**BEFORE AFTER**

**Participant**

|  |
| --- |
|  |

**Film Title**

|  |  |
| --- | --- |
|  |  |

**Logline (2 sentences max)**

|  |  |
| --- | --- |
|  |  |

**BEFORE AFTER**

**Prioritized Goals (number goals in order of importance)**

|  |  |  |
| --- | --- | --- |
|  | Maximizing career |  |
|  | Maximizing impact |  |
|  | Maximizing revenue |  |
|  | Other |  |

**Tools (mark “X” if you have)**

|  |  |  |
| --- | --- | --- |
|  | Website  |  |
|  | Pitch deck |  |
|  | Teaser / trailer |  |
|  | Facebook |  |
|  | Other |  |

**BEFORE AFTER**

**Team Roles (mark “X” if someone is doing this job)**

|  |  |  |
| --- | --- | --- |
|  | Research |  |
|  | Outreach to potential partners and conferences |  |
|  | Partnership manager |  |
|  | Fundraising |  |
|  | Screenings manager |  |
|  | Educational / institutional sales |  |
|  | TV / SVOD / TVOD sales  |  |
|  | PR |  |
|  | Social media |  |
|  | Content creation for website / newsletter / social media |  |
|  | International sales |  |
|  | Direct sales |  |

**BEFORE AFTER**

**Core Audiences (list in order of priority)**

|  |  |  |
| --- | --- | --- |
|  | Core audiences |  |
|  | Secondary audiences |  |

**BEFORE AFTER**

**Partners**

|  |  |  |
| --- | --- | --- |
|  | Number of potential partners  |  |
|  | Categories of partners (list) |  |
|  | Key partners (list) |  |

**BEFORE AFTER**

**Windows and Revenue Streams (order and months per window)**

|  |  |  |
| --- | --- | --- |
|  | Festivals |  |
|  | Conferences |  |
|  | Theatrical |  |
|  | Screenings beyond theatrical (virtual events, community screenings) |  |
|  | Educational Sales (can overlap with TV) |  |
|  | TV |  |
|  | TVOD |  |
|  | SVOD |  |
|  | Direct sales |  |
|  | International sales (parallel with domestic sales) |  |

**BEFORE AFTER**

**Additional Revenue Streams (mark “X” if underway)**

|  |  |  |
| --- | --- | --- |
|  | Grants |  |
|  | Speaking fees |  |
|  | Donations |  |
|  | Educational tool kit |  |
|  | Affiliate sales |  |
|  | Ancillary sales |  |
|  | Investment |  |
|  | Sponsorship |  |
|  | PBS underwriting  |  |

**BEFORE AFTER**

**Personal Audience**

|  |  |  |
| --- | --- | --- |
|  | Size of mailing list |  |
|  | # of crowdfunding donors |  |
|  | # of other donors |  |
|  | # of investors |  |
|  | Social media following (per platform) |  |