

Slated

INVEST IN SLATED

 Share

The leading online marketplace for packaging and financing films

LEAD INVESTOR



Alejandro Garcia

It's not a matter of whether the existing film finance system will be reinvented; it's a matter of who will reinvent it. I originally invested in Slated because I believed that data and transparency were the key to fixing an outdated system that overlooks many of the most talented artists. Forty-two Slated movies later, I'm more convinced than ever that Slated will be the platform that takes independent film into the future. As an experienced investor and producer with more than one hundred film credits, I'm delighted by Slated's recent revenue growth and by their flexibility to reduce spend when markets shifted. Most of all, I'm thrilled with the new management team in place, who are directly responsible for Slated's astounding growth. Independent filmmaking is about amplifying the voices of those who aren't always given the microphone. Slated's open marketplace has proven an incredible system for discovering new voices around the world and putting them in charge of their own stories. I believe in Slated's vision of the future, and I'm proud to be leading this round.

Invested \$5,000 this round & \$1,000,000 previously

[Learn about Lead Investors](#)

Highlights

- 1 Previously raised over \$10M in capital
- 2 Recently set new company records for topline revenues and total number of films produced annually.
- 3 Only online marketplace offering film analytics, packaging tools and investor matching in one place.
- 4 AI-driven film analytics that predicts 80% of "hits" and "misses"
- 5 Founders previously exited or operated a large business
- 6 Partnered with Bleecker Street and Roundtable Entertainment to release top scoring films

Our Team



Ann Nguyen CEO

Formerly CTO of Slated, Ann led a global technical team on a first-in-market online film financing platform. She spent the majority of her career building enterprise-level platforms and consumer-facing websites for companies like Disney and OWN.



Greg Gertmenian Head of Business Development and Film Analytics

Sold his script analytics company, Spec Scout, to Slated in 2015 and quadrupled analytics revenues and driven new strategic partnerships and product development. Also has



Jay Burnley Head of Film Finance

Has delivered more than \$20MM in capital to independent films and led Slated to executive produce more than 40 feature titles. Has 20+ years of independent film experience, working for companies like Palomar Pictures, Columbia Pictures, and HBO.

Pitch

The Problem

The film business is disorganized and confusing.



Lack of sound guidance for filmmakers



Getting a film made takes 5+ years



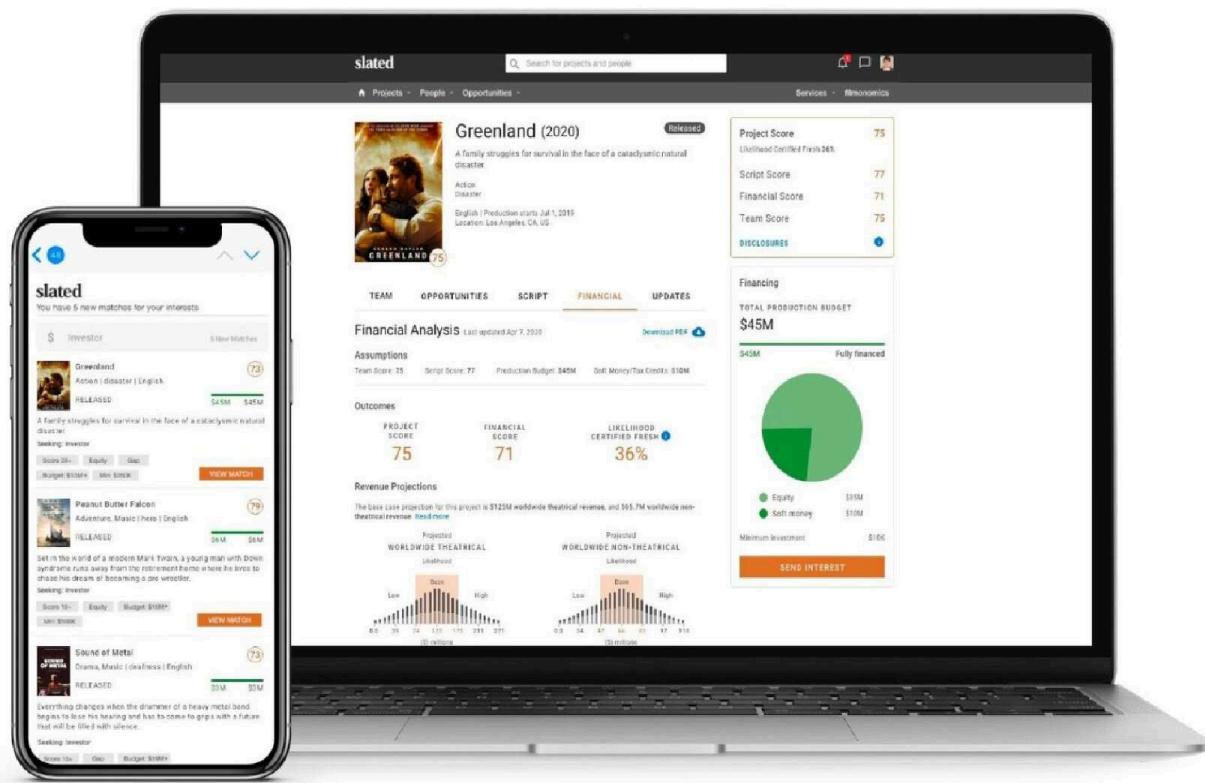
4 out of 5 independent films lose money

Solution

Slated organizes the market for participants, creating efficiency and optimizing outcomes.

