



MICRO FILM ACADEMY (MFA) - SME BUSINESS PROPOSAL





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PROBLEM STATEMENT

CONSUMPTION



CREATION





PROBLEM STATEMENT

So **WHY** are children, adults and people all around the world **NOT UTILIZING** it to create and make their **LIVES INFINITELY BETTER**?



THEY SIMPLY DON'T KNOW HOW

1

2

3

4



SOLUTION

That is where we come in. The **EDUCATION**.

WHY NOW?

1. We are right in the middle of the ***FOURTH INDUSTRIAL REVOLUTION***
2. The smartphone/tablet industry is not exempt from this.
3. Smartphones/tablets can now be used to write full-fledged scripts.
4. Smartphones/tablets cameras are now built to rival the DSLRs of today with triple focal lengths for more flexibility of angles.
5. Smartphones/tablets are even powerful enough to edit footage or be connected to a monitor screen and used as an editing system to edit 4k movies, even at a relatively complex scale.

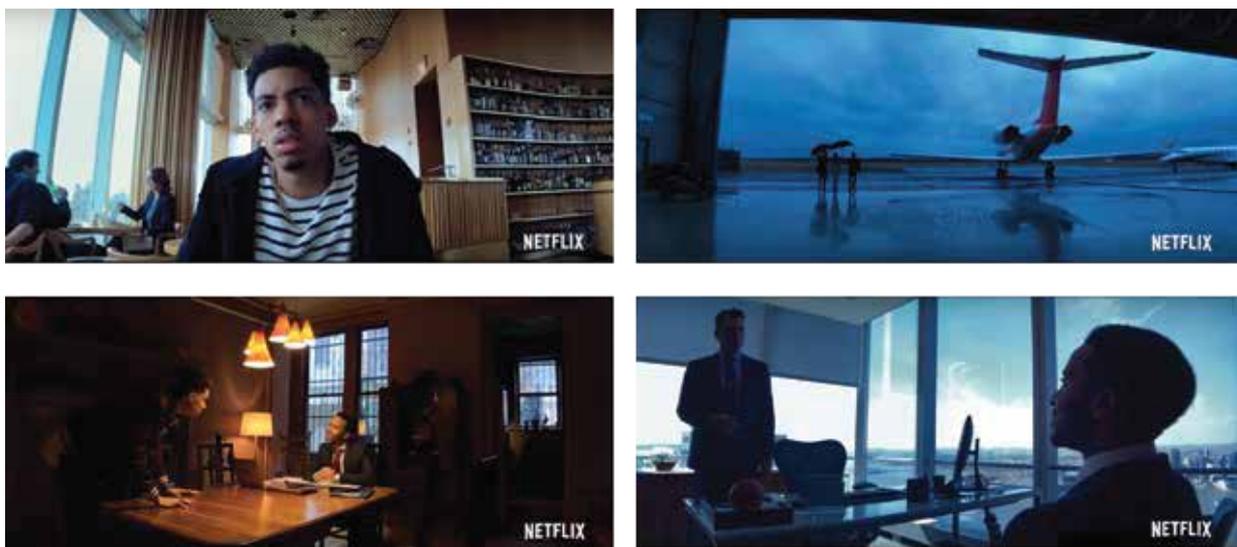


SOLUTION

TVC COMMERCIAL QUALITY OUTPUT – SHOT ENTIRELY ON A SAMSUNG S10
<https://www.youtube.com/watch?v=v5SoCZ9LXvc&t=44s>



NETFLIX FEATURE FILM OUTPUT - SHOT ENTIRELY ON AN IPHONE 8
https://www.youtube.com/results?search_query=high+flying+bird+trailer



SCI-FI SHORT FILM - SHOT ENTIRELY ON A HUAWEI P30 Pro
<https://krcom.cn/1839167003/episodes/2358773:4368940017877350>





WHAT IS MFA?



An institution which empowers its customers to make their lives and organizations better through the creative and innovative education of filmmaking utilizing micro devices available in their pockets.

We educate using 1 strategic item :

EDUCATION

- **A *tailormade bespoke programme*** based on specific international school student needs prepared by professional practitioners and academics in the film and film studies industry.

