

Join us in launching an English-language streamer for US Latinos!

Forbes

Fed Up With Limited Film Roles, These Actors Launched A Soup-To-Nuts Service For Latinx Filmmakers



avenida.tv Los Angeles California  Technology Female Founder Minority Founder Entertainment Film

Highlights

- 1 Launching A+, an English language streaming platform for US Latinos
- 2 Addressing the US Latino streaming consumption of \$4 billion annually
- 3 Developed a tech-driven crowdfunding platform for creatives; 90% success rate and over \$1m raised
- 4 Hundreds of content hours secured with hundreds more in development for A+
- 5 Highlighted in Forbes, Variety, Reuters, and other major publications
- 6 Led by Founders + Advisors with rich industry experience from NatGeo, HBO, Hulu, Warner, and PBS
- 8 Hundreds of projects have been funded and produced in our ecosystem

Our Team

LEAD INVESTOR

 **Jai Bugarin**

From launching Tutele, one of YouTube's first bilingual networks, to spearheading Latinopreneurs aimed to empowering Latino entrepreneurs, I have a deep appreciation for the endeavors that uplift diverse voices, much like what Avenida Entertainment Group aims to achieve. The founders, Fanny and Nelson Grande, are not just addressing the unique challenges and opportunities in the entertainment sector, but also leading the way in empowering creators who are often overlooked. Their visionary approach to content creation and distribution is a testament to their extensive experience in the field. Furthermore, their emphasis on the underserved Latino streaming market adds a distinctive edge to their mission. Avenida, in essence, is more than just a business - it's a beacon for diverse storytellers, echoing values that I hold dear. I am excited to embark on this journey with Avenida as they shape the future of the entertainment industry. Their dedication to disrupting the status quo goes beyond being a promising investment; it represents a collective determined to push industry boundaries. I am proud to stand behind such a transformative mission.

Invested \$10,000 this round



Fanny Grande CEO & Co-Founder

Venezuelan-American award-winning filmmaker with more than 20 years of experience in the entertainment business. Completed the Latino Entrepreneurship Initiative at Stanford University. Fellow at the Geena Davis Institute.



Nelson Grande COO & Co-Founder

Over ten years experience in the entertainment industry and twenty years experience in sales. Experienced independent producer and sales management with several startups. Have helped fund over fifty films in a year through non-traditional methods.

US Latinos are 20% of the population, buy 1 out of every 4 movie tickets, yet get as little as 2.3% of leading roles.

According to Nielsen, Latinos only get 2.3% of leading roles in TV and only 5.1% of leading roles in film. Almost half of those roles are negative stereotypes.

The Problem AVENIDA+

The traditional studio system is designed to be exclusive

- Latino filmmakers don't get funded
- Latino actors don't get roles
- Latino audiences don't get content that represents them

The US Latino population is the least represented in media today

We have found innovative ways to close the gap

We're creating a fully integrated ecosystem where Latino filmmakers can crowdfund for their projects, we help co-produce them and then stream them directly to Latino audiences via our new streaming platform, A+.

Our Solution AVENIDA+

Our Solution

AVENIDA

With Avenida, filmmakers get funded, actors get roles, and audiences get content they love

Creatives raise funds via our crowdfunding platform

Movies with Latino actors are filmed at our movie studio

Audiences get content that represents them on our streaming platform called A+

US Latinos are the biggest consumers of media

Not only do they buy 1 in 4 movie tickets, but they also stream the most content.

AVENIDA

The Opportunity

US Latinos streaming habits

- US Latinos consume \$4B annually in streaming
- US Latinos are 60% more likely to watch a show that has at least one Latino actor
- Latinos represent 19% of the U.S. population, yet they account for 42% of the country's most-watched content on streamers, that's almost 9 percentage points higher than the general market
- In 2022 weekly AVOD viewing among Hispanics increased by 23%

Latinos' appetite for streaming

In July of this year, streaming had grown its share of total U.S. TV viewing for the consecutive month for the first time since 2018. In other words, the share of total TV viewing that is streaming has increased for the first time in 4 years. Among ethnic audiences, however, the shift to streaming has been even more pronounced. In July of 2022, Latino total TV viewing in 2022 was 43.6% more off to streaming than the general population.

