

Vlaanderen
verbeelding werkt

Alternative Financing

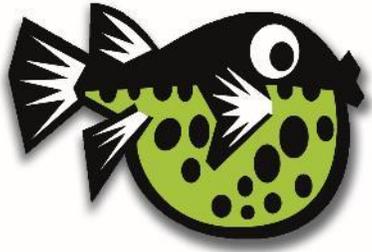
unlocking the full financing potential of independent productions

07 February 2026

Juliane Schulze

Strategic Creative Economy Expert in Business,
Finance, Investment and Sustainability





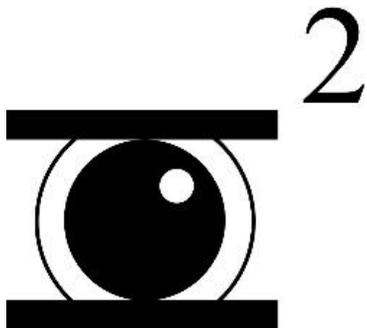
- year 2000: **strategic consultancy in business and financing** of the European film sector



mediadeals

- year 2008: **pan-European investor network:**
 - > 60 business angels and venture capital funds.
 - **early-stage investment** of the European creative economy
 - **640 creative entrepreneurs → 480 investors**

- year 2021: **Strategic Creative Economy Consultancy**



Training Programmes, Memberships & Initiatives :



MIDPOINT
INSTITUTE



Topics

- **Private Project Financing**
- **Product Placement**
- **Sponsorship → Co-production**
- **Patronage, Crowdfunding/-investment**
- **Private Equity Investment**
 - in your project
- **Equity Fund Investment**
 - in your IP & in your company
- **European Investment Programmes & Investor Events**

Private Project Financing



SILVER SALT FILMS

- film story connected to the Warsaw ghetto
- ... escape of a Jewish prisoner ...
- by UK production company
- researched & contacted Polish business people in London
- circulated synopsis in individual emails



„This is the story of my grandfather!“



- meeting between film producer & Polish business man
- not only did he back the film financially,
- he organised a project presentation in front of other Polish business people in London,
- went on stage and successfully promoted the project to fellow investors.



