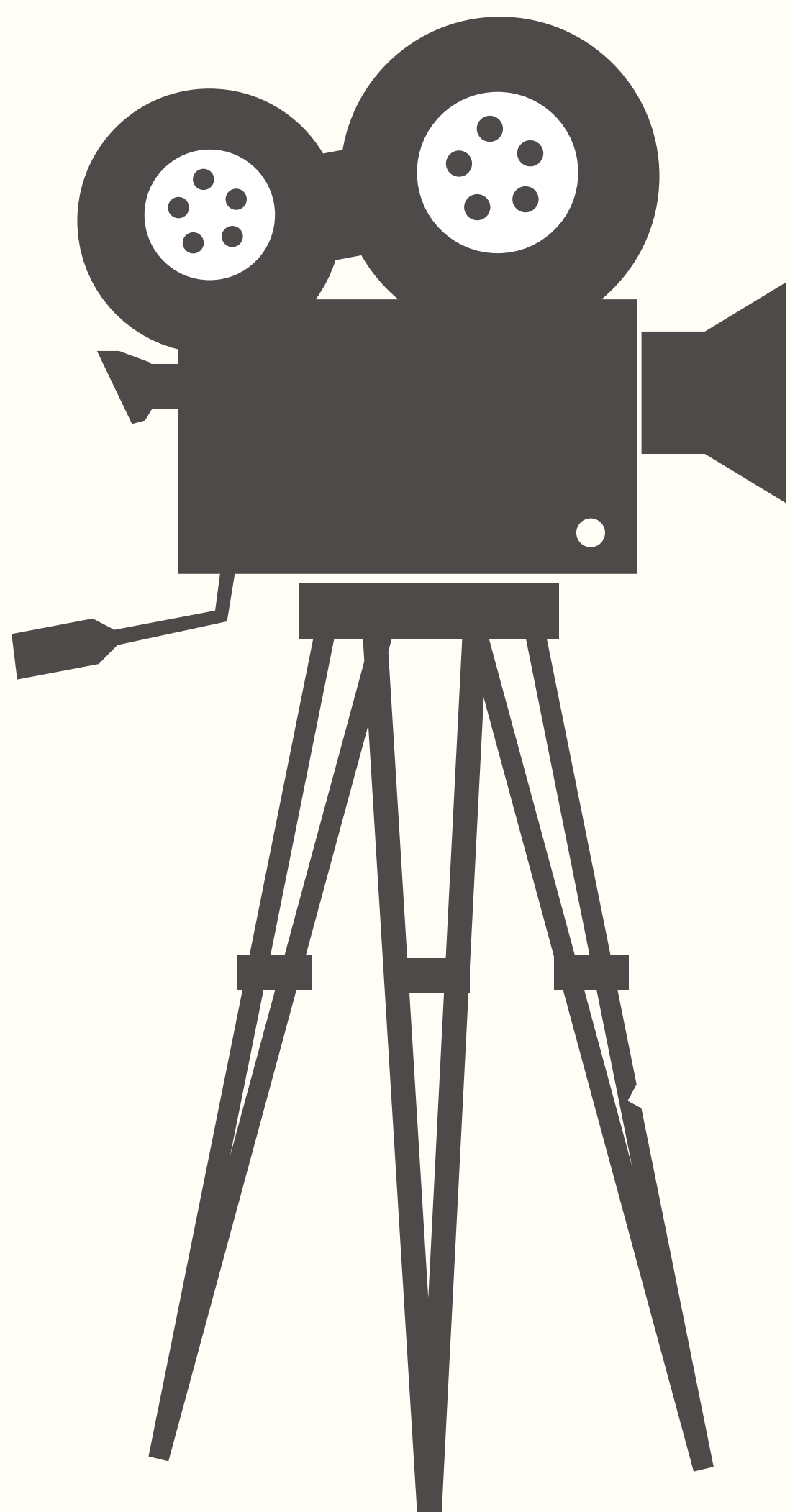


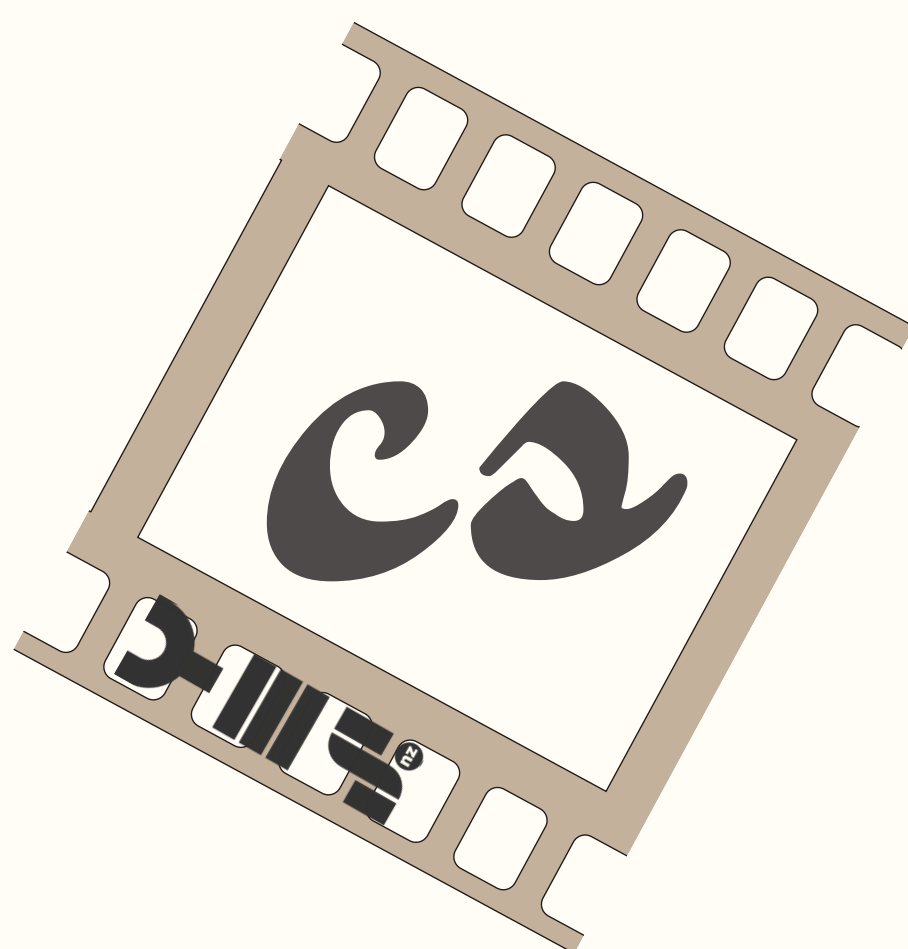


ENTERTAINMENT THAT MATTERS



**ANNUAL REVIEW**

2023



# EXECUTIVE SUMMARY

## Service description

Cassette Studios is a film production company that strives to make movies that cover real world issues.

For my first studio project I chose to create 'Dear Future Generation', a film that focuses on climate change and its effects through a fictional story.

This short film is being created to show people the contrast between what our world used to look like and what it has come to now. Through the representation of ; dystopia and utopia worlds in the movie, I hope to make the audience care more about living sustainably and looking after our planet.

I am super passionate about making films and through this medium, as well as inspiring other young creatives to tell stories they are passionate about.



