

S Y M P H O N Y
S T U D I O S

2024 VIDEO CONTENT SERVICES





EVERYONE HAS A STORY TO TELL.

LET 2024 BE THE YEAR YOU TELL YOURS.

A black and white photograph showing the silhouettes of two people in a dark studio. They are crouched down, operating a professional video camera mounted on a gimbal. The person on the left is adjusting the camera, while the person on the right is looking through the viewfinder. The floor is reflective, showing the silhouettes of the people and the camera. The background is a plain, light-colored wall.

WHO WE ARE

A COLLECTIVE OF FILMMAKERS & BRAND BUILDERS
TELLING STORIES THAT GROW BUSINESSES.

WHO WE ARE

CORE TEAM MEMBERS



RYAN KNOWLES
CEO & FOUNDER

RYAN is the founder of Symphony Studios. He began his career in documentary filmmaking and social action, where he helped successfully manage The Bully Project's 1 Million Kids initiative, an educational campaign that worked with unions across the United States to implement social and emotional learning curriculum in the classrooms of over 10 million students.

Since then, Ryan has helped bring over 10 brands to market in the CPG space and consulted across a variety of sectors from beauty and fashion to hospitality and food and beverage.

Ryan holds a B.A. in International and Comparative Politics from The American University of Paris and is fluent in French.



IAN KNOWLES
CSO & FOUNDING PARTNER

IAN is Chief Strategy Officer and a Founding Partner at Symphony Studios. With over a decade of experience in the Private Equity and Venture ecosystem as investor, entrepreneur and advisor and Ian has worked on deals totaling over \$1B in aggregate transaction value.

Ian is a Partner at LB Equity, a Beauty, Health, & Wellness focused venture firm and is the Founder/Managing Partner at Spruce & Norton, a venture development firm and holding company which advises brands, founders and investors to launch, scale and exit CPG and consumer centric businesses. Ian also currently serves as board member at Mad Rabbit, Defunkify, TÖST Beverages and veteran founded, Flags of Valor. Ian is strategic advisor to HIYO Beverages, Optimist Botanicals and Furi Sport and also serves as a startup mentor at Andreeson Horowitz.



MAUD DEITCH
CREATIVE DIRECTOR

MAUD is a former creative director at Instagram where she helped lead the development and execution of all of Instagram's digital-first global brand campaigns and product launches.

Some of her work included the largest voter registration drive in history as well as building Instagram's first new brand voice since the app's founding.

Maud has worked with brilliant teams at Wieden+Kennedy, Anomaly London, Johannes Leonardo, Mother, and others, and has previously worked at Mother NY, SPIN, Gawker, and MTV.



RUARIDH CONNELLAN
CREATIVE DIRECTOR

Ruaridh Connellan is an award-winning director, producer, cinematographer and photographer based in Los Angeles.

He's produced film and video content for clients including Netflix, A&E, Discovery, BBC, MTV, ITV, TLC, Channel 4, Intel, Samsung, Activision, AT&T, NBA, Microsoft, J.P. Morgan, Adidas, News UK, Shopify, DoorDash and many others.

Ruaridh is an FAA certified drone pilot.



VARUN MUNDRA
LEAD DESIGNER

VARUN is a graphic designer with a Bachelor's degree in Communication Design from Pratt Institute and currently working towards his MFA at NYU.

Varun's design philosophy values experimentation, organization and literature in the ideation process. A believer that quantity leads to quality, Varun places a heavy importance on planning ahead in design - while leaving enough room to explore.

