


PRODUCER - Maker Machina - Having a complete overview over every aspect of your content creation.


PRODUCERTM

MAKER MACHINA

One production workflow tool to manage, collaborate & communicate
for all your video creative needs.

 www.the-producer.io

 xaver@the-producer.io

 Rieterstrasse 6, CHF-8002 Zurich, Switzerland

ON THE AGENDA

PRODUCER - Maker Machina, supports, simplifies and facilitates every producer's daily life in providing everything one needs, all centralized on one application.



1. Problems companies are having
2. The current workflow for companies
3. The perfect workflow - PRODUCER
4. Efficient organization
5. Testimonial Microsoft
6. Intuitive Design
7. Sustainable
8. Cost & time saving
9. The advantage for companies
10. Easy implementation
11. Why PRODUCER
12. Pricing
13. Success stories
14. Our partners
15. Meet the Core Team
16. Thank you

PROBLEMS COMPANIES FACE

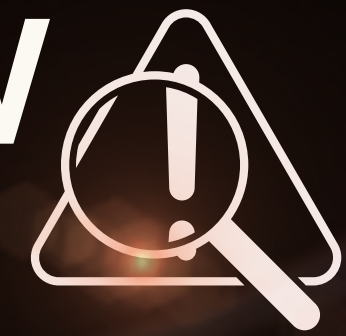
within the content creation process



- ▶ **No clear overview** on the entire production process - as it is divided across several tools
- ▶ Miscommunication lead to **costly delays**
- ▶ Cost inefficiencies - 20% of projects experience **scheduling issues**
- ▶ Up to **60% of time wasted** on organizing, searching, exporting & transferring media files
- ▶ No way to measure efficiency of production
- ▶ Too many communication / feedback channels
- ▶ **Semi-optimal tools** that are not industry-friendly
- ▶ Decentralized & **incoherent workflow** across teams and regions
- ▶ No way of measuring environmental impact