- 2,000 films listed on the platform annually.

- **60,000 members** including 30,000 producers and 2,300 investor companies
- **\$1 Billion** Slated investor capacity
- Analytics-driven matchmaking system connects people and projects
- Slated's Executive Producer Team provides additional support to the highest-scoring projects.
- Marketplace scalability allows Slated to supply that global demand for content at a fraction of the cost of traditional entertainment companies.

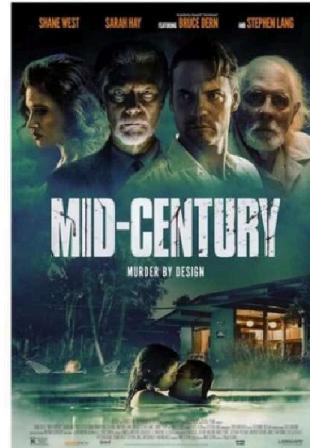


Recent Releases

Slated has executive-produced more than 40 films, more than doubling the number of films it put into production from 2021 to 2022.

Recent films starred Dustin Hoffman, Candice Bergen, Ron Perlman, Shane West,

William Mapother, Booboo Stewart, and Bruce Dern

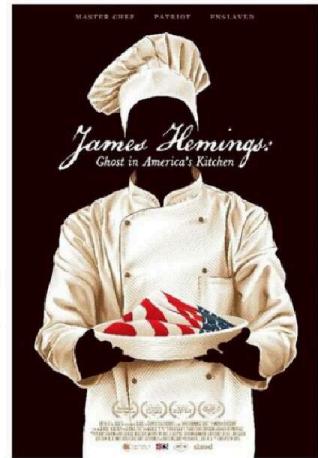
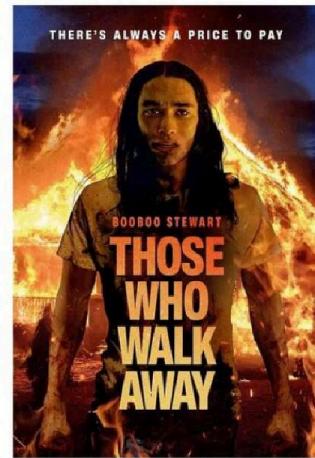
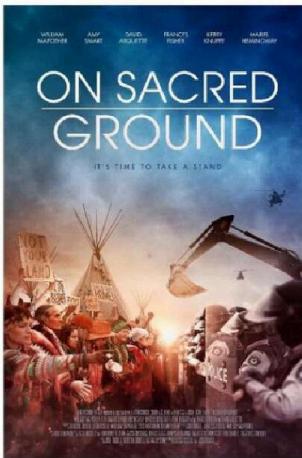
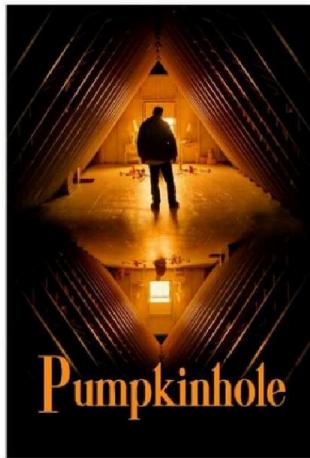


QUIVER
DISTRIBUTION

decal

LIONSGATE

CINEDIGM



freestyle
RELEASING

SHOUT!
FACTORY

VMI
VISION MUSIC INC.

buffalo 8
A BONDIT COMPANY

Upcoming Films

Upcoming films include THE KILL ROOM starring Samuel L. Jackson and Uma Thurman; OUR SON starring Billy Porter and Luke Evans; and THE INVENTOR starring Marion Cotillard, all of which are in partnership with Universal Pictures.

Hollywood
REPORTER

VARIETY

Uma Thurman, Samuel L. Jackson Teaming on Dark Comedy Thriller 'The Kill Room' for Yale Productions (Exclusive)

From writer Jonathan Jacobson and director Nicol Paone, the feature will pair the 'Pulp Fiction' duo in a story in which a hitman accidentally becomes an art-world sensation.

