



INDIA
ICONGO
CONFEDERATION OF NGOS



www.icongo.in

Concept

- Use of mainstream entertainment to espouse a social cause
- Specifically, creation of full-length feature films with stories centred around a social cause or citizen action
- Proven track record of such films in the global arena
- Greater acceptance of such theme-based films among Indian audiences
- Individual projects to be created based on commercial feasibility and social sense
- Paradigm shift from previously being content-focussed to having high entertainment value

In The Past

- iCongo founders produce 'Ek Alag Mausam' in 2002
- 'Ek Alag Mausam' – first commercial movie around the HIV / AIDS theme in India
- Subsequently produced the award-winning film - 'The Joy of Giving'
- Other campaigns included:
 - 'Unheard Voices of India': and FTV look community campaign
 - Documentary titled 'Patri ke Bachpan'
 - Khushii: The first community music album and video with Channel V and Star TV
 - iCongo also organised movie premieres, theatre, music concerts and other mainstream entertainment initiatives

Project Establishment

- Projects to be funded through private equity participation and grants
- Projects to be executed by shortlisted professional production houses
- Branding and marketing to be key activities during the production and post-production stages
- Private equity investments to yield returns on a commercial basis
- Part of the profits to be directed towards causes supported by grant donors

Immediate Next Steps

- Advisory Board to be constituted to guide and govern iCOZflix
- Maiden project targeted to be put on floors in 2009

Previous Examples

International

Philadelphia

Fahrenheit

An Inconvenient Truth

Erin Bronkovich

Domestic

Ek Alag Mausam

Manthan

Parzania

Khamoshi

Black

Salaam Bombay

Chandni Bar

Dev

Phir Milenge

Black Friday

Financial Structure

- Capital to be raised at an individual project level
- Projects to be funded as follows (indicative):
 - Private equity 50%
 - Grants 50%
- Management / Advisory fee to be paid to iCOZflix – 2% of capital commitments
- Distribution of proceeds - net of expenses - to be as follows:
 - First, to all contributors, to the extent of 100% of their contributions
 - Second, to all contributors, in the ratio of their contributions, an amount equal to the Hurdle Rate of Return of 20%
 - Third, to iCOZflix, an amount equal to 20% of the amount cumulatively distributed to contributors (upto the HRR) and iCOZflix
 - Fourth, 80% of any balance amounts to be paid to contributors in the ratio of their contributions and 20% of these balance amounts to be paid to iCOZflix
- Residual IPR (after period of initial Rights' sale) to rest with iCOZflix