Olive Branch Pictures Inc
Diplomacy, Animated.

Executive Summary

What: Representational, ideologically balanced comics & animation studio for conflict mediation.

Why: To build trust and mutual understanding, mitigate the cycles of hatred, violence, and xenophobia, and improve potential for negotiations & policy change for conflicting groups.

Values: Empathy, Open-mindedness, and the Pursuit of Truth.

Problem: Bias and Disinformation in Israeli-Palestinian media and education.

Prototype: Shira and Amal – The story of two young women, one Israeli, one Palestinian, who use music to cope with trauma and bring peace to Jerusalem.

Research & Development
- Idea: July 2017
- Launch: Oct. 2018
- Prototype: Jan. 2020
- Thesis Publication: July 2021

Graphic Novel (MVP)
- Recruitment: August, 2021
- Kickstarter: Oct. 2021
- Publication: August 2022
- Distribution Campaign: 1 Year

Animated Feature (Main Product)
- Production: 3 Years
- Distribution Campaign: 1 Year

Animation Studio (Expansion)
- App/Game/Sequel/Series
- Apply model to other conflicts i.e., India-Pakistan, US Division, Refugee Integration, etc.

Team
- Andy Hirsh
  Executive Producer
- Waleed al-Ghazi
  Project Manager
- Mallak Al Busaidi
  Marketing Director
- Delphine Manzari
  Art Director
- Raiz,
  Lead Animator
- Jamie Michaels
  Colorist
- Jacob Ner-David
  Writer
- Daoud Kuttab
  Content Advisor

Advisors
- Rafique Gangat
  Fmr. South African Amb. to the Palestinian Authority
- DirtyWaterComics
- VinoVentures

Some similar Projects we’ve learned from
- Diplomacy, Animated.

Impact Market
- 1st
  Israelis
- 2nd
  Palestinians
- 3rd
  Middle East & North Africa

Hybrid Profit; B2C

<table>
<thead>
<tr>
<th>Est. Cost:</th>
<th>Graphic Novel (MVP)</th>
<th>Graphic Novel Budget</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Est. Revenue:</td>
<td>20K-2M+ Copies</td>
<td>$285K-$17.9M</td>
<td></td>
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<tr>
<td>Profit Share:</td>
<td>75% + 10% ROI</td>
<td>$285K-$18.52M</td>
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<tr>
<td>Stakeholder Language Versions</td>
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Impact Metrics in partnership with:
- # Stakeholder readers/viewers
- Testimonials/Anecdotal Evidence
- Longitudinal Focus Group Studies
- Public Opinion + Critical Reviews
- Amount of $ raised for non-profit partners
- Survey data of changes in audience attitude & behavior
- Changes in policy & resource allocation
- # Jobs + Training for underprivileged stakeholders

Impact Metrics

*Subsidized/Donation-Based Stakeholder Language Versions

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