Video Script
20.1.19

Visual	Audio
Television commercial, music video or shoot looking perfectly run.	As a producer, there's nothing more satisfying than your creative project going perfectly to plan.
Span to behind the scenes. A producer (main character) looking downcast / shaking his head Mess, tired bodies, damage behind the camera.	But that rarely happens.
	Even if the work you've produced is beautiful, it rarely tells of the chaos you've endured to get there.
The producer looking lost, pulls out his phone.	What if there was a way to make the entire production process easier?
Zoom in on phone screen. Below the Line App logos appears.	There is. And it's coming to a town near you.
Another app screen, showing listed crew members with avatars and role titles (e.g. production assistant, videographer, photographer).

Animation Alternative – Potential crew member profile avatars, faces pop up out of phone and 'connect' with producer. | Below the Line is an app which connects producers to local videographers, photographers, directors and more. |
| | Whoever you need to make your project a success, Below the Line is the place to find them. |
| App screen showing job posting and selecting from the Crew sub-menu.

Animation Alternative: Main character shaking hands with new crew members (other characters) | Either post a job and wait for offers or choose your crew from listed profiles. |
| App screen showing successful hire, in-app messenger and calendar.

Animation Alternative: Producer with speech bubble over head with text: ("Shoot is an hour earlier, okay for you?"). Other character with SMS bubble above head with text: (Yep. | Once you've hired your crew, us the in-app messenger and calendar integration to manage your project. |

See you there")	
In app screen with payments history. Alternative Animation: Main Character with a stack of paperwork which he can't see over and then stack disappears. Character grins.	And the best bit? Below the Line handles all the paperwork.
Glamorous actor getting fanned and fed food by staff.	The ones in front of the camera have always had it easy.
Swap producer into scene being fanned and fed food.	Now Producers do too. Thanks to Below the Line.
CTA in typography.	Download it now.

Version 2

Visual	Audio
A producer managing a script, a score and helping to direct a shoot.	Very few jobs offer the creativity, variety and excitement that comes with being a producer.

Animated character with a 'trainee producer' shirt on question mark over head, looking lost
 	
Typography with the two problems:
   - 'Hard to get started'
   - 'Hard to find jobs'
	The problem is, the industry is damn hard to get into.

	If you're starting out, there's no decent training, and it's hard to find work right away.
More experienced producer with 'producer' shirt on, but still looking lost as he searches for crew (set could be empty, or he's on a map of US moving from state to state. Typography: - 'Hard to find a crew outside your city'	Even once you're established it's hard to find a crew across the entire country.
Below the Line logo or typography.	Thankfully, we've created the perfect solution.

Trainee Producer character using the app to read up on becoming a producer, setting up a profile and applying for jobs.	Below the Line is an app for producers and production assistants.
	If you're new to the industry, Below the Line gives you first-class training, and when you're ready, you can create a profile to bid for your first job.
Producer character connecting with crew all over the country, avatars of crew popping up all over the place, joining lines connecting them.	If you're an experienced producer, use Below the Line to find help while you're on the road.
Happier look producer character running a smooth shoot.	That way, no matter where you are, you'll have a top-quality crew to make your project a success.
In app screens of the three functionalities: - Profile with trust score - In-app messaging - Calendar integration Alternative animation: Crew Profiles with scores or star ratings, two characters with messaging bubbles between them and a date synching (jumping in) to characters phone.	Below the Line features reviews and ratings to lead you to the most reliable crew, in-app messaging for seamless planning and calendar integration to manage your jobs.
App screens of paperwork / receipts. Typography like the below: ✓ Trust scores ✓ Messaging ✓ Calendar integration ✓ Paperwork	And the best bit, Below the Line handles all your paperwork.
Both animated characters looking happy.	It's a win, win for producers and newbies alike.
CTA in typography. App store logos (Apple and Android).	And it's available on the App Store now.
	Download it today.

CRW - An app to make life easier for producers and production assistants

CRW is an app for producers and production assistants.

Arguably the most important cog of a successful film, documentary or music project, producers and production assistants haven't had it easy.

Their jobs are difficult to navigate, difficult to find and impossible to find the support they need when they need it.

Now things are different - or they will be with your support. CRW makes work life easy for both producers and production assistants. For producers, the app simplifies the hiring process especially when you're working out of town and don't have your regular crew with you.

For production assistants, we help you learn the job with world-class introductory lessons and industry experience via the app's job listings.

That's it. We want to make it easier for you to thrive in both roles. Here's how we plan on doing it.

Helping Production Assistants learn the role and earn their first jobs

Fewer jobs enjoy the variety, excitement and career opportunities that a Production Assistant does. Therefore, to herald the next generation of PAs, the CRW app offers comprehensive in-app training and a streamlined platform to help them find work.

Learning is much more convenient when it's in the palm of your hand and when it can continue on set during your first feature film.

Connecting producers to local crew and Production Assistants

If you're producing, use CRW to find experienced crew when you're on the road. We understand that it's hard without your regular crew. So, when unavailability strikes, find top quality rings with CRW's location based are finding app. List a job, check the applicant's credentials and trust score and make your hire.

This is just the beginning

CRW is so much more than a marketplace which connects producers and potential crew members. Once you've found your replacement crew (or a production assistant to make it all a bit easier) you can manage the entire relationship within the app. You can message your crew, pay them and remind them of the shoot's key dates with automatic calendar integration.

Continuous improvement

We're not just raising funds to build an app, we're raising funds to build the best app for dual-focused production app on the planet. We won't be satisfied until we've solved all of a producer's work life problems and made it easier for production assistants to enter the industry. That means we'll continuously improve the app. We've already planned v2 - a release which will handle all of the production paperwork (including the painful payroll requirements) that needs to go to a studio at the end of a project.

Rewards

<Needed From Client>

Timeline

<Needed From Client>

About Us

Like so many other businesses, we're developing CRW because we've lived these frustrations. We struggled to get a foot in the industry and learnt the trade haphazardly on set, we've been stuck for high quality crew on out of town projects and we've spent too much time handling the paperwork rather than celebrating the completion of a successful gig.

We're immersed in the production environment. That's why you can guarantee we'll create an app that makes your job easier.

Risks and Challenges

Of course, building an app doesn't come without its risks and challenges. While we've made some good progress already, we're going to be busy developing the app for some time before it can be released.

In that time, a company with deeper products and unlimited devs could beat us to market. Even if like we expect, we are the first mover, crew can still vote with their feet and choose a different app (or just kick it old school on Craigslist). Without crew, we're unlikely to attract producers.

Building a marketplace is difficult. We have multiple target audiences, which increases the marketing spend required to acquire customers and make the app worthwhile. If we fail to acquire enough crew users and new production assistants, producers won't use the app. If producers aren't using the app and making hires, crew members won't bother creating a profile. Thankfully, production is a tight knit game and we're confident we'll get the referrals within the community - if we build a kickass app.

We're also at the mercy of Apple and Google to get our app approved and discoverable within the respective app stores.