THE CURRENT WORKFLOW

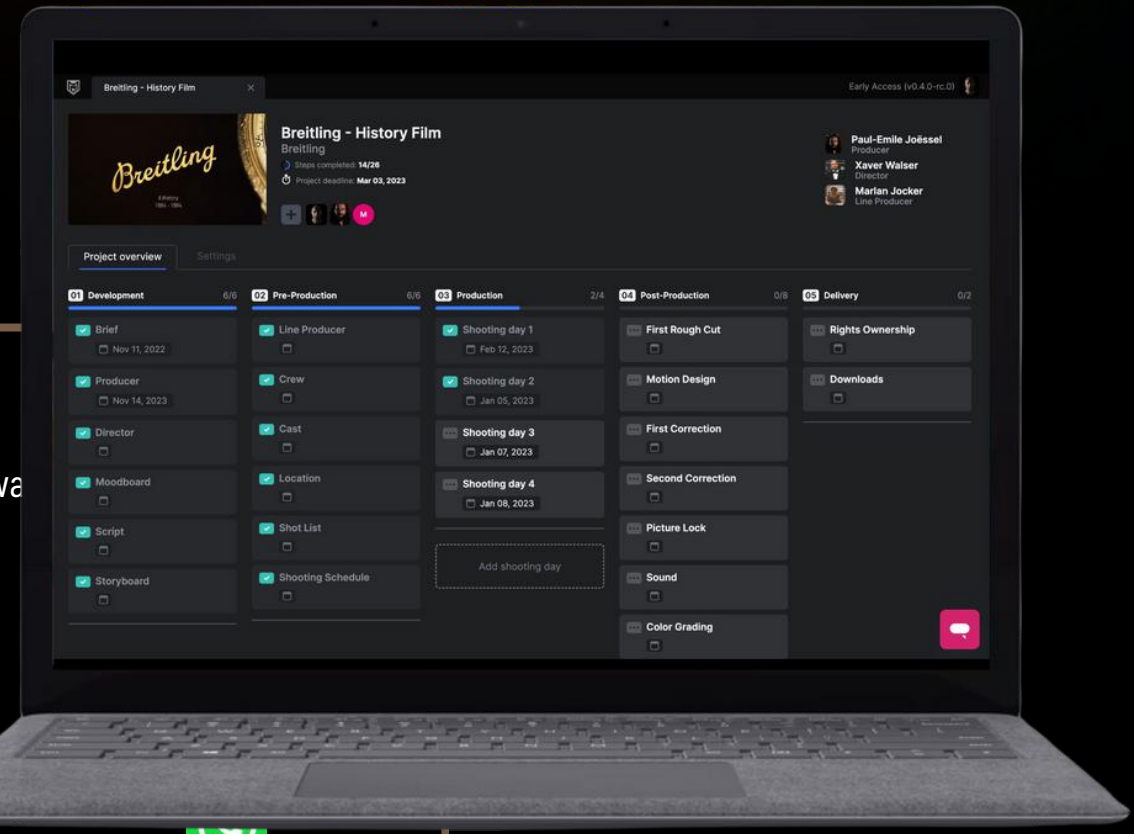
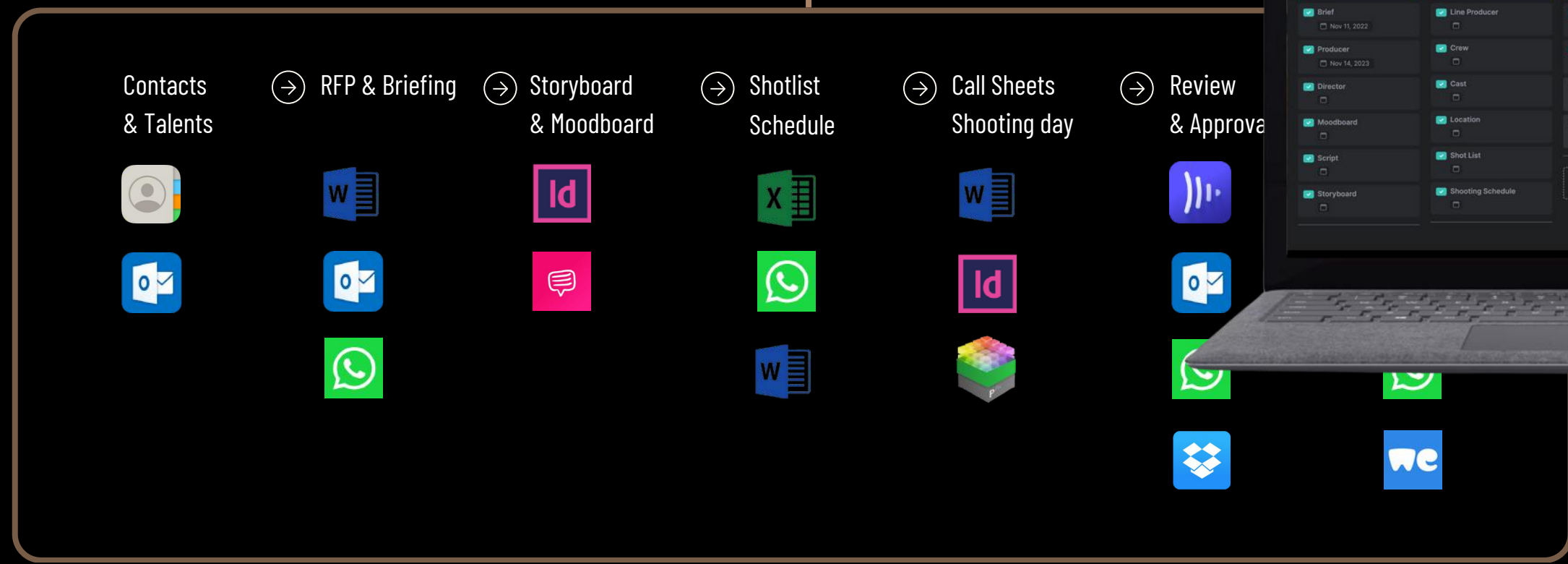
Too many tools, Data silos, Redundancy, no Single-point-of-truth



*According to a study of the International Association of Broadcasting (IABM), Video Productions use multiple tools and separate systems to create their content, that creates bottlenecks and inefficiencies in the workflow. The industry is lacking a standard tool to cover most steps of video production in one interactive, centralised and collaborative system.

