



MEDIA KIT (v.10)

Contact: danny@docuplus.co.kr

 @docupluskr

[LinkedIn](#) /company/documentary-plus

www.docuplus.co.kr

Overview

Docu⁺ is a boutique production house specializing in documentaries, branded content, and still photography.

We believe in telling effective social impact stories in Korea, Asia, and the rest of the world.

| | |
|---------------------------|--|
| HQ Location | Suwon, South Korea |
| Team Size | 3 |
| Fundraising Status | Seeking Investment |
| Press Contact | danny@docuplus.co.kr |

About

Docu⁺ can deliver socially impactful documentaries and branded content storytelling to the needs of our clients.

The mission of our company is to tell in-depth stories ranging from issues such as global environmental waste, gay rights movement, international adoption stories, and more.

Key Features

- Documentary meets cinematic storytelling
- Production house specializing in docs (short/feature) for the streaming services
- Strong network of freelance film crew (Cinematographers, gaffers, sound, etc)
- Fully bi-lingual (Korean/English) production service

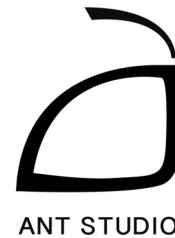
The Backstory

The company was founded in 2021 by Danny Kim, an experienced journalist, documentary filmmaker, and instructor, who is passionate about telling stories from South Korea to the rest of the world.

Clients

NETFLIX

VICE



BUSINESS
INSIDER

Looking to expand the clientele in 2021-2022

Netflix | Quarterly Business Review (QBR) 2019



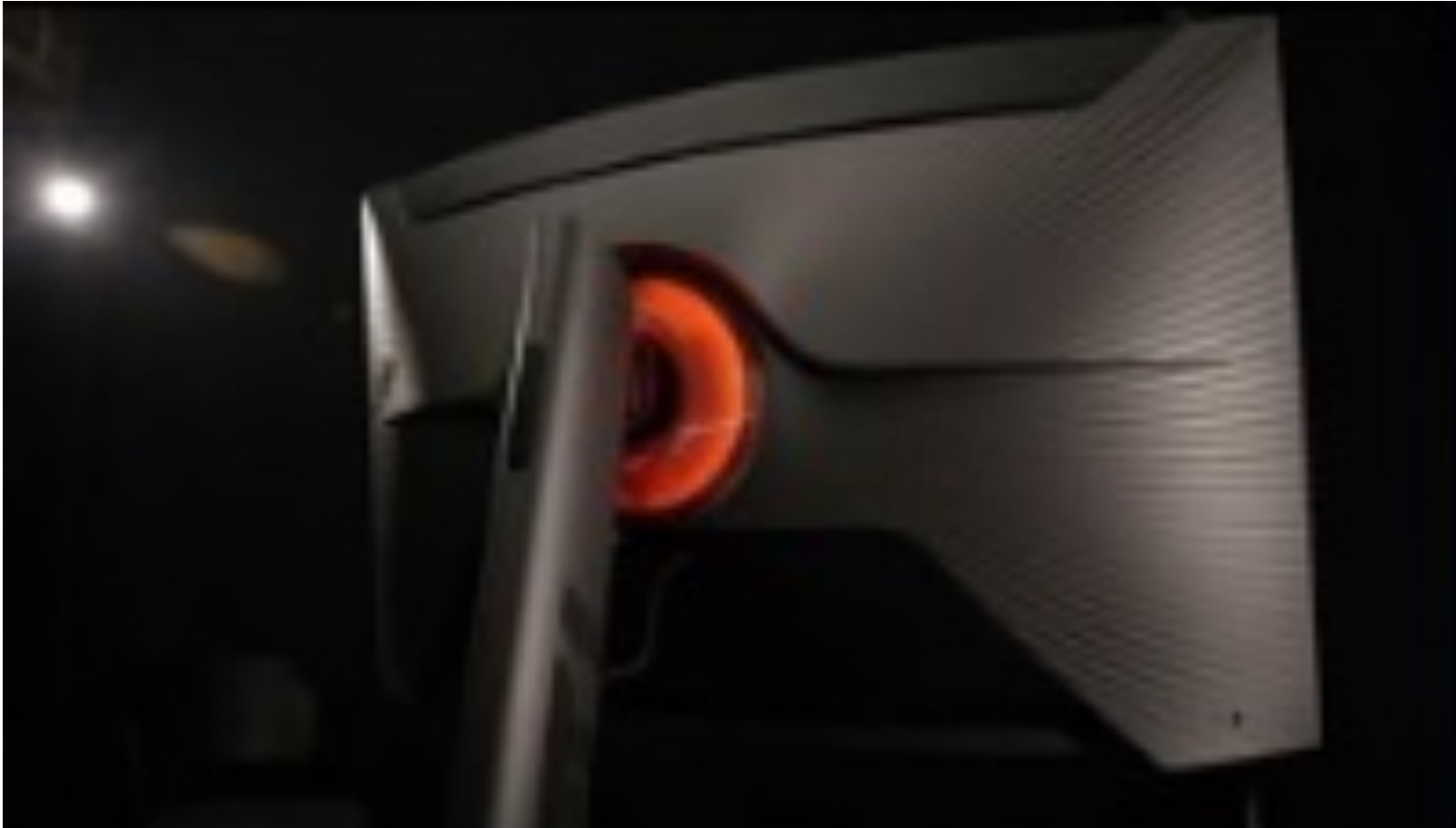
The Wall Street Journal | South Korea's Universal Basic Income Experiment to Boost the Economy (2020)



