

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



INVEST IN AVENIDA ENTERTAINMENT GROUP, INC

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

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

avenida.tv

Los Angeles California



Technology

Female Founder

Minority Founder

Entertainment

Film

Notable Investors

LATTITUDE **Lattitude Ventures**

Venture Investors connecting the fastest growing startups to the world's biggest companies.

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The Voice for Hispanic Real Estate® and proud champions of homeownership for the Hispanic...

Featured Investors

Investors include

Jai Bugarin

Lattitude Ventures

nahrep



Jai Bugarin ✓

Syndicate Lead

I am a bilingual and bicultural entrepreneur with over 13 years of experience in the digital space.

Follow

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Their visionary approach to content

Read More ▾

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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



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.

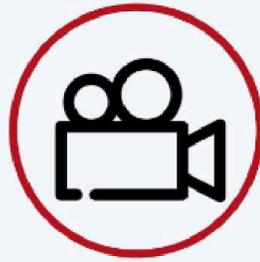
The Problem

The traditional studio system is designed to be exclusive, the US Latino population is the least represented in media today

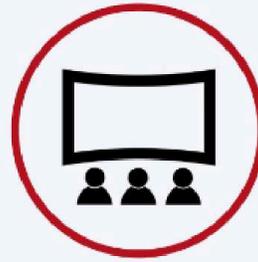




Latino filmmakers don't get funded



Latino actors don't get roles



Latino audiences don't get content that represents them

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



Funding

Creatives raise funds via our crowdfunding platform



Producing

Movies with Latino actors are produced



Distribution

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.

The Opportunity

- 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,**



almost 9% higher than the general market

- In 2022 weekly AVOD viewing among Hispanics increased by 23%



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 for close to 100 projects from 9,000 unique contributors!



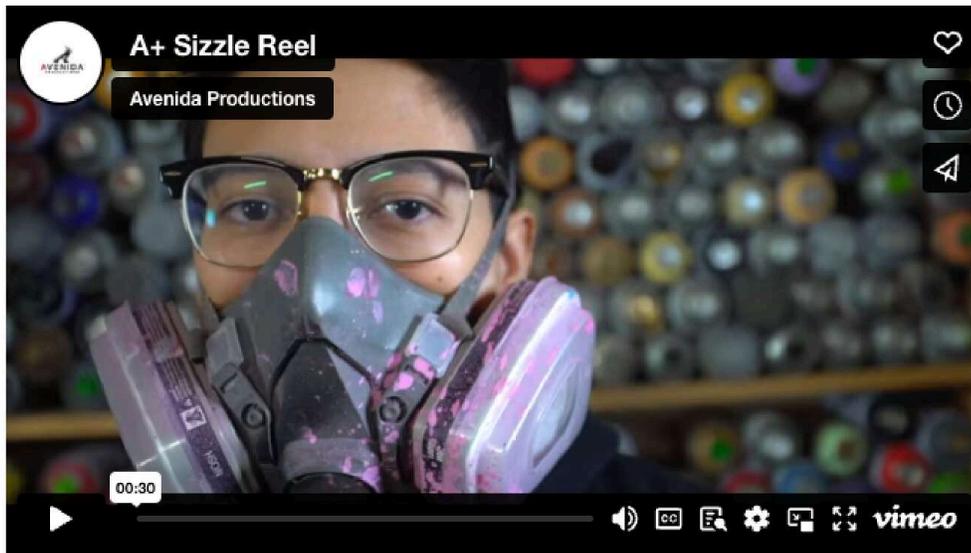
And now we're getting ready to launch A+ a streaming platform for US Latinos where our stories can thrive!

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.





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.

The Benefits of A+

- Free to consumers via ad revenue.
- 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.**
 - *We are also planning to roll out at least two fast channels with the launch of the app.*

We're unlike any other streamer



Differentiators

03

Launch Partners: Organizations with hundreds of thousands of members that include NAHREP, NALIP, NHMC, LALIFF, Film Fatales, and more.

04

Hours of Content: Launching with hundreds of hours and adding more monthly.

How we're using the funds

We are lean and powerful. With the funds raised during the campaign we will be set up for success.

Milestones & Fundraising

With this fundraising plan, we plan to:

- Launch A+
- License content from film libraries at a negotiated flat rate
- Expand sales team
- Cover bandwidth and media storage fees
- Launch robust Marketing and PR Campaigns
- Hire a programming manager for A+
- Host upfronts with advertisers
- Produce A+ original content that celebrates our Latinidad
- Cover Wefunder fees

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.

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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04:07

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