BY ALEX BITMAN APRIL 1, 2022 8:04AM



VARIETY

Marion Cotillard, Daisy Ridley's Animated Feature 'The Inventor' Sold Around the World (EXCLUSIVE)

By Elsa Keslasy



HOME > FILM > NEWS

JUN 2, 2022 9:00AM PT

Billy Porter and Luke Evans to Play a Married Couple in 'Our Son'

By Rebecca Rubin



DEADLINE

Rob Schneider Joins Jake T. Austin & Isabella Gomez In Action-Comedy 'Pledge Trip' From Director Tracy Boyd

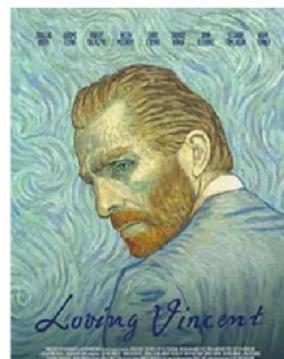
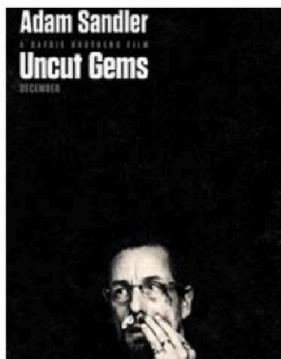
By Matt Grobar

July 15, 2022 1:11pm



Other Slated-Listed Hits

Over 1,400 other Slated-listed films have been released, including the Oscar-winning **SOUND OF METAL**, the Oscar-nominated **LOVING VINCENT**, **UNCUT GEMS**, and **THE PEANUT BUTTER FALCON**.



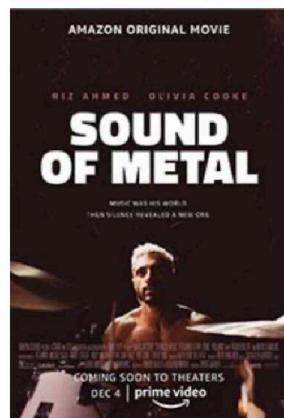


88%

91%

95%

84%



72%

97%

91%

Platform Membership

Slated's community of 60,000 filmmakers represents one of the highest-quality online communities of creatives, executives, and film investors.

30,000
Producers

15,000
Writers

13,000
Directors

8,000
Actors

2,000
Accredited
Investors

1,800
Sales Agents &
Distributors



62% of 2022 Sundance films
were made by Slated members



90% of 2022 Oscar Best Picture nominated films
were made by Slated members

Analytics Advantage

Slated's proprietary scoring system identifies the most viable projects based on

the track record of the team, the quality of the underlying material, and the film's likelihood of commercial success.



Cannes: Slated Shows How Film Financiers Can Beat the Market

The online hub has completed a new study, "Achieving Alpha: How to outperform the film finance market by more than three times," saying that outperforming "has always been frustratingly elusive."



COURTESY OF A24

The system provides at-a-glance answers to 5 key questions:

1. Who's in it?
2. Who's making it?
3. How good is the script?
4. Will critics recommend it?
5. Can it make money?



Project Score	83
Likelihood Certified Fresh 80%	
Script Score	86
Financial Score	87
Team Score	76

Team Score **76**



John Krasinski
Actor (Lead), Director, Writer



Emily Blunt
Actor (Lead)



Michael Bay
Producer

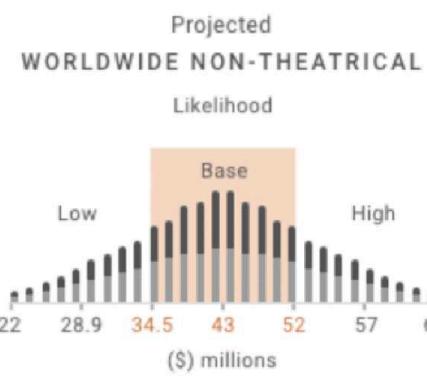
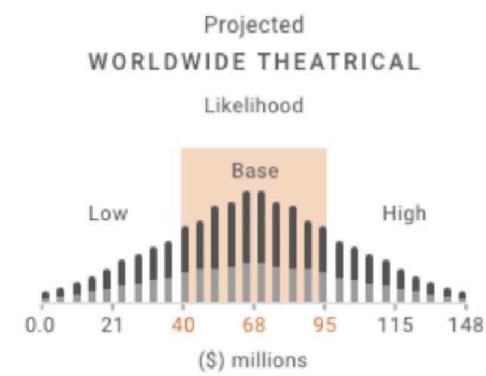


Paramount Pictures
North American Theatrical Distribution

Script Score **86**

	R1	R2	R3	Avg
Overall	SR	R	C	
Premise	4	5	4	4.3
Originality	5	5	3	4.3
Dialogue	5	4	4	4.3
Structure	5	4	4	4.3
Character	5	4	3	4.0
Logic	4	4	3	3.9
Conflict	5	5	3	4.3
Tone	5	4	4	4.3

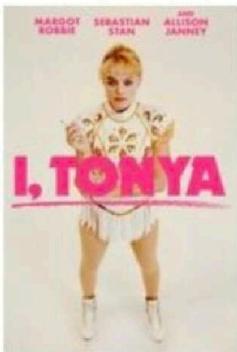
Financial Score **87**



Arbitrage advantage:

In Slated's analytics forward test of 100+ movies pre-release

- ★ We correctly predicted **80% of both the "hits" and the "misses"**
- ★ Our synthetic portfolio outperformed market ROI by **2.8X**



Qualified

I, Tonya

Project Score	77
Likelihood Certified Fresh	83%
Team Score	61
Script Score	84
Financial Score	82
Production budget	\$11M
ROI x2.74	90%



Qualified

La La Land

Project Score	85
Likelihood Certified Fresh	73%
Team Score	88
Script Score	83
Financial Score	84
Production budget	\$30M
ROI x9.45	91%



Not Qualified

Downsizing

Project Score	69
Likelihood Certified Fresh	64%
Team Score	94
Script Score	71
Financial Score	42
Production budget	\$68M
ROI x0.01	47%



Not Qualified

The Circle

Project Score	70
Likelihood Certified Fresh	39%
Team Score	70
Script Score	70
Financial Score	69
Production budget	\$18M
ROI x0.04	16%

Funding

Slated is backed by notable angel investors with experience in startup investing.