WE SPECIALIZE IN

FOUNDER STORIES
BRANDED STORIES
CONTENT STRATEGY
PORTFOLIO COMPANY HIGHLIGHTS & SNAPSHOTS

WHY INVEST IN VIDEO

LEVERAGING A VALUABLE ASSET

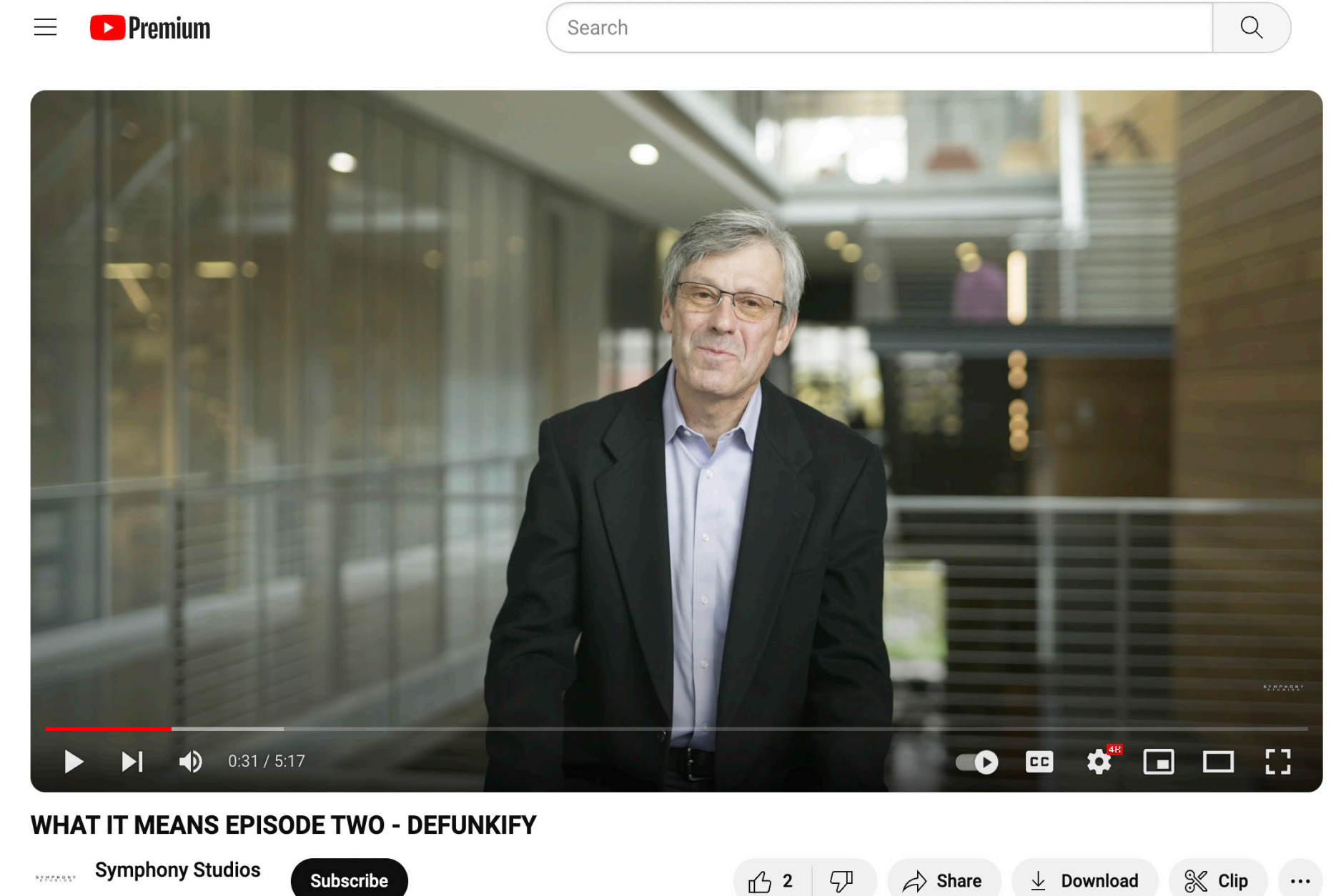
As proprietors of brands, much of your time is dedicated to narrating the stories of your brands and portfolio companies to your network, through presentations, financial reports, social media, and websites. In today's intricate landscape, tools that allow you to save time and gain a competitive edge are essential.

Symphony specializes in conveying brand and founder narratives. We advocate for every brand to possess a well-crafted, concise vignette that illuminates their identity, actions, aspirations, and purpose. These vignettes breathe life into what is traditionally presented in a deck, enabling effective sharing with retail partners, distributors, vendors, investors, and other stakeholders.

