

# **Documentary Series: Zimbabwe**

Showcasing Dash Adoption Around The World

Every other week there is another article out of Africa or South America about their citizens turning to cryptocurrency in an effort to safeguard their family's wealth against runaway inflation and a government unable to support its citizens. Articles are only words though, and often do not convey the emotions surrounding these stories with the weight and significance they deserve.

This fundamental shift in the way humans transact value should be documented in a way befitting its significance, not just to serve as a piece of history - but to share this information with the rest of the world so they can see what their future might hold, the forces driving that change, and how they can actively participate in that future.

We propose an ongoing, but initially limited in scope, documentary series exploring what adoption of cryptocurrency looks like both in developing nations, where cryptocurrencies don't have to compete with legacy financial infrastructure, and in developed nations where adoption is happening as businesses outpaces regulation.

We believe that shedding light on the shortcomings in the current offerings as well as how individuals and companies are overcoming those shortcomings will be a valuable tool for anyone looking to learn more about the market, as well as for people looking to spread the word. It would show not only that adoption really is happening out there, but that it's changing people's lives.

By putting out entertaining narrative documentary content for free, we hope to bring awareness to Dash's market offerings to those who would not normally find it, pushing trailers through paid advertising on Youtube, Instagram, Twitter, and Facebook to lead to a free online release of one pilot episode of a documentary series.

**Platforms:** Vimeo and Youtube

**Content Access:** Free

**Primary Audience:** 18-35 year old males and females (crypto is predominantly a young person's tool)

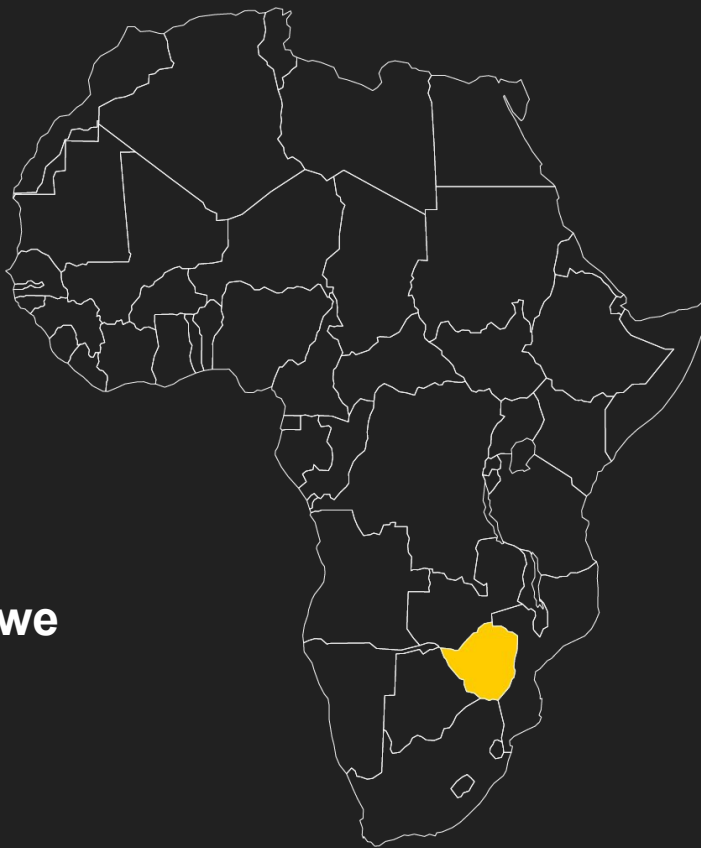
**Secondary Audience:** 35-60 year old males and females

**Tertiary Audience:** Cryptocurrency adopters and information seekers

The focus for our first episode will be KuvaCash in Zimbabwe. They have received a lot of attention for their work in after 2017 after being funded by the Dash treasury in an overwhelmingly positive vote.

In 2018, there are a few key milestones we would like to cover to ensure their story is documented properly. In February, key members will be meeting in the United States. In March, they will receive their ADLA certification, and in August they will be rolling out their platform. (It may require two trips to Zimbabwe to capture all of the content.)

