



Executive Summary

SPARKLING PICTURES
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Management
Felix von Poser (CEO)
Norbert Keil (CEO)

Industry:
Film production

Seeking Capital:
Development: € 0.5 Mio.
Per movie: € 1.0 Mio.
Total: up to € 3.5 Mio

Stage:
14 projects in development
5 projects ready to shoot.

SPARKLING PICTURES combines the passion for cutting edge motion pictures with a solid business plan. Unique projects with up-and-coming talent before and behind the camera. We will produce exciting movies on small budgets that are marketable worldwide. At SPARKLING PICTURES we value creativity and passion as high as a sound recoupment plan.

We are based in Munich, Germany. Our goal is to produce one English-language low budget movie per year and eventually be able to finance new movies with the revenues of the former produced ones.

What we do

We want to create movies that touch their audience. Since 2008 we develop a slate of projects that contains comedies, thrillers, family entertainment and horror. Diversity equals reduction of risk, since market trends can change very quickly.

Each of our 14 projects is tailored to appeal to a defined target audience. Writers and directors are mostly already attached. 5 of the 14 projects have a developed script ready to shoot.

We will produce one film a year, being able to reduce yearly overhead costs to a minimum of € 160 – 250.000. With our expertise in low budget production, we will be able to produce each film for about €1 Mio.

What sets us apart

A movie can only be called a financial success, if it is recouping more then you spent on it. So our goal is to make movies that reach the recoupment phase much quicker then current movies do.

The current mode of producing movies in Germany is just not acceptable: The average German film production has a budget of €4 Mio and an average recoupment at theatre box offices of only €860,000.-. German cinema only works because of a strong system of subsidies and TV money.

Internationally, movies with the highest return rate (expenditures compared to earnings) are not big blockbusters like Harry Potter, as their production and marketing budgets are too high to be easily recouped. Small movies like Blair Witch Project, Paranormal Activity, Open Water 1 & 2 and similar ones that were produced for low budgets (from 60,000.- to 1,500,000.-) can earn their budget very quickly, even with a limited release or even just on DVD. These “small” films have earned up to 7,000 times their budget on the international market.

So we want to do just that. By following three steps:

1) We produce cost-effective, being able to reach break even early.

Our expertise in producing very low budget shorts and feature films, enables us to produce very efficiently. We will use cutting edge digital technology on all stages of production and shoot with small teams. Also, our young up-and-coming directors still have the ambition to turn a “cheap” production into a major film with a high production value.

2) We shoot in English, being able to market our films worldwide.

English gives us the advantage Hollywood has: a worldwide market. English is understood all around the world and films in English can be distributed everywhere.

3) We specialize in genre films, which are easy to sell.

If you look on an international film fair (AFM, Berlinale, Cannes), you can see how big and vivid the markets for genre films in Asia, Eastern Europe, South America and even Germany are, especially if they are English language. So the right Genres can be sold very well on DVD and worldwide even without theatrical release.

Who we are

Felix von Poser (CEO) has a profound experience in producing fiction movies and a wide network of creative talent (writers, directors, directors of photography, etc). He studied at the Munich filmschool, whose alumni include Bernd Eichinger, Roland Emmerich and Florian Henckel von Donnersmarck. There he founded his first two companies and produced numerous award winning shorts. He was also an entrepreneur in the area of web series. After graduating he worked for a prestigious Munich production company, where he oversaw the production of several TV and theatrical movies. He proved his ability to successfully run a production and still benefits from the network that he built in that time. Felix is a hands-on producer who will oversee all of SPARKLING PICTURES productions as creative and executive producer.

Norbert Keil (CEO) is co-founder and managing/creative director of Trailerhaus GmbH, Germanys most successful and internationally awarded movie trailerhouse. In the last ten years he developed the market for professional trailerhouses in Germany – a market where Trailerhaus was the first, and still is the leader. He brings in years of experience in marketing as well as in postproduction. He also has a wide range of connections to distributors and sales companies. Norbert is a creative powerhouse and will manage all marketing aspects as well as share creative control on all of SPARKLING PICTURES projects.

What we look for

We need investments of up to € 3.5 Mio. With this money we will produce three movies over the next three years. From the fourth year on, we start producing movies using the revenues from the first films. Thus the company’s rights stock will grow from year to year and the yearly revenues will rise. We expect positive EBIT in the fourth year.

If necessary, the German funding situation gives us an additional opportunity to reduce risk. Altogether, there are more then € 260 Mio available in different German funds. Up to 60% of a single film’s budget can be acquired through funding.

Business Model

The growing rights stock to our films will result in a fast growing income. Based on our revenue expectations, SPARKLING PICTURES will be able to finance its own films from the fourth year on. Based on these numbers, initial investments including interest will be paid back within 7 years.

Detailed Cashflow sheets are available on request.