Stephan Paternot

- Co-founder & Executive Chairman of Slated

- Co-founder of Palmstar, a film production and financing company that has produced and financed over 30 films including *Hereditary* (2018), *Collateral Beauty* (2016), *Sing Street* (2016) and *John Wick* (2014).
- Early investor in Indiegogo, AngelList, Digital Currency Group.
- Co-founder of theglobe.com, one of the first social networks. In 1998 the company had a record-setting IPO, pushing the company valuation to over \$1B.
- Ernst & Young Entrepreneur of the Year
- Author of *A Very Public Offering*, as featured in National Geographic Television series "Valley of the Boom."



Alex García

- Founder of AG Capital, AG Studios and Partner at Ánima Estudios.
- Film financier and producer with over 100 film and television credits.
- Partnered with prominent entertainment companies throughout Latin America including AAA and Lucha Underground.
- Produced TV series for Disney, Netflix, Amazon, Paramount, HBO, Telemundo, and Hulu.
- Won an Emmy for "Nightingale" starring David Oyelowo, a Golden Bear at the Berlin International Film Festival, along with dozens of other nominations and wins.

- Honored with "The Hollywood Reporter" and Winston Baker' Visionary Award for his valuable contributions to entertainment and his great vision in creating international media ventures.

Board of Advisors

Slated's advisors have founded major film financing companies and run major studios and are opening doors at every level of the film industry.



Yair Landau

former Vice Chairman of Sony Pictures and President of Sony Pictures Digital Entertainment

**SONY
PICTURES**



Stephan Paternot

Co-Founder & Executive Chairman
20+ years financing & building internet companies
and producing films

 theglobe.com

 **P A L M**  **STAR**



David Wertheimer

former President of Digital at Fox Networks Group and President of Paramount Digital Entertainment

FOX



Michael Joe

former Chief Operating Officer of STXfilms, Executive Vice President of Universal Pictures, MD Seer Capital Management, President of Elliot Media Investments

S T X
ENTERTAINMENT



Collectively, they've been responsible for films that have grossed more than \$1Billion in worldwide box office.

Title	Release Year	Studio	Budget	WWBO	ROI (x)
HUSTLERS	2019	STX Entertainment	\$20M	\$157M	6.8
A BAD MOMS CHRISTMAS	2017	STX Entertainment	\$28M	\$131M	3.7
BAD MOMS	2016	STX Entertainment	\$20M	\$184M	8.2
HOTEL TRANSYLVANIA	2012	Columbia Pictures	\$85M	\$358M	3.3
LIMITLESS	2011	Relativity Media	\$27M	\$162M	5.4
DESPICABLE ME	2010	Universal Pictures	\$69M	\$543M	6.6
MAMMA MIA! THE MOVIE	2008	Universal Pictures	\$52M	\$611M	11.1
SPIDER-MAN 2	2004	Columbia Pictures	\$200M	\$789M	3.0
SPIDER-MAN	2002	Columbia Pictures	\$139M	\$825M	4.8
THE FAST AND THE FURIOUS	2001	Universal Pictures	\$38M	\$207M	5.1

Financing & Distribution Partnerships

In 2022, Slated became the first online film marketplace to strike two output deals. Output deals are exceptionally rare as they ensure distribution for films in advance.



Bleecker Street, Slated Enter Strategic Partnership to Identify and Develop Films (EXCLUSIVE)

DEADLINE

Roundtable Entertainment Sets Multi-Picture Financing, Production & Distribution Deal With Slated

Slated's partnerships with Bleecker Street and Roundtable will service high-scoring projects listed on the platform.