key learnings

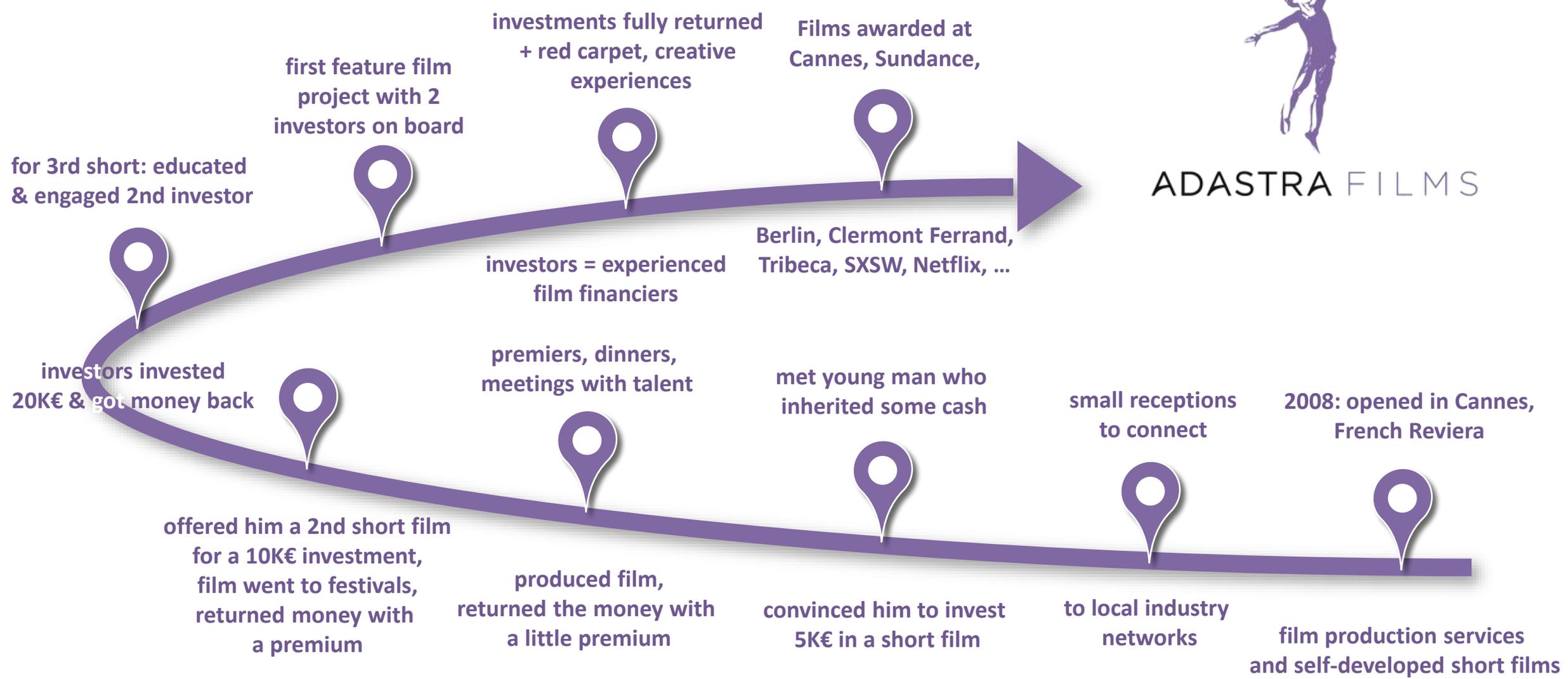
- who is this film **made for**?
- who is the **audience**?
- for whom is this story **relevant**?
- have a strong **message**!
- invest in **research** to identify potential **allies**!
- communicate your message to these allies in an **emotionally captivating** way!
- personally **meet and engage** your financing partners, **educate** them in the industry if necessary!



reaching ... the stars



ADASTRA FILMS



key learnings

- invest time and research to **build your investors network!**
- **educate the money!**
- keep **investors informed** of your project development and your achievements!
- offer them a **unique experience**, make them part of something new and exciting!
- create compelling packages and **deliver!**
- always pay investors back and **respect your agreements!**



Product Placement





Amelia and Michael

UK drama short film, 2007, 10 min

Director: Daniel Cormack

Cast: Anthony Head and Natasha Powell

Executive Producer: Richard Johns

Production Companies: Actaeon Films,
Fortune Films

Distributors: Network Ireland Television
(Worldwide, 2008)

Festivals: e.g. Montréal World Film Festival,
Raindance Film Festival

Broadcast: Channel 4, a.o.

Daniel Cormack: "I made the film as a total novice whose only experience of film production was from reading books and whose only qualification to be a director was a love of film.

Luckily, I had a very talented and experienced crew around me and *Amelia and Michael* was a great success"



Brands included:

**Jaguar Cars,
Bupa (health insurer),
The Royal Park Hotel,
Margaret Howell (fashion),
West Cornwall Pasty Company.**

- **on screen** as part of the production's setting and storytelling
- **in-kind support:** free goods and services = saved money, **no cash payment**

LES FILMS DE LA BUTTE et MAMMY FILMS présentent
AVEC PAUL ZOBEL ALPHABETIQUE

GUY DANIEL GERALDINE JANE CLAUDE PIERRE
BEDOS BRÜHL CHAPLIN FONDA RICH RICHARD



"Un casting 4 étoiles..." Version Femina

Et si on vivait tous ensemble ?

UN FILM DE
STÉPHANE ROBELIN

Amis depuis toujours, colocataires depuis 1 semaine !

