

Documentary: South America

<https://cardano.ideascale.com/c/idea/62367>

<https://projectcatalyst.io/funds/8/f8-film-media-fam-creatives-unite/documentary-south-america>

Project Number: 800159

Project Manager: William Shelton

Project Started: 5/31/2022

Project Completed: 12/30/2023

Challenge KPIs –

- # of multimedia projects – **3 – trailers, social media and the film itself**
- # of multimedia platforms – **5+ - film festivals, Social media, streaming platforms, theater showings, private showings**
- # of multilingual teams – **4+- Ecuadorian government team, Hogar Esperanza team, Ayllu Team, DefiDiscussions team, PsycheStudios/TiberHouse team.**
- # of decentralized film crews – **1, Fund 8 funded film crew was funded entirely though decentralized means.**
- # of decentralized news teams – **0, news media was not relevant for the project.**
- # of decentralized content creation teams – **3+, Government teams, Humanitarian teams, Catalyst Funded Team (from this project).**
- # of decentralized multimedia projects sharing resources (eg RAW footage) to avoid unnecessary costs and CO2 emissions from travelling to shoot footage on site: **Our team partnered with Ayllu, a fellow Project Catalyst team that is operating in Ecuador, we used some of their footage to garner a more collaborative project that ultimately served informing the audience.**

Project KPIs: (future looking)

- # of platforms for distribution
- # of festivals selected
- # of showings publicly
- # of hits on streaming and social media platforms

KPIs: (during project completion)

- # of hours captured: **30+ hours (total footage captured and edited down for film)**
- # of locations filmed: **40+ locations (all locations filmed)**
- # of interviewees: **18+ (not including bystander interviews)**

- # of collaborators: **individuals 40+, organizations 5+**

Key Achievements:

- Collaborated with fellow Catalyst funded team, *Ayllu*. They were one of the major focuses of our film. Our key contact with the team, David Tacuri was instrumental in ensuring that our project was informative and accurate to both the work that *Ayllu* was completing as well as the larger world of blockchain and crypto technology.
- Collaborated with the *Fundación Hogar de Esperanza* in Cuenca, Ecuador. We interviewed their founder as well as key personnel within the organization. They informed us about the sweeping issues indigenous and underprivileged individuals are experiencing currently within Ecuador within the focus of technology and education. We gained valuable testimony on how a blockchain infrastructure could eventually help many of those who are underprivileged find a way to improve their status within society.
- Collaborated with the *Ledesma Team* of the Cuenca Council. Fabian Ledesma was a presiding councilor of the city of Cuenca, who facilitated numerous interviews, lodging and access to exclusive locations that would not have been accessible otherwise. All our collaborations with the *Ledesma Team* were essential for the film to have an authority on policy and the future for these technologies, their relevancy to contemporary issues and a path forward for developers and business to pivot to.
- Collaborated with *Andres Leon*, a well-known and respected local with an expansive resume of highly demanding guiding, including a trek up the Cotopaxi Mountain. Andres was our driver, translator and he facilitated entry into some of Cuenca's most highly valued locales, historical points of interest, and indigenous communities. His passion for history and culture defined much of our experience and gave us an immense respect for the country of Ecuador and its people.

Key learnings

- That high-quality video production is possible being entirely funded through decentralized means.
- That the need is extremely present for a decentralized solution for a limited access for education, general technology, and documentation.
- That the general population has a very limited understanding of the potentials of blockchain technology.
- That the market for a new blockchain solution to general pain points is immense, on an individual, organizational and governmental level.

Next steps for the product or service developed:

- Over the next six months, the film shall be submitted to numerous film festivals. We aim to submit within multiple categories, primarily within the short independent documentary category. This process will take multiple rounds to be formally selected for viewing at the festival.
- We will then market the film for distribution, with Amazon Prime Video already being 'locked-in' as an avenue for streaming and distribution.
- We will target late 2024 for ticketed showings of the film, as well as private showings for members of the Cardano Community.

Final thoughts/comments:

The work of this film was extremely personal and filled with passion. We believe that the purpose of this Challenge Setting in Fund 8 was to create content that could compete with mainstream offerings. Without the passion and heart from all the teams involved, we are positive this would not be possible. To film as we have, on location with an entirely decentralized budget, was the opportunity of a lifetime. With the opportunity Project Catalyst has given us, we have created a film that both speaks to the heart of the audience and compels them to learn more about the possibilities of Blockchain technology. Ultimately, we believe that the film speaks directly to Cardano's mission statement: to enact positive social change through decentralized means. Feedback from early test screenings suggest that we will find a good deal of success within the indie documentary space, as our topic is both relevant and intriguing, coupled with an incredible visual style filmed on industry-leading equipment.

Link to Close out video: https://youtu.be/3h_VsexwQI4