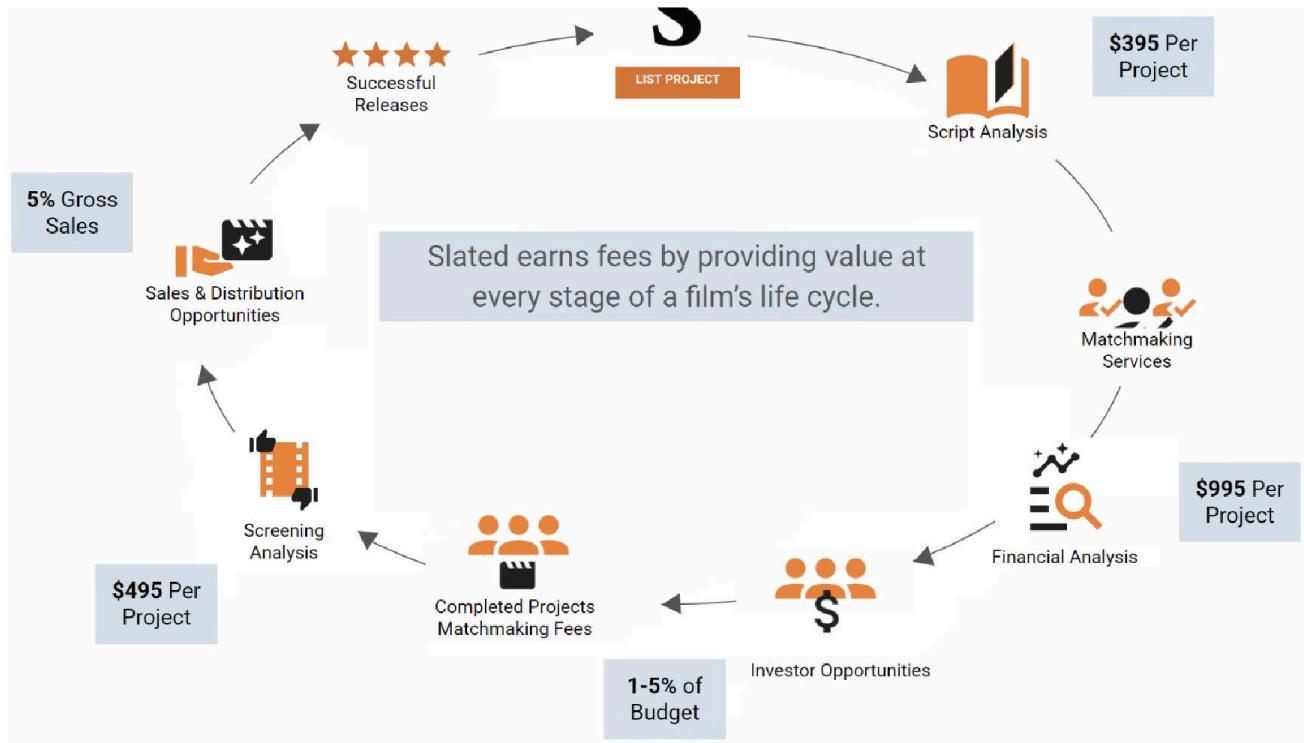


Business Model

Slated's online marketplace earns fees by providing value at every stage of a film's life cycle, from analysis, to packaging, to financing, to sales and distribution.

FREE
to List





Executive Producer Services

Additionally, Slated's Executive Producer Team provides hands-on support to the highest-scoring projects.

slated on Clubhouse 

Film Finance Q&A Tuesdays @ 1pm PT

Ask Slated's Executive Producer Team anything about film development, packaging, financing, sales, and how to get your projects into orbit.



Greg
Head of
Development



Chelsea
VP of
Development



Jay
Head of
Film Finance



Mitchell
Manager of
EP Services



Kris
Manager of
Documentary
Films



To be considered for Slated's Executive Producer services, projects must have a Script, Screening and/or Financial Score of 75 or higher.

If your project is selected, our EP Services team provides hands-on, day-to-day support.



