'Not One Drop of Blood' Project Backing Proposal

Proposal Champion
John (silkeyj)

Proposal Summary
- Back @ jack_sunflower (Jack/Jackson) on his [feature length documentary film](#) and podcast by:
    - get Jack over the line on Write Race (if needed)
    - Help him structure his crowdfund
    - Back the crowdfund for 6-7 ETH and help publicize it to hit his stretch goal of 16ETH/$50,000 usd (this would be enough for a development fund to get filming in October - the team will return to film at least every season (winter, spring summer)
    - Amplify the crowdfund
- An ethnographic cowboy mystery about cattle mutilation in remote Eastern Oregon, told through video documentary and serial podcast. Working alongside journalist Anna King, who broke this story about 5 mutilated bulls found on one ranch: https://tinyurl.com/nzt2ken5, Jackson is telling the story of this bizarre mystery through the perspectives of the community. In a remote agricultural area full of archetypal cowboys, where neighbors live miles apart and big community events include cattle brandings, food cannings, and fencing work, Jack sees a parallel between these cattle mutilations and an archetypal American lifestyle also in decline.
    - Through Anna, they have secured unique access to an otherwise closed off community of ranchers, cowboys and local authorities. Similar events have continued in this same region, with over 20 incidents reported since 2019.
    - For Jack, this is an immersive story that explores the relationship between remoteness and mystery, and a new way to earnestly explore this mystery.
    - Jack has explored traditional routes through networks and streaming services but is put off by their requirements to tell the story in a conventional, hokey, and often demeaning to the principles fashion.

- **Project ETH Requirements:** 16 ETH/$50,000 with a minimum of 6-7 ETH ($10,000)
    - The full raise would allow him and Anna to complete a full 10 day shoot + editing, scheduled in October.

- **Additional mClub support**: Jack is clear he doesn't want just a funding partner
    - collaboration of framing the fundraise on Mirror (levels, incentives etc. - he's looking at the ETH documentary as a model) and understanding how to leverage NFTs

- He wants to do image based NFT's and potential concrete incentives like movie posters
- He's interested in establishing some kind of equity advantage for higher certain levels
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  - how to effectively use Mirror's suite of tools and resources to fullest capability
  - mClub's reputation in the community as a backer
  - collaborate on how to bring together the documentary world and the web3 economy

Justification
- **Impact**:
  - Website: http://www.jacksondevereux.com/
  - Instagram: https://www.instagram.com/jack.sunflower/ (1032 followers)
  - Twitter (not very active here): https://twitter.com/jack_sunflower (129 followers - not as active here)
  - Jack is in the $Write Race but has yet to cross the finish line - he has 2000 votes in 2 weeks
  - The closest thing to this on Mirror is the ETH documentary which raised over 1000ETH at $1.9M.

- **Diversification**:
  - Jack grew up in Sydney and has dual citizenship with the US
  - In his own words: "I work as a producer in a close working relationship with veteran documentarian Marc Levin at his company: I have come up under his tutelage, and as many have before me, it's my turn to put the years worth of knowledge to good use on a project of my own."
  - This would introduce a whole new community (traditional documentary field) to web3 - when Jack brings it up in the documentary film community he gets blank stares.
  - In entering this film at festivals he'll introduce a whole new funding model to that same audience (and the studios that are currently a filmmaker's only buyer)
  - The online community for this project is "huge" (one example from Reddit - 449 comments and 2100 upvotes)
    - Right now this story lives online in active chat rooms and social media accounts which will be an additional audience watching this project.
  - mClub backing first a virtual game DAO and then a feature length film would elevate both mClub's profile in web3 and further demonstrate that Mirror is more than a writing platform

- **Value Added**:

- ○ This is right in mClub's wheelhouse - a creator established in web2 AND familiar and active on web3 but yet to bring his first creation to life here.
- ○ His support needs are what mClub exists to provide. Beyond funding this includes:
  - ■ strategy support on framing an NFT based fundraise on Mirror
  - ■ what other tools/capabilities does Mirror offer that he could use?
  - ■ mClub's social capital in the web3 community to help raise the project's profile
  - ■ ideas on how to further bridge the documentary world with web3 - what if down the road mClub had a documentary subsidiary?!

- **Creator Potential**:
  - ○ Jack has been creating in the traditional documentary ecosystem for 10 years.
  - ○ He has a really strong track record bringing projects to life and is working with the reporter who broke this story in 2019 and who has very unique relationships with the principal actors - they've been working on it since.
  - ○ This is a filmmaker who has learned from the best for 10 years and is ready to stand on his own
    - ■ Projects in his portfolio include:
      - ● "I PROMISE" - (producer, cinematographer, sound) Feature Documentary on LeBron's school in Akron - Tribeca Screener available with password
        - ○ This film will be re-released by Youtube Originals in the near future.
      - ● "Corner Man" (Short Doc by Jackson/Lachlan)
        - ○ P/w: cornerman2020
      - ● "Kent Stays in the Woods" (Short Doc by Jackson)
        - ○ P/w: BIGFOOT
      - ● "Limboland" (Short Doc by Lachlan/Jackson)
      - ● These short docs were done on micro-budgets, which is not to devalue them, but shows that the quality is already high
      - ● KG: Anything is Possible - (producer, cinematographer, sound) Showtime - November release
      - ● One Nation Under Stress with Sanjay Gupta - HBO
      - ● RIKERS: An American Jail - PBS
  - ○ ***This could solve a significant pain point in the traditional documentary world: Studios want filmmakers to show up with footage, but film makers need money to create that footage. And corporate sponsors make demands that warp the direction of the project.***
    - ■ Jack is passionate about showing others in the filmmaking community that there's another path to funding projects that doesn't come with the strings attached from studios and corporate sponsors

- - *I'm not sure on his level of commitment to the platform* - he's done crowdfunding on web2, and my gut says he's very interested in bringing/building his community on web3 and he fully grasps mClub's mission and purpose, but he's still learning.
    - There are two **paths to market** being considered:
        - Jack has relationships with HBO, Showtime, and other streaming services where he could do a back end release/sale when the film is close to done
        - Or he could do a pre-sale after securing the up front funding and they'll give him the bigger budget
        - Both paths would include entering this in film festivals - the festivals are an artistic community that's in constant tension with corporations as backers and their demands and he wants to show them another route!
- **Concerns:**
    - I think this would require a significant lift from mClub and our network to generate heat for the crowdfund
    - Ideally he would like this crowdfund complete before October - is it realistic that we could help a Creator cross the finish line on Mirror, design and execute their crowdfund? That feels like a tight timeline
        - Alternatively, would we consider backing a creator directly pre-crowdfund and trust they went through with it?
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