## Achievements

- Received \$500 from Regional and National Seed Funding
- Formed a supportive team to make the short film
- Received valuable feedback directly from the film industry
- Gained 55 followers over all my platforms
- Reached 513 accounts on Instagram

## VALIDATION

“To convey important messages through my films on a world wide scale.”

## MISSION

“To create films that make the audience raise a question about the world we live in and build a community that responds to the issues in our society”.

## VISION

- Teach people about relevant issues through film entertainment
- Build a community responsive to world wide issues
- Inspire young filmmakers/ creatives to make craft they are passionate about
- Carve my way into the professional film industry

## GOALS

- to not spend my own money on the business.
- to build a community that cares about important entertainment and wants to make change.
- to advocate towards fighting against climate change and produce the film in an environmentally sustainable way.
- to have diversity in the production team and encourage an environmentally sustainable culture in NZ.



# INNOVATION

## UNIQUE VALUE PROPOSITION

- Short film format, to suit the target market's attention span. Planning according to the preferred run time of 6-10 mins indicated on the validation survey.
- A unique approach of combining both fictional and factual aspects into "Dear Future Generation", to keep the audience entertained, but still communicate the important issue of climate change.
- Making the product available for free on an accessible site; YouTube
- A young filmmaker who can bring a new approach to telling environmental stories and inspire other creatives to tell stories that are important to them.
- 
- Covering climate change aspect of waste, deforestation, GHG emissions and water quality through this production. This film will follow a classical 3 act structure; beginning, middle and end, and will show character development, rising action, climax and resolution (much like other existing films).

## ACCESSIBLE FILMING EQUIPMENT

To film this project I am using my iPhone 11, on its most cinematic camera settings and other film equipment which I am able to borrow from school, to prove that you don't need an industry set up to make a good story. With this approach I am not making the best of what is available to me, but am also hoping to inspire other beginner filmmakers to tell their stories with what they have available to them.

## LOCAL CAST & CREW

For this project I will be using local crew and cast. Everyone will be working on a volunteer basis. This is an innovative choice to solve my problem of not having the budget to pay my team. This decision will also allow me to gain other young people who have the same experience as me, and allow opportunity for them to get into the craft as a beginner.

## NEW WAY OF THINKING

I am communicating climate change through visions that the main character is having. It is like a haunting spirit, which is how I want the audience to interpret it, like a horror. In my short film, these visions result in the main character finding out the ugly truth about her world. I hope that this is comparable to the audience with their real life, how climate change is becoming visible to us everywhere, which is driving us to think more about it and realize the extent of its effects.



# PRODUCTION

## PLANNING

- Coming up with an idea
- Developing the story

## PRE - PRODUCTION

- Scripting
- Preparation for the shoot

## PRODUCTION

- Shooting the film

## POST - PRODUCTION

- Editing all of the shots into the final cut



Using google docs to brainstorm ideas, skeleton the short film (what happens in the beginning, middle and end) and then fill in the gaps in (what happens in between the beginning middle and end).

### Purpose of the series

- Address climate change issues
- Show the extreme of the issue
- Through techniques compare the environment to our everyday lives
- To make people feel empathy
- Show the beauty of the world

### Beginning

Masey is like everybody else. Sees the world the same as others, more specifically she sees nothing wrong with the world. Emotionally she is in her most outer layer, very surface level, like she doesn't care about things, or sympathise with others. In her perspective everything is just fine, there is nothing to change.

### Middle

We start to see Masey's emotional outer layer break by the visions, we see her emotions more, her middle layer. It's revealed that she is not all tough and can actually feel scared and care about what's going on around her. She is starting to shift from her fake persona, into the real her.

### End

We see Masey's deepest emotional layer, and her fear and vulnerability caused by the torment of the visions. Masey through the visions learns the reality of her world she lives in, and its problems. She understands the new perspective and it opens her eyes. Her real characteristics, opposite from what was perceived at the start, open up; sympathy, kindness, care. Her opinions and perspectives change and now she has grown to understand the importance of looking after the environment. She now wants to make a difference in the world, by opening other people's eyes. Her feelings and wants completely shift after this realisation.

Scene 2. At school we see Masey in class with her friend Jason, they are looking really bored, while their teacher tells the class the assignment. The task is to write a letter to the future generation about something you want them to know about our society. Masey and Jason give each other a fed up look, both communicating that they think this assessment is annoying. The bell then rings to signal the end of the day.

Scene 3. Masey and Jason are walking home, not understanding the assessment, and talking about how dumb it is. While they talk about there being no problems in this world we see problems occur directly behind them, while they are blindly complaining.

Scene 4. We then see Masey come home. She sits in her mess of a room, then goes on the computer, searching for 'problems in the world', but nothing comes up. Then she gives up in frustration. She receives a text from Jason, asking if she wants to come and study with him, out of absolute boredom and knowing she will have to actually do the assessment she agrees.

Scene 5. we see Masey drive over to Jason's house. They go inside but really end up playing video games instead of studying. We see the two of them do more unsustainable stuff such as littering, wasting energy and water. As Masey and Jason are playing the video game, the light that they have left on for a long time switches off, they go over to fix it, and Masey messes with the lightbulb. She then feels something like a force has gone into her, as she managed to make the light work. Jason tells her to brush it off, suggesting that it's just an electric shock. Masey takes it and stops thinking about it. They go back to playing the video game when the time is late and she goes back home.



Use for scripting, script break downs and shot lists.

Using the printed script to make storyboards and take notes.

In the last two sentences as the two speak, their voices become quieter and more distant and the dialogue fades to silence. The camera stops following Mason and Jason as they walk off. The camera pauses on the street for a few seconds.

### SCENE 5

#### INT. - MACEY'S ROOM, AFTERNOON/ EVENING

We see Macey's room empty, the door then bursts open and she walks in. She chucks her bag on the ground, then slowly walks over to her computer.

She turns it on and we're able to see a google doc with the assessment that she was given earlier in class.

The camera switches to show a wider shot of Macey in the room, she leans back on her chair and goes on her phone.

We then see a series of clips go by of her being on her phone, from her computer to her bed. We see her eat packages snacks and throughout the clips and chuck them on the ground, adding to the mess in her room. The day also goes by, it's getting darker with every clip. With this the audience is able to see that Macey is procrastinating her assessment.

Then when it gets really dark she goes back onto her computer, with the google doc that she has previously opened but not touched. We see her annoyed face and then we see her search up 'Problems in the world'. The search bar shows nothing on that topic and Macey falls back on her chair in frustration.

### SCENE 3

#### EXT. - FOREST, DAY

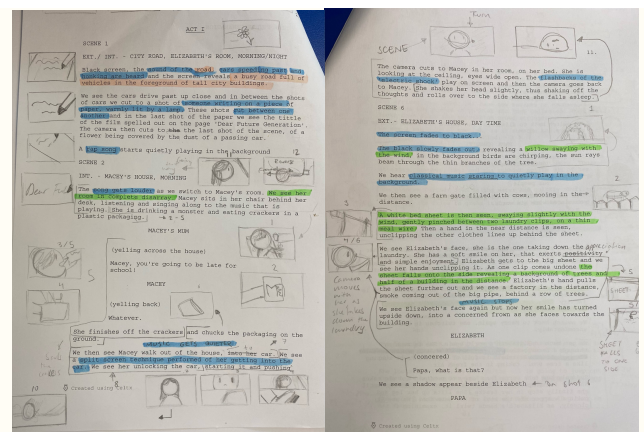
The screen blacks out. We hear a noise of wood being chopped.

