



Olive Branch Pictures

Paintbrush Diplomacy

Executive Summary

Andy Hirsh

+16103485013

olivebranchpictures.org

andy.hirsh@watson.is



Introduction: We believe that the best way to mediate intractable conflicts is through the education of the next generation, and that the best way to reach the next generation is with Epic, Animated, Musical Storytelling.

What: A social enterprise for conflict mediation, cultural diplomacy, education-entertainment, and philanthropy.

How: Multi-narrative, commercially viable, comics and animated movies via a representational, ideologically balanced production team & advisory board (diplomats, religion authorities, academics, artists, & media experts) & stakeholder crowdsourcing.

Mission: To build trust and mutual understanding as well as mitigate the cycles of hatred, violence, xenophobia, misinformation, and propaganda between groups caught in intractable conflicts.

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

Problem: Our first production addresses the **Israeli-Palestinian Conflict**

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.

Our Team



Andy Hirsh

Director

Wesleyan University '20
Watson Institute Luff Peace Fellow



Khaled Abousheikh

Partner/Consultant

Islamic University Gaza '16



Bashar Bakri

Partner/Consultant

Palestine Al Ahliya University '17



Noa Bendahan

Partner/Designer

Tel Aviv University '15



Adam Akbar

CCO

Drexel University '21



Karmel Salah

Story Consultant

Bethlehem University '12



Max Kanowitz

Sound FX

Eastman School of Music '16



Celia Siegelman

Illustrator

SVA BFA 2022



Abdul Rehman

CFO

Brandeis University MA '20
International Business School



Odelya Sohns

Story Consultant

Drexel University '18



Orian Shukrun

Composer

Forbes 30 Under 30



Liam Trampota

Web Developer

Wesleyan University '18



Joe Grundfest

Animator

Internship Program

Drexel University
2018-2019



Panote Nuchprayoon, Annie Solley, Mary Kilgallon, Elliot Dickman, Julia Fucci, Matt Berman

Drexel University
2019-2020



Hannah Oh, Subhang Bajaj, Rhea Babbar

Wesleyan University
2020-2021



Kevin DeLoughry

Our Mentors



Rafique Ganat

Fmr. South African Amb.
to the Palestinian Authority



Abdel Monem Said Aly PhD

Director of al-Ahram Center
in Cairo



Jacob Ner-David

VinoVentures Managing Partner
Vinsent President



Orly Wahba

Founder of
Life Vest Inside



Jerry White

Nobel Peace Laureate
University of Virginia



Michael Adler Esq.

