

# Indus Valley Media

An entertainment investment studio servicing the global content marketplace

# Our Mission

Make hits by empowering high-caliber talent to be creatively daring and maximize the financial returns

# Over \$1bn

In production and distribution deals for indie titles are closed every year & **set to grow as streamers increasingly rely on indies** to fill their libraries

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## So why Indus Valley?

Much as the liquid Indus river nourished **one of the greatest, oldest civilizations in history**, we will bring liquidity to nourish and finance high value indies, cultivating a **fertile creative environment of abundant greenlights**

# Problem for filmmakers & investors

## Filmmakers

Talent and producers often struggle to find equity funding from experienced & trustworthy partners, allowing streamers & other distributors to depress true market value or leaving talent without a greenlight

## Investors

Investors have few sophisticated options to invest directly in films and TV shows: the non-correlated, high-return alternative assets driving value creation in media

**Solution:**  
Fund high value  
projects before  
the streamers

Leverage our relationships, experience, and expertise to gain access to high-value projects from high-caliber creative talent

Fund these projects before they're acquired by streamers or other distributors while offering talent creative freedom without streamer or network bureaucracy

Leverage our earlier position to retain upside and promote competitive bidding situations

Focus on the efficient content categories that deliver the strongest consistent returns

Butter our bread by feeding the streaming beast; complement those singles, doubles, & triples with bigger and more speculative bets

# Our founding team knows how to do this



Nihaar Sinha  
CEO



Representatives (2)		
	Corinne Hayoun	Confirm
	Dan Halsted	Confirm

Professional screenwriter - sold pilot script to major studio for series concept developed with Oscar-winning screenwriter



Led all new business for Sean 'Diddy' Combs, including: VC investing, incubating new brands, strategic work for existing portfolio



Content Strategy & Analysis covering Original Drama Series, Documentary, & Standup

Analyzed global viewership data to measure performance and conduct content valuations

Led valuation work for Dave Chappelle deal, presented directly to Ted Sarandos

Led Original Series Overall Deal strategy



Rob Guillermo  
Executive Partner



## Our founding team knows how to do this



Listed in Variety's 2019 "Power of Law" Report recognizing the top lawyers in entertainment



Executive Producer on over a dozen titles, including highly-acclaimed projects John Mulaney: The Comeback Kid, Ali Wong: Baby Cobra, Aziz Ansari: Live at Madison Square Garden



VP, Business & Legal Affairs for Netflix's Nonfiction initiatives, scaling team from 1 person to over 30 globally over the course of 9 years; created the initial deal structures upon which these verticals were built

Oversaw all deal negotiations supporting annual content budget of \$1B+

Lead negotiator on Oscar, Emmy, & Grammy winners as well as other highly-acclaimed titles such as:

- Beyonce's Homecoming docu-feature
- Dave Chappelle Standup Overall Deal
- Prince Harry & Meghan Markle docu-series
- Our Planet natural history docu-series

# Indies – An Increasingly Vital Part of the Ecosystem

Large streamers are tightening their belts and focusing on large tent-poles: IP-based franchise films like Marvel, Fast & Furious, James Bond, etc.

But sub-\$35M budget titles consistently generate high viewership relative to cost and are a crucial part of a well-rounded, robust library for any streamer

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Media companies will increasingly rely on acquiring indie titles in the sub-\$35M category as opposed to developing & producing them internally

Indus Valley is poised to execute on key opportunity zones within the sub-\$35M category: stand-up, documentaries, and \$5-20M budget scripted features



# Indie Films as Alternative Assets

Indie film asset returns are non-correlated with the broader market, which becomes especially valuable during a downturn

In volatile parts of the economic cycle fighting both inflation and a potential contraction, alternative assets become key for well-diversified portfolios

**Indus Valley's Relationship, Experience, & Expertise-based advantage will unlock high returns within this valuable asset class**

# What kinds of returns can indie titles generate?

Ryukyung PSG Asset Management, a South Korean hedge fund, invested \$500K in an \$11M budget Korean indie film...

The film grossed \$263M & won the 2020 Best Picture Oscar: Parasite

In January 2021, a \$10M budget indie film premiered virtually at Sundance...

The film sold for \$25M & won the 2022 Best Picture Oscar: CODA

Return on Equity for home run indies can exceed 10x. While Awards-fare gets the most press, categories like Stand-Up Comedy, Documentaries, & \$5-20M Scripted Features can generate among the strongest consistent returns

# Investment Strategy – Overview

## Our Secret Sauce:

Unlike most film finance firms, we come from the finance, creative, & production communities & thus have differentiated Relationships, Experience, & Expertise

**As an Artist**, Nihaar has developed projects with **Oscar-winner Tarell Alvin McCraney** (Moonlight) and **Oscar & Emmy-winner Mark Johnson** (Rain Man, Breaking Bad, Better Call Saul)

**As a Content Strategy exec**, Nihaar has studied **global viewership data** and performed **project valuations** across all content categories

**As a Business Affairs exec**, Rob has negotiated deals totaling **billions of dollars** and built relationships with **top agents, producers, & talent** over 25 years

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We have 1) differentiated access to high-value projects because **talent trusts our reputation and wants greater creative freedom & ownership**, and 2) the experience & expertise to **maximize returns on those projects**

# Investment Strategy: Initial Approach & Growth

## **Nonfiction: smaller checks, big returns**

stand-up & docu-features are underserved, high return areas where we have immediate access to projects

