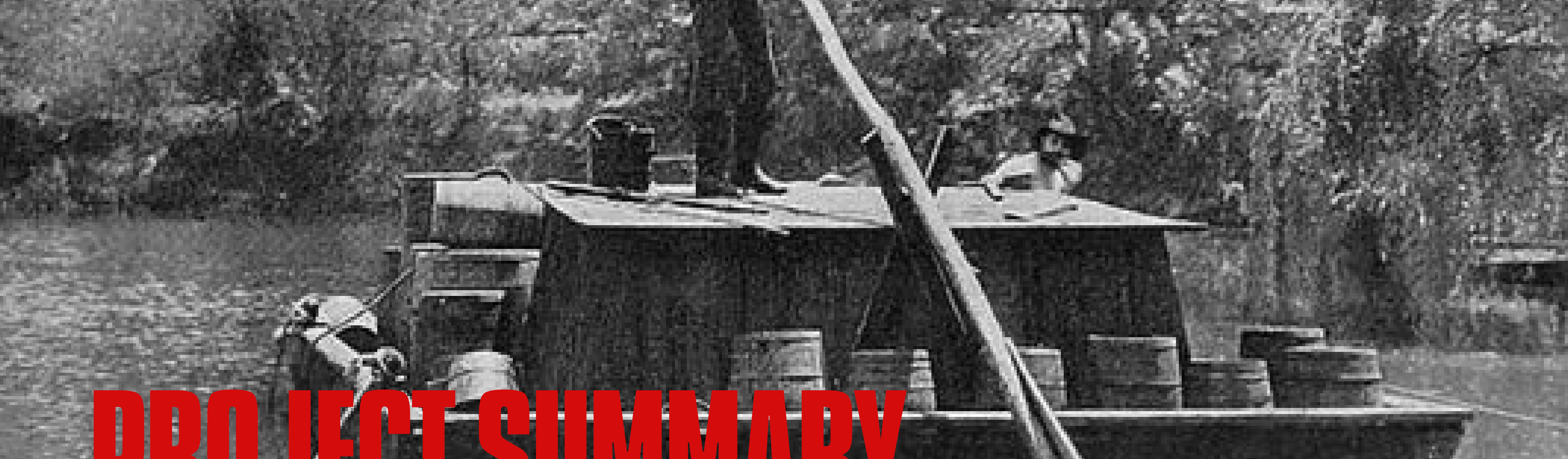


A MAD VISTA DOCUMENTARY FILM SERIES

WOOD, WATER & SALT

REAL STORIES OF OPPRESSION,
RESILIENCE & SUCCESS IN
AMERICA'S FRONTIERS

ORGANIC  CONNECTS



PROJECT SUMMARY

A cohort of inner-city youth will build western-style, horse-drawn wagons and flat-bottom river boats to circumnavigate the famous Erie Canal Towpath in honor of Stage Coach Mary Fields and riverboat captain John Malvin. The students' historical re-enactment expedition will take them from Virginia and Tennessee to Ohio and Montana. With the STEM-related and environmental justice activities, these urban youth will develop, produce and distribute a twelve-part documentary series along with a supplemental comic book and replicable program template.



SCRIPT SYNOPSIS

The WWS twelve-part docuseries will interweave four storylines:

- The biographies of John Malvin and Stage Coach Mary Fields who escaped slavery and became iconic figures in 19th century America's development and expansion;
- The up close-and-personal stories and struggles of the inner-city youth participating in the MARE project including their trips to Virginia, Tennessee, and Montana;
- The behind-the-scenes preparation for and actual WWS expedition, including, the construction of the wagons/boats, horse training, and survival training; and
- The importance of the Cuyahoga River in [a] America's development, [b] passage for African Americans migrating to the north, and [c] triggering the creation of the Environmental Protection Agency.



SOCIAL R.O.I.

Our primary social objective is to positively impact under-served communities and increase progress in environmental justice. The WWS docuseries serves as a marketing call-to-action for the MARE Change Kits to be retailed to a minimum of 70,000 schools, community centers, faith-based institutions, and other youth and family-serving stakeholders.

The MARE Change Kits consist of the:

- WWS documentary film series subscription
- Historical comic book collection - proven to increase literacy among challenged and/or uninterested readers.
- Cooperative tabletop game - to encourage team-building skills and habits
- STEAM Curriculum & Project Template - to enhance existing teaching content and encourage localization of the MARE experience throughout the United States and the world.

FINANCIAL R.O.I.

Investment Request

\$125,000

Individual Market Size

3,236,400 @ \$29.99 PP

Corporate Market Size

516,535 @ \$199.99/unit

Use of Funds

Pre-Prod	\$ 5,850
Production	\$ 66,760
Post-Prod	\$ 25,150
Marketing	\$ 12,500
Overhead	\$ 14,740

Gross ROI

	100%	3.44M	\$28,807,024
	75%	2.81M	\$21,568,263
	50%	1.88M	\$14,329,502
	25%	.94M	\$ 7,090,741
Break-Even (B/E)	10%	.38M	\$ 2,747,484
.5% (19.1K units)	5%	.19M	\$ 1,299,732
	1%	38K	\$ 141,530



TEAM & SUPPORT

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mobile: 216-773-0907

website: www.OrganicConnects.org



Organic Connects, Inc **Whitnye Long Jones**

Balancing roles as Community Director for Cleveland's premiere CDC and as Founder/CEO of Organic Connects, Whitnye is well-regarded for her ability to bring parties of disparate values and goals together for common cause. Whitnye previously stewarded Michelle Obama's *Move Outside* program for Northeast Ohio.



Reframe History **Shelli Reeves**

Founder and CEO of Reframe History, and producer of short-form documentaries, Shelli co-created projects at Ideastream Public Media, Cleveland's PBS/NPR station and ran a mobile media art studio for the Cleveland Museum of Art. Currently, Shelli is building a virtual, interactive African American Museum.



OCI / MVP **Jefferson Jones**

As the Operations Director for Organic Connects and the CEO of MAD Vista Productions, Jefferson oversees the development and completion of all projects from winter camping trips in the Allegheny National Forest to the recent completion of a short-form documentary for the Cleveland Clinic Lerner College of Medicine.

Advisory Board

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