Activate our investor network



Activate our sales and distribution network



Advise on development of the script



Advise on budget and financing structure



Advise on packaging

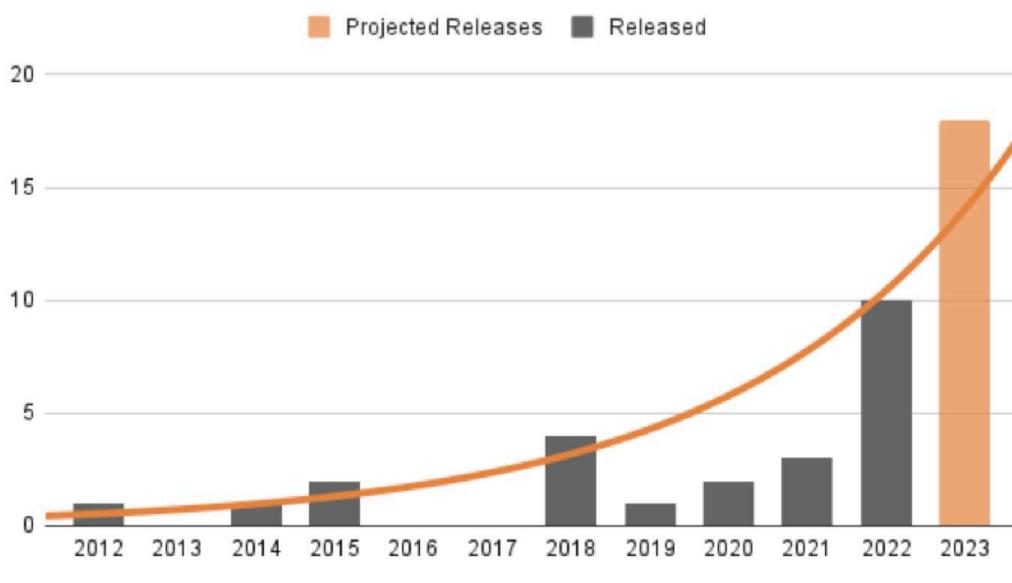


Introduce to casting directors and talent

EP Service Growth

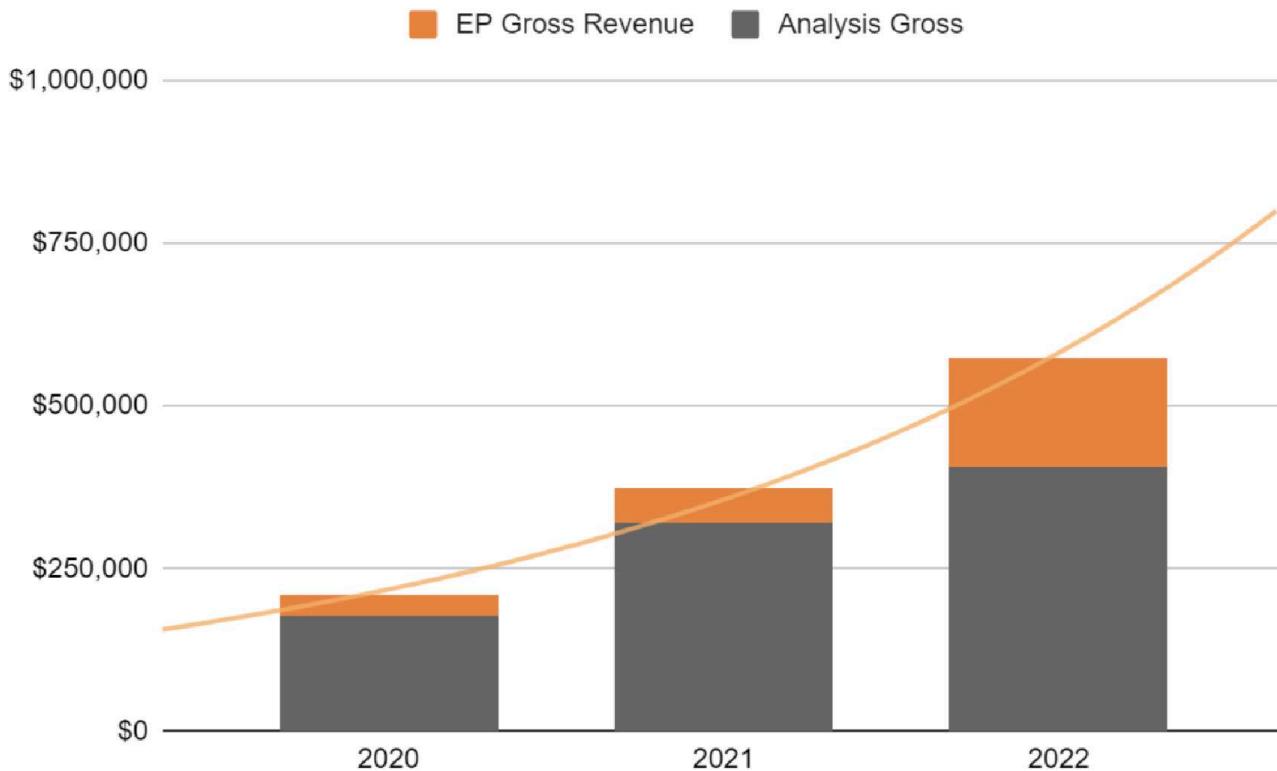
Slated Executive Produced movies more than doubled in 2022. In past years, Slated released 1.5 films per year on average. This year, Slated released 11 films and has 12 more (and counting) in production or post-production.

Slated Executive Produced Films by Year



Revenue Growth

Having achieved scalability, total revenues hit new records in 2022, with Executive Producer revenue up 206% Year Over Year.