## **Front-run streamers; feed the beast**

finance projects before streamers get involved and sell back to them in competitive bidding situations

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## **Extend into \$5-20M scripted films**

leverage nonfiction momentum to extend into smaller budget scripted features with bigger checks

## **Smaller wins fund bigger bets**

Singles & doubles fund bigger bets: bigger checks, earlier development, theatrical distribution, awards plays

## The Opportunity

### Illustrative Returns

Fund 100% of a stand-up special at a \$600K budget that sells to a streamer for \$5M, RoE is 15% on \$600K & 50% of price above the next \$3M for ~\$1.35M total: an MOIC of 2.2x paid out same year

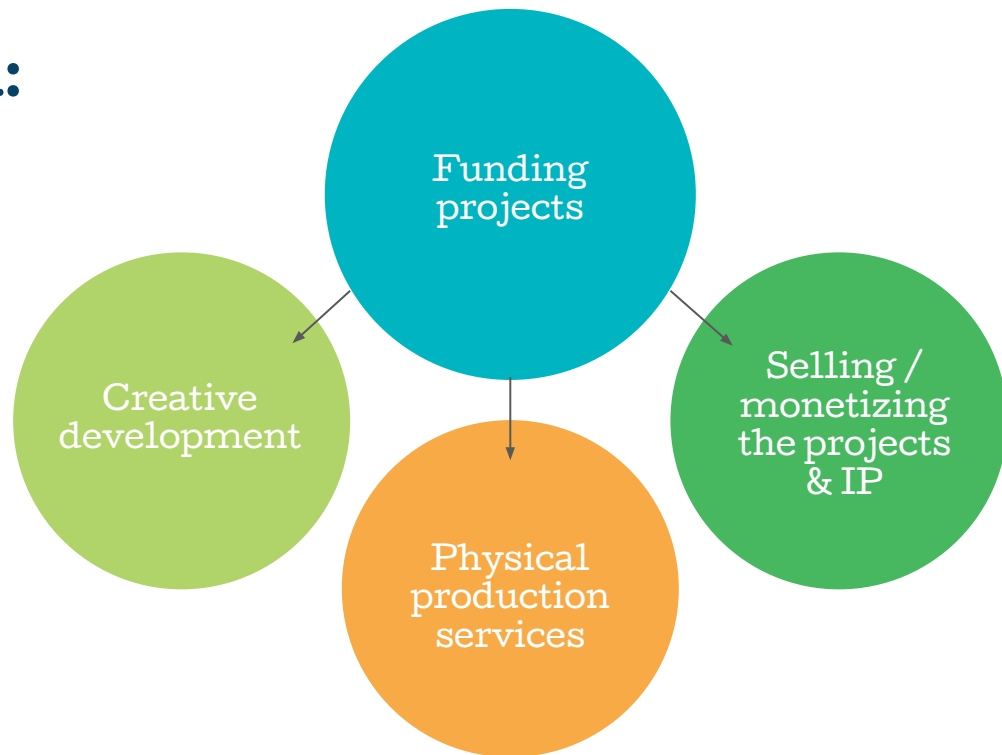
Fund 100% of a docu-feature at a \$750K budget that sells to a streamer for \$3.5M, RoE is 15% on \$750K and 40% of remaining sale price for MOIC of 2.6x paid out after 2.5 years for an IRR of 60%

Fund 30% of a scripted feature at a \$10m budget with global box office of \$60M, generating \$28m of theatrical receipts & \$45m of other revenues. RoE is 25% on \$3.4m production investment & 30% of remaining Gross Receipts for MOIC of 2.7x paid out over 10 years, IRR of 64%

## The Long Term Vision: A Full-Service Independent Studio

Beginning with funding projects, Indus Valley can extend into other core studio functions as opportunities arise organically: e.g., direct deals with distributors, high-margin production services, creative development, etc.

### The Four Core Functions of a Film/TV Studio



## Early Discussions:

Initial talks around projects and resources

**Oscar-Winner Tarell Alvin McCraney & Glenn Davis (Chatham Grove):** key creative partners on a variety of projects with discussions around more formal & permanent roles for both with Indus Valley Media

**Emmy-Winner Ty Burrell (Desert Whale Prods):** nonfiction & scripted features, incl project from Emmy-winning Modern Family writer; Ty to star

**AMC Theatres:** discussions around a non-exclusive distribution partnership for theatrical releases

**Emmy-Winning Boardwalk Pictures:** prodco behind Chef's Table, Last Chance U, Cheer, & more. Exploring projects and a physical production partnership

**Comedian & Actor Jo Koy:** various projects including scripted feature; Jo & another star attached

**MALKA Media:** content agency with ties to Chris Pratt, podcast IP, physical production resources

**Eric Kabera:** leading Rwandan filmmaker; shopping agreement in place for exclusive rights to body of work

# Needs & Milestones

Three potential raise sizes: \$5-10M, \$25-50M, & \$50-100M; \$1M cash burn in Y1 keeps lights on & balance of funds is invested in projects

\$5-10M provides 12-24 months of runway and funds 5-15 projects, focused on stand up and docs with some scripted features

\$25-50M provides 3+ years of runway and widens the aperture of investment to include: nonfiction, scripted features, early development, first-look deals with talent, new media like podcasts, and more

\$50-100M provides 5 years of runway and provides resources to sign direct distribution deals, e.g. output deals with minimum term and volume obligations



# Thank You