

Indus Valley Media

IVM Presents: a time-sensitive, highly-pedigreed documentary opportunity



Jean-Michel Basquiat





Basquiat is one of the **most impactful & celebrated** American artists ever

In 2021, Basquiat works sold at auction for a total turnover value of \$377M, **second only to Picasso**

Indus Valley Media is offering the opportunity to invest in **the seminal documentary feature** exploring the life and work of this cultural icon

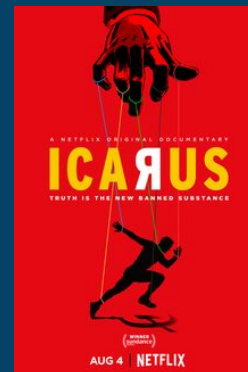
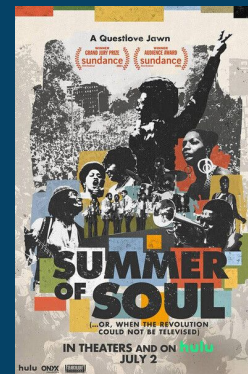
Basquiat Documentary: Project Highlights

- Emmy-winning production company producing in partnership with the Basquiat estate
- Director hand-picked by the Basquiat estate with experience as Creative Director for an A-list, multi-Grammy Award-winning musical artist
- Project budgeted at \$3M & seeking two \$1.5M equity co-investors; Oscar-winning indie studio circling co-investor slot



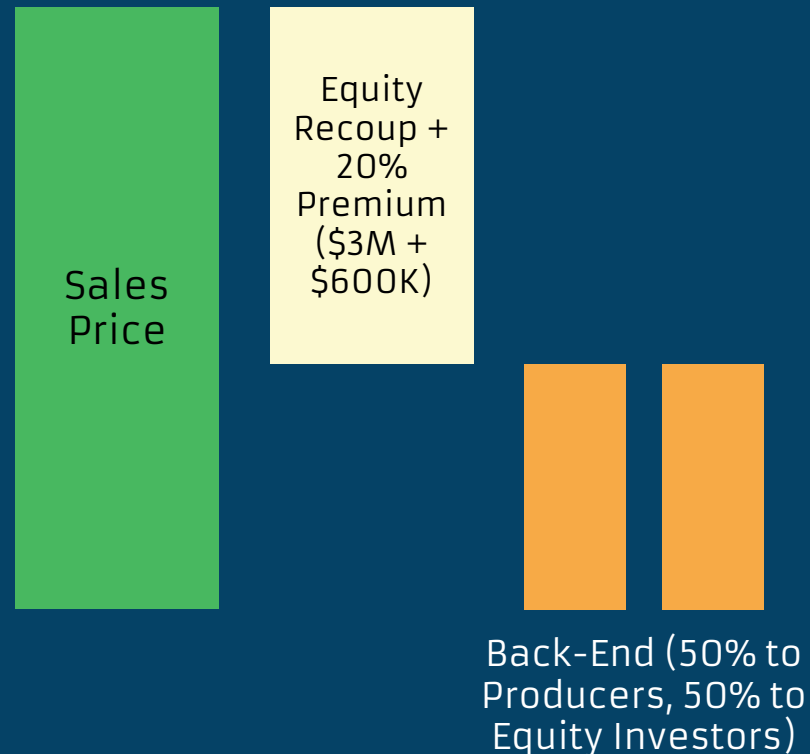
The Documentary Acquisitions Market

- Select recent acquisitions:
 - Billie Eilish - \$25M (2019)
 - Summer of Soul - \$13M (2021)
 - Boys State - \$12M (2020)
 - Knock Down the House - \$10M (2019) *
 - Icarus - \$5M (2017) *
 - Whitney: Can I Be Me - \$5M (2017)
- 3 scenarios for Basquiat sales price: \$4M (Low), \$8M (Mid), or \$12M (High)



Financial Waterfall & IVM Management Fees

- The project waterfall is as follows:
 - Equity investors are returned their investment plus a 20% premium
 - Remaining proceeds ("back-end") are split 50-50 between Producers and Equity Investors
- IVM Management will take half of the 20% equity premium after recoupment *pari passu* (i.e., 10% of investment) & 20% carry on the IVM share of back-end



IVM Investor Return Projections

Key Project Investment Terms:

- Total Budget: \$3M
- IVM Investment: \$1.5M
- Equity Premium: 20%
- Equity Back-End Share: 50%
- 1 year payback horizon
- IVM Management Fees:
 - 10% of investment
 - 20% carry on back-end

	Low	Mid	High
Sale Price	\$4.0M	\$8.0M	\$12.0M
Total Equity Recoup + Premium	\$3.6M	\$3.6M	\$3.6M
IVM Share	\$1.8M	\$1.8M	\$1.8M
<i>(Less IVM Management Fees)</i>	<i>-\$0.15M</i>	<i>-\$0.15M</i>	<i>-\$0.15M</i>
IVM Investor Net Return	\$1.65M	\$1.65M	\$1.65M
Total Back-End	\$0.4M	\$4.4M	\$8.4M
Back-End to Equity	\$0.2M	\$2.2M	\$4.2M
IVM Share of Back-End to Equity	\$0.1M	\$1.1M	\$2.1M
<i>(Less IVM Management Carry)</i>	<i>-\$0.02M</i>	<i>-\$0.22M</i>	<i>-\$0.42M</i>
IVM Investor Net Return on Back-End	\$0.08M	\$0.88M	\$1.68M
IVM Investor Total Net Return	\$1.73M	\$2.53M	\$3.33M
MOIC	1.2x	1.7x	2.2x
IRR	15%	69%	122%

What Else Does The Investment Get You?

- “Executive Producer” or “Producer” credit depending on amount invested
- Attend the red carpet premiere and potentially award shows for which the project may ultimately be nominated
- Minimum check size for access to IVM’s \$1.5M equity allocation: \$250K



IVM Partner Rob at the Oscars
for *The White Helmets*

Why This Project?

- Indus Valley Media is hyper-selective – we are exclusively focused on:
 - Nonfiction (including stand-up comedy) & low budget feature films
 - With strong commercial appeal
 - Working with high-caliber, award-winning talent & production partners
- The Basquiat opportunity hits all 3 criteria: a documentary on a cultural icon with an Emmy-winning production company & acclaimed director on-board
- Indus Valley Media management has been trained to find these highly pedigreed, high-return content opportunities: premium is our specialty



Nihaar Sinha
Partner

Prior Exp.



IVM Management: At-A-Glance



- Professional screenwriter
- Sold pilot script to major studio
- Developed projects with Oscar-winners



- Led new business for Sean 'Diddy' Combs
- Role included: VC investing, incubating new brands / JVs, strategic planning



- Content Strategy team covering Original Drama Series, Documentary, & Standup
- "Algorithm Guy" studying viewership data & content performance
- Performed content valuations & programming strategy analyses



Rob Guillermo
Partner

Prior Exp.



IVM Management: At-A-Glance



- Recognized in Variety's "Power of Law" Report as a top entertainment lawyer



- Executive Producer on over a dozen titles featuring talents such as: John Mulaney, Ali Wong, Aziz Ansari



- VP, Business & Legal Affairs for Netflix Nonfiction Original Content Initiative
- Lead negotiator on Oscar, Emmy, & Grammy-winning titles over 9 years
- Oversaw all deal negotiations supporting annual content budget of \$1B+
- Innovated deal structures & scaled team from 1 to 30 globally

Award-winning A-listers We've Partnered With



Thank You