The stories we tell offer you an opportunity to capture and share, in real time, an intimate glimpse into the founders and brands you've invested in.

Additionally, these vignettes serve to spotlight the symbiotic relationship between founders and investors, showcasing not only the financial contributions but also the strategic support provided by you, the investor. As a result, the final product offers diverse applications, encompassing, but not limited to:

- **Increase LP-Fund portfolio transparency and engagement**
- **Leverage founder advocacy for new investments, co-investment & talent recruiting**
- **Portco Lifecycle Bookmark**
- **Strengthen trade awareness**
- **Fundraising**



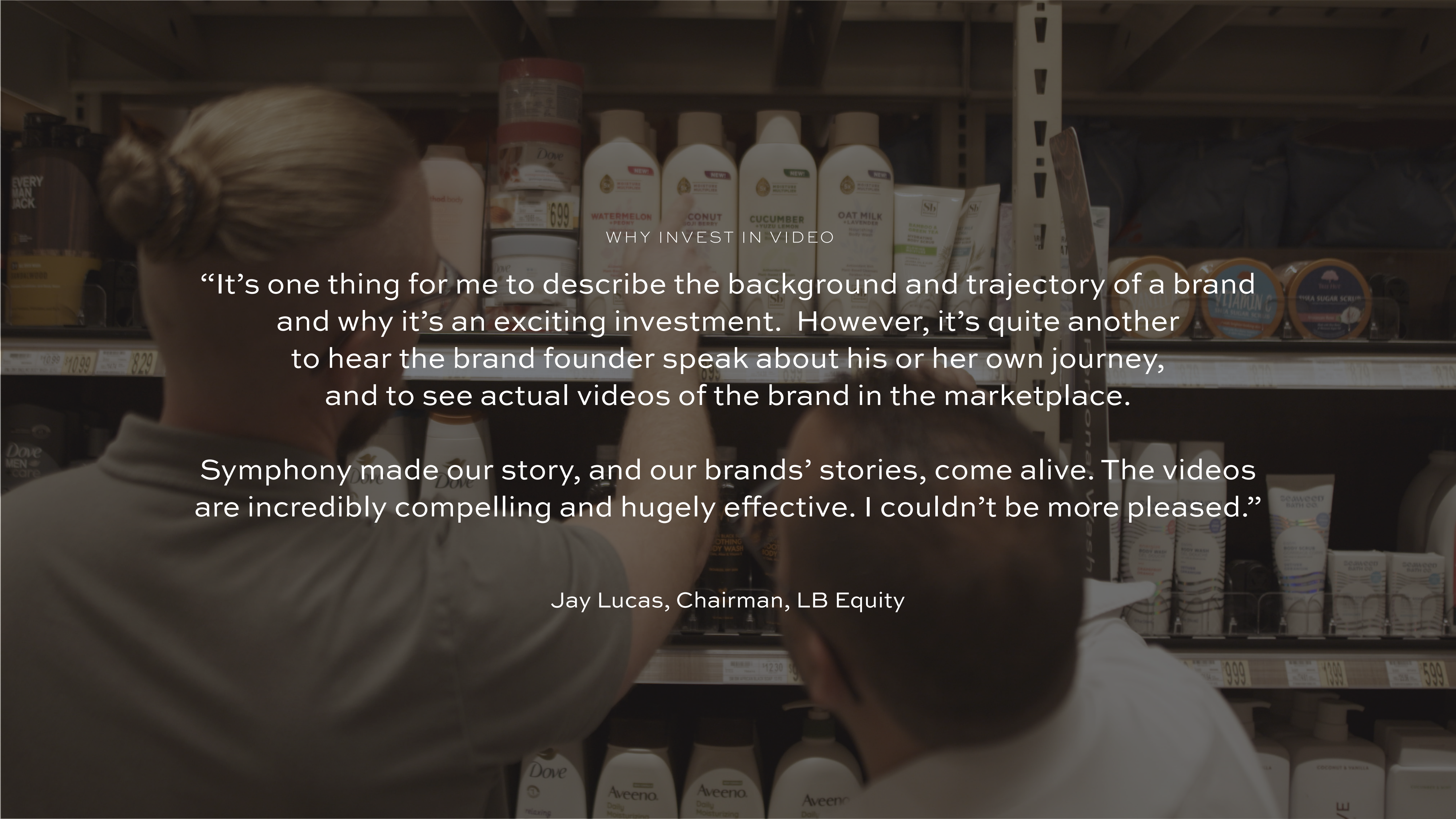
WHY INVEST IN VIDEO

CASE STUDY: LB EQUITY

Lucas Brand Equity, a venture firm specializing in personal care brands, recently contracted Symphony to produce a content series titled *WHAT IT MEANS*, highlighting the growth and success of some of LBE's portfolio brands.

[Click here to watch the series.](#)

Featured: Outtake from *What It Means* Episode 3 with Oliver Zak and Selom Agbitor, founders of Mad Rabbit, a LB Equity portfolio brand.


A woman with blonde hair tied back is seen from behind, looking at shelves of personal care products in a retail store. The shelves are stocked with various brands like Dove, Aveeno, and Seaweed. The image is dimly lit with a dark overlay, making the white text stand out.

WHY INVEST IN VIDEO

“It’s one thing for me to describe the background and trajectory of a brand and why it’s an exciting investment. However, it’s quite another to hear the brand founder speak about his or her own journey, and to see actual videos of the brand in the marketplace.

Symphony made our story, and our brands’ stories, come alive. The videos are incredibly compelling and hugely effective. I couldn’t be more pleased.”