Legal Advisor



Derrick Duplessy

Founder of the
Duplessy Foundation



Daoud Kuttab

Creator of Palestinian
Sesame Street



Prof. Giulio Gallarotti

Wesleyan University
College of Social Studies



Prof. Joel Christiansen

Brandeis University
Classics



Bozhanka Vitanova

Brandeis Innovation
I-Corps Instructor



Prof. Aissa Abderrahman

Wesleyan University
Arabic



Barak Drori

Mad Sparrow
Studio Director



Yariv Newman

Hollywood VFX
Art Director



Rob Kellogg

Watson Institute Preceptor
Sathi Fund Founder



Robin Luff

Board Member @ Watson Institute
Vice Chair @ Conference
on World Affairs



Prof. Gordon Fellman

Brandeis University
Sociology



Marc Erlbaum

Nightlight Productions
Executive Director

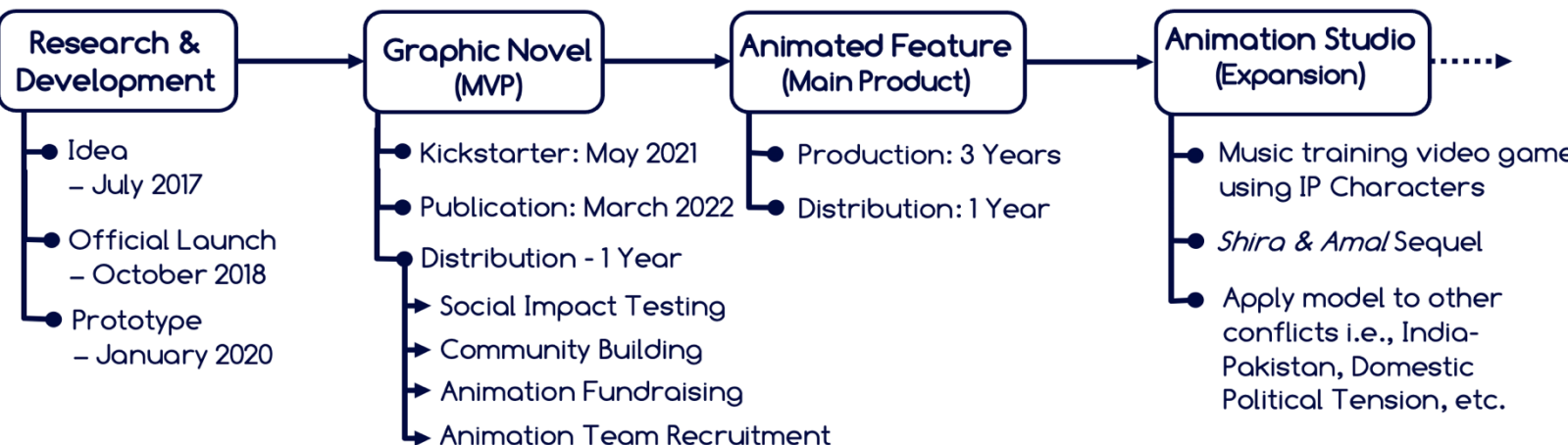


Joe Weinstein

Business for Impact Senior Partner
Georgetown University MBAMS in IR


Traction: Won competitions including Brandeis University SparkTank, Entrepreneurs' Organization Connecticut State Student Entrepreneurship Award, and Drexel University CiRight Dragon Startup Competition, completed Watson Institute Accelerator as Luff Peace Fellow, selected for 50:50 Startups Incubator, registered a "Shira and Amal" Prototype with the Writers' Guild of America, developed a full business plan, raised \$22.6K in seed funding and established a diverse, representational team and mentors.






Hybrid B-Corp + 501c3 Wing; B2C		Graphic Novel		
Est. Cost:		\$285K-\$8.52M		
Sales		20K-2M+ Copies		
Est. Revenue:		\$270K-\$17.9M		
Profit Share:		Investors: 75% + 10% ROI		
*Customers decide which NPO Partners receive 10-20% of Profit from their purchase		NPOs: 10-20%		
		Us: Remainder		
Graphic Novel Budget		Cost	Pricing Structure	
C-Suite	\$20,000	Product:	Price:	Target Sales Volume
Israeli Artist	\$30,000	Download	\$5	10K-8M Copies
Palestinian Artist	\$30,000	Paperback	\$20	6K-610K Copies
Writing	\$10,000	Hard Cover	\$25	4K-5.1M Copies
Hebrew + Arabic Translation	\$7,560	Additional Costs		
Marketing	\$12,000	Printing		Avg. \$3.5/copy
Distribution	\$5,000	Shipping		Avg. \$13/copy
Legal	\$5,000	*All Stakeholder Language Versions		
Total	\$119,560.00	Subsidized/Donation-Based		

- Monetization Strategy**
- Digital Download
 - Paperback/Hardcover
 - Distribution Rights/Royalties
 - Merchandise/NFTs
 - Music Training Video Game
 - Cultural Diplomacy Consultancy
- Donation-Based/
Subsidized Stakeholder
Dialect Versions with
Profits generated from
Mainstream Language
Versions

- Social Impact Metrics**
- TPI** The Participant Index – Mines social media conversations and audience opinion data to determine audience reactions to entertainment media content.
 - Amount & impact of funds raised for non-profit partners
 - Total # of Stakeholders and Consumers reached
 - Longitudinal Focus-Group Impact Study from the graphic novel to the animated film and 10 years later.
 - Training + # of Jobs provided to disadvantaged stakeholders i.e., Gazans.
 - Survey research measuring changes in audience attitude, behavior, policy, and resource allocation through local surveyors and media influence measurement organizations such as:
- 

المركز الفلسطيني
للبحوث
السياسية والمعدنية

Palestinian Center for
POLICY and
SURVEY RESEARCH


- 

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



5 GENDER EQUALITY



17 PARTNERSHIPS FOR THE GOALS



4 QUALITY EDUCATION


- Some Proofs-of-Concept**
-
- | Competitive Landscape | Representation | Ideological Balance | Measurable Social Impact | Israeli-Palestinian Conflict | Graphic Novel | Animated Feature | Stakeholder Distribution Strategy | For-Profit | Donation of Prof |
|--|----------------|---------------------|--------------------------|------------------------------|---------------|------------------|-----------------------------------|------------|------------------|
| Us | | | | | | | | | |
| Other Content i.e. | | | | | | | | | |
| cinema Rex | | | | | | | | | |
| JUSTVISION | | | | | | | | | - |
| Social Impact Entertainment i.e. Participant media | | | | | | | | | |
| themedialine | | | | | | | | | - |
- Our Partners:**
-
- Copyright © 2021 Olive Branch Pictures, Inc. All rights reserved.