VICE on SHOWTIME | “Seeking Solitude” (2020)

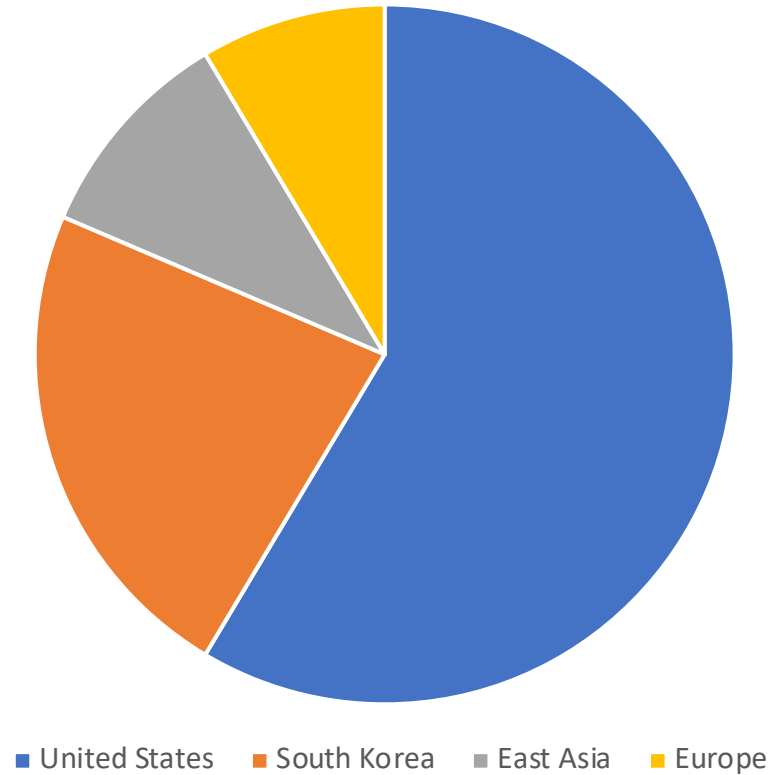


T1 Esports and Entertainment x Samsung | Odyssey G7 T1 Faker Edition: The league's legend (2020)

