



## **FINANCE MODULE**

## The F-Word

Finance. Funding. The big, scary F words that haunt us when we have our brilliant idea that we know would be a huge success if only we could get those damn FUNDS. Just like everything else in this movie making process, it all just takes a plan. There are many ways to skin a cat just as there are many ways to finance a project. People have gone so far as to take out a mortgage on their homes to get their projects made. Hey, whatever you gotta do right? If you want to take the risk to make a film, it takes big *cajones*.

Now, I'm not going to advocate being a paid guinea pig for medical research or putting your family's livelihood at stake. However, I am going to advocate for thinking OUTSIDE of the comfortable finance box.

Many of us know that there are these mystical people out there known as "investors". We know that as producers, we are always on the hunt for them and if we can find one, we are in a small, elite group of producers who actually "has an investor". We also know that there are these things called TAX-INCENTIVES and sometimes banks or certain financing groups will provide GAP or DEBT financing on whatever tax credit you qualify for. Ugh, then there's crowdfunding...Kickstarter, Indiegogo, Seed & Spark, yeah yeah, we've heard it all.

I didn't make this bootcamp to go on and on about the three option listed above that everyone else talks about. This bootcamp wasn't made to make you feel powerless or that if you don't know "a bunch of rich people" you can't get your project made. No, no, no. This bootcamp was made for those who don't have anything but their script and a burning desire to get it made. The F-Word stage is the stage where many bright-eyed filmmakers give up and projects stay in development purgatory. I'm here to help you out of the rut. I'm here to tell you to make the decision to get the money you need because once that decision is made, then you will do what it takes to make it happen. So, let's f\*\*k some s\*\*t up.