

Who are your customers?

<http://www.weingartfnd.org/files/Capacity-Report-Final.pdf>

http://164.67.121.27/files/Downloads/StateNonProfSector_2012_forweb.pdf

I. Film Festival (BRIAN, WILLOW)

a. Not-for-profits - what kind?

1. Small to medium not-for-profits in the LA area
2. Not-for-profits whose donors are younger people (18-35)
3. Research into the LA Nonprofit Market

a. Types of nonprofits

HUMAN SERVICES

RELIGION

EDUCATION

PUBLIC AND SOCIETAL BENEFIT

ARTS & CULTURE, HUMANITIES

HEALTH

SINGLE-ORGANIZATION SUPPORT

ENVIRONMENT ANIMALS

b. Which are the biggest?

c. Which are the most?

HUMAN SERVICES (9,177 in 2010)

RELIGION (8,289 in 2010)

EDUCATION (4,791)

d. Target the largest market?

HUMAN SERVICES

- CLINICAL SERVICES (26% in 2011)

- INDIVIDUAL ASSISTANCE (23% in 2011)

- BASIC NEEDS ASSISTANCE (13% in 2011)

- SPECIAL NEEDS SERVICES (13% in 2011)

- YOUTH DEVELOPMENT (10%)

e. Specialize the film festival? Themed years?

POSSIBLE THEMES:

- WOMEN'S EMPOWERMENT

- YOUTH EMPOWERMENT

- COMMUNITY EMPOWERMENT

- ENVIRONMENTAL CAUSES

- f. Look up market studies about LA nonprofits
 - b. Filmmakers
 - 1. Repeat filmmakers that have done it
 - a. Who? How did they find them?
 - i) Friends - 3
 - ii) Craigslist - 5
 - 2. Teams?
 - a. Groups of people that are responsible for different things
 - b. Price structure? \$50 last year
 - i) Send out surveys about willingness to pay
 - 3. Graduate film students
 - a. How to reach these students?
 - *Survey filmmakers, how much are they willing to pay
 - 4. Connect with studios?
 - Fox Studios
 - 5. Not hobbyists, we need professional filmmakers to provide quality products to the non-profits
 - c. Public
 - 1. People that are interested in watching films
 - a) 10-20%
 - Word of mouth, Facebook from last years
 - i) Specifically about nonprofit issues
 - Connect with partners with guestlists to reach out to
 - Contact film festivals and find way to access guestlist?
 - ii) Survey people to figure out interest
 - d. Sponsorships, advertisements, partnerships?
 - BOOKLET (HOW MANY PRINT, HOW MANY GIVE OUT)
 - HOW MANY PEOPLE THEY'RE GONNA REACH
 - WHAT KIND OF PEOPLE (RELEVANT TO SPONSOR?)
- II. Film Training (class of 10-15 students) (JACQUELINE)
- a. Film students (Students who are interested in film)
 - 1. high school students
 - 2. college students
 - Send out surveys about willingness to attend a film masterclass
 - MFA Film & TV Acceptance rates
 - <http://talk.collegeconfidential.com/visual-arts-film-majors/1214688-mfa-film-tv-acceptance-rates.html> (Total MFA Applicants in CA: >2900, Average Student Age: >26)
 - b. Not-for-profit organizations

1. Smaller organizations

III. Film festival - Social impact film

How this works:

2 categories, 5 teams each

Have a contact list of not-for-profits that they can work with on the film

Each team has a period of 6 weeks to sell tickets, prepare for film

(Selling tickets is optional, but offsets the entry cost; also perhaps target not-for-profits within the category, e.g. homelessness, can achieve synergies by marketing to the not-for-profits that assisted in the filmmaking)

Not-for-profits get to know about the film festival, Recent graduates engaged with PIP → Youtube channel → Increase PIP's brand equity → Ease fundraising

Variables:

Determine buy-in, film length, fundraising goal

Market:

a) Students, recent graduates of film schools (Filmmakers)

- Research market size

b) Public (Audience)

- Compare to similar film festivals (small, within city)

- Not-for-profits (choose categories based on market size?)

c) Sponsors (Others)

- Makes more sense for sponsors to engage because the audience is not so specific (As compared to not-for-profit festival)

Follow-up actions

- Connections
 - Acting Coaches
 - Film Coaches
- Talk to Elevate

Kenneth's Thoughts (Please ask for me if I'm not there in time!)

Why have PIP when you can simply go to another non-profit and ask for fiscal sponsorship at a rate of 7-12%? (Contrast this to PIP's current expense ratio of somewhere in the region of 20%)

1. A possible reason I see is that you want to have a BRAND. But you can definitely still have a brand with a fiscal sponsorship.

2. Or is it easier to avoid the approval process?
3. Unless you can reduce the expense ratio, I think it is a better idea to work with fiscal sponsors.