THE PERFECT WORKFLOW!

The whole production process and data in one place

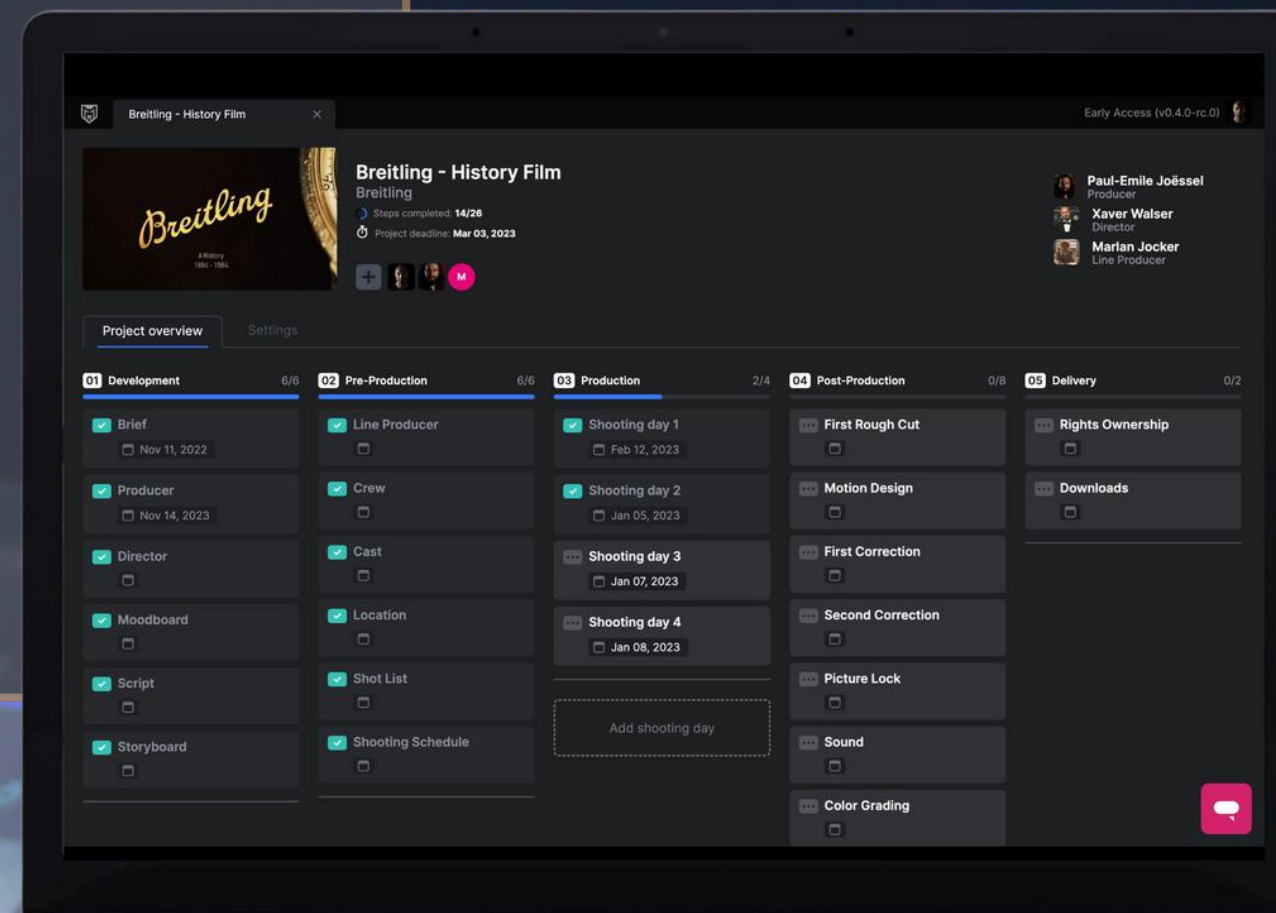


THE PERFECT WORKFLOW

Extract your idea - make it tangible - bring it to life - distribute it to the world