DIGITAL EXTENSION *provided for FREE to each enrolled customer

- A proprietary app(iOs/android) which turns your micro device into a full-fledged camera, with embedded educational tutorials to make sure every shot is at maximum potential. The USPs for this app would be:
 - It leans towards education rather than merely a “professional filmmaking tool”.
 - It will have a backend BIG DATA component integrated to acquire and compile consumer data.

TARGET MARKET

OVERVIEW

MFA

```
graph TD; MFA((MFA)) --- H[ ]; H --- B1[1. MNCs / Corporate Sectors]; H --- B2[2. SMEs/ Small Businesses];
```

**1. MNCs /
Corporate Sectors**

***“Attaché(Go2u) programme”
& HRDF endorsed
workshops***

- External Communications
- Internal Communications

**2. SMEs/
Small Businesses**

***-Tailor made Workshop for external/
internal communications (Come2us)***

-Sample industries:

- Food and Beverage
- Property/Interior Design Agencies
- Event Venues
- Insurance Agencies
- Hotels and Accommodation services
- Beauty/skincare solution businesses
- Record labels

DISRUPTIVE MODEL ACROSS

TARGET MARKET

MFA

```
graph TD; MFA((MFA)) --- H[ ]; H --- B1[1. MNCs / Corporate Sectors]; H --- B2[2. SMEs / Small Businesses];
```

**1. MNCs /
Corporate Sectors**

To challenge and replace the traditional videography/ photography/agency/ freelancer vendors who engage in less visible ROI projects/campaigns with an accepted industry practice of expensive costs, limited footage and slow turnaround periods.

**2. SMEs/
Small Businesses**

-To challenge and replace the traditional videography/photography/agency/freelancer vendors who charge X amount but with little to no guarantee of traction or conversion of sales for product/service with an accepted industry practice of expensive costs, limited footage and slow turnaround periods.



MNC/CORPORATES

Every year, budgets are released for video production. These budgets can be split into :-

01

External Communications

- *Social media video content*
- *Advertising of products/services on new media and traditional broadcast platforms*
- *Campaigns used to push out a brand message in episodic fashion or revolving a certain relevant theme.*
- *CSR videos to highlight CSR initiatives and activities.*

02

Internal Communications

- *HR centric videos which deals with staff orientations, internal processes (such as a new employee card system) and company rules/etiquette.*
- *Archival/Documentation of internal events such as Annual dinners and celebrations.*



MNC/CORPORATES

External Communications

CUSTOMER PAIN POINT

- *Annual video budgets are quite high expenditure, and even with analytics and tracking it is very difficult to justify the ROI (Return of Investment) of sourcing it out to a vendor with X amount of RM spent.*
- *For external communications videos, it is easier to calculate ROI because of the entire spectrum of media buy and purchase of ad space for optics and eyeballs.*



MNC/CORPORATES

Internal Communications

CUSTOMER PAIN POINT

- *Hiring an external vendor would incur cost which ROI is tough to justify. (EXPENSIVE)*
- *The limitations of resources in terms of an annual budget would cause a limited amount of footage shot and acquired. This severely limits an organization's freedom to cover their internal events. (LIMITED FOOTAGE)*
- *Dealing with external vendors requires a slower turnaround period for the footage to be acquired and communications with external vendors usually has its own sets of problems. (SLOWER TURNAROUND PERIOD)*



MNC/CORPORATES

1. External Communications

2. Internal Communications

SOLUTIONS

1. The MFA provides 2 programme for corporate/MNC level organizations: An “Attaché programme” Go2u :-

where one or 2 of our highly skilled trainers will head over to the corporate organization for a period of time to analyze, consult and train the existing Brand, Marketing, HR, CSR teams to utilize their micro devices to write, shoot and edit content which will solve any crisis in terms of restrictive budgets, limitations of footage acquired and slower turnaround periods.

2. HRDF endorsed workshops :-

where the organization is able to send selected employees for our MFA workshop programme using the HRDF funds which are already required to be paid to the government. The programme is comprehensive enough but not as bespoke, tailored as the attaché programme but would achieve similar results.