BAC

Studio 37



01:25:21:16

2017





key learnings

- product placement is **strategic!**
- know your **audience!**
- which **brand** wants to ‚talk‘ to that same **target group?**
- which **benefits** can your film offer to that brand
which others can't offer?
- what's your **key message** to that target group?
- product placement must **serve the story!**
- product placement = **no cash!**
- **cross-promotion** is most effective for established brands!
- cross-promotion does not affect your production budget. It adds value to your **marketing and communication** strategy!

typical placements:

automobiles

consumer electronics

accessories

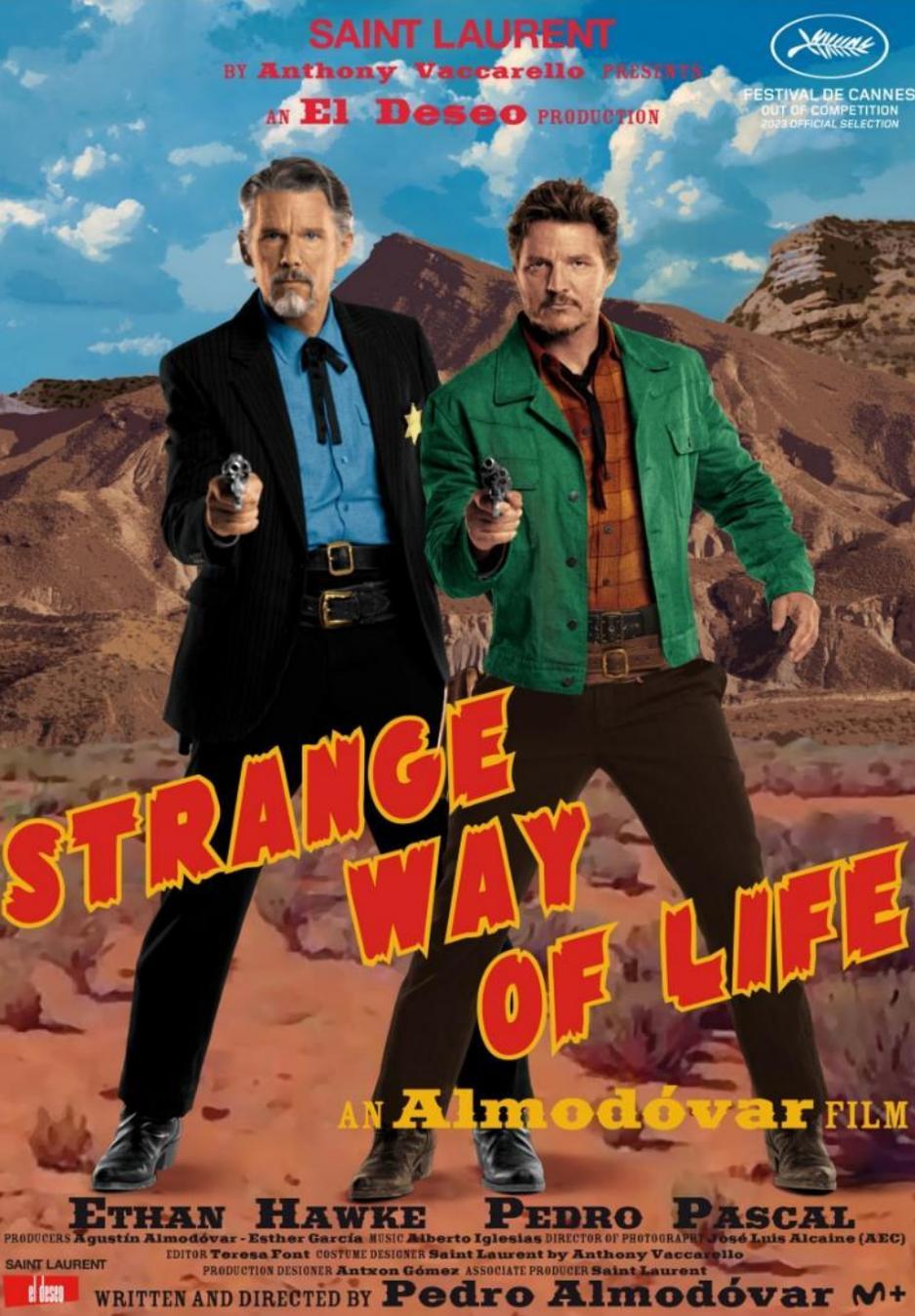
fashion items

alcoholic beverages



Sponsorship → Co-production





SAINT LAURENT P R O D U C T I O N S

„Strange Way of Life“

Script and direction: Pedro Almodóvar

Country: Spain, 2023

Length, language: 31 min, English

Production:  and **SAINT LAURENT**
P R O D U C T I O N S

Cast: Ethan Hawke and Pedro Pascal

Costumes: Anthony Vaccarello for Saint Laurent

Cannes Sélection Officielle

Spanish cinema release, streaming platforms





ZOE SALDAÑA KARLA SOFIA GASCÓN SELENA GOMEZ
EMILIA PÉREZ

A FILM BY
JACQUES AUDIARD

IN CINEMAS 16 JANUARY

WHY NOT PRODUCTIONS, PAGE 114 & SAINT LAURENT PRODUCTIONS FOR ANTHONY VACCARELLO present "EMILIA PÉREZ" a film by Jacques Audiard with Karla Sofía Gascón, Zoë Saldaña, Selena Gomez, Anthony Vaccarello, and the cast of "EMILIA PÉREZ".

SAINT LAURENT P R O D U C T I O N S

„Emilia Pérez“

Script and direction: Jacques Audiard

Country: France, 2024

Length, language: 130 min, Spanish, English, French

Production: Why Not Productions, Audiard, Page 114