- ▶ Covers all stages of production in one tool, from concept to delivery
- ▶ Made for teams & collaboration
- ▶ Customizable for complex organisations
- ▶ Cloud-based storage of all assets with controlled access
- ▶ Sleek, simple design, fostering creativity
- ▶ Clear overview, transparent



EFFICIENT ORGANIZATION

Centralized, cloud-based production management tool built upon best practices with access to relevant data



- ▶ Collaborative project management.
- ▶ Clearly defined content creation workflow from briefing to delivery.
- ▶ Centralized and secure storage of files and information (Running on Azure; fulfilling all relevant security certificates and Data Privacy regulations).
- ▶ Control over cost and efficiency for Management throughout the creative process.
- ▶ Interdependent workflow steps, rendering repetitive data entries obsolete.
- ▶ Single Point of Truth - always the latest relevant information in one space for everyone.
- ▶ Simplified Review & Approval process for Management across teams, brands and subsidiaries.
- ▶ Simple and fun to use, featuring a state-of-the-art User Interface.



« As content creation becomes more decentralized and global – & A.I. adds fuel to the fire – it's essential that we have the right systems in place to manage it. It's not enough to just produce content; we must also be able to effectively organize, track, and distribute, all while ensuring our diverse teams are aligned. »

Andy Beach

CTO Microsoft Media & Entertainment.



INTUITIVE DESIGN



Breitling - History Film
Breitling
Steps completed: 28/29
Project deadline: Feb 13, 2024

Paul-Emile Joessel
Xaver Walsler
Marlan R.

Project overview

01 Development	02 Pre-Production	03 Production	04 Post-Production	05 Delivery
<input checked="" type="checkbox"/> Brief Nov 11, 2023	<input checked="" type="checkbox"/> Line Producer Jan 08, 2024	<input checked="" type="checkbox"/> Shooting day 1 Feb 12, 2023	<input checked="" type="checkbox"/> First Rough Cut Jan 22, 2024	<input checked="" type="checkbox"/> Rights Ownership Feb 20, 2024
<input checked="" type="checkbox"/> Producer Nov 14, 2023	<input checked="" type="checkbox"/> Crew Dec 18, 2023	<input checked="" type="checkbox"/> Shooting day 2 Jan 05, 2023	<input checked="" type="checkbox"/> Motion Design Jan 25, 2024	<input checked="" type="checkbox"/> Deliverables Feb 10, 2024
<input checked="" type="checkbox"/> Director Nov 18, 2023	<input checked="" type="checkbox"/> Cast Dec 21, 2023	<input checked="" type="checkbox"/> Shooting day 3 Jan 07, 2023	<input checked="" type="checkbox"/> First Correction Jan 25, 2024	<input checked="" type="checkbox"/> Invoice
<input checked="" type="checkbox"/> Moodboard Nov 20, 2023	<input checked="" type="checkbox"/> Location Dec 22, 2023	<input checked="" type="checkbox"/> Shooting day 4 Jan 08, 2023	<input checked="" type="checkbox"/> Second Correction Jan 31, 2024	
<input checked="" type="checkbox"/> Script Dec 05, 2023	<input checked="" type="checkbox"/> Shot List Jan 04, 2024	<input checked="" type="checkbox"/> Shooting day 5 Jan 09, 2023	<input checked="" type="checkbox"/> Picture Lock Feb 04, 2024	
<input checked="" type="checkbox"/> Storyboard Dec 20, 2023	<input checked="" type="checkbox"/> Shooting Schedule Jan 04, 2024	<input type="button" value="Add shooting day"/>	<input checked="" type="checkbox"/> Sound Feb 08, 2024	

Shot List Step deadline: 10/08/2023

Shot	Description	Shot size	Angle	Mov	Camera	Est. time
1	Camera man walking B-Roll @ RED Studios, Jonas should take his Sony camera with him.	MS	Eye Level	Static	50mm	00:20
2	Hollywood	LS	Low Angle	Static	50mm	00:45
3	Hollywood	LS	High Angle	Static	50mm	00:30
4	Set Shoot B-Roll @ RED Studios	CU	Eye Level	Static	50mm	00:20
5	RED Studios Hollywood	LS	Low Angle	Static	35mm	00:30

End of day 1 of 8 August 15, 2023 Total 02:25

Shooting Day 1 Step deadline: 12/02/2024

Client: BREITLING Agency: OTAKUS Production: OTAKUS

Sunrise: 07:00 Sunset: 18:19
Clear Sky
9°C/12°C
7:00am
12 February 2024
Note: Please wear black on set.