MNC/CORPORATES

1. External Communications

2. Internal Communications

VALUE PROPOSITIONS

If communications budgets are set at rm500k per year, with just 10% of that, we are able to analyze/consult/train the corporate teams.

In the event that company culture dictates that it is not feasible due to the enlargement of jobscope of current staff, we can propose a new hire or a graduate from the organization's internal management trainee programme to go through the MFA programme and effectively still plug the organization's pain points, which will result in :-

1. Massive Budget Savings which would reflect in financial benefits/savings for quarterly and annual budgets.
2. More empowered staff with higher communication output
3. More control over content output for both internal/external.

A man in a blue shirt stands at a podium in a conference room, addressing an audience. Two large screens behind him display a globe and silhouettes of people. The audience is seen from behind, seated in rows of chairs.

MNC/CORPORATES

External Communications

SCENARIO

1. External Communications (eg: New Product Promotion)

A new product is released and a large marketing budget has been allocated to promote this new product utilizing roadshows, TVCs, OOHs and the entire works. But there usually is a squeeze in the budget when it comes to the secondary tier communication spheres.

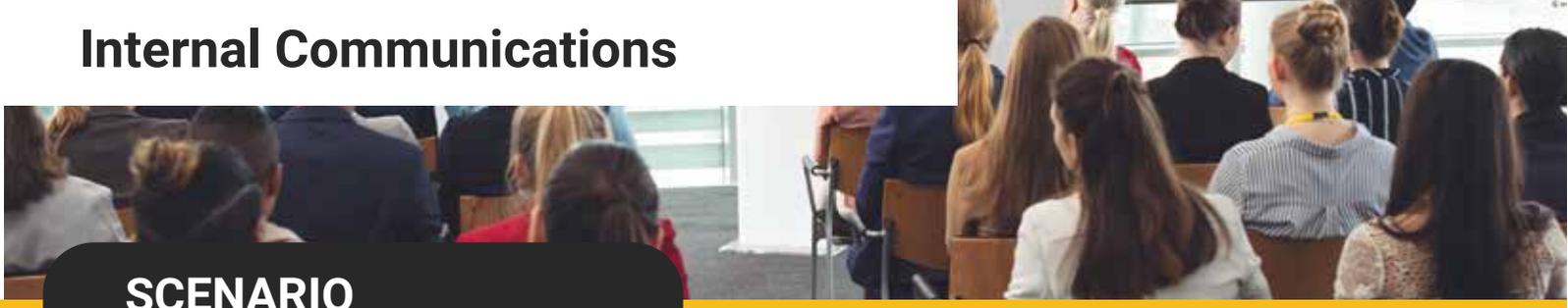
The MFA would empower internal teams to cover these tiers such as:

1. The behind the scenes archival/documentation of all the big initiatives above for award submission and stakeholder review/evaluation purposes.
2. Coverage of Product promo launch events/roadshows which doesn't require too much technical expertise in comparison to a TVC production.
3. Output on to social media with more content and with quicker approvals on a daily/weekly basis, therefore more content in less time = more engagement with product target demographics.



MNC/CORPORATES

Internal Communications



SCENARIO

1. Internal Communications (Staff Orientation/Company culture Videos)

Company culture and SOPs especially in a larger organization in this day and age have to pivot quicker with the sensibilities of the times and that means constant changes to staff policies or new rules/etiquette which needs to be communicated down to employees from management decisions.

Having the ability to create, shoot and edit internal staff orientation videos would:

1. **Communicate messages more effectively** in terms of video format rather than the usual boring powerpoint presentation deck and a person standing in front going through the deck.
2. Messages which can be communicated in a 3-5 minute video rather than a half day orientation session which would eat into the employee's productivity for the day.
3. Messages can be reconstructed through quick internal re-shoots and re-edits on the fly without having the need to call upon external vendors which will lead to a quicker and more efficient work process.

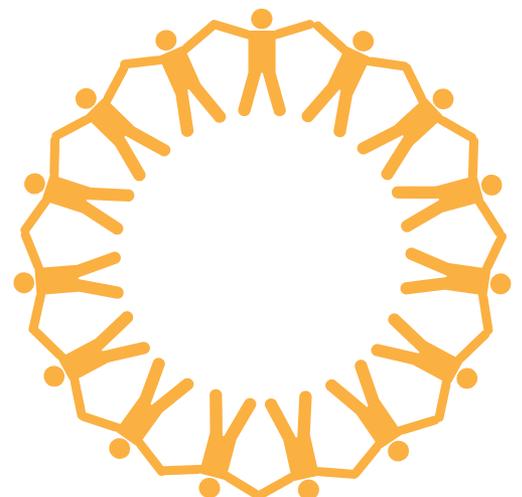
SMEs/SMALL BUSINESS

SAMPLE INTERNATIONAL/PRIVATE SCHOOL CLASS LESSONS

98.5% of businesses in Malaysia fall within the SME and small business spectrum.

These demographics would encapsulate businesses with these sectors:

1. Food and Beverage (Urban placed boutique cafes/restaurants/catering lunch box services)
2. Property Agencies and Interior Design Agencies
3. Event Venues.
4. Insurance Agencies
5. Hotels and Accommodation services (AirBnb/Homestays)
6. Beauty/skincare solution businesses
7. Record labels (Management organizations for Artistes/Bands)





SMEs/SMALL BUSINESS

CUSTOMER PAIN POINT

- For an SME or a small business owner, content is king. Especially video content which is needed to sell product/services on more new media platforms such as Youtube, Facebook and Instagram. What is the point of having a great product/service when nobody knows about it? The challenge however, producing content is usually very expensive, especially in scale to the actual budgets which are available overall for marketing and promotions.
- But even if there is a budget to hire a vendor to execute this, how do you see ROI when the single video output you have invested in gets drowned out ever so quickly in a sea of saturated media?
- How do we solve this?
- Empower the SMEs, Small businesses to produce relevant and impactful content (which will increase the basis of Sale Conversions). At the same time, with this empowerment, the quantity of videos produced is at an infinite capacity, anytime and anywhere.





SMEs/SMALL BUSINESS

SOLUTION

The MFA provides the following solution for SME/Small business enterprises:

- **Tailor-made workshops are done specifically according to SME/ Small business enterprises needs** which when participants come, they will be able to learn and see how micro filmmaking applications will allow them to bring a quick and affordable solution to all their organizational communication needs both externally and internally. (eg: A MFA workshop just for F&B businesses which covers relevant video trends in that specific industry and how to produce them utilizing the readily available micro devices.)



MNC/CORPORATES

1. External Communications

2. Internal Communications

VALUE PROPOSITIONS

External Communications

- More affordable for the business owner or empowered staff to shoot, create and edit content so therefore new media marketing can be kept on a constant update cycle. The freedom and control of shouting out messages and interacting with customer base is put directly in the hands of the relevant in-house people, rather than having to negotiate with vendors or clamoring for favors.

Internal Communications

- Internal repetitive processes can be recorded and edited into video format which saves a lot of hassle in terms of orienting new staff into current organization SOPs and maintains a level of Quality Control because there are video reference guides specific to daily operations accessible to new employees.

MNC/CORPORATES

External Communications

SCENARIO

External Communications (Property Agency)

Instead of taking random smartphone pictures of the property units wanting to be sold which are only able to communicate a fraction of the USPs (Unique Selling Points) of the unit, why not shoot and edit a short video which will :-

1. Showcase the entire property unit, with not just glimpses, but fleshing out all the USPs.
2. Have the agent become the walkthrough host throughout the video so there is a sense of trust and familiarity with the audience, plus avoiding other agents from stealing the footage and re-posting it as their own which is a common industry malpractice.
3. Be able to communicate nuances of the unit which might not be able to be covered in a single picture. (eg: The sense of scale of an indoor private swimming pool)



MNC/CORPORATES

Internal Communications

SCENARIO

Internal Communications (Boutique Hipster coffee cafe)

Training new staff and maintaining Quality Control in terms of barista methods is difficult for smaller operation organizations which do not have access to huge training budgets for instruction manuals or effective SOP trainers. Usually the owner has to spend a lot of time training new staff which can be tedious and also be a waste of opportunity costs. Writing, shooting and editing a step-by-step instruction video for new staff however will:

1. Communicate each step more effectively with the new staff seeing exactly how to operate the machinery, settings and techniques of execution in preparing the food or beverage.
2. For all staff, there is always a reference as to how things should be done in accordance to the owner's best practices set in place.
3. The owner can utilize the rest of the time more effectively with other initiatives to grow the business.