**SAINT LAURENT
PRODUCTIONS**

Cast: Karla Sofía Gascón, Zoë Saldaña

Costumes: Anthony Vaccarello for Saint Laurent

European Film Awards: Best European Film, European Director, European Actress

Golden Globes 2025: Best Film, Best Supp. Actress, Best Filmsong, Best Foreign Language Film

Oscars '25: Zoë Saldaña Best Supp. Actress, +12 Nomin.



EIN FILM VON
JIM JARMUSCH

F A T H E R

M O T H E R

**S I S T E R
B R O T H E R**

Yves Saint Laurent was closely associated with the cinema, if only through his muse **Catherine Deneuve**.

Saint Laurent creative director Anthony Vaccarello: “I want to work with and provide a space for all the great film talents who have inspired me over the years.”

In 2023 sponsor Saint Laurent founded co-production company **SAINT LAURENT PRODUCTIONS**

Co-produced movies winning Venice 2025, screening at Cannes 2024:

1. „Father, Mother Sister, Brother“, **Jim Jarmusch**
2. „Emilia Perez“, **Jacques Audiard**
3. „The Shrouds“, **David Cronenberg**
4. „Parthenope“, **Paolo Sorrentino**



key learnings

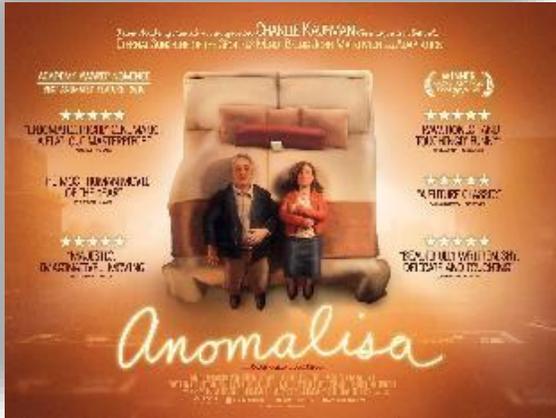
- sponsorship is based on **personal interests!**
- sponsorship is based on a shared (artistic) **vision, genre, style, and message!**
- you + your sponsor = **values + target audience/customer**
- win your sponsors' confidence with a **smart marketing & communication strategy!**
- your film offers your sponsor or brand **exclusive visibility!**
- collaboration can take the form of e.g.
 - ,**branded entertainment'** and/ or a **co-production!**
 - **product placement** or **no brand appearance, + cash!**
- **respect the principles and expectations** of your partner!



Patronage, Crowdfunding, Crowdinvestment



crowdfunding vs. artist support



Patreon: creators and artists earn a **monthly income** by providing exclusive rewards and perks to their monthly subscribers, or "patrons", e.g. **recognition, participation, creator access, community, goods, content.**

- **Platform fee**
5% - 12% of successfully processed sales + applicable taxes
- + a payment processing fees

www.patreon.com



ULTRA DOGME

PATREON

Ultra Dogme runs entirely on patronage from readers like you! If you'd like to support our efforts, please consider subscribing to our [Patreon](#) where we publish exclusive articles, curate monthly virtual film screenings, and more.

Choose your membership

Pay annually (Save 10%)



Support
\$5 / month

Join

Patrons at the \$5 tier will help support Ultra Dogme in addition to receiving updates from the editors, exclusive/early access posts, and links to new MLP films.

MOST POPULAR



Movie Club
\$7 / month

Join

Patrons at the \$7 tier will receive access to the Movie Club, an exclusive monthly streaming series of experimental films, in addition to the lower tier perks.



Certified Patron
\$10 / month

Join

Patrons at the \$10 tier will instantly become an Ultra Dogme Certified Hero. We'll be adding a 'Hall of Fame' page to the site with your name on it, just to give thanks! You will also receive downloads to Two Nice Catholic Boys albums, in addition to lower tier perks.

Film journal and virtual cinematheque established in 2019, “focused on bringing wider attention to under-seen gems of experimental, personal, and world cinema.”





the.europa.project

The Europa Project

141 Beiträge 41.800 Follower 14 Gefolgt

Medien

On a journey around Europe to remind us of what connects us.



the.europa.project • Folgen
Original-Audio

the.europa.project 4 Wo.
Be a part of the project

This is a collaborative documentary project, with European filmmakers across the continent exploring country border trails to find out if Europeans still feel united.

If you are a filmmaker or creative in Europe and want to work with us, head to our Patreon at our link in bio! There we post exclusive updates and opportunities to collaborate on upcoming chapters! We're a small independent collective, and entirely crowd funded. Even a coffees worth of support on Patreon means the world.

If you are an organisation and would like to work with us, please head to our



Gefällt 284 Mal

10. Dezember 2025



FILMS FOR ACTION
WATCH. SHARE. TAKE ACTION.

Welcome to the largest library for social change online.

Jährlich bezahlen (Spare 15 %)



Visionary

4,50 € / Monat

Beitreten

Get instant streaming access to over 50 amazing documentaries. To browse the films, go to filmsforaction.org, interact with the Browse menu and click Patron Films. This tier also offers the satisfaction of knowing millions of people are learning about visionary solutions to the world's problems thanks to you.



Paradigm Shifter

9 € / Monat

Beitreten

Film rewards from the \$5 tier + the satisfaction of knowing Films For Action is helping to create a new generation of change-makers, on the vanguard of new ways of being, new strategies for change, and new systems of living that can replace the old.



Wisdom Keeper

18 € / Monat

Beitreten

Film rewards from the \$5 tier + the satisfaction of knowing Films For Action is spreading not just knowledge, but wisdom - a wisdom that embraces the best of both new and ancient ways of living, a wisdom that can allow us to live in harmony, joy and celebration with all life and future generations.



