

TheProducersPerspective.com Presents:

WHAT IS FRONT MONEY AND HOW THE @#\$% DO I GET IT?

Webinar



Wednesday, March 16th
7PM EST

DISCLAIMER

Raising money for commercial or non-profit ventures may be regulated by both Federal and State Securities Laws. The subjects discussed in this webinar should not be considered as legal advice. Should you wish to raise money for a commercial or non-profit venture, I strongly advise you to consult with an attorney before you begin your raise. As I'm sure you can understand, I or anyone associated with this webinar cannot be held liable for your activities.

AGENDA

- **WHAT IS FRONT MONEY?**
- **KEN'S THREE TRANCHES OF FUNDRAISING AND WHERE FRONT MONEY FITS IN**
- **WHAT'S "THE DEAL" WITH FRONT MONEY? (WARNING: MATH INVOLVED)**
- **THE FRONT MONEY CONTRACT**
- **TIPS FOR RAISING FRONT MONEY**
- **Q&A**



WHAT IS FRONT MONEY?



Front Money (n): The initial amount of capital raised for the development of a theatrical production.



3 CHARACTERISTICS OF FRONT MONEY

1. First monies received in a project's lifecycle
2. Investor receives most favorable investment terms
3. Extremely high risk.



Ken's Three Tranches of Fundraising and Where Front Money Fits In



Tranche (n): A portion of something, especially money.

Ken's Three Tranches of Fundraising and Where Front Money Fits In

- Tranche #1: "I've got an idea."
- Tranche #2: "I've got a script."
- Tranche #3: "I've got a theater."



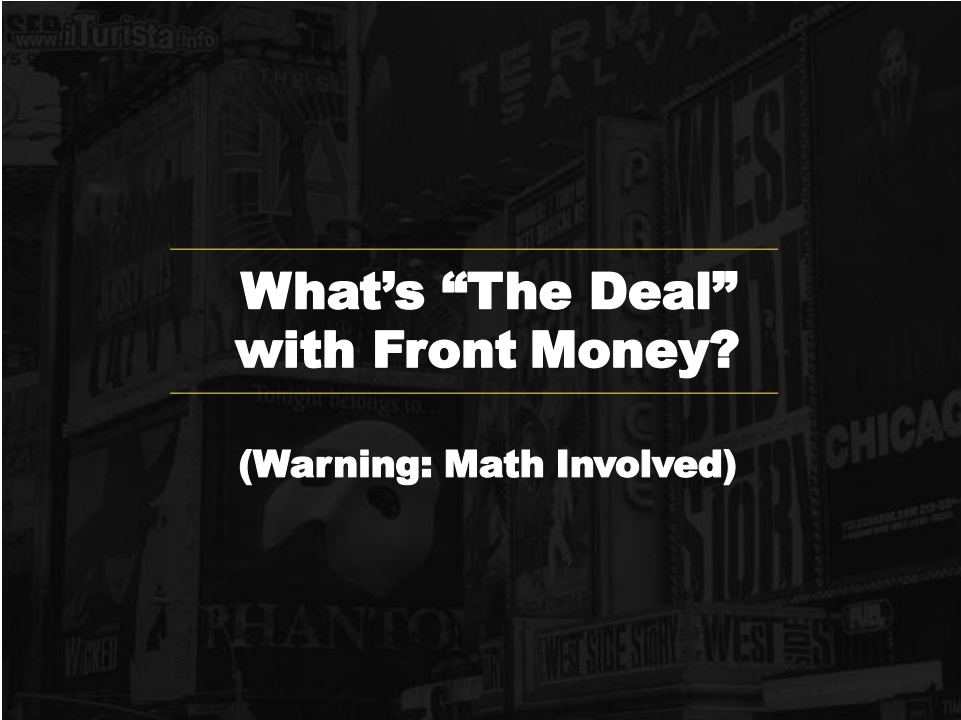
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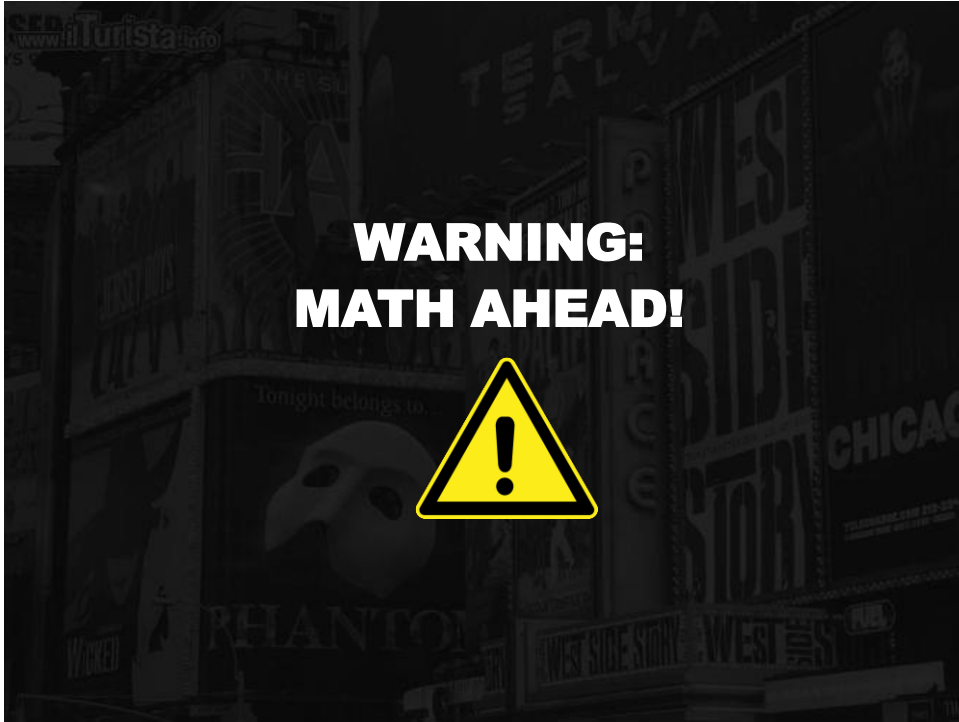
What's "The Deal" with Front Money?

(Warning: Math Involved)





1:1 = For every dollar of profit the investor receives from the investor share of profits, the investor receives a dollar from the producer side of profits



**WARNING:
MATH AHEAD!**





- Capitalization = \$1,000,000
- Front Money Investment = \$25,000, or 2.5% of Capitalization
- Investor Share = 2.5% of \$5,000 or \$125
- TOTAL FRONT MONEY INVESTOR RETURN = \$125 + \$125 = \$250
- Profit = \$10,000



TIP:

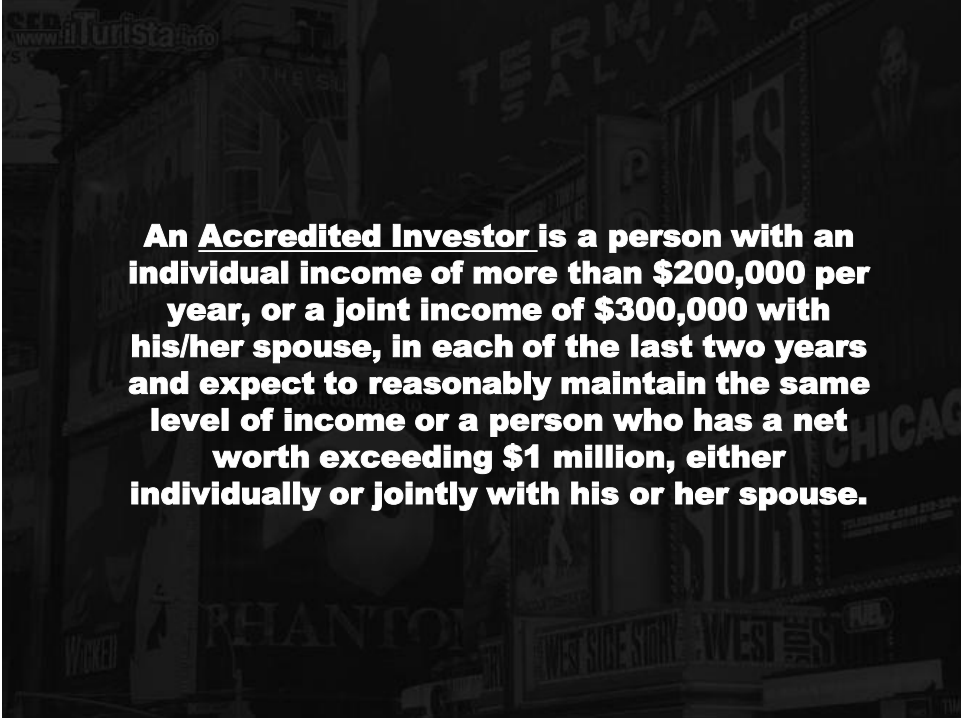
Keep Front Money to a minimum to keep more profit for yourself.



The Front Money Contract



**Front Money Investments are
for Accredited Investors only.**



An Accredited Investor is a person with an individual income of more than \$200,000 per year, or a joint income of \$300,000 with his/her spouse, in each of the last two years and expect to reasonably maintain the same level of income or a person who has a net worth exceeding \$1 million, either individually or jointly with his or her spouse.



Remember, raising money is regulated by law. Before you ask anyone for any amount of money, you should talk to an attorney to discuss your specific situation.



TIPS FOR RAISING MONEY







**Look for people that are not just
interested in a project's success.
They are interested in YOUR
success.**



Relationships

Access

I
S
E



Front Money Investment gets an investor early access to a world that others can't get.





Imagine if you had invested in *Wicked*.

**Now imagine if you had
Front Money in *Wicked*.**

Front Money returns are 2x.





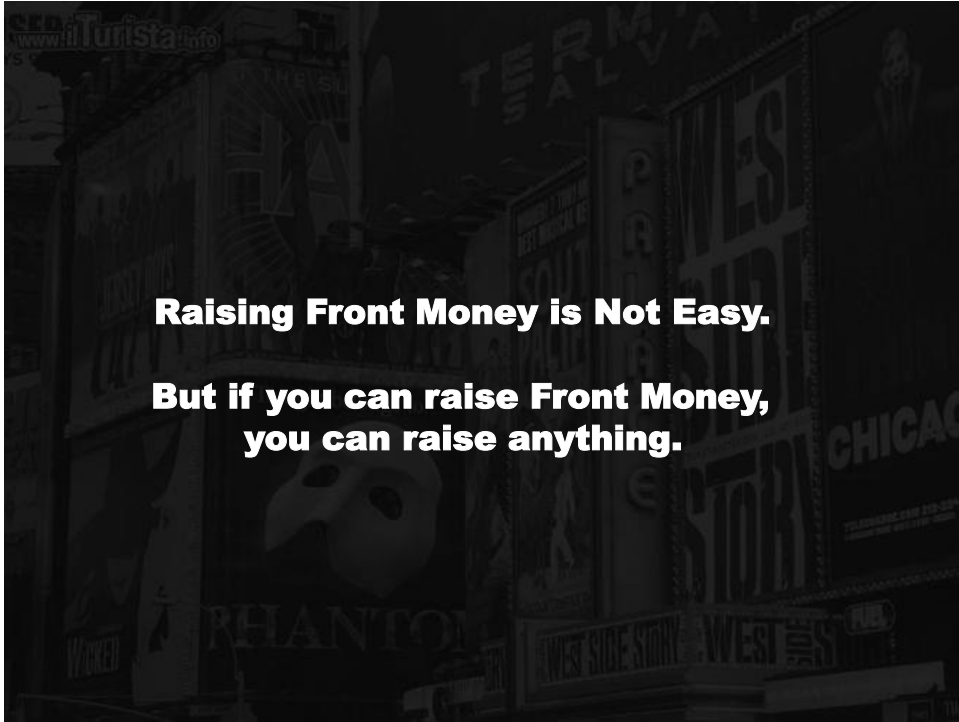
Find the fans to find the Front Money.






**A Front Money Investment is like
going to grad school.**

But cheaper.





Q & A



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