We see the base of a tree slightly vibrating, as axing sounds are heard. The branches of the same Willow are seen, they look sad now though, not magical and beautiful like they did in the first vision.

We see the base of the tree again, but now also an axe denting the side of the bark.

Elizabeth is seen next, she is screaming and crying. Her hysterics are muffled and distant. The clip is transparently layered overtop of the tree being chopped.

Then the same clip of Elizabeth is show well defined, on its own.



Using equipment from my highschool, as well as my own to film the movie.



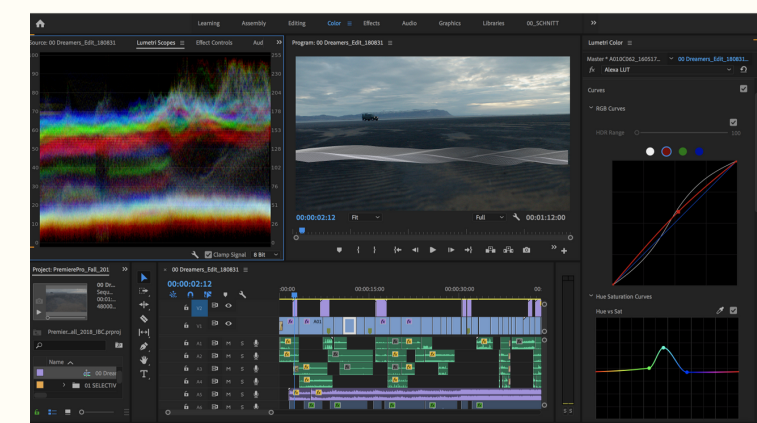
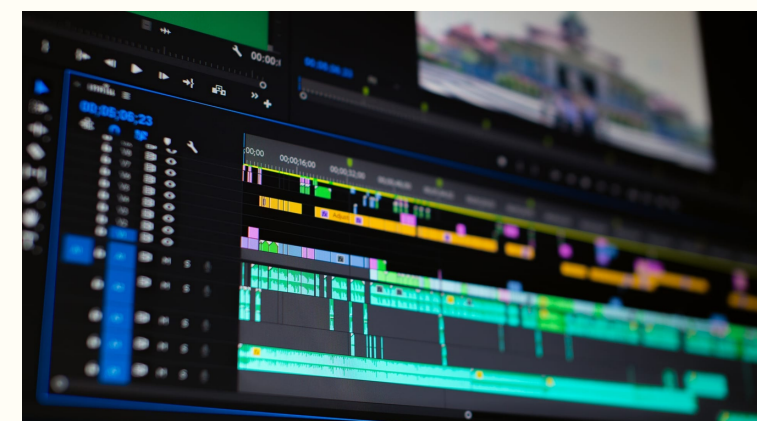
Using Facebook to ind cast and crew.



Buying food for crew in countdown and feuling my car for transport at Z petrol



Using Adobe Premiere Pro to edit the shots together into the final product.



# UPLOAD ON YOUTUBE



<p>3. Fit sustainability aspects into the plot of the story</p> <p>4. Develop the story further, fill in the gaps (what happened in between the Beginning, Middle and End)</p> <p>QC = The story is cohesive and communicates the themes that the production is trying</p>	<p>QC = Each scene is written in a correct format (scene, dialogue, actions)</p> <p>2. Location scouting (to determine how, when and where each scene is going to be shot)</p> <p>3. Break down the script (detailed description of technical elements included in filming each</p>	<p>2. Set up equipment for shooting</p> <p>QC = All the equipment is working properly, all crew and cast are ready to film</p> <p>3. Shoot each shot</p> <p>QC = Watch back the shot to ensure the camera angle is correct and that the actor's performance is up to my ideal standard.</p> <p>(step #2 will follow every time the camera angle needs to change. The crew resets and step #3 and the</p>
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## QUALITY CONTROL

To insure my short film is of the highest quality, regular quality checks were conducted. These checks included: insuring the story follows a clear, well flowing structure. The script is written professionally and the script breakdown is an accurate indication of all technicalities of shooting the movie. As Cassette Studios progresses further into the production stage, we aim to insure the acting and camera work is of highest quality and in the post-production process, that the editing is visually appealing and form a cohesive story.

### Health and Safety Policy

Working on set can include a variety of safety hazards depending on the location, equipment used and weather conditions. In order to ensure that the production runs smoothly and that the cast or crew stay safe during this process Cassette Studios has Health and Safety Policies in place.

#### Weather

The weather forecast will be checked before planning to shoot in order to avoid damage to equipment and illnesses among cast and crew members

#### Safety of the location for cast and crew

To ensure no injuries occur due to uneven ground or unsafe location conditions the locations at which we will be shooting will be flat, so that the equipment will stand straight, not tip on anyone and hurt people on set. I will also ensure the cast and crew are at a safe distance from the road (as we will have to film by the road quite a lot) by having less people on set, so that I can manage the whole

#### Safety around equipment

To avoid injury when transporting equipment I will ensure there are several people carrying heavy equipment, so that it won't be dropped. I will also ensure that the equipment is positioned firmly on the ground, so that there is no tipping and hurting of the crew members.

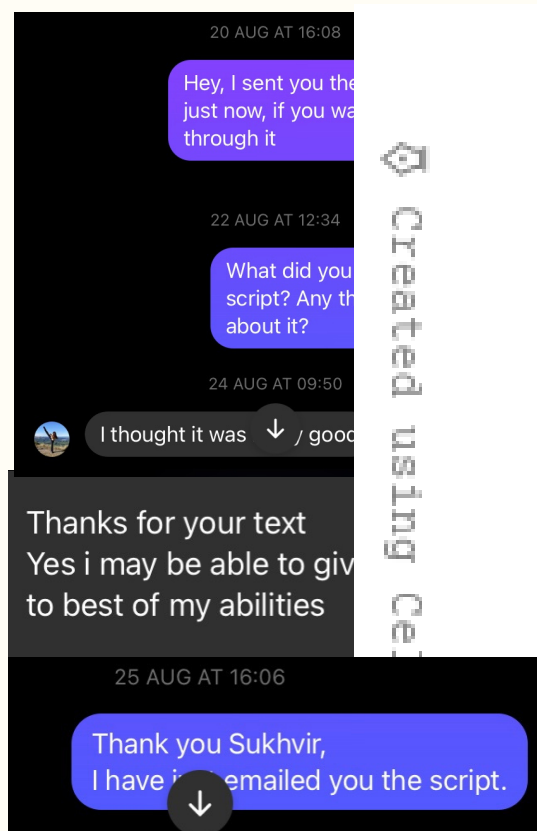
Being careful with equipment is also crucial in order to keep the equipment undamaged and be able to use it on the next shoot.

#### Providing a safe space for the actors to do their best performance

Acting is a very vulnerable craft and in order to get the best out of actors on set it is crucial to make them feel safe and comfortable. It is also important for their

## HEALTH & SAFETY

To insure the health and safety, Cassette Studios have considered safe filming locations and quality checked equipment, in order to protect our cast and crew. All surfaces are flat and safe to record in and the numbers of people on set are kept minimal to insure better supervision of everyone. The wires of equipment are covered to prevent electric shock and will be kept away from water. All food will be purchased to cater dietary requirements have a first aid qualification to assist anyone in an incidents. The team is supportive and understanding of one another to insure a safe metal space for everyone.