Police: Police Inspectorate Kärntnerpassage 1010 Wien +43 1 3131021341
Hospital: Vienna General Hospital Währinger Gürtel 18-20 Vienna +43 1 404000
Production company: Otakus Agency Hottingerstrasse 46 8032 Zurich +41793131249

Storyboard Step deadline: 15/02/2024

 Miles Davis Golly image	 Scott Carpenter Caption shot	 Man & Woman watching Bond movie - Wide Add a description	 Popcorn - closeup, Top Time watch Add a description
 The designs of the 60s inspired the Top Time	 Classic 1940 phone box Add a description	 1940 Phone box, Top Time Add a description	 Stark Pictures from Hollywood stars Golly image
 Man & Woman watching Bond movie - From Back BFF Stock footage	 Man & Woman watching Bond movie - From Back BFF Stock footage	 THE END	 #legendaryfuture

Shooting Schedule Step deadline: 15/02/2024

Shot	Location	I/E	D/N	Description	Characters	Est. Time	Time
				Coffee		00:15	00:00
				Setup		01:00	00:00
10	Fred Place	Interior	Night	Watch is set to 10:10	Add Characters	00:45	00:00
11	Fred Place	Interior	Night	Watch set to 10:10	Add Characters	00:30	00:00
12	Fred Place	Interior	Night	Floating Chronograph	Add Characters	02:00	00:00
13	Fred Place	Interior	Night	Rotating watch	Add Characters	00:45	00:00
				That's a wrap		00:05	00:00
				Packup		01:30	00:00
				Lunch time		01:00	00:00

First Rough Cut Breitling_History_First_Rough_Cut

20 Comments

Order by: Show completed

Will do

Xaver Walsler: After color grading it would be good if the blue from the passing Police car comes out more.

Paul-Emile Joessel: ok

Xaver Walsler: Do we really need the flash on the edit?

Leave your comment here...

SUSTAINABLE

Producing on one platform allows for effective tracking

Before PRODUCER there was no way of knowing the true mark we are leaving on our environment with film and video production. Having all aspects of the content creation process on one unified platform, gives one the possibility to make better informed decisions on the topic of sustainability.

Understanding, assessing and adjusting. Resulting in better and more sustainable production environment while nurturing cost saving and improved efficiency.

PRODUCER



Working from a centralised cloud,

AI Scheduling & optimisation for more effective time management.

Analytics to track travel and unnecessary company moves. allows for unnecessary transferring of files, thus saving energy.

COST, TIME SAVING & IMPACT



+50%

More productivity in
Pre-Production

+20%

More productivity in
Post-Production
by reduced number of revisions

+15%

Improvement on
client retention

+35%

Improvement on
sustainability

*calculated in time saved per regular production workflow planning

THE ADVANTAGE FOR COMPANIES

Implementing PRODUCER within Holcim's vast & varied brand ecosystem will significantly reduce the friction within the production process, increase productivity, and save resources.