43.6% of Latinos' total TV viewing in July 2022 was off to streaming from live.

Percentage of time with TV

Platform	Total	Latino	Latino %	Latino %	Latino %
Broadcast	31.0%	23.5%	34.5%	34.5%	23.5%
Cable	31.0%	20.8%	20.8%	20.8%	20.8%
Streaming	38.0%	43.6%	43.6%	43.6%	43.6%
AVOD	9.0%	12.1%	12.1%	12.1%	12.1%

We launched a crowdfunding platform to help our clients get their projects funded

Our rewards based crowdfunding platform provides FREE automated coaching to users so they can raise more funds. Our platform has nearly 90% success rate, with over \$1 million raised across 74 projects from 8500 unique contributors!

AVENIDA

SOS Client Testimonials

Avenida Productions



And now we're getting ready to launch A+ a streaming platform for US Latinos where our stories can thrive!

US based Latinos consume streaming \$4b annually worth of content, but have no dedicated streaming platform. With our existing studio and client base, we are positioned to be a leader in this space.

Introducing A+ an OTT platform for US Latino Audiences



Launching 3rd Quarter 2023

American Latino content in English for US Latino audiences.
Free to consumers Ad-supported.

We will share 40% of net profits amongst filmmakers to incentivize them to host their content on A+. **The best part is we will acquire content at a fraction of the cost.**

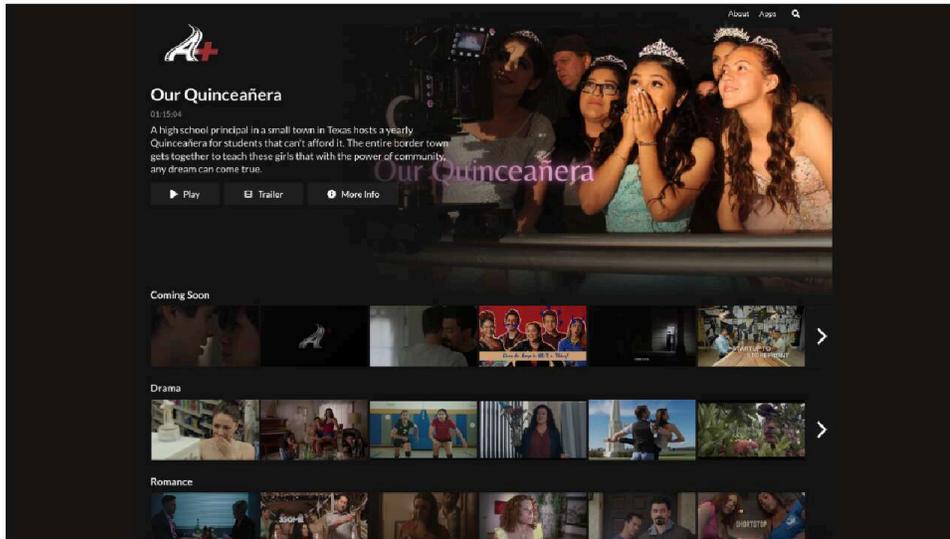
Programming will consist of movies, documentaries, unscripted, A+ originals, shorts, and long-form content.

A+ will be available nationwide on Apple TV, Roku, Amazon Fire TV, Samsung, Vizio, iOS, Android, and Web.