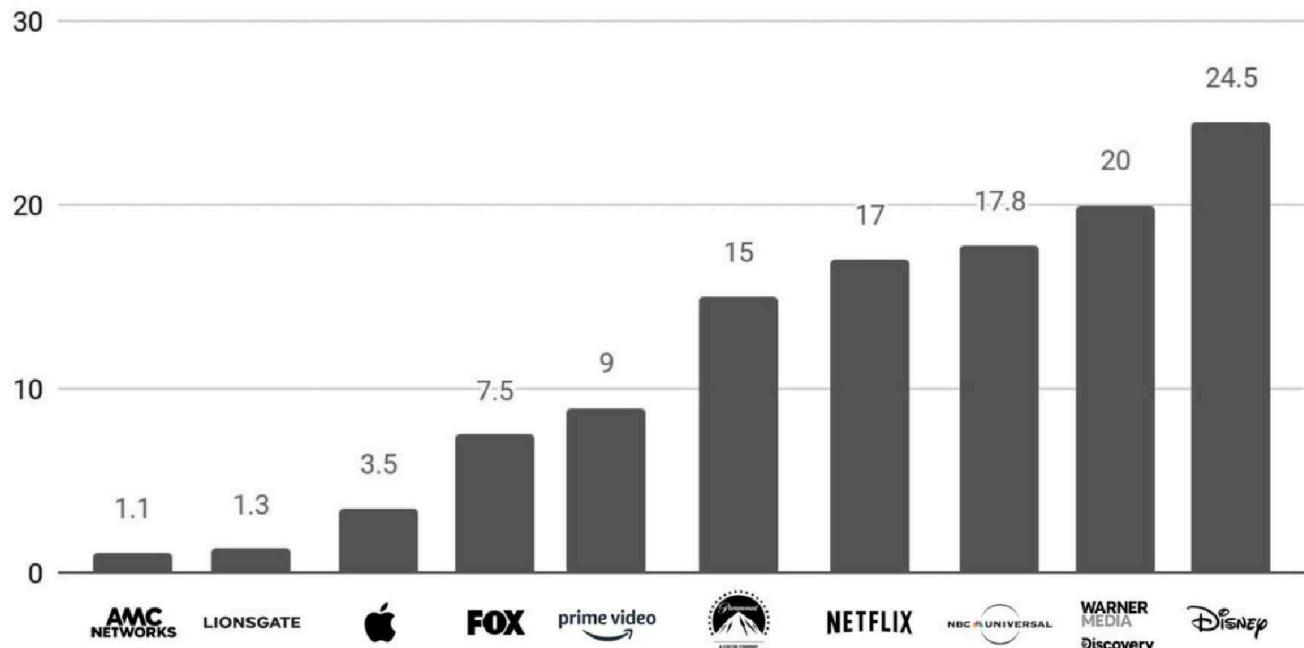
Market

Explosive demand for content

While future recession is uncertain, investing in media remains one of the more resilient, attractive investment asset classes in the world.

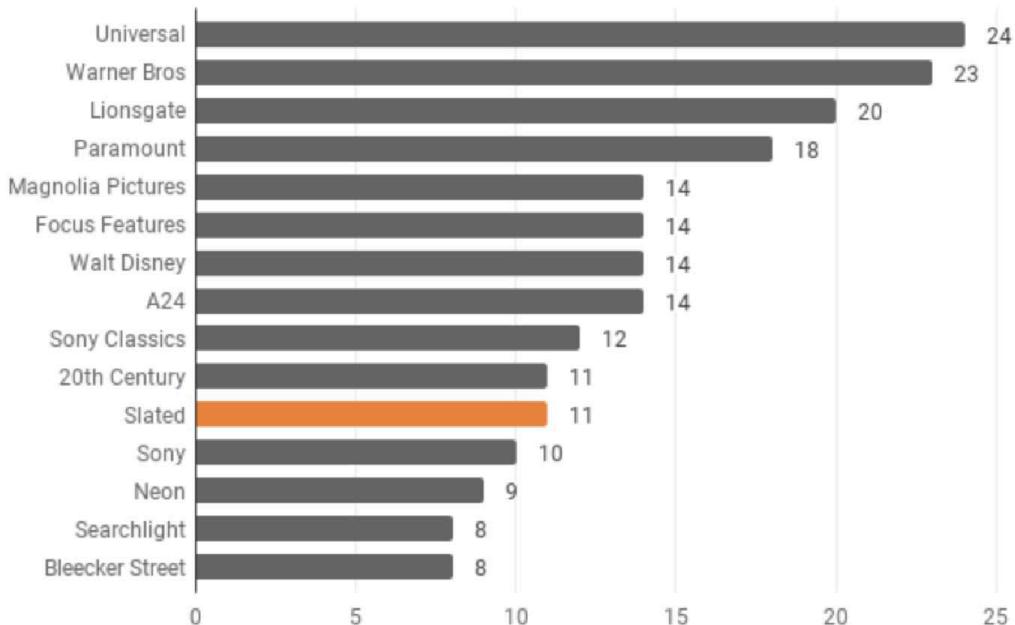
Despite the pandemic, 2021 theatrical and home/mobile entertainment market globally was a record **\$99.7 billion**, up 24% v 2020. Including pay TV, the value increased to a record **\$328 billion**, beating pre-pandemic figures per the MPAA.

2021 Content Spend (billions)



Studio Releases: Slated as an independent studio

With 11 released films in 2022 and 12 more in production or post-production, Slated's output rivals some of Hollywood's top studios.