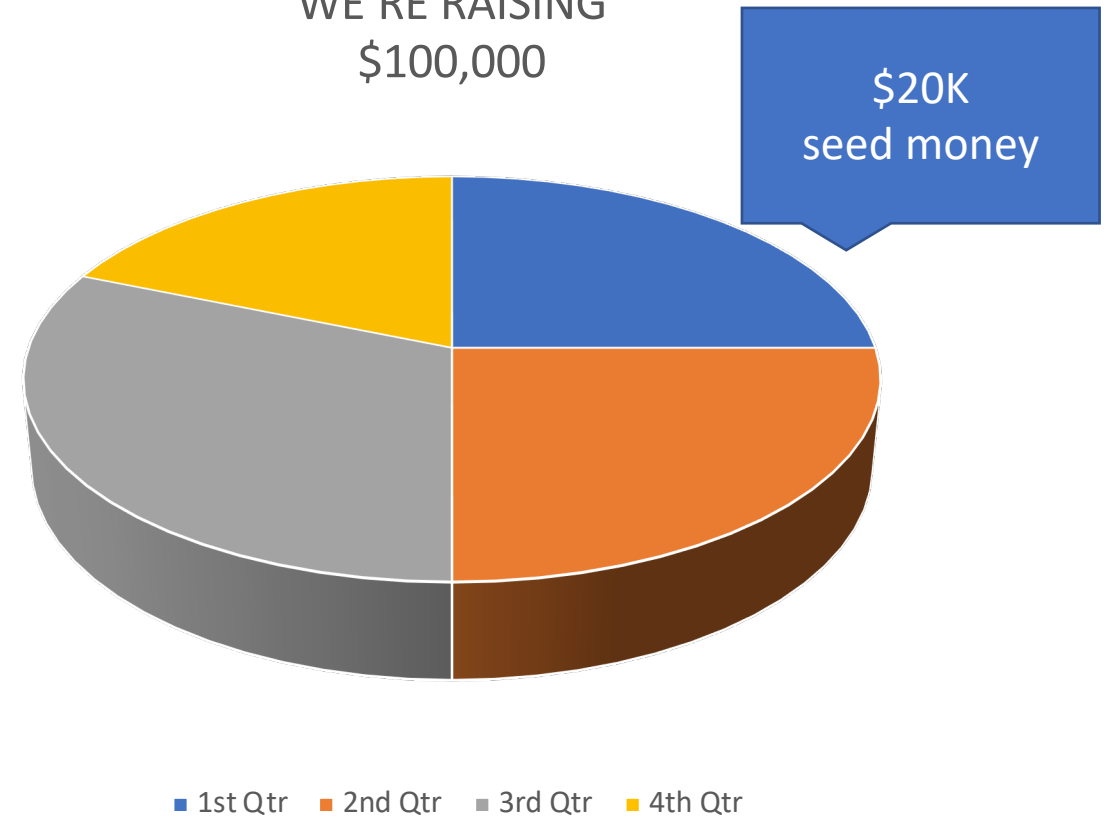


Audience

DEMOGRAPHICS

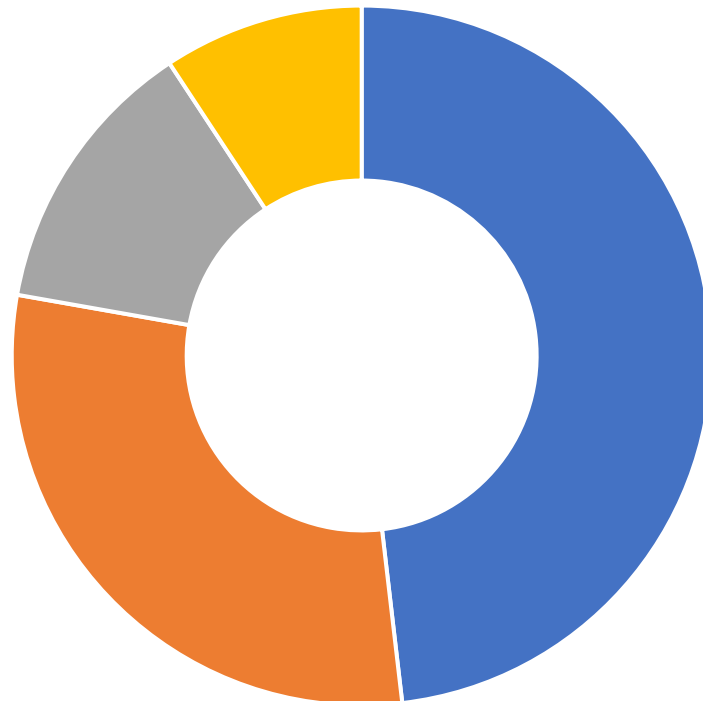


WE'RE RAISING
\$100,000



Financial Breakdown (Year 1 Plan)

\$100K breakdown



■ Director's Fee ■ Production Costs ■ Computer Supplies ■ Staff salaries

- Computer & cloud subscriptions **\$15K**
 - 2 MacBook Pro (\$7,000)
 - 2 Mac Mini (\$1,400)
 - 2 LG monitor (\$3,400)
 - 1 year Adobe Creative Cloud – (\$1,000)
 - Frame io – *video client sharing platform* (\$900)
 - Media storage – 2x 10TB (\$2,000)
- 2 Short doc production costs (\$1,000/min) **\$20K**
- Director's salary **\$40K**
- Staff salaries (Assistant Producer & Assistant Editor) after gov't subsidy scheme - **\$25K**

Staff salaries subsidized by
S Korean gov't scheme:
SMB support for hiring youth
employees in IT/creative content
field (Age 15-34)
Support Amt: \$20K
(\$1,800 x 6 months x 2)