Created using CamScanner

By: Yana Chernova

## INTELLECTUAL PROPERTY

To protect the intellectual property of my film, the script is only shared to the Assistant Director and Director of Photography, with my name on it, to ensure my idea is protected. I have kept a digital record of all conversations as proof of originality. My short film will be posted on the company YouTube channel which ensure that Cassette Studios is the creator of the production. All that are involved in the project will be credited and only royalty free music will be used to protect the original composer.

## Achievements

- Came up with a cohesive story that flows smoothly from beginning to end and delivers the exact message of the environmental issue that I want to communicate to the audience.
- Successfully transferred my story into a professionally structured script.
- Developed a shot list and scouted safe locations to film on.
- Successfully made a script breakdown, which clearly portrays my creative vision and the technicalities of how to make it come to life.
- Formed a team for this production.
- Conducted regular quality checks through the planning and pre-production process.
- Insured my intellectual property was protected by attaching my name to all digital files that were shared and posted online, as well as keeping a record of all my conversations between team members.

## Reflections

The process of creating 'Dear Future Generation' turned out to be a really long one and the studio has only just reached the production' stage of the short film. The story took a long time to develop and even longer to script and conclude the practical details of this production. However, with this being said, Cassette Studios conducted excellent quality checks throughout the process, by validating the short film in its planning and pre-production stages. I insured my intellectual property was secure through every stage and thought in advanced about the health and safety of my team. From this process, I take away the lesson of planning ahead earlier, forming a team earlier and setting solid deadlines for every stage of this production. By doing this in the future Cassette Studios can insure that the production is filmed quicker, not leaving my supporters wait for a long time for the short film to be finally released.



# MARKETING

## TARGET MARKET

Cassette Studios targets two types of peoples, the consumers and the creators. I aim to have my film shown to emerging filmmakers in the industry, to form further collaboration opportunities. With this said, 'Dear Future Generation' is also aimed towards wider audience. Those consumers are visual learners, the best way to communicate with them is through use of visual techniques and content.

My target market is a group of people that are highly involved in social media and the digital world. They care about the issue of climate change and are interested in films that make them emotionally engaged in order to communicate the key message across.

## PRICING

Viewing cost: \$0.00

Revenue gained for views after eligibility for ad revenue: \$0.3 - per 1 view on the film

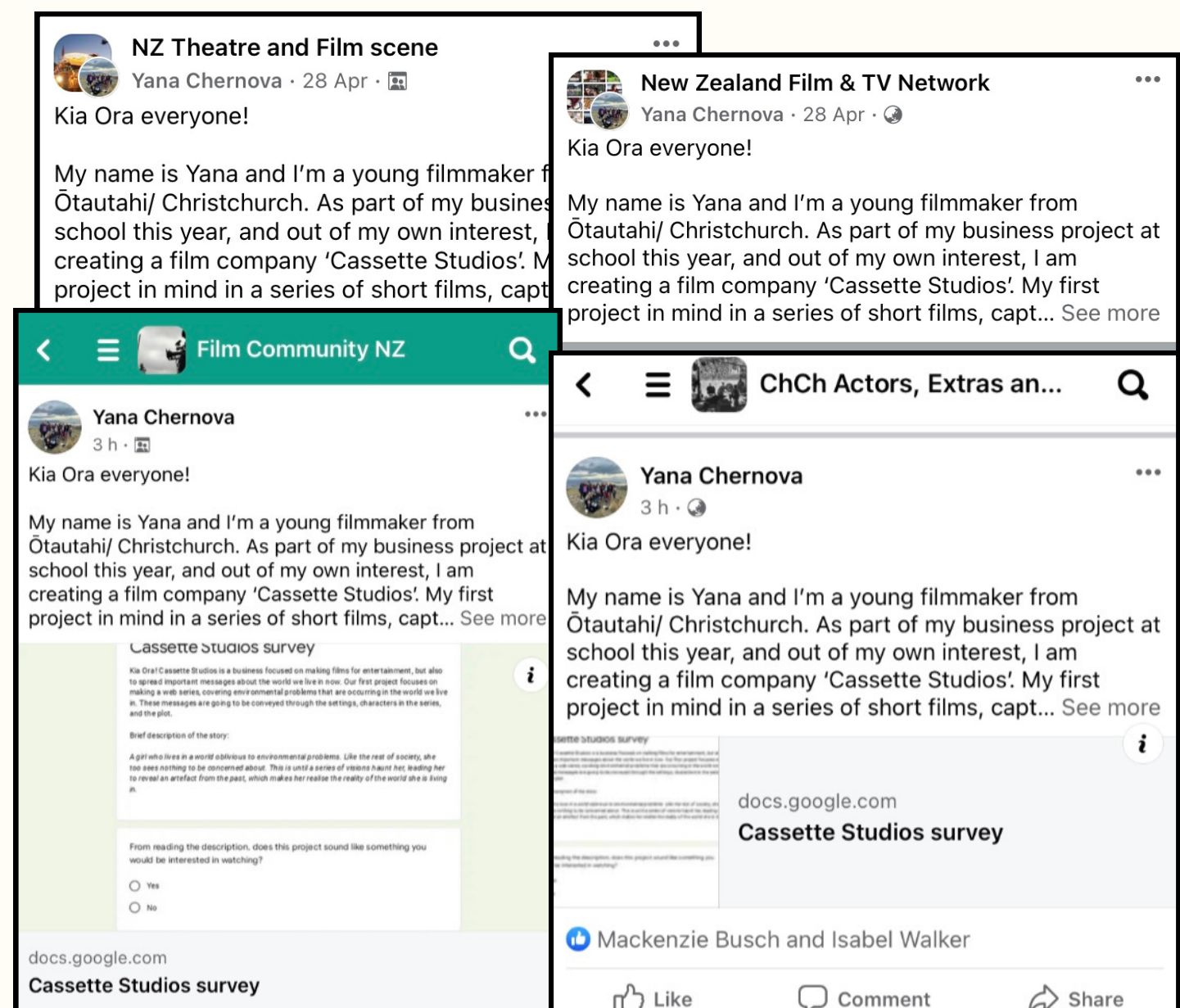
Making 'Dear Future Generation' available for free was a choice made by the business based on the competitive and value based pricing strategy. Cassette Studios aims make accessible films, justifying our choice to make this product free on YouTube. This way my important message will spread to more people. 'Dear Future Generation' is a short film, during market research a trend was found of short films being available to watch for free. Based on this standard, Cassette Studios has also made a choice to make our short film free.

Cassette Studios received a Seed Funding grand of \$500, which covers all costs comfortably. Despite making 'Dear Future Generation' free, the business is guaranteed to have leftover cash.