Sage

45 € / Monat

Beitreten

Film rewards from the \$5 tier + the infinite



Mysterious Benefactor

89,50 € / Monat

Beitreten

We've always wanted a mysterious



Steward of Our Cosmic Inheritance

179 € / Monat

Beitreten



Mad Heidi: crowdfunding & blockchain implementation

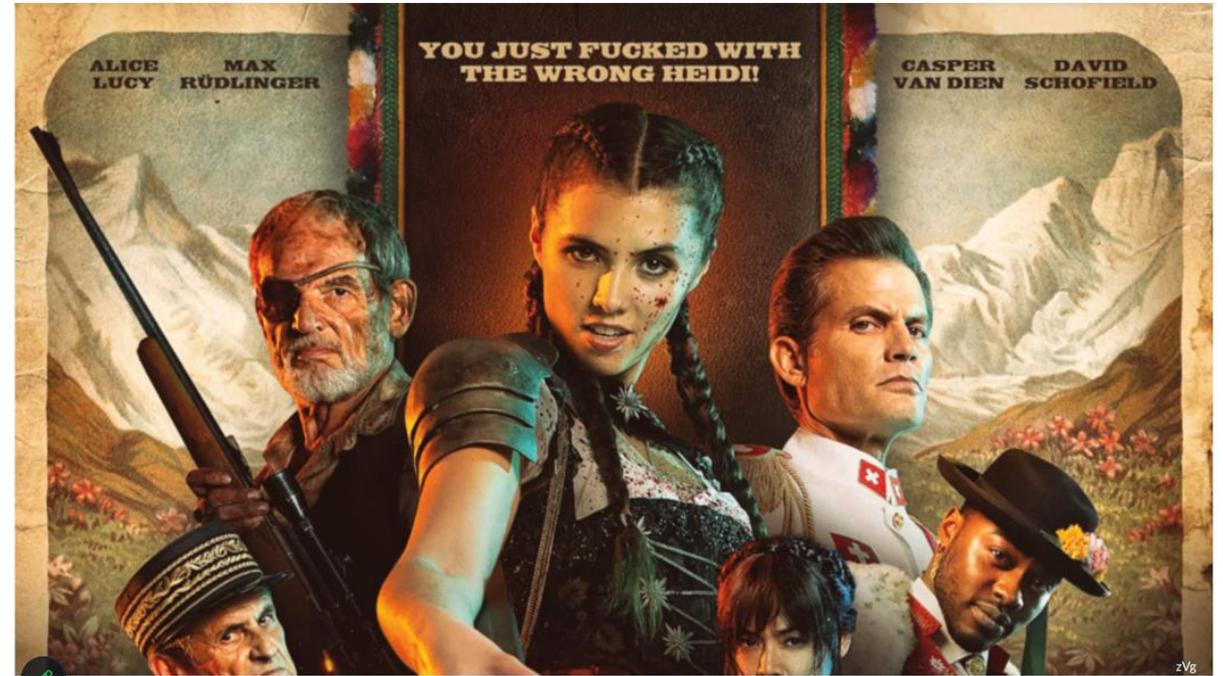


- an action-adventure horror comedy by A Film, 2022.
- **\$3.5 million budget.**
- **Exclusive global release day and date on madheidi.com**
- **three-month exclusive window.**
- **later on other platforms.**
- **“long tail promotion strategy”** before screenplay was written, said A Film producer Valentin Greutert.



Mad Heidi: crowdfunding & blockchain implementation

- **Investments: CH & GER** and **Japan** (Heidi animated series).
- Investments: **CHF 2m by 540 individuals** from 20 countries; received their money back plus a 10% premium.
- Implementation of **blockchain technology**
- **Investment of CHF 500 = privileges.**
- **Support from 50T individuals** from 46 countries. **Sold \$300,000 of merchandise.**
- **Breakeven** was achieved with **400T viewers.**
- **75% of the income was redistributed** via Filmchain.
- **25% of the income remained with the producers.**



key learnings

- “Why does this story need to be told?”
 - You built a **fanbase** and understand your **audience/community!**
 - know what your audience/community **wants** (more of)
 - build your community **professionally** (data)!
 - make a **video** that stands out.
 - create a **mix** of e.g. **private equity, sponsoring and marketing collaborations.**
- who is most likely to give you money?
- tailor your campaign toward that demographic.
- never let your community down!



Private Equity Investor - Project



project equity investors want to know



1. how **sellable** is the product/film?
2. **track record**
3. defined **target group**
4. **sales forecasts**
5. **revenue forecasts**
6. **distribution**
7. other **guarantees** in place?

project investors want to know



1. how high is the **risk** (secured **distribution**)?
2. how high is the **ROI** (premium; revenue share)?
3. when/how is the **money coming back** (recoupment position)?
4. **who else** is on board (i.e. soft money)?
5. **can** and **will** the producer **deliver**?
6. **how** will the producer **deliver**?

ROI?

„Let me make my money back
and give me something on top.

→ invite to a premiere for me
and my business partners
and friends,

→ experience I could not have
otherwise.“

ROI?

- emotional, cultural, social, ecological?
- „red carpet-effect“?
- what do you share with investors:
 - principles & convictions?
 - goals?
 - a mission, being part of something bigger (impact)?
- offer investors, their business partners and clients an exclusive experience?
- ‚Impact Marketing‘ → unforgettable experience
→ achieving personal goals?

key learnings

- **research** potential **partners**
- **identify your common values** and **objectives**
- which **added value** can you bring to partners? How can you **help them reach their goals**?
- **list all benefits** for your **partners**
- **list your benefits** from such a partnership
- create a **short / visually compelling presentation**, **summarising** your findings and **your offer**
- **send it to the right person** (research! no info@)



Equity Investment Fund – IP & Company





GIGGLEBUG

Gigglebug Entertainment Oy

- first successful season of 1st original IP, *Gigglebug app*
- extended the IP into games and books

looking for

→ raising finance for the 2nd season

→ for growing the company,

→ for an investor who understands the nature of kids IP



GIGGLEBUG



investment in three ways

1. venture loan to the Gigglebug TV series Season 2
2. investment into the ancillary rights of Gigglebug and upcoming IP portfolio
3. equity partners in the company

➔ splitting risk between loan & equity, IP & company

Investors bring knowhow in growing the value of companies, marketing and connections to the VC world that support the growth.

impact on both sides of the deal

The Investee

- Gigglebug Entertainment was able to produce **season 2**
- and to create a company **roadmap for 2-3 years** instead of 6-months.

The Investor

IPR.VC is investing in:

- **scalable cross media products**, which can be licensed and transferred for other delivery channels & interfaces
 - that can be **modified and licensed** for new purposes
- ➔ a huge **underserved market**.



key learnings

- you develop a strong **brand**
- you can proof that you **deliver according to your company values**
- your **track record** shows that you do
- you are aiming for **profitability**
- you have strong **corporate governance**
- you love working in full **transparency**
- you are happy to **work with** investment **experts**
- and ready to **offer shares of your company**
- you are ready to **answer any question** that might arise



European Investment Programmes Investor Events



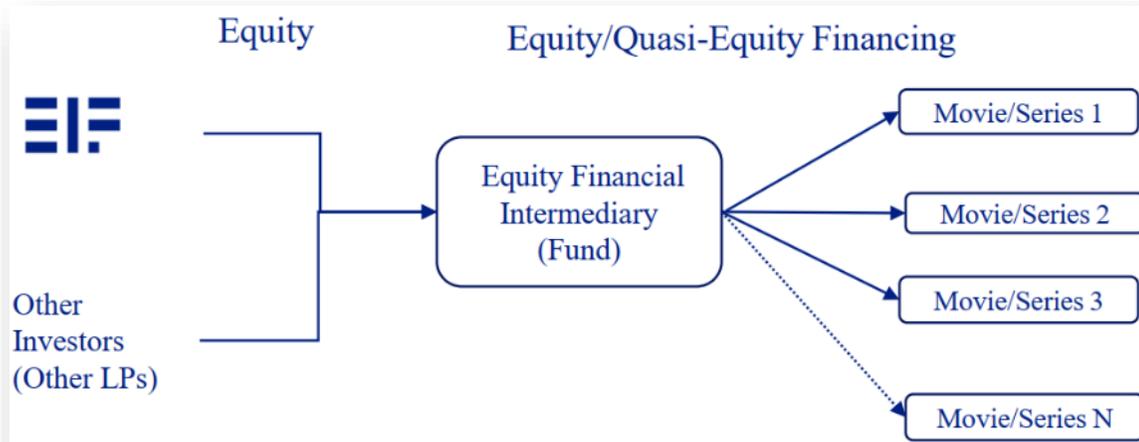


European Commission

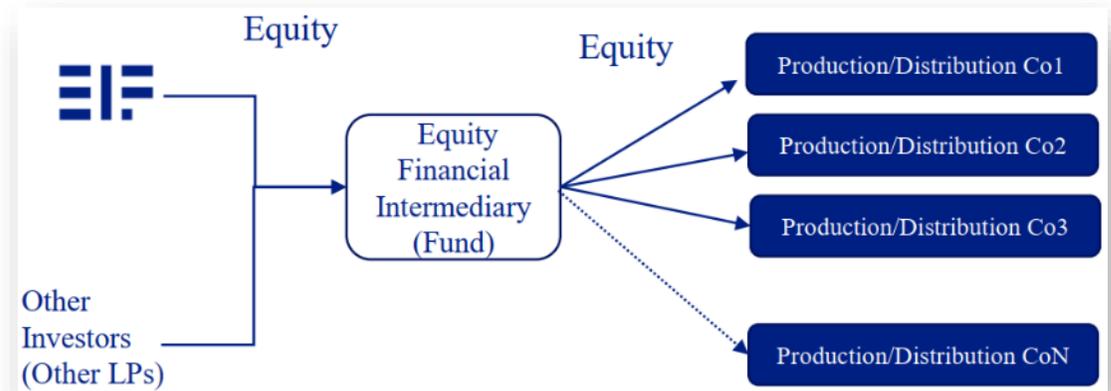


MediaInvest

Project Investment



Company Investment



Amount: supporting investments totaling **€400 million between 2022-2027**

Managed by: European Investment Fund (**EIF**)

Intermediaries: in **23 countries**

Example: **TOGETHER FUND** by Axio: **€58 m**, 25m by EIF -> **minority shares** in EU independent scripted film and TV companies.





Investors Circle unites the world's leading experts in film and media financing for a day filled with engaging discussions and exclusive film projects.

At the 2025 Investors Circle:

1. Coward by Lukas Dhont (Belgium)
2. Gentle Monster by Marie Kreutzer (Austria)
3. Disorder by Giacomo Abbruzzese (Italy)
4. Kamo by Kornél Mundruczó (Hungary)
5. Motherlove by Eliza Hittman (US)
6. On Land and Sea by Hlynur Pálmason (Iceland)
7. Poeta Chileno by Sebastián Lelio (Chile)
8. Quo Vadis, Aida – The missing part by Jasmila Žbanić (Bosnia and Herzegovina)
9. The Puma by Marcela Said (France/Chile)
10. Toxic by Jessica Hausner (Austria)



The San Sebastián International Film Festival will host its fifth-annual Creative Investors' Conference in September 2026

co-organised with CAA Media Finance in '25:

Suma Capital; Vuelta Group; Amazon MGM Studios; Studio TF1; Next Narrative Africa Fund; Mediawan Pictures; Logical Pictures; Good Chaos; Caviar; of Legendary Entertainment; Infinity Hill; Fabula; AXIO Capital/Together Fund; Goodfellas; MUV Capital; IPR.VC; Fremantle; The Match Factory.



what counts?



- 1. have a strategy!**
- 2. know & live your corporate values!**
- 3. know your audience!**
- 4. find the right partner/sponsor/investor,**
- 5. build personal relationships,**
- 6. „educate the money“!**
- 7. cultivate your partner/sponsor/investor network and keep people informed!**

what counts?



**you achieve creative
freedom when getting
into business with
people who believe
what you believe!**



Vlaanderen
verbeelding werkt

Thank you very much!