BUSINESS DIMENSION

How do we corner the market, then secure our position and ensure failsafe mechanisms so that we remain on top?



Wix Username: sam@
Password: Burger246



BUSINESS DIMENSION

A CLEAR DEMOGRAPHIC AND EXPANSION STRATEGY



We will target 2 demographics directly and aggressively.



2019

20XX



BUSINESS DIMENSION

Phase 1

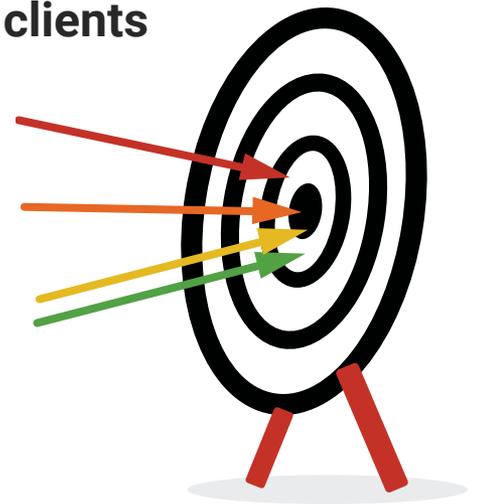
We will target 2 demographics directly and aggressively.

1

MNC/Corporate Clients

2

SME/small business clients





BUSINESS DIMENSION

Phase 1

Our education strategy consists of:

1

Workshops
"Go2u Workshops"
"Come2us Workshops"

2

App Integration
Creation of a supplementary iOS/Android app to be the tool which turns a micro device into a proper filmmaking camera (with educational anecdotes and reminder tutorials build-in)