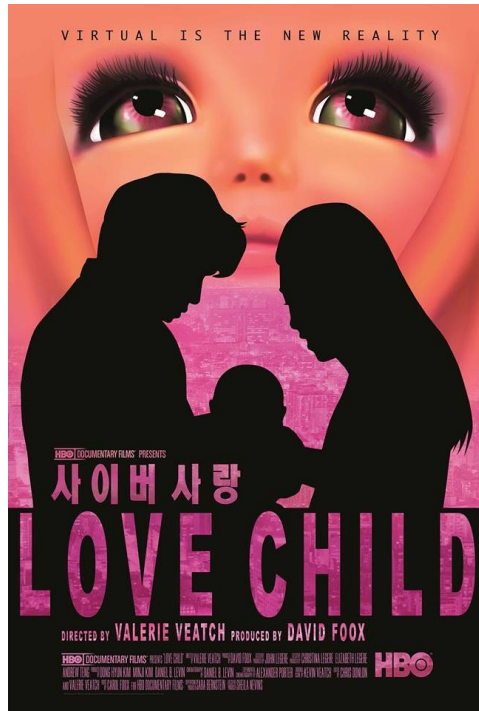
Finance - Year 2 plan

- Sign exclusive deal with Korean OTT service *Coupang Play* or *Watcha* on docu-series content for \$100,000
- Increase the production budget from \$1,000/min to \$2,000/min
- Open new office in Seoul (Fully funded by Seoul Film Commission)



Resources

- Previous press mentions as a producer on *Love Child*, 2014 Sundance documentary film



THE WALL STREET JOURNAL.

“Director Valerie Veatch, who shot the film over six weeks last year in South Korea with producers David Fook and Danny Kim, said she wanted to raise questions about – and how much – a virtual world experience could influence real-life human senses and decisions.”

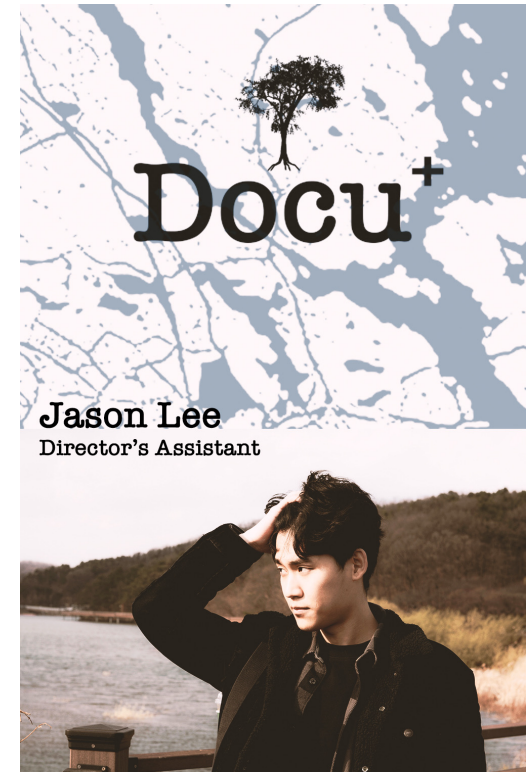
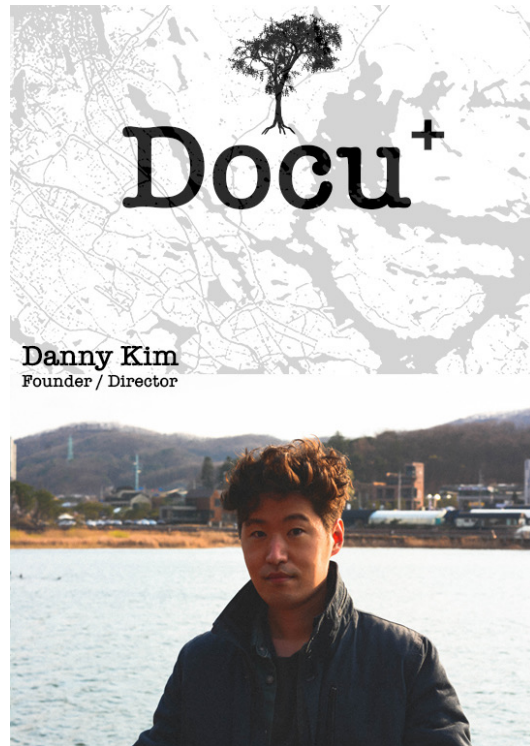
- WSJ (<https://www.wsj.com/articles/BL-SJB-13345>)

중앙일보
KOREA DAILY

“영화의 연출은 여류 다큐멘터리 감독 발레리 비치가 맡았다. 비치 감독은 촬영을 위해 2012년 6주 동안 한국에서 지내며 당시 사건 관계자인 형사와 변호사, PC방 직원, 정부 관계자 등을 만나 폭넓은 취재를 했다. 한국인 김동현 프로듀서와 티모빌 CEO인 존 레저 부녀도 제작에 힘을 보탰다.”