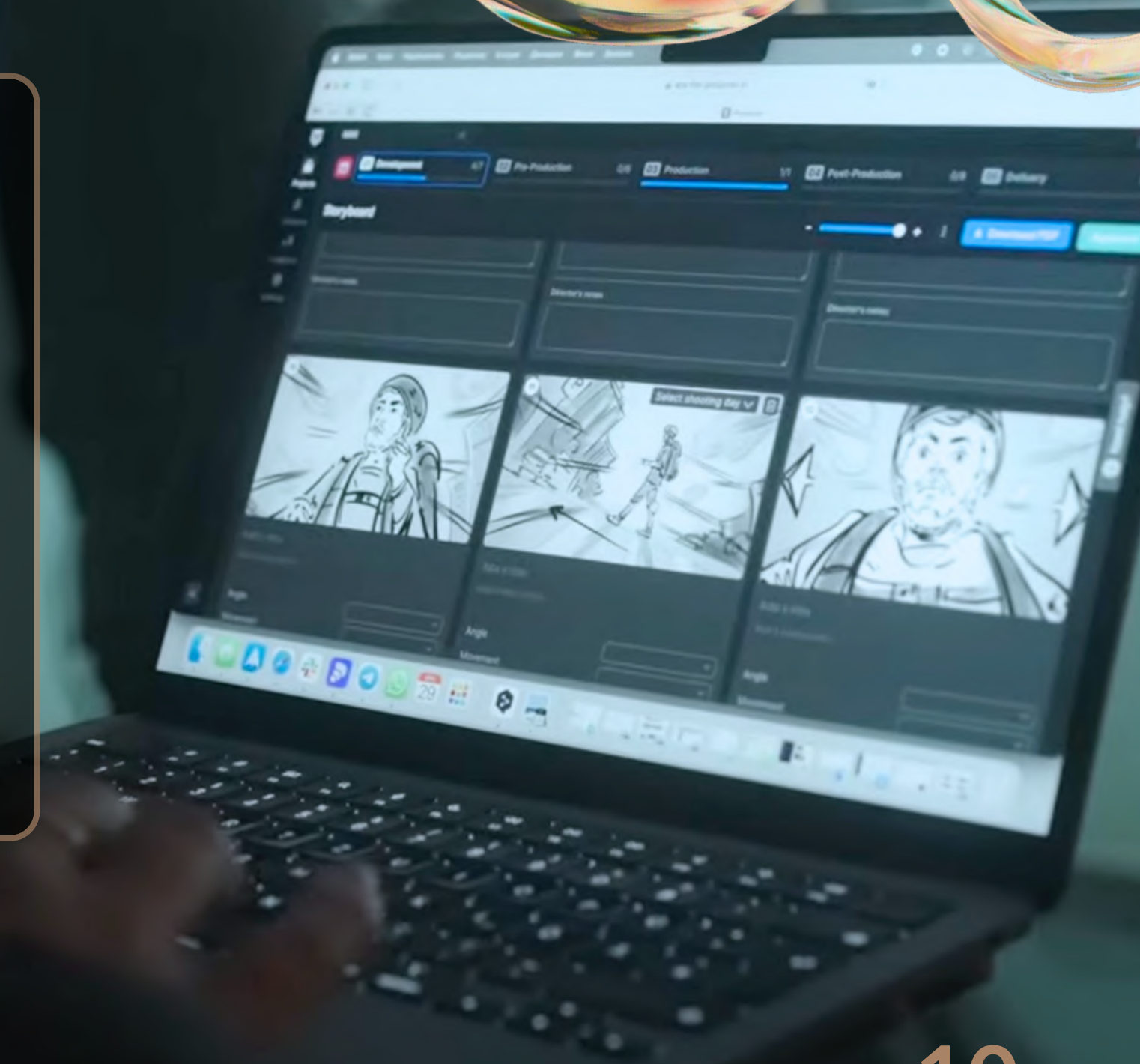
- ▶ Increase consistency & predictability.
- ▶ Increase efficiency & security by having full control of assets through centralised cloud-storage for the entire group, making it more convenient, easy & efficient to run productions & manage assets.
- ▶ Shape a standard in productions that aligns with the overall brand values.
- ▶ Happier & more efficient teams boost creativity & delivers better & stronger results that contributes positively to the entire company's wealth.

- ▶ Become more cost-efficient by eliminating unnecessary & time-consuming tasks (switching tools, onboarding, file transfer).
- ▶ Confidence in making right decisions that are based on transparency with access to analytics.
- ▶ With an increase in efficiency due to using appropriate tools through which you collaborate efficiently - the team can take on more projects & increase revenue contributing to the company's overall welfare.

EASY IMPLEMENTATION

Integrate PRODUCER into your existing workflow

- ▶ PRODUCER simplifies your workflow. Unlike other tools, PRODUCER does not require time consuming onboarding periods.
- ▶ As a SaaS tool no installations or complicated Server Setups are needed. You can use PRODUCER out of the box.
- ▶ Keep your existing workflow in place and migrate gradually to PRODUCER.
- ▶ We are people centric and here for your success. Therefore we are invested in providing 24/7 premium support.



WHY PRODUCER



We are filmmakers

PRODUCER was created from frustration knowing that there must be a better way of producing. As filmmakers ourselves the product was born from the pain.

Having everything at one place

Seeing everything at one glance gives peace of mind that production is running on schedule and on time. No more unexpected surprises that you are not aware of.



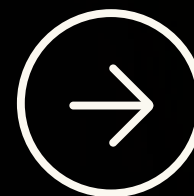
Customer centric focus

We value your feedback to understand the biggest frustrations within the day-to-day job of content creation and how PRODUCER can help solve that for you.

An ambitious roadmap

PRODUCER is working closely together with Microsoft to implement Co-Pilot within the application. Through R&D together with the University of Applied Science, ZHAW we are creating an algorithm for interacting via conversational interaction.

PRICING



Starter MAKER MACHINE

For solo creators, freelancers, and small production offices.

up to 10 users / 50 GB

\$ 25 per user / month
save \$ 48

[Start free trial](#)

- ✓ Unlimited free guests
- ✓ Unlimited projects
- ✓ Unlimited shots
- ✓ 50 GB storage
- ✓ Additional storage available
- ✓ Unlimited sharing
- ✓ No watermarks on PDFs
- ✓ Priority customer care

Professional PRODUCTION MACHINE

For media departments and production houses.

No user limit / 500 GB

\$ 49 per user / month
save \$ 72

[Get in touch](#)

- Everything on Maker plus:
- ✓ Unlimited free guests
- ✓ Unlimited projects
- ✓ Unlimited sharing
- ✓ 500 GB storage
- ✓ Additional storage available
- ✓ Minimum 10 users
- ✓ Premium customer care

Enterprise CUSTOM MACHINE

The Enterprise plan offers your organization tailored scalability, security, control, and support.

Get quote
individual plans

[Join Waitlist](#)

- Everything on Production plus:
- ✓ 24h premium support
- ✓ Customized storage
- ✓ Scales to unlimited members
- ✓ Custom branding
- ✓ Unlimited guests
- ✓ Dedicated support team
- ✓ Asset lifecycle management

SUCCESS STORIES

PRODUCER is trusted by

PRODUCER



UNIVERSITÄT
LEIPZIG

copperwing

CUEMOTION

ORISONO

GLUT
AMAT



stories ag

videolutions



ABSOLUTTURNUS

SALIENT

SWISSFLM
ASSOCIATION



Microsoft
Learning

And many more...

OUR PARTNERS

Market leaders for state-of-the-art technology & reliability

PRODUCER



Zürcher Hochschule
für Angewandte Wissenschaften



Innovation project
supported by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

MEET THE CORE TEAM

PRODUCER's strength lies within its amazing team from every walk of life. Anything from frontend developers to product owners, to designers to marketing etc... all full of passion and loving their contribution.



**XAVER
WALSER**

Chief Executive Officer



**PAUL-EMILE
JOËSSEL**

Chief Technical Officer



**TORSTEN
PUSTAL**

Chief Financial Officer



**PATRICK
LAMBERTZ**

Chief Operational Officer



THANK YOU

Unleash the future of content teamwork.
Let's take the leap!



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Xaver Walser, Founder & CEO
xaver@the-producer.io
+41 79 313 12 49

Paul-Emile Joëssel, Founder & CTO
pablo@the-producer.io
+41 79 223 30 65

Patrick Lambertz, COO
patrick@the-producer.io
+41 79 258 73 91

PRODUCER AG
Rieterstrasse 6
CH-8002
Zurich
Switzerland

www.the-producer.io

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