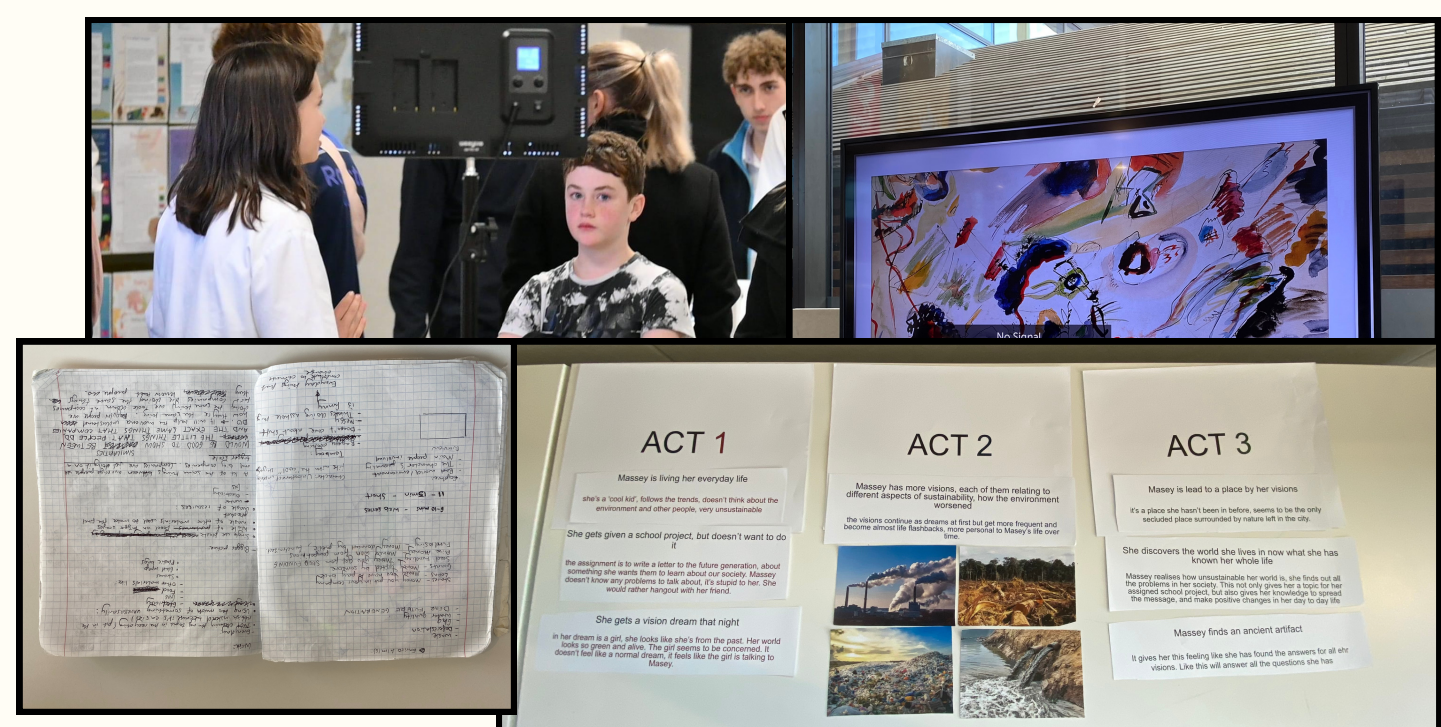
## VALIDATION

My validation was held across April and May, both virtually and in person.

For my first validation method I launched a survey on **April 28th** to 11 film groups on Facebook, asking their thoughts and further recommendation on the idea of the film:



Cassette Studios then went to a live market at the Rolleston College exhibition evening on **May 16th** and **September 14th**:



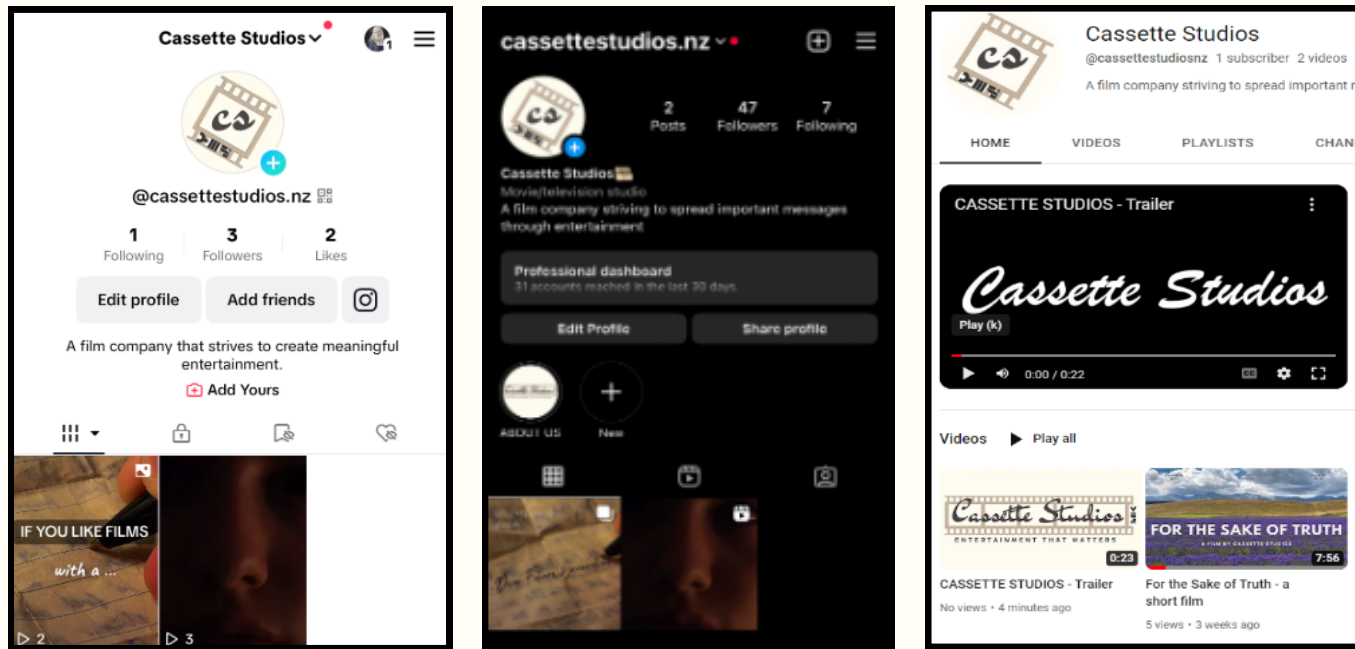
### The key things I learned from the validation:

- A run time of 6-10 mins seems to be most desirable
- Most intriguing climate change aspects are waste, deforestation, GHG emissions and water pollution
- People are drawn to visual promotion, especially videos, demonstrations and explanations.