Jay Lucas, Chairman, LB Equity



WHAT WE OFFER

CONTENT THAT CAN BE LEVERAGED TO SUPPORT YOUR
FUND AND YOUR PORTFOLIO BRANDS ALL IN ONE.

WHAT WE OFFER

PRICING & PACKAGES

PILOT



**STARTING AT
\$12,000***

- INCLUDES:
- CONCEPT DEVELOPMENT W/ CLIENT
 - PRE-PRODUCTION & PLANNING
 - ONE FULL SHOOT DAY
 - CUSTOM/BRADED TITLE DESIGNS
 - ONE FULLY EDITED 2.5 MIN VIDEO W/ 3 ROUNDS OF FEEDBACK

SERIES



**STARTING AT
\$21,600***

- INCLUDES:
- CONCEPT DEVELOPMENT W/ CLIENT
 - PRE-PRODUCTION & PLANNING
 - MINIMUM OF TWO SHOOT DAYS
 - CUSTOM/BRADED TITLE DESIGNS
 - MINIMUM OF TWO 2.5 MIN VIDEOS W/ 3 ROUNDS OF FEEDBACK PER

HYBRID



**STARTING AT
\$15,000***

THE HYBRID PACKAGE WAS BUILT TO MAXIMIZE OUTPUT, DELIVERING TWO EDITS FROM THE SAME SHOOT, IDEAL FOR BOTH BRAND AND INVESTOR.

- INCLUDES:
- CONCEPT DEVELOPMENT W/ CLIENT
 - PRE-PRODUCTION & PLANNING
 - MINIMUM OF ONE SHOOT DAY
 - CUSTOM/BRADED TITLE DESIGNS
 - MINIMUM OF TWO 1 MIN VIDEOS W/ 3 ROUNDS OF FEEDBACK PER EDIT

*ALL PRICING SHOWN ARE ESTIMATES. PRICING CAN VARY DEPENDING ON THE NEEDS OF EACH PROJECT.

WHAT WE OFFER

OUR PROCESS

From the beginning of any project, we ask one question of our clients:

What is the problem you're trying to solve?

This is what leads our process. We also believe efficiency is key in order to deliver the best end product. From the moment an agreement is signed, we work to ensure concept becomes reality in as little as 5 weeks.

Sample Project Timeline: 4-6 Weeks*

- Concept and Project Development (1-2 Weeks)
- Pre-Production, 1 week
- Production, 1 week
- Post-Production, 1-2 weeks

*This timeline is an estimate. Project timelines are dependent on project needs as well as response times between client and Symphony.



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THANK YOU