## Episode 1 | **Zimbabwe**



## Act I - The Country of Zimbabwe

In Act I we will outline the current state of Zimbabwe, its politics, militaristic government, and its current economic state through the eyes of a Zimbabwean citizen. The latter portion is extremely important. In order to develop tangible stakes for our audience, we *must* see the state of Zimbabwe through the eyes of one of its citizens. We will eat with them, walk the streets with them, and stand in line with them at the bank.

We will learn the story of Zimbabwe through their words, so we can personally understand what it is they need to better their future and the future of their families.

## Act II - A Potential Solution

There is always a way out, a way to improve life. Near the end of Act I, we will outline the most significant moment in Zimbabwe's recent history, the removal of President Mugabe, and the flurry of activity in the crypto market that followed. As citizens rushed to purchase Bitcoin to secure their wealth in something other than the volatile Zimbabwean market, it became clear that the solutions that Golix, Dash Africa, and KuvaCash were working on were viable - and could provide a way out.

In this Act we will outline the efforts of these three companies, following them from their initial investments and proposals, to their current operations. We plan to work closely with KuvaCash as they roll-out their operations in the coming months to document how they are affecting the citizens involved, including our hero from Act I. What are the obstacles that they face, and how are they overcoming them? What steps have they taken forward, and how many times have they had to step back and reevaluate to move forward once more?

Is their goal even possible? Or are their efforts futile?



## Act III - The Current State and Projecting the Future

Our goal is to show what true adoption looks like, and to see the impact it has on people's lives. There isn't an end to this story yet, but there is a conclusion that can be drawn based on the data and projections that we have. In this act we will show the positive impact so far on our hero citizens, and outline what it will take for our hero organizations to achieve their goals. Ideally, Dash implementation will spread through Zimbabwe, to the rest of the African continent and beyond.

Since this is the pilot to a series, we will tease the storylines for other developing countries. Our final message is one of positivity. Dash is providing the opportunity for people to break out of a system of corruption and oppression, to provide a better life for future generations, and build a better economic system that doesn't stop at borders and allows **anyone** to contribute to global markets.

## Deliverables:

1x 15-30 minute documentary  
1x :60 second Hero Trailer  
1x :30 second Hero Trailer Cut-down  
2x :15 second Social Trailers



## Budget for Zimbabwe:

Above The Line	\$41,488
Production	\$60,391
Post Production	\$27,217
Prod. Co Fee 20%	\$25,819
<b>Total</b>	<b>\$154,915</b>

*Frame 48* is an award-winning LA-based production company. Their previous work includes projects for Coca-Cola, Bodum, Yamaha, among many others. They've even been featured in Forbes's 30-under-30. They are undoubtedly the right team for this job.

**Tom Teller** - Executive Producer - With a background in action sports and visual effects, Tom has shot and directed for brands like Shimano, Oakley, and Coca-Cola.

**Julian Conner** - Producer - Aside from managing Frame 48's operations, Julian has edited, sound designed, and produced content for Nike, Red Bull, Coca-Cola and many others.

**Seth Josephson** - Director - Seth is a creative producer who has directed and produced commercial and documentary content for Microsoft, Anheuser Busch, and the Los Angeles Times.

**Jeff Hodges** - Executive Producer - A post-production and technology expert, Jeff's experience doing commercial work with tech-heavy brands is unrivaled. He's worked on projects for TrueCar, Microsoft, Verizon go90, Glide, Google Play, Quicken, Airtable, Osmo, Salesforce, Starbucks, Navdy, Trov, Amazon Studios, EFF, Blizzard, Brideside, Stitch Fix, Wikitribune - and many others.

**Nico Aguilar** - Cinematographer - An ASC award winning cinematographer. Nico graduated magna cum laude with a BFA in Film and Art History from Chapman University Dodge College. Today he works internationally as a music video, commercial, documentary, and feature film cinematographer

**Brodin Plett** - Cinematographer - Brodin is a director and cinematographer that has directed content for Razer, MSI, and Yahoo eSports among others.