

## Executive Producer Services Raise Cycle

### PHASE I

#### Weeks 1-4: Post Qualification

- Decide on new project
- Set Raise timeline
- Filmmakers: Create Promo Video, Finalize Attachments, Update the "Opportunities" (financial) tab
- Filmmakers: Sign Executive Services Agreement & fill out [Filmmakers Questionnaire](#)
- Create Deal Terms (PPM Overview) & [Legal Documents](#) (PPM, LP Agreement and start Subscription agreement)

#### **Week 2- New Project Game Plan Meeting**

#### Weeks 5-8 Targeted Investors Focus

- Targeted Investors outreach & engagement
- Finalize the Deal Alert

#### **Week 8: Go or No Go Meeting**

### PHASE II

#### Weeks 9: Deal Alert

- Send out Deal Alert
- Follow up via email all the deal alert openers

#### Weeks 10-14: All Investor Focus

- Calls to people who responded to emails
- General Investor engagement

#### **Week 12: Mid-Point Meeting & Activate Assure**

- Internal meeting to confirm we will meet Minimum Aggregate Capital Contributions

## **PHASE III**

### **Weeks 15-16: Closing**

- Follow up with all Interested investors
- Secure Subscription agreements
  - Send out [Investors information Sheet](#)
  - Jillian creates personal subscription agreement that is sent via DocuSign

### **Week 16: Capital Call**

- All investors are notified of the capital call which is the two week notice to transfer funds

### **Weeks 17- 18: Assure Collection**

- The company Assure will oversee the collection of funds.

### **Week 18: Close/Funds release**

- Funds are no longer accepted
- Funds are transferred to Filmmakers