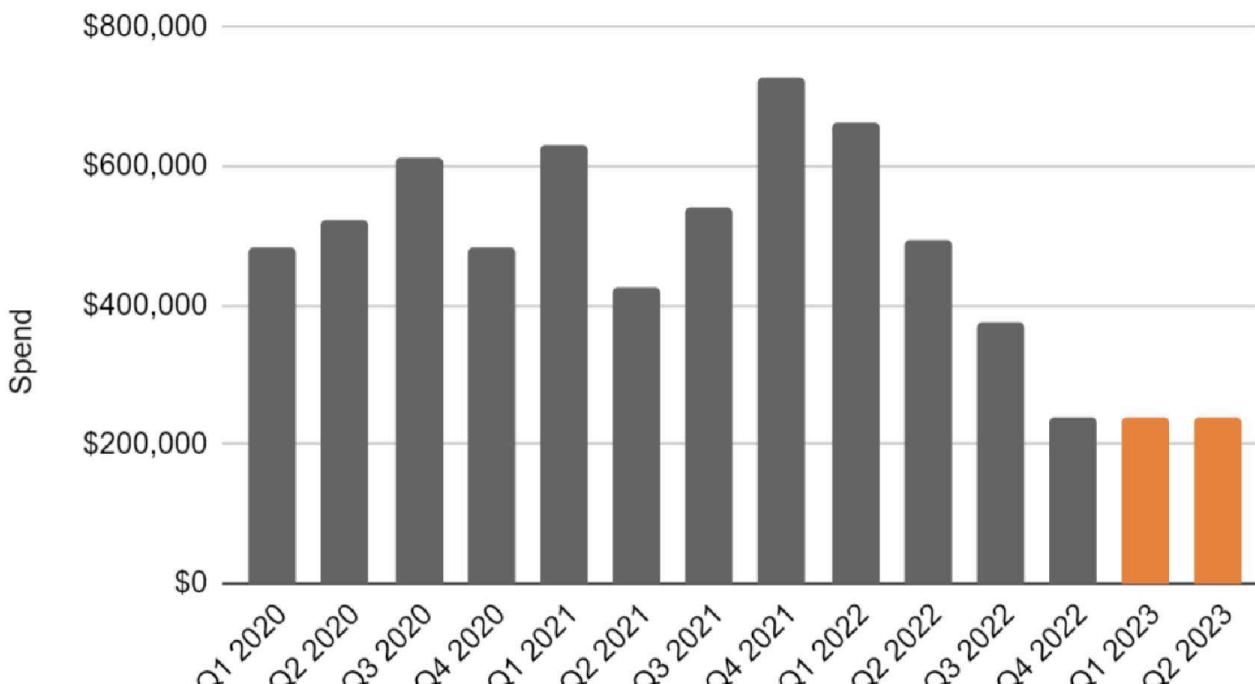


Scalability

Slated's increasing scalability has allowed it to reduce quarterly run rate by 65% since Q4 of last year.

This makes Slated uniquely well positioned to supply the exploding global demand for films at a fraction of the cost of a traditional entertainment company.

Quarterly Spend



*Projections are subject to a number of risks and uncertainties and actual results may differ materially.

Competition

Slated's analytics and marketplace edge

No other film marketplace provides end-to-end development, packaging, financing, and distribution solutions that are data-driven and scalable.

	slated film packaging, financing, and distribution marketplace	Crowdfunding Kickstarter, Indiegogo, Seed&Spark	The Black List (blklist.com) Screenplay discovery & survey	Cinelytic (cinelytic.com) Studio slate analytics & workflow	Studios How content is traditionally financed and produced
Free membership and project hosting	✓	✓	✗	✗	✗
Analytics					
Team	✓	✗	✗	✓	✗
Script	✓	✗	✓	✗	✗
Screening	✓	✗	✗	✗	✗
Financial	✓	✗	✗	✓	✗
Packaging					
Access to talent	✓	✗	✗	✗	✓
Auto-matching	✓	✗	✗	✗	✗
Financing					
Indie projects	✓	✓	✗	✗	✗
Studio Co-fi	✓	✗	✗	✗	✓
Sales & Distribution	✓	✗	✗	✗	✓

Vision and strategy

Platform development roadmap

New capital will go towards platform enhancements that establish critical new revenue lines and continue to fuel growing revenue lines, as well as platform enhancements that improve members' experience and results.

Deployed Today

- ✓ Purpose-built managed marketplace & data analytics platform
- ✓ Data collection infrastructure for automated people & team scoring
- ✓ Script & Screening analysis (acquired, fully integrated)
- ✓ ML-Driven financial projection model & financial Score (acquired, fully integrated)
- ✓ Automated opportunity matchmaking

- ❑ Launch Premium Subscription Product
 - ❑ Higher messaging limits
 - ❑ Discounts on analysis & marketplace fees
 - ❑ First-look access to new features
- ❑ Member Profile Enhancements
 - ❑ Accomplishment badges
 - ❑ Allow agency representation info
 - ❑ Allow union/non-union preferences
- ❑ Expand Sales / Distribution Business
 - ❑ Hire additional sales executive
 - ❑ Fuel growing sales revenues

New Investment

*New Investment column represents forward-looking intentions that are subject to amount raised and other uncertainties.

Summary

Why invest in Slated today?

1

Large Opportunity

Slated has created the first end-to-end entertainment marketplace that streamlines the process of developing, packaging, financing, and releasing independent films.

2

Scalability and Innovation

Slated's matchmaking system and analytics allow it to identify and produce incredible stories from around the world, leveraging the talents of a global community to achieve studio-level output.

3

Revenue Growth

4

World Class Team

5

Industry Partner Validation

Analysis sales and Executive Producer fees hit all-time highs in 2022, with new revenue lines like Sales/Distribution fees showing growth potential.

Slated's management team has worked for companies like Disney, OWN, and HBO; and Slated's board of advisors have held top positions at studios like Sony, Fox, Paramount, and Universal Pictures.

Slated recently became the first company of its kind to strike two output deals with notable distributors, and Slated's EP Team has three films with Universal Pictures.

