watch with my kids, that they can watch with
their kids in 30 years. That requires building
a new, profitable indie film ecosystem, and
bringing more people into the industry as
investors.



Our Ask:

We're raising \$10 million to produce and release
10 independent feature films in the next 5 years



Fund gets 50% equity in
each film

Ownership for the life
of the film

\$10,000 per share,
1,000 shares available