# PROMOTIONAL STRATEGIES

## Social media



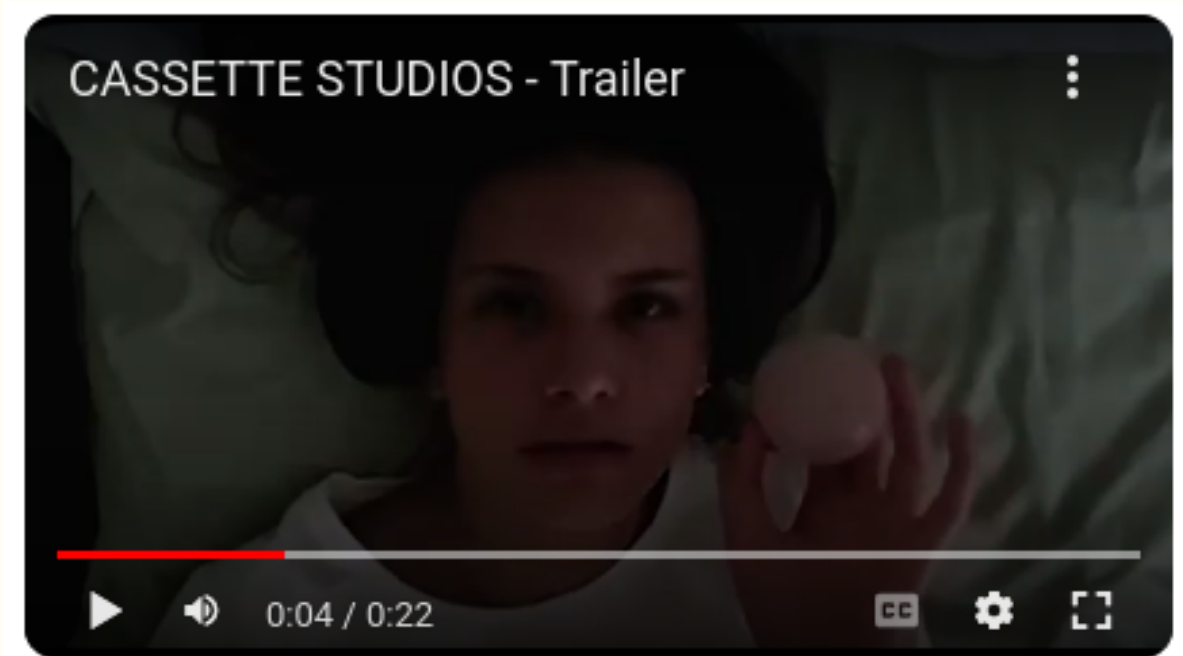
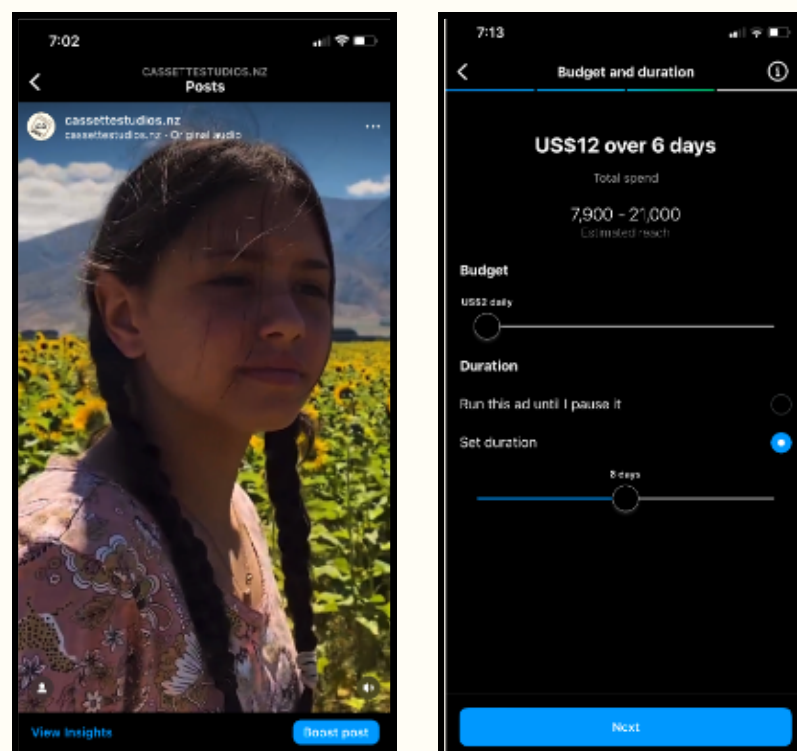
Cassette studios ran multiple social media accounts this year on Instagram, TikTok, YouTube and Facebook. Our posts included introducing 'Dear Future Generation' to the audience and showing my capabilities as a studio. Cross promotion was carried out between my different social media accounts.

## Promotional video

To advertised my ability as a filmmaker, I created a video reel, to serve as a company promotional video. The Youtube video was played at the exhibition evenings during sales and was posted across all social media.

## Instagram ads

Cassette Studios used Instagram to advertise the promotional promotional video to a larger audience. on the platform. By boosting this video I hoped to form a bigger community that is interested in what Cassette Studios is able to offer



## ACHIEVEMENTS

- Gained 52 followers across all my social media platforms.
- Reached 513 accounts through Instagram Ads.
- YES Canterbury Regional followed me on Instagram.
- Gained interest on my project from the local filmmaking community.

## REFLECTION

Cassette studios was fortunate to have access to have the film community so easily accessible for feedback and validation. I was able to gain approval and adjustments by a wide ranges of people involved in the industry and from my project team. I was also fortunate to have social media as the best way of promotion for my product, since it is digital. However, I realise I did not market as best as I could. I realise that I could have posted way more, which would have increased my following and allowed me to build a bigger community out of my target market. This challenge is something Cassette Studios will keep working towards as the film is being produced, a bigger level of promotion will be implemented to insure the final short film will be seen by many people.

## WHAT WORKED BEST

Out of all the methods, social media promotion was most affective for Cassette Studios. This is due to the fact that more people can be reached online. Social media also allowed me to post different types of content, like the promotional video and information about 'Dear Future Generation', both catered for different types of audiences. Instagram ads went hand in hand with my social media promotion, as I was able to boost my promotional video and have it reach more people. The video, although it helped demonstrate my abilities as a filmmaker, did not do as well on its own. It is only with the help of social media that I was able to incorporate the other promotional methods.



# SALES

Cassette Studios was planning to make 1 short film 'Dear Future Generation' by **October** and after the movie is made the views gained from the project will go as follows:

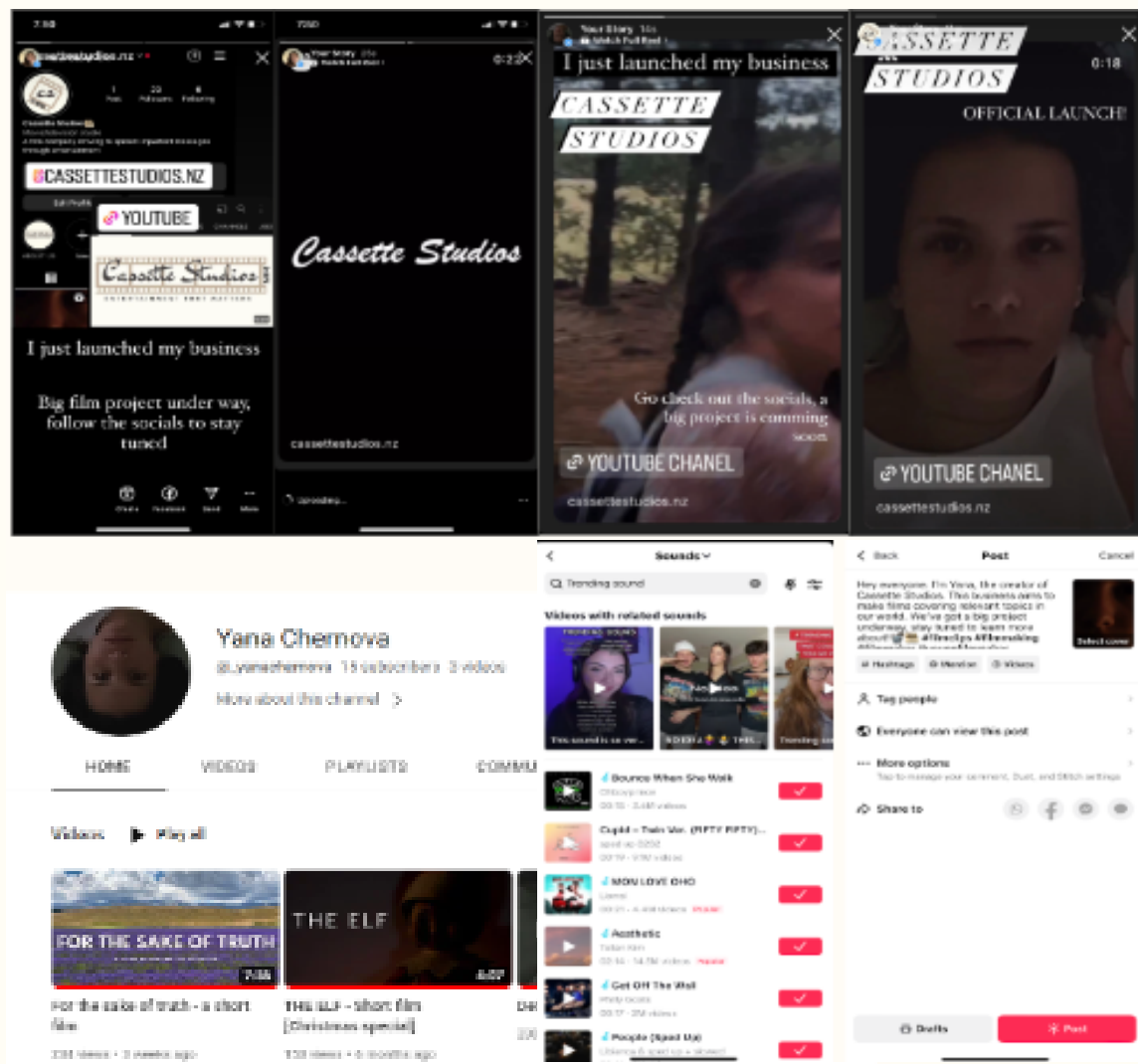
Month	No. of views	Sales revenue
October	500	\$15.00
November	1000	\$30.00
December	2000	\$60.00
January	3000	\$90.00
February	4000	\$120.00
March	5000	\$150.00
<b>TOTAL</b>	<b>15500</b>	<b>\$465.00</b>

My business so far is mostly on track to completing this sales goal, to ensure that Cassette Studios is able to meet this budgeted plan I will increase the speed of production and set specific checkpoints for when each aspect of production has to be completed.

## What worked best

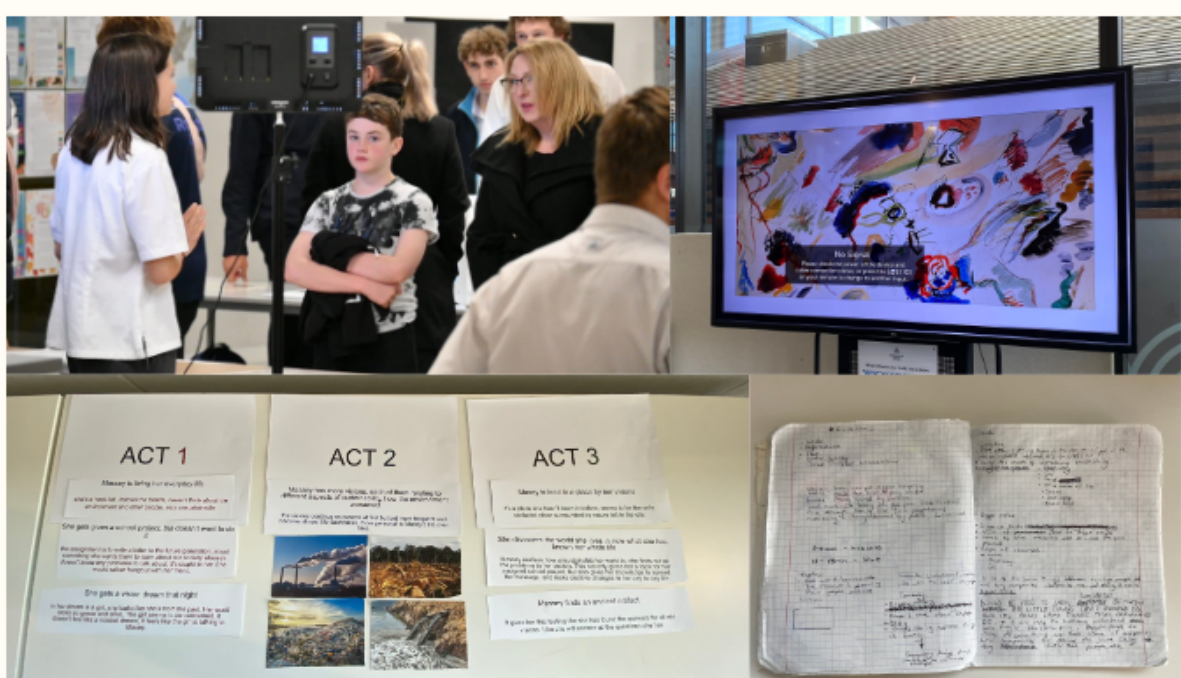
Like in promotion, social media was a more effective way of selling myself and the product to my target market. I was able to gain most of my following through this method, and could branch out to different platforms like Instagram, TikTok, YouTube, and most recently Facebook. The exhibition night stalls however, were a benefit in a way of forming a better bond with my audience, as I was able to explain my product to them, and this way build a trust between us.

## SOCIAL MEDIA



Social media served both as a promotion and a selling tool to my business. Because the short film is not yet complete, I was able to sell my idea, what my short film is about, as well as sell myself as a creator, what I'm capable of (this is where the social media posts and the promotional video from the promotion section comes in).

## OPEN NIGHTS



Cassette Studios also set up a stall on two exhibition nights happening at my high school 'Rolleston College'. These stalls included a printed description of my story, my promotional video laying on a TV and decoration to attract audience, such as film lights, camera and my notebook of rough ideas/ sketches.

## ACHIEVEMENTS

- Talked directly to my audience through the Rolleston College market nights.
- Discovered the big extent to which visual images and promotion attract my target market. From this I take away that to further sell myself and my idea I need to make my promotional content visually engaging.

## REFLECTION

Cassette Studios stayed in the pre-production stage for a very long time and this negatively impacted my ability to sell my product sooner. If I moved onto production quicker it is likely I would have reached closer to making profit and being eligible for ad revenue. The lack of promotion played a heavy role in my ability to sell myself and my product more effectively. For the future it is critical the Cassette Studios puts an emphasis on promotion, to elevate my business during sales, this way I can have a bigger following, and by the time of the short film release, more views could be accumulated.



# FINANCE

## INCOME STATEMENT BUDGETED

	May	June	July	August	September	October	November	December	January	February	March	Total
<b>Revenue</b>												
Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$485.00
Less: Cost of Goods Sold	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$35.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00
<b>Gross Profit</b>	\$0.00	\$0.00	\$0.00	\$0.00	-\$50.00	-\$35.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$365.00
<b>plus: other revenue</b>												
Seed Funding	\$200.00		\$300.00									\$500.00
												\$0.00
<b>Gross Profit plus other revenue</b>	\$200.00	\$0.00	\$300.00	\$0.00	-\$50.00	-\$35.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$665.00
<b>Less: Expenses</b>												
Camera												\$0.00
Tripods												\$0.00
Lighting												\$0.00
Microphones												\$0.00
Costumes												\$0.00
Props												\$0.00
Social media advertisement												\$0.00
<b>Total Expenses</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Net Profit before tax</b>	\$200.00	\$0.00	\$300.00	\$0.00	-\$50.00	-\$35.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$665.00
less: taxation (25% of net profit)												\$166.25
<b>Net profit after tax</b>												\$498.75

## INCOME STATEMENT ACTUAL

	May	June	July	August	September	October	November	December	January	February	March	Total
<b>Revenue</b>												
Sales												\$0.00
Less: Cost of Goods Sold	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Gross Profit</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>plus: other revenue</b>												
Seed Funding				\$200.00		\$300.00						\$500.00
												\$0.00
<b>Gross Profit plus other revenue</b>	\$0.00	\$0.00	\$200.00	\$0.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
<b>Less: Expenses</b>												
Social media advertisement	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00
Camera	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lighting	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Microphones	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Costumes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Props	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Tripods	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Expenses</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00
<b>Net Profit before tax</b>	\$0.00	\$0.00	\$200.00	\$0.00	\$280.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$480.00
less: taxation (25%)	\$0.00	\$0.00	\$50.00	\$0.00	\$70.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$120.00
<b>Net profit after tax</b>	\$0.00	\$0.00	\$150.00	\$0.00	\$210.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$360.00

## CASHFLOW STATEMENT BUDGETED

	May	June	July	August	September	October	November	December	January	February	March	Total
<b>Cash Receipts</b>												
Sales of views	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$485.00
Seed Funding	\$200.00		\$300.00									\$500.00
												\$0.00
<b>Total Receipts</b>	\$200.00	\$0.00	\$300.00	\$0.00	\$0.00	\$15.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$765.00
<b>Cash Payments</b>												
Camera												\$0.00
Tripods												\$0.00
Lighting												\$0.00
Microphones												\$0.00
Costumes												\$0.00
Props												\$0.00
Social media advertisement												\$0.00
Trailer												\$0.00
Travel					\$40.00	\$20.00						\$60.00
Food					\$20.00	\$20.00						\$40.00
<b>Total Payments</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$60.00	\$40.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00
<b>Surplus of Cash</b>	\$200.00	\$0.00	\$300.00	\$0.00	-\$60.00	-\$25.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$100.00
plus: Opening Bank Account	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00	\$240.00	\$215.00	\$245.00	\$305.00	\$395.00	\$515.00	\$0.00
<b>Closing Bank Account</b>	\$200.00	\$0.00	\$300.00	\$300.00	\$240.00	\$215.00	\$245.00	\$305.00	\$395.00	\$515.00	\$665.00	\$665.00

## CASHFLOW STATEMENT ACTUAL

	May	June	July	August	September	October	November	December	January	February	March	Total
<b>Cash Receipts</b>												
Sale of a short film	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sale of shares	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fundraising												\$0.00
Seed Funding				\$200.00		\$300.00						\$500.00
<b>Total Receipts</b>	\$0.00	\$0.00	\$200.00	\$0.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
<b>Cash Payments</b>												
Social media advertisement	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00
Camera	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Tripods	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lighting	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Microphones	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Costumes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Props	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Trailer	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00
<b>Surplus of cash</b>	\$0.00	\$0.00	\$200.00	\$0.00	\$280.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$480.00
plus: Opening Bank Account	\$0.00	\$0.00	\$0.00	\$200.00	\$200.00	\$480.00	\$480.00	\$480.00	\$480.00	\$480.00	\$480.00	\$0.00
<b>Closing Bank Account</b>	\$0.00	\$0.00	\$200.00	\$200.00	\$480.00	\$480.00	\$480.00	\$480.00	\$480.00	\$480.00	\$480.00	\$480.00

## GROSS AND NET PROFIT BUDGETED

<b>Gross Profit percentage</b>	<b>78.5%</b>
<b>Net Profit percentage</b>	<b>78.5%</b>

## GROSS AND NET PROFIT BUDGETED

<b>Gross Profit %</b>	<b>0.0%</b>
<b>Net Profit %</b>	<b>0%</b>

## REFLECTION

So far in the production process of 'Dear Future Generation', my cost of goods was less than expected. Cassette studios ended up investing in social media advertisement to reach a larger audience, this cost was \$20. I did not spend my Seed Funding on food or travel, however the reason for that is that the business has not yet started shooting on a large scale, which would require transport and food. These further costs are likely to be paid off later in the production process. I did not gain a gross or net profit, due to the fact that I have not made a profit from social media yet. To achieve gaining a revenue Cassette Studios will need to post promotional content on a larger scale and finish the film production, so that the short film can be sold. As expected, there was no spending on equipment, set or costume, as I was able to get all of these things for free either through already owning them or borrowing them with no repayments.

# SUSTAINABILITY

## Economic

**GOAL: to not spend my own money on the business.**

### ACHIEVEMENTS:

- Received a start up budget of \$500 from Seed Funding.
- Made up a team that operates on volunteer basis.
- Gathered equipment for free.
- Worked towards making a profit by posting promotional content on social media.
- Did not contribute my own money to the business.

## Social

**GOAL: to build a community that cares about important entertainment and wants to make change.**

### ACHIEVEMENTS:

- Began building my ideal community by gathering a total of 52 followers across all social media.
- Confirmed my target market's interest in the short film with my survey validation.
- Gained interest from other filmmakers to participate in the project.
- Created social awareness about the context of my film, through social media posts and social movement #'s; **#forourfuture** & **#dearfuturegeneration**.

## Environmental

**GOAL: to advocate towards fighting against climate change and produce the film in an environmentally sustainable way.**

### ACHIEVEMENTS:

- Being environmentally sustainable by mostly digitalising the project.
- Promoted the story with a heavy emphasis on coverage of the climate change issue.
- Made clear during promotion, Cassette Studios's value of addressing the climate change issue.
- Planned the short film for the purpose of addressing environmental problems.

## Cultural

**GOAL: to have diversity in the production team and encourage an environmentally sustainable culture in NZ.**

### ACHIEVEMENTS:

- Created a team consisting of people of various races, genders and sexual identities.
- Made clear that Cassette Studios is a NZ brand with the username @cassetestudios.nz and addressed the businesses' strive to promote environmental sustainability, thus linking the brand's cultural identity to the implementations of sustainable actions.

## REFLECTION

Cassette Studios was very successful in the business's economic goals, I was able to produce this film so far without spending my own capital investment. Although the production and post-production process of the film is not yet complete, with the Seed Funding that I received it is more than likely I will not need to spend my own money in the future. Cassette Studios is still working towards improving social and environmental aspects, by continuing promotion, this way building more awareness or climate change and building a bigger community on social media. Cultural diversity will keep being encouraged in our future productions. To sum up my business so far this year, the process of creating this film so far, due to lack of deadlines set. To insure that I stay on track with the project Cassette Studios will set regular checkpoints throughout the production and post-production process, more regularly post promotional content and establish more sales channels.