Low-hanging fruit

1. Youtube Channel
2. Kickstarter
3. Offer fiscal sponsorship

Winning category gets 50% of the funds raised, Proceeds go to a fund for making social impact films throughout the year (PIP can have an intern program), PIP gets the rest.

- a) Who would be interested? Who are our customers?
- b) Social impact statement
- c) Theme, Set of categories

Do they have a good cause? No.....

- Outreach to studios (staff training)
- Kickstarter
- 826LA (model on their fundraising?) Dave Eggers
- Fundraisers → Film Festival
→ Educational seminar/conference
- Filmmaker training (different iterations)

Economies of scale

Documentary filmmakers out of school. PIP is a shell non-profit to fund the making of documentaries. Reach out to documentary filmmakers and bring them into Public Interest Pictures.

Find out more

Public Interest Pictures

Film festival → engage filmmakers → expand PIP →

Urban institute

Academy for american film

How to use market research to vet and hone business models

- Why & When

- Determine if you should invest time/money in a venture
- Convince others your strategy is sound
- Guide business strategy
- Reduce risk

High Risk	Rethink idea	Conduct Market Research
Low Risk	Implement and iterate	Market Research or Iterate
	Little Time	Lots of Time

- What

- Demand
- Needs and wants
- Behavior
- Psychographics
- Demographics

Different groups/segments of customers that have similar needs and wants

Competitor 1, Competitor 2, Competitor 3, You

Customers

Price

Service

Promotion

Distribution

...

How You Win

Value Proposition components - Why should a customer buy my product?

- Specific - specific group of customers
- Relevant - to customer's problems or solves specific solution
- Quantifiable - specific benefits

- Differentiated - why me, no competition?

1 Product Strategy

2 Promotional Strategy

3 Distribution (Place) Strategy

4 Pricing Strategy

Choose the Value (Proposition) → Provide the Value → Communicate the Value

- How

Qualitative vs Quantitative Research

Qual: General ideas, less structured, smaller sample size (10) , suggestive results

Quant: Test hypothesis, structured (categories) large sample size (100) , numerical

Primary vs. Secondary - Yourself vs. someone else

anderson.ucla.edu/rosenfeld-library/databases

www.lapl.org/collections-resources/research-and-homework

www.google.com/advanced_search

www.census.gov

- Businesses (Economic Census)

- Individuals

- Households

Tools to research willingness to pay

Direct Questioning

Economic value fo customer

Sales Data

Feb 25th

Kenneth: THE KEY THING WE NEED TO WORK ON IS PRICING

How to make everything concrete!

- Program, Timeline/Schedule
 - Acting Coaching
 - Film Coaching
 - Film Festival (do we have to come up with the name? - I guess so, they're pretty bad with names....)
- Marketing - how to attract each group (kinda like value proposition)
 - Reach out to existing film festivals, guest list?
 - Film schools, film academies
 - Craigslist
 - They need a promo video -.- ahaha i know they dont even have a video for themselves...
- Location
 - Pit UCLA against USC. Let them compete to host this for free ((:
 - The Hub?
 - Covell?
 - Royce hall?
 - more like Ackerman.. they can't afford Royce hall lol...
- Pricing
 - How much to charge nonprofits: \$????
 - Come up with questions to send out to class non-profits
 - Film Team Members: \$??? EACH
 - Public TICKETS: \$____
 - Survey people... somehow
 - Actors: Free????!
 - Convention Booths? (For non-profit services)
- Costs
 - what's donated
 - food and drinks
 - jarritos
 - Acting coaches
 - Filmmaking coaches
 - Speakers
 - what's paid
 - Coordinator (was John Ennis I think)
 - Staff
 - filmmakers
 - What's whatever?

- Location, AV equipment
- Partners
 - usual food/drinks
 - social enterprise academy speakers!
 - Non-profit services (fiscal sponsors, legal, accounting, consultancy)
 - advertising
- Customers/Scale
 - Who are our targeted customers?
 - nonprofits
 - public
 - students
 - filmmakers
 - actors/actress
 - How many people would actually want to come?
 - how attractive the film festival is
 - How much would they pay to attend? (survey)
 - time to spend for a video??
- Follow-up (After festival)
 - Marketing
 - word-of-mouth from non-profits
 - mashup of videos for distribution
 - Partnerships
 - Filmmakers (for documentary interns)

Pre-Event Survey

- **Marketing Survey (Very Important!!!!)**
 - nonprofits
 - willingness to attend the film festival
 - willingness to pay for a video/ how much?
 - time to commit?
 - filmmakers
 - interest to make a video for nonprofit
 - time to commit
 - salary?
 - students/actors/ actress
 - willingness to come (is the film festival attractive?)
 - how much will they pay?
 - public
 - willingness to attend
 - pay?
 - sponsors/ partners
 - willingness to sponsor

- how much will they sponsor?

Post-Event Survey

- actors
- filmmakers
- nonprofits
- students
 - questions to include...
 - time period work?
 - would participate again?
 - would recommend?
 - how much willing to pay?
 - what would they do differently?