BUSINESS DIMENSION

ACCREDITATION TO OUR SYLLABUS BY
RELEVANT SME INDUSTRY BODIES

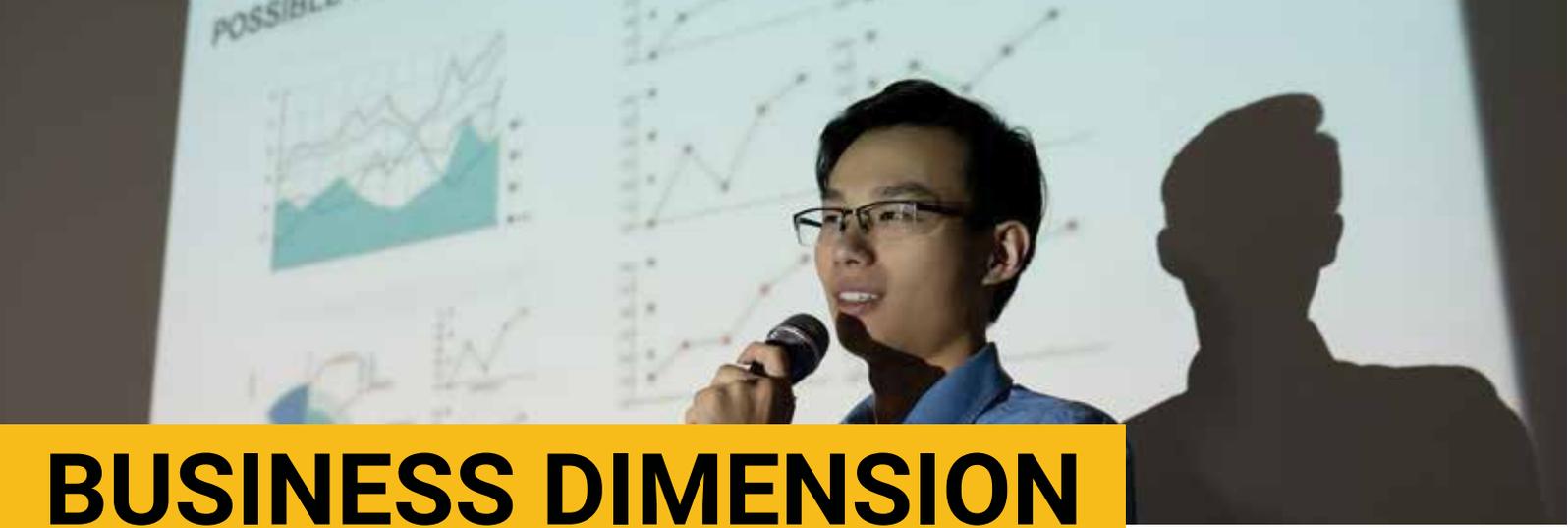
2

Accreditation Of Syllabus

To get an accreditation of the syllabus via industry related governing bodies and avenues such as HRDF.

Industry related governing bodies would be associations or organizations tasked with overseeing industry growth.





BUSINESS DIMENSION

STRATEGIC PARTNERSHIPS FOR
ENDORSEMENT

3

A leading Smartphone Manufacturer endorsement to highlight their smartphone camera technology within our workshops/classes. In return, we provide great exposure to the capability of their devices being used as cinematic filmmaking tools.

A prestigious Education Group to secure the decision of parents of prospective children customers and open doors for endorsement to enter into the Corporate sphere as a form of confidence from the corporate tier clients. In return, they will have a brand new education product on their hands to shout out their innovation in the market.

Co-working space event halls to hold the workshops for cut down of overhead, and increase in terms of accessibility and optics. In return, they provide their tenants a valuable workshop service avenue.





BUSINESS DIMENSION

MEDIA COVERAGE FOR CULTURAL
PENETRATION

4

Ride on platforms such as radio(BFM), online portals (World of Buzz) and newspapers(The Star) to disseminate our MFA jargon as culture speak among the masses.

Just like how Milo is to milk chocolate drinks, the MFA will become synonymous with an accredited micro filmmaking education program.



OUR TRAINER



GARY CHONG (M.A)

FILMMAKER

Gary Chong is an award-winning filmmaker and founder of Gary Chong Studios, a production house which has produced over 528 videos over the past 8 years for MNC and GLC brands such as DIGI, Axiata, Ecoworld, AXA, Berjaya, Dumex, Taylor's Group, Foodpanda, Mah Sing, Sunway, Maybank, Carlsberg, Alliance Bank and many others. Gary Chong Studios has also worked with various agencies from the likes of Havas, Geometry, Kraken, Mindshare and many others.

WORKSHOP SPEAKER

Gary also has been frequently invited to give talks on filmmaking and has conducted workshops in the area of filmmaking for the New Straits Times, Malaysian Association of Creativity and Innovation (MACRI) and KL CONVERGE 2015. He has conducted workshops on a national level via various university events and workshops throughout Penang, Kuala Lumpur and Sabah. He also was engaged to speak at a Film and Media Conference in the University of London, Bedford Way.

ACADEMIC PUBLICATION

Gary also has written newspaper articles on filmmaking (New Straits Times), published in an academic journal and appeared in various TV interview programmes.

LECTURER

He has also been moonlighting as a lecturer in the School of Liberal Arts & Sciences of Taylor's University in the area of film and communications for the past 8 years and helped in the curation of the new Performing Arts Conservatory Degree at the said university.

ENTREPRENEUR

His past business experiences outside of Gary Chong Studios would be playing a role in the co-founding of a music education institution called the Academy Music Centre. His current co-business venture encompasses the field of entrepreneurial filmmaking education in the children and business sector with the Micro Film Academy, a disruptive education programme which aims to revolutionize and empower content creation in the hands of the younger generation.

INDUSTRY ADVISOR

As of 2020, he also holds an appointed post as the Advertising, Film and Communications Industry Advisor for Universiti Sains Malaysia, sitting on the board of advisors under the purview of the Vice-Chancellor. He is also an officially appointed Industry Advisor at Han Chiang University College.



HOW CAN WE HELP YOU?

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