Here's an example of the content we will host on A+

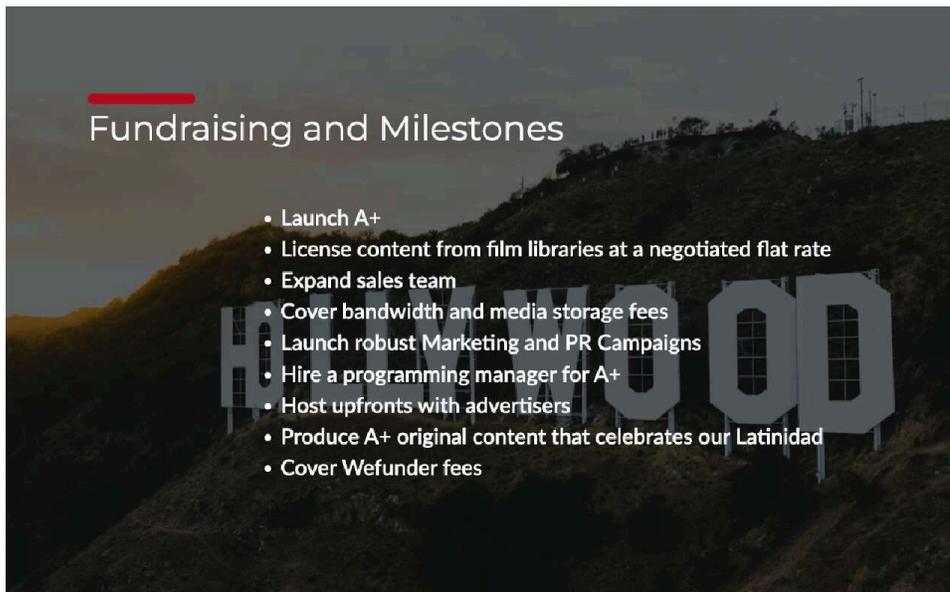


We have created a pipeline of filmmakers and our content acquisition costs will remain low compared to other streaming platforms while incentivizing filmmakers with a generous revenue share program.



How we're using the funds

We are lean and powerful. With the funds raised during the campaign we have an ambitious goal to become profitable after 12 months of our launch.



We have a clear plan to profitability

We already have thousands of pre-sign ups for our launch in November. Based on this interest, the industry size and competitors in the space we have crafted a clear path to launch and scale A+

A+ Revenue Projections

Advertisement and production revenue



Profitable by end of 2024



Note: Forward-looking projections cannot be guaranteed.

Read about us in the press!

Diverse talent in Hollywood takes reins to speed up change

By Danielle Broadway and Rollo Ross



As the most underrepresented group in the industry, Latino talent is also keen to change their narrative.

There were 32 years without Latino nominees at the Academy Awards, with the most recent shutout in 2002. Only 18% of the total nods for Latinos have been in the four acting categories.

“Every Latino actor I’ve met has dealt with the same thing of not getting opportunities, or having to play negative stereotypes that really affects the way our community is perceived,” Fanny Grande said.

When no production companies gave her a chance, she advocated for herself and her

community by crowdfunding the film "Homebound," centered on a non-stereotypical Latin American family.

Fanny and husband Nelson Grande co-founded [Avenida Productions](#), a platform for Latino filmmakers and others to work on short films, documentaries, commercials, large-scale projects and streaming.

Forbes

Fed Up With Limited Film Roles, These Actors Launched A Soup-To-Nuts Service For Latinx Filmmakers

Fanny Grande and her husband Nelson started out as actors about 20 years ago. But they found that, as Latinx performers, opportunities were limited. Fanny then became a filmmaker, but she still faced many barriers.



VARIETY

HOME > FILM > SPOTLIGHT

Sep 10, 2021 7:30am PT

Avenida Opens New Road for Indies Seeking Studio Space in L.A.

By Carole Horst ▾





Courtesy of Avenida Studios



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Fanny and [Nelson Grande](#), both actors and producers, saw a need for independent filmmakers struggling through the difficult and sometimes demoralizing process of funding a project, filming it and getting distribution. Their shingle, [Avenida](#), gets in on the ground floor, offering clients guidance in