- Korea Daily LA (http://www.koreadaily.com/news/read.asp?art_id=2667102)

Media Assets



Instructions

Setup

Color Mode: CMYK
Resolution: 300ppi

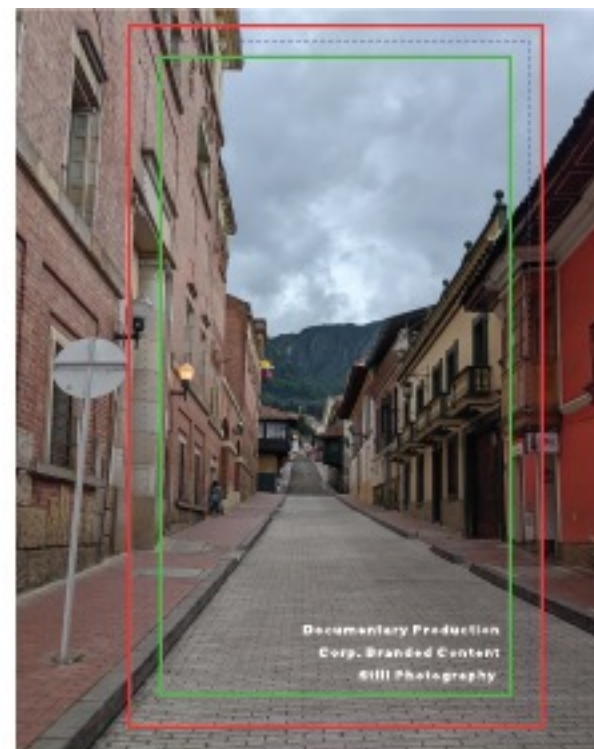
Layout Format

Bleed Edge: Extend the background to the bleed

Trim Area: Indicates the final printed/cut dimensions

Safe Zone: Keep all text and images inside this area

THIS LAYER IS FOR REFERENCE ONLY



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Founder

Danny Kim

Director | Producer | Cinematographer

[Email](#) | [Linkedin](#) | [Instagram](#)



I'm the founder of **Docu+**, a boutique production house that specializes in social impact documentaries, branded content, and still photography.

I have a background in journalism, specifically in film and television. As a freelancer, my clients included Netflix, the Wall Street Journal, VICE and many others.

By starting my own production house in the age of streaming content, I feel like I may be jumping into a red ocean, but I think it's time for me to take control of my life and set sail for a greater adventure called "life."

Research Assistant

Hyojeong Ko

Intern

[Email](#) | [Instagram](#)



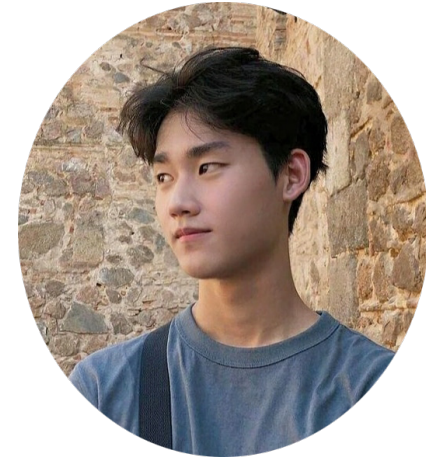
I loved how Danny's vision in creating a social impact media matched with my passion for environmental rights. The plastic waste issues must be better publicized.

Revealing the seriousness of plastic pollution will allow global citizens to make more informed decisions, even when purchasing a bottle of water.

This will lead the big corporation to produce low-carbon products and let nature gradually heal.

It's my belief that raising awareness has significant power to bring change, it takes one stone to create a ripple effect. I also wanted to be part of the inception at **Docu+** because I align myself with the visions of the company, and hope to make an impact on environmental justice with this project.

Director's Assistant



Jason Lee

Intern

[Email](#) | [Instagram](#)

I wanted to join Docu+ because I enjoy filmmaking. As a beginner in the field, I hope to learn a lot and gain the first-hand experience as a filmmaker.

The fact that Docu+ aims to address social issues spoke to me as well, as I believe documentary films are one of the most effective ways to reach out to the public. I want to be a part of a group that sheds light upon issues that can be overlooked such as various civil rights infringements, pollution, the income gap, and so on.

I also believe getting my training in documentaries will eventually help lead to transition into fiction filmmaking as I master the craft of “real drama.”



Thank you for your business!