**Introducing Smart Crowd Productions**

**Wise, collaborative media and sponsorship consultancy**

**June 2019**

Smart Crowd Productions [SCP] is a global, GDPR-compliant, commercial vehicle for bringing people together to fund, sponsor and help projects over the long term. SCP offers a unique blend of media production, executive consultancy and alternative finance flair and experience. We deliver a compelling palette of crowdfunding, networking, marketing, publicity and digital services for clients in the media (film, broadcasting, digital), arts, entertainment, publishing, fashion, charity, innovation, business consultancy and social enterprise sectors.

SCP provides highly granular, tailored solutions for your challenges; effective and practical approaches that address your needs; and innovative, strategic ideas – drawn from decades of experience – that inform your future ambitions and visions. We engage clients via referrals and recommendations across the world. We serve people, projects and organisations across all continents; based in the UK, we work currently with clients locally and in Europe, Australia, Canada and the USA.

**Features** SCP has many unique features - our expertise includes the following areas:

* Production finance
* Crowdfunding practice and strategy
* Events and festivals
* Vision building and execution
* Brand management and development
* Strategic management and business consultancy
* Business-to-business partnering
* Project management
* Network-effect introductions
* Mentoring
* Training in crowdfunding, digital and social media platforms
* Publishing services: editorial, marketing and publicity

SCP uses crowdfunding techniques and methods to raise long-term funds without the need to release equity shares in a business or project. Volunteering opportunities and social media targeting are also utilised to access the full resources and energy of communities. In-kind gifts received by clients are assigned equivalent financial values that are added to the cumulative funds raised by businesses or projects. We use the CrowdPatch crowdfunding platform to host long-term sponsorship and consultancy campaigns.

**Scale** SCP has in-built flexibility to accommodate businesses and projects of any structure at any scale: local, regional, national or international. We partner with clients to negotiate third-party deals, to contribute to strategic planning and to utilise CrowdPatch to create projects within patches for raising funds, publicising sponsorship packages, engaging skilled volunteers and sharing news of projects around networks. SCP takes a percentage of any sponsorship fees raised.

**Network effect** The structure of CrowdPatch allows SCP to engage many relevant communities. Once a project reaches a 25% funding threshold, the project can be listed for support in other relevant patches at CrowdPatch with shared interests and/or with people local to the project geographically, where host patches can contribute funds and/or volunteers to the project’s financial target total.We can list your projects across many different communities (that equate to Patches) as well as any fundraising projects currently running on other crowdfunding platforms. This whole process is free to set up and manage and the CrowdPatch platform is so flexible it can mirror the ways in which any organisation operates.

**Win/win outcomes** What does SCP get? We exist to help projects and businesses (for agreed fees and percentage cut rates) to raise significant long-term funding for large-scale projects without the need to dilute equity. We create an environment where skills and experience can be volunteered and/or rewarded financially. Our proposed working relationship would aim to achieve these objectives for your business and projects.

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