“A balanced, representation animation studio for conflict mediation & edu-tainment”
Bias and Propaganda in Israeli-Palestinian Media & Education
Our Mission

- Increase Mutual Understanding & Trust
- Improve Capacity for Policy Change & Negotiations
- Produce High Quality Entertainment
Our Team

- Waleed al-Ghazi: Project Manager
  *Anonymous to protect identity*
- Mallak Al Busaidi: Marketing Director

Advisors

- Rafique Gangat: Fmr. South African Amb. to the Palestinian Authority
- Jamie Michaels: DirtyWaterComics
- Jacob Ner-David: VinoVentures
- Daoud Kuttab: Content Advisor
  Creator of Palestinian Sesame Street
Shira & Amal

Two young women, one Israeli, one Palestinian, use music to cope with trauma and bring peace to Jerusalem.

WGA Registration #: 2073968
Copyright © 2020 Andrew Hirsh
Timeline

2017-2021
Research & Development

2021-2022
Graphic Novel (MVP)

2022-2025
Animated Feature (Main Product)

2025+
Animation Studio (Expansion)
Israelis /Palestinians

1st

Jewish/Palestinian Diaspora

2nd

Middle East & North Africa

3rd
Collaboration Landscape

Stakeholders

Customers

Community Leaders

Influencers

1. Local
2. Regional
3. International

Publishers

Studios

NGOs

GOs

Impact Metrics

Investors
## Competitive Landscape

<table>
<thead>
<tr>
<th>Ideological Balance AND Representation</th>
<th>Impact Metrics</th>
<th>Business Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>✔</td>
<td>Hybrid Profit B2C + B2B + B2G</td>
</tr>
<tr>
<td>✗</td>
<td>✗</td>
<td>For-Profit B2B</td>
</tr>
<tr>
<td>✗</td>
<td>✗</td>
<td>Non-Profit B2C</td>
</tr>
</tbody>
</table>
Financial Model

Profit Share: Investors: 75% + 10% ROI
Non-Profit Partners: 10-20%
Us: Remainder

*Stakeholder Language Versions Subsidized/Donation-Based

<table>
<thead>
<tr>
<th>MVP Budget</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Israeli/Jewish Artist(s)</td>
<td>$30,000</td>
</tr>
<tr>
<td>Palestinian/Arab Artist(s)</td>
<td>$30,000</td>
</tr>
<tr>
<td>Script</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hebrew + Arabic Translation</td>
<td>$7,560</td>
</tr>
<tr>
<td>Marketing</td>
<td>$12,000</td>
</tr>
<tr>
<td>Distribution</td>
<td>$5,000</td>
</tr>
<tr>
<td>Legal</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$99,560</strong></td>
</tr>
</tbody>
</table>
Impact Metrics

- # Stakeholder readers/viewers
- Amount of $ raised for non-profit partners
- Survey data measuring changes in audience attitude & behavior
- Changes in policy & resource allocation
- Jobs + Training for underprivileged stakeholders
- Testimonials/Anecdotal Evidence
- Longitudinal Focus Group
- Public Opinion
- Critical Reviews
Monetization Strategy

1. Digital Download
2. Paperback/ Hardcover Graphic Novel
3. Theatrical/Streaming Ticket Sales
4. Merchandise
5. Non-Fungible Tokens (NFTs)
6. Franchise
   - Music Training Video Game, Sequel, etc.
7. Cultural Diplomacy Consultancy
8. Speaking Engagements

Profits Generated from Mainstream Language Versions

Donation-Based and Subsidized Stakeholder Dialect Versions
Project we’ve learned from
My Story

Andy Hirsh is the Founder of Olive Branch Pictures, Inc. He was the 2020 Luff Peace Fellow at the Watson Institute and is a member of the 50:50 Startups 2021 Cohort. Andy completed his BA in Political Science at Wesleyan University. He is a dual Social Impact MBA Candidate and MA in Conflict Resolution and Coexistence at Brandeis University and studied animation at the Academy of Art University. “Shira and Amal” and Olive Branch Pictures was first inspired in July 2017 in culmination of Andy’s volunteer experiences in the Middle East, Mexico, and India, his Jewish roots and curiosity for all dharmas, falling in love with a peacenik in Tel Aviv, a passion for media, storytelling, diplomacy, language, and entrepreneurship, and a need to reclaim his creativity. Andy has always loved cartoons since he was a kid. He fondly remembers reading original superhero comics with his Dad and waking up early for Saturday morning cartoons.
Thank You Very Much For Your Support!

olivebranchpictures.org  andy.hirsh@watson.is  Copyright  © 2021 Andrew Hirsh