

Ahoura Houshangi

Film Production Studio in Finland

Business Plan of Sleeping Panda Films

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<p>The objective of this Thesis is to prove that the lack of quality and film production studios in Finland makes a good opportunity for starting up a modern film studio and successfully increase the market value and job opportunities. As a start-up business, this thesis will guide through the process of how one goes about starting this kind of a business and defining the short term and long term goals and the requirements for it.</p> <p>The term “modern” and “film production” refers to creating film/ video content and publishing online using the social media as a ways of sharing the content and creating an online recognition or a small online market for the production studio. This will be the source of income by partnering up with “Youtube” for example and using other channels of social media to support it.</p> <p>The main role of this film production studio is to make short online series but other services will be implemented in the future. Target audience is mostly adolescents and young adults but since the content is open to the public for viewing, anyone may watch and share the videos we publish. And as a result, this scale and type of work would be a great opportunity for students to build a good CV and work experience for their careers.</p>	
Keywords	Start-up, Business, Film, Production, Online Market, Offline Market, marketing tools, film history

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1 Introduction

This start-up business plan emphasizes on how successful a filming company can get in Finland, by making short movies and series while targeting the online audience around the world. This thesis will prove that the lack of quality and production in Finland will make up for it and succeed in its own way because it is unique in the sense that there is hardly any competition from within the country but a lot more on the outside. But because this is a new concept of film making it is still very scarce and a very good opportunity as a start-up.

With the society's, modern online tools, the social media. The company is able to do a lot of the marketing on their own by simply sharing their content online. For example, using Facebook, Youtube and Twitter are perfect marketing tools provided for companies like Sleeping Panda Films. The term "*marketing*" means literally, communicating and advertising for said service or product to consumers, and what better way than using the social media?

Sleeping Panda Films will be mainly producing its own content, meaning series, short videos and short films. But the company will be providing additional filming services to have a stable income and this will be a way to prove the quality of our services. This will create a stable image of the company in the Finnish and global market.

However, this start-up may seem small at first but it will in fact build up a great portfolio in the future for students who need work placement and something worthwhile for their CV's to get into the filming industry. Getting students familiar with the workflow, process and tools is essential knowledge for them to take the required step toward the industry and work for future.

2 Film history and culture

2.1 The history of moving pictures

Toward the end of the 1800's there was a convention in Chicago displaying new devices that allowed films to be produced in moving images, this is what Thomas Edison was presenting to the crowd. But because Edison did not patent these inventions in Europe, many sought out to make the same, if not, better devices and it was Robert Paul, who created the first projector to be able to display the moving images to a bigger crowd rather than a single person. In the same time frame, in France, two people named Auguste and Louis Lumière invented a device that combined cameras and projectors. It wasn't up until 1895 that people were charged a fee to view the films. Back then there were not any theatres or cinemas for displaying films, so entrepreneurs moved about and displayed the films where ever and whenever. The films did not last longer than a minute due to the limited knowledge, resources and ideas but the whole concept still caught the attention of the people because they found it interesting to see many pictures displayed fast, one after another, to create a moving film. Before the 1800's ended, filming industry flourished around the world and made it big.

One challenge that many film makers and producers were facing at the time, was combining audio with the films and it just wasn't working until the 1920's, so for over 30 years, films were mute, and they would have actual orchestras and people who would make sounds and manually combine with the films. As the years progressed, the longer the duration of the films became and the more cinemas were created, especially in the US. "The Booming 20's" really helped the industry grow and develop at a really fast rate and until then, France and Italy were the biggest in film making until the 2nd world war started, so United States took the lead and thus celebrity's culture started. Coming toward the 70's, film producers were making names for themselves like, George Lucas, Steven Spielberg, Stanley Kubrick, Francis Ford Coppola and Brian de Palma by making unique and big hit movies that many still watch today. [3]

2.2 Finnish film culture

One might ask, how did the film culture start in a cold country, up in the north of Europe, Finland? After the great boom of film cameras being produced in Europe, of course the technology was distributed around the world, and in Finland, the first films that were ever created, were documentaries, starting in 1904. A few years later, seeing how documentaries were receiving a great response, the first entertainment film was created in 1907, named “*Salaviinanpolttajat*”. [4]

The most important part of the film culture in the country was when in 1919, Erkki Karu, started a company *Suomi-Filmi* and an union (Suomen Filmiteollisuus). These times were important to the Finnish people, as they had gained their own Independence from Soviet Union in 1917, and it was a way to demonstrate and build their culture around it. After the 1920's when films started to have sound incorporated in them, it was a vast breakthrough for the world. In the middle of the 1930's the technology arrived to Finland for the first time, and through that the industry started to grow, with about 20 movies a year. And this is how the film culture started to grow in Finland, it was as important as the Independence of Finland and how it became part of their culture, especially after the war with the Soviet Union. [4]

3 Film industry markets

3.1 How have the markets progressed?

As years pass by the technology and the support for marketing has progressed at a really high rate, we can take into account any company that uses the internet as a means of marketing their products or content. One of the most success stories of all time is how Apple marketed their expensive products, yet sells them in great amounts and most the time, their products only make the smallest improvements every time they release them into the market for consumers. Nowadays most, if not all, companies use the social media as a tool to market their work. This means increase in revenue but also a great deal of time and effort put into creating advertisements, buying the web advertisement space for it. Some even take it to the point where they hire professional filmmakers to create advertisement for them. Because the world has changed since the start of the internet, the market strategies have changed as well due to the fact that many are connected to the internet one way or another. [14, 15, 16]

As for the film industry, what better way than letting everybody know that the company is releasing an interesting film into the cinemas? Apparently publishing film trailers and teasers on the social media have made a big impact on sales for many filmmakers but because of piracy the industry has had to use extensive amount of money invested into marketing online and this has caused the industry's market to fall for movies that are made in Hollywood. But it has also taken a more stable platform by signing up contracts with companies like HBO or Netflix where consumers pay monthly fees to watch as many films and series as they like or rent, this method is also known as VOD (Video On Demand). Because of this, piracy has lowered considerably as well; people do not want to be sued by corporations nowadays because they cannot afford to. [12, 13, 19]

The graph below illustrates the amount of money being used to advertise from 2000 to 2016 and as we can see, from 2009 onwards it has increased vastly.

Global cinema advertising expenditure from 2000 to 2016 (in billion U.S. dollars)

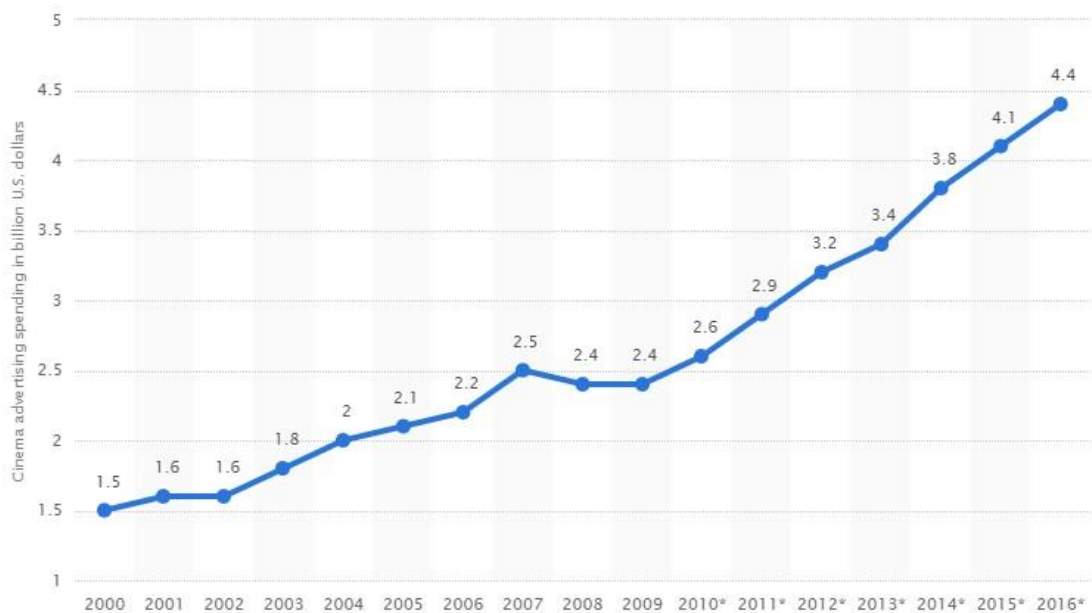


Figure 1: Advertising Expenditure [24]

3.2 Marketing development and what it is today

Something that has always interested entrepreneurs is, how to get the word go around the fastest and the best way for increase in sales, this is called marketing. Marketing first started by having a few satisfied customers tell everybody else how great a certain product is and that has helped many companies in the past to grow and develop better products for the same consumers. In 1450 the first printed advertisement appeared, the person who made this possible is Johannes Gutenberg. Mr. Gutenberg introduced mass printing to entire Europe and this allowed for many business owners to take the advantage of the technology and make advertisement fliers for their products and this method was used up until 1920's. [23]

New forms of media emerged during mid 1900's, like radio, telephone (telemarketing), television and further closer to our generation, computers, mobile and finally internet. Still today, many people get emails, telemarketers calls and constant television advertisements but because most of us have become accustomed to these methods, they are easy to be neglected. So, what the companies have now done is leave an advertisement on social media websites and that works the best for them, most of the time. But sometimes the old way of advertising may prove to be still useful, most film production companies still use printing and publishing methods to advertise, like posters and newspaper advertisements, this is called offline marketing. [22]

3.3 Concepts of start-up companies in the film industry

There are various types of companies that can be made, though all of them may seem similar, they are not. A lot of the companies tend to end up becoming an advertisement agency and they only focus on creating advertisements for other companies, be it animated or filmed. Another familiar type is short film producers, films that usually average from 5 to 45 minutes and they publish 1-3 short films per year and aim at big film festivals for rewards. Or one of the most common ones that we consume almost daily, is series producers, when a long story is composed of many episodes that are released weekly, do note that most of the time these companies require professional publishers to be able to market their films on television or internet. Figure 2 depicts how digitalization of film will change the market shares.

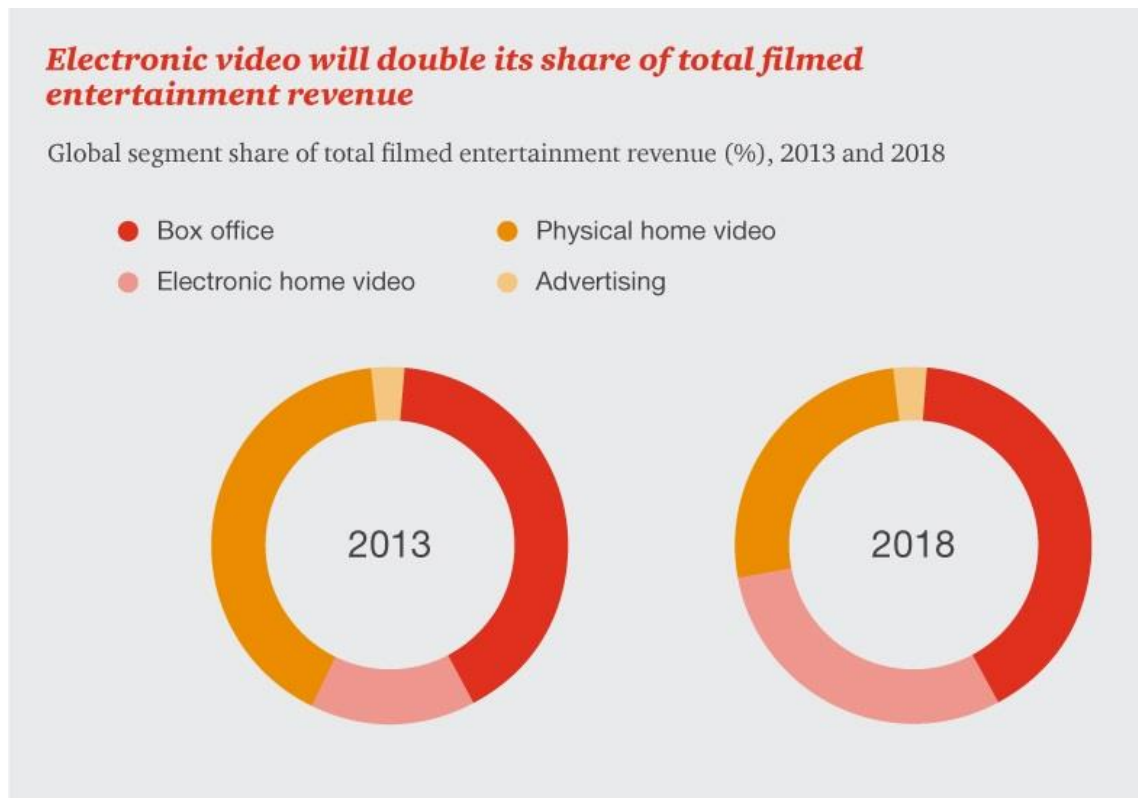


Figure 2: Pie chart showing how digitalization will change the market [25]

But one type of film production company that really stands out, is capable of producing short films, series, vlogs (video logs) and publish their own original content online through social media, and that is what we at Sleeping Panda Films are aiming for. Digitalization of film products have been on the rise and it has helped a lot of the film companies to handle their product sales.

The market is very different in many parts of the world and figure 3 shows how the market works in each continent. What we can see is that Finland will be increasing in revenue in the film industry by 2018. [25]

The US forges ahead while China makes great strides

Higher-growth, larger-scale markets

The US remains the dominant global force, and particularly strong growth in total electronic home video revenue will drive the country's total filmed entertainment revenue at a 4.7% CAGR to 2018. Double-digit growth will be enjoyed by **China, India, Russia** and **Argentina**. **China** will in fact be the stand-out performer over the forecast period, with revenue rising from US\$3.8bn to US\$7.0bn at a CAGR of 13.0%.

Lower-growth, larger-scale markets

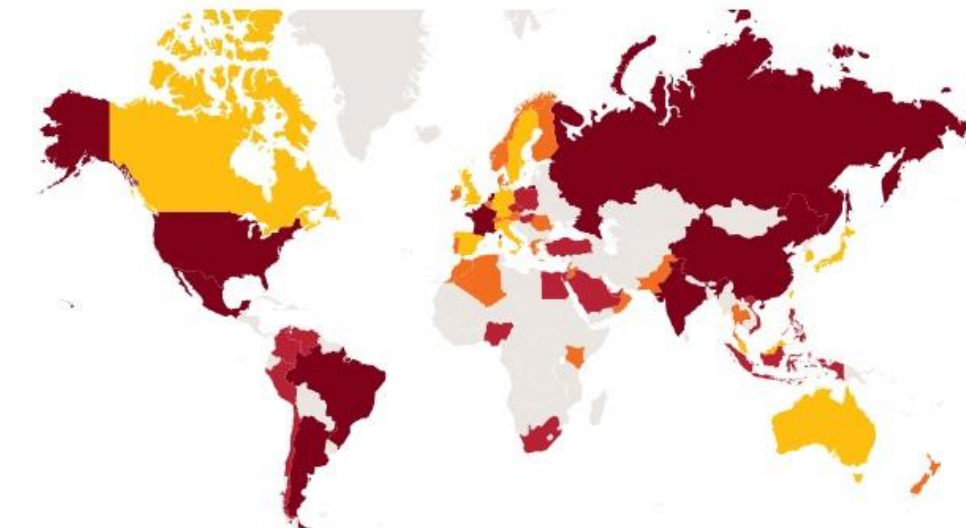
Eleven countries are classified as larger-scale and lower-growth, mostly mature states across Western Europe and Southeast Asia. Of the eleven, only two countries will see total filmed entertainment revenue actually fall—**Taiwan** will drop by a -0.8% CAGR as declines in the large physical home video market outweigh gains made elsewhere, while **Malaysia's** strict regulatory environment and tax of 25% on exhibitors will contribute to a -1.4% CAGR to 2018.

Higher-growth, smaller-scale markets

Countries from Central & Eastern Europe, Middle East and Africa and Latin America form the bulk of the markets with above-average growth but as yet small scale. **Saudi Arabia's** CAGR over the forecast period will be a remarkable 36.0%, but this is misleading—the growth is coming purely from total electronic home video revenue, with public cinemas banned in the country.

Lower-growth, smaller-scale markets

Mostly mature markets from Western Europe and Asia Pacific are lower-growth and smaller-scale, with all but two still seeing a rise in total filmed entertainment revenue over the forecast period. The countries that will see declines to 2018 are **Ireland** and **Hong Kong**—with each market, electronic home video revenue growth has not been explosive enough to counteract declines in physical sales.



Source: *Global entertainment and media outlook 2014–2018*, PwC, Informa Telecoms & Media
 Methodology note: Each market's location within the quadrant is calculated by assessing their average growth rate in filmed entertainment revenue between 2013 and 2018, then dividing the markets in terms of overall scale.

Figure 3: A demographic interpretation of the global film entertainment market [25]

The varieties of content, entertainment, work and experience is vast and it would prove to be quite useful not only for the consumers to engage more with said type of companies but the people working at the company, a lot of jobs would open up to people, especially for students this is a great step toward being able to build their career. The world is now more connected than ever before, data and information is shared at an even greater rate. This method will prove to be a great investment to which the company will be aiming for as long as the content created is interesting to the public. A few examples of successful film companies that started with the same concept are the listed below.

Triune Films



Figure 4: Triune Films logo [27]

Independent filmmakers that create weekly, short episodes, shows and short films. One of the top filmmakers in the social media that has been sponsored by Netflix and Adobe this year. What they provide weekly for their consumers, is DIY (Do it yourself) tutorials and methods for filming, aside from comedic sketches or short films. [26]

The next figure shows the logo of another successful film production studio that uses the social media as a medium to create viewers and revenue and thus far they have been doing very well.

Rocket Jump



Figure 5: Rocket Jump's logo [28]

Another successful film company that started out with only a few people to create original web content, earlier this year they were sponsored by Lions Gate Entertainment. Weekly short episodes that helped develop a small studio into something that creates several shows a week and started its own series that was funded by the public viewers. [28]

How do these two film production companies differ? Triune films focuses on using more classic filming methods with appropriate lighting, camera movement and angles, also a decent plot for the films they create. They only use visual effects when really needed because that takes a lot of time to work on. However, Rocket Jump focuses heavily on basic storylines and lots of visual effects and in many of their videos one may notice the vast filming methods used by famous directors to film certain scenes, this has caught many viewers interest.

What makes Sleeping Panda Films different? The company will deliver content that is a combination of what Triune Films and Rocket Jump creates. The company will be one of the first production studios outside of US to use this concept of production; by heavily emphasizing on the social media, the company believes that it will work, simply because media is a lot closer to the public nowadays.

4 Business planning on Sleeping Panda Films

4.1 Tools for Business planning

There are many tools online for a businessman to plan his business, for example a website that was used for creating and planning Sleeping Panda Films is liiketoimintasuunnitelma.com, this tool allows the entrepreneurs to go through a step by step guide and fill out detailed information about their company. After completing the steps it will create a compiled document for the owners, which can be used as a model for applying to financiers or investors. [9, see attached document]

Twitter

Being what it is, it has proved to be one of the best methods of marketing and sharing content online. It is a perfect tool used by many small to medium sized businesses to get a quick word around for the people to see. There are advertisement services that can be bought from twitter and it will display advertisements of the company's products or content online automatically, it will reach all sorts of users that have similar interests and naturally it will catch their attention. Now that Twitter is partnering with Google, sharing the content online will only make marketing even easier. One thing that has proven to help a lot is that through Twitter many companies get marketing partners or product partners that help develop your company or product and provide the required marketing strategies. [6, 10]

Using the tracking services, the company is able to keep a real-time track of what days the posts of advertisement have more clicks or views, also from which countries and even genders tend to view the content. A lot of graphs will be provided for analysis and estimates on how the advertisements are doing, where are the highs and lows of the viewers, it can give a basic idea of where the company's advertisement is going wrong and instead how it should be di-

rected to the public, what the company should create and how to determine what the quality of the content is. [6]

Facebook

Facebook, the bull of social media, the hardcore of data exchanging website. Through Facebook, the company will be able to advertise its own content through a company page, in this page the company can provide a small detail about itself and release its latest publications or news to the followers of the page, through this the company is able to maintain contact in almost a personal level with the audience, meaning easier access the be able to engage with the viewers. Keeping them up to date on what the company is doing is exactly why they followed the page and wish to be updated about the publications as soon as possible. [8]

Soon Facebook will be providing a service where advertisements will prove to be a power tool for marketing. The cookies that are stored on a person's computer, for example a person decided to search for "Sleeping Panda Films" on the web, will have those cookies prompt a system where Facebook reads the cookies and advertises on relevant things that the consumer is interested in, for example the advertisement might show "Sleeping Panda Films Merchandise" and this will help the company gain more viewers and grow thus having an increased revenue. One should be able to use the social media as a tool for marketing because nowadays that's where the people are at. [7] Though it has also been proven that advertisements outside of the web has helped a lot as well, it is eye catching to the public to see something different when they look away from their smartphones while walking down the street or waiting at the bus stop.

All these social media services provide an in depth analysis of viewers, people who visit the page and the required graphs to demonstrate how the company is standing in the terms of popularity and how good the marketing is. This will give the company owners an understanding on how they should proceed, operate their content and what kinds of improvements can be made in order to increase the viewer count and build a fan base. [10, 12, 13]

4.2 Registration and company description

4.2.1 Company Registration

In Finland, when someone wants to register a company name, they usually go to the registration office first, called "*Enterprise Finland*" also known as the "*Trade Register*" for basic business description and information for the trade or industry that it will be in, which after the company owners are obligated to go to the "*Finnish Patent and Registration Office*" for a Start-Up Notification to be checked for licences, ownership and an extended list among other things, which are listed in the next figure. The next figure states all the required steps to be followed for start-ups. [1, 2, 3]

Duty to notify

Today, most businesses must be registered at the Trade Register. A **Start-Up Notification** must be submitted for a new business, containing basic information on the business and the trade it carries on.

Following businesses are **invariably** obliged to file a Start-Up Notification:

1. A private trader who
 - carries on a licenced trade; **or**
 - who has a permanent place of business, i.e. premises separate from his/her own residence; **or**
 - who has in his/her employment a person other than his/her spouse or child or grandchild who is underage or otherwise under his/her guardianship.

However, persons engaged in agriculture or fishing are not under obligation to file a notification.

2. General partnerships and limited partnerships
3. Limited companies
4. Housing companies (The Start-Up Notifications of housing companies are handled at the [Local Register Offices](#).)
5. Co-operatives
6. Mutual insurance companies
7. Savings banks
8. Mortgage associations
9. Insurance associations
10. Public businesses
11. Tenant-owners' societies
12. Non-profit organizations and foundations that, for the purpose of carrying on a trade, have a permanent place of business or employ at least one person.
13. Foreign traders who establish a branch in Finland.
14. European economic interest groups and interest groups registered elsewhere that establish a place of business in Finland.
15. Societas Europaea
16. European Cooperative Societies

A Start-Up Notification **can** be submitted even by a business not obliged to do so. For example, an enterprise mortgage used as a security for a loan can only be registered on the property of a registered business enterprise. Registration is the most efficient way of protecting the trade of a business enterprise.

The Start-Up Notification must be filed before start of operation.

Figure 6: Finnish Patent and Registration Office Start-Up Notification to do list [3]

Each topic in the list above are required to be filled out in order to prove that the company owner is “*clean*” (no unpaid debts) in the register and capable of proceeding forward with the development of their company and its purpose.

4.2.2 Company Description and logo

Knowing is believing, and we believe that this concept will work and become a passion for many. In this age of technology we keep on seeing people travelling around the globe just taking pictures of the scenery and the animals, taking pictures of “the moment” but we want to provide more perspective and depth into those kinds of feelings with films because we believe it’ll catch a person’s attention for a lot longer time, true emotions and feelings are perceived better through visual representations of actions.

Sleeping Panda Films will be an independent filming company but in association with *Adobe* and *Metropolia University of Applied Sciences*, as they will be the providers for the editing software and the equipment. The main focus of the company is to be filming its own content and publishing online on the broad social media channels available. The company will also provide other filming services for different kinds of events and projects; of course the pricing will depend a lot on the type of project and how big it is.

Since this company is just in the start-up phase it’ll need time to build and gain the reputation that it will precede in the future and when it does, it’ll be on the international scale, where the employees are required to travel to the selected locations in the world and film/ edit on the given projects. Naturally, they are not individualistic projects as it may be too stressful for one person to handle. The other purpose for this company is to open doors for students who are interested in the filming industry, so those who need to accomplish work-placement and/or internship, may apply to us and we will provide them with the work environment, and hopefully build a good working experience and something worthy of showing on their CVs and portfolios.

Short Term plan

For the short term plan, the company will focus on creating original content, expanding and further developing its quality, enough to develop itself into a big studio where a lot of varieties of genre can be filmed, especially with visual effects. Currently the company will focus on finding the right people who are willing to help build the company and eventually become shareholders. It would only be fair in the sense that they have helped build the company. Helping build and expand will allow the company to further develop its quality and eventually expand its efforts abroad, filming projects outside of Finland. In this period, the company will try to broaden and open the film market in Finland, so that there's a better future for the industry within the country, meaning creating more job opportunities and a bigger market for creating films and helping to build the culture.

Long Term plan

The aim is to build the company into a film academy/ studio where the required education and the facility are provided to students and even real work projects will be offered, of course with a proper contract, this will help the students build a great portfolio for them and an excellent footing for their careers in film industry, maybe even start-up their own film production company, which can be sponsored by us. This will allow the company to gain great reputation for the future and further expand the academy into other countries. Of course, setting into the industry we hope to create feature films that will be released into the cinemas worldwide.

The next figure displays the SWOT analysis of this company and what can be done to make things better. A SWOT analysis allows the company owners to view what needs to be improved and dealt with; it is like a check-list.



Figure 7: SWOT Analysis of the company

Strengths

Considering the degree that we have studied and the interest that we have has helped us build a solid foundation for managing and handling work related to media. The technological aspect has allowed us, students of Media Engineering to understand how the technology behind it works and how to operate it. After our second year of studies we were able to choose in what kind of career we would like to focus and root ourselves in. In many of our cases we ended up choosing the Business and Audio Visual modules. Combining these modules have proven to be quite useful for starting a film production company, hence why we went ahead and started this film production company.

Opportunities

What can the people of this company gain from doing these projects and working to build the company? Something that the students of Media Engineering did not get to work on very much was a portfolio, that's something a lot of the students came to lack at the time they graduated, simply because of not having enough time or resources to do it, or the knowhow.

The way the company works is that it will keep opening up job opportunities for students and helping them learn while on the job, this is called training on demand. An ideal leadership helps build the team and the knowledge of its employees.

Weaknesses

Naturally there are always risks and weaknesses that need to be considered and worked on, any start-up company has to look into that and focus on building something better out of it. One thing that has us worried is, if we will be capable of building a decent audience and getting the necessary funding for the projects and to be able to further develop the company. Lack of experience is something that needs to be dealt with, and through several projects and daily tasks, this problem can be dealt with. Currently the studio has no place of its own but it will be finding one soon enough, it's necessary for a studio to have a place where it can operate from.

Threats

There are always risks involved with being a business owner and an entrepreneur and eventually everybody faces these threats at some point unless they are lucky. In Sleeping Panda Film's case, losing viewers is a big loss because the company needs subscribers and viewers to watch their videos. Certain expensive equipment breaking, this can prove to be costly and a great loss for a small company, especially if it has to be replaced with another one. A rapid change in technology can be a great amount of money having to be used to upgrade production quality, which will affect the overall revenue. Sponsorships that help with the income and no funding will prove to be the worst start for a film production company in this field, for companies in this field really emphasize and invest a lot of time on making that social connection and using it to create generous income. And in the worst possible case, nothing progresses and the company never goes forward.

The logos below are displaying various options for the company logo. The company would preferably use the circular ones because they give a nice feel to the image and overall brand style. It's unique and iconic, the circular shape represents a camera lenses shape and the color green gives a calming feel of royal green, meaning quality for our productions and content. Why a sleeping panda? Because panda's are endangered species and they symbolize harmony and happiness, we hope to be able to fund a little bit of our income to the cause of keeping the species alive. The figure below displays a few alternatives of the company logo. The top right one is the main logo but there are other alternatives in case of patent issues.



Figure 8: Various logos of the company

4.2.3 Products and Services

The company must have a website in order to display its work, feeling and product. A web portal, where the company can be contacted and interacted with. Nowadays it is essential for a company to have a website available to its consumers and we have introduced the website pages in the following figures.

The homepage of our website will have a brief description of our company and the latest update of our uploaded videos on Youtube. On the side we will have a small update on what “What we are up to” so, a small news flash in a sense. And links provided to our social media links, Youtube, Twitter and Facebook

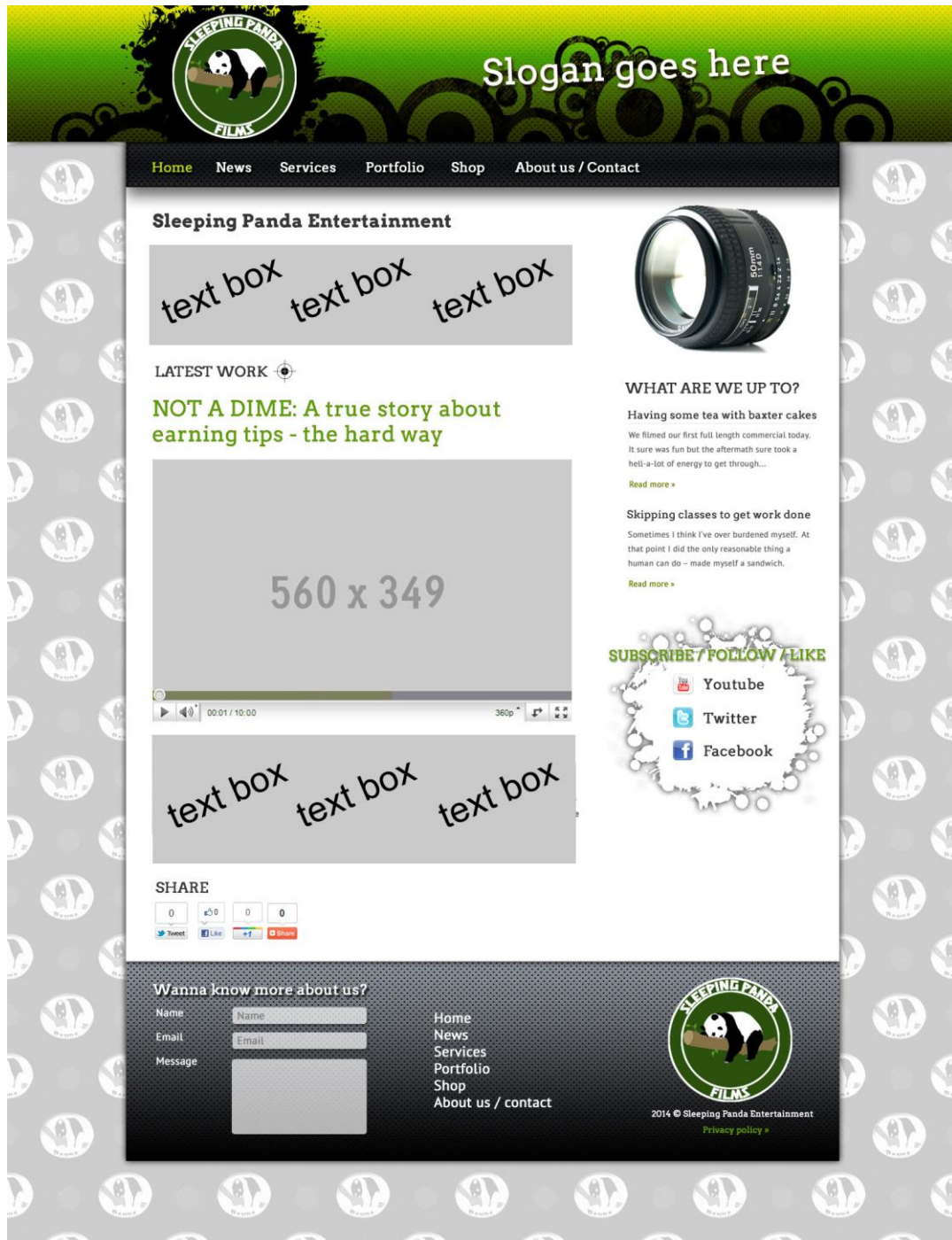


Figure 9: Homepage of the website

The following page will provide links to news articles written by us, mostly about what we've been doing lately, updates on our progress' to the right side of the

page, a list of past news and updates that can be selected from and below it, our sponsors/ collaborators.

SLEEPING PANDA FILMS

Slogan goes here

Home News Services Portfolio Shop About us / Contact

HOME » NEWS

News

Published - 19.12.2014
Having some tea with baxter cakes

We filmed our first full length commercial today. It sure was fun but the aftermath sure took a hell-a-lot of energy to get through...

[Read more »](#)

Published - 12.11.2014
Skipping classes to get work done

Sometimes I think I've over burdened myself. At that point I did the only reasonable thing a human can do - made myself a sandwich.

[Read more »](#)

Published - 6.6.2014
All hail to the new king! Duke 'em!

I had some spare time to play the new Duke Nukem 4D which was on a secret sale through humble bundle. I gotta admit it that duke has never been this good! Graphics, game play and sounds are awesome! I just keep wondering , where did I leave my BOOMSTICK!?

[Read more »](#)

Published - 1.5.2014
New website launched!

Ahoy! Our website is now up and running! Awesome is just too weak a word to describe the happiness!

[Read more »](#)

Published - 14.3.2014
Lorem ipsum dolor sit amet

Sed quis tincidunt est. Fusce vel nisi vitae nibh malesuada volutpat. Vivamus risus metus, aliquet cursus nisl nec, pellentesque ultrices nibh, Quisque malesuada felis erat, a fringilla leo molestie quis. Etiam convallis mauris tempus quam iaculis placerat. Maecenas nec commodo quam. Proin ut interdum turpis, id ultrices augue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi vehicula massa id mauris sollicitudin consectetur eget vel libero.

Aenean lacinia elit et orci tempus, in ullamcorper ligula condimentum. Fusce quis volutpat tortor. Praesent vestibulum sapien et ligula consequat euismod. Quisque semper putvinar blandit. Aenean tincidunt placerat massa eget elementum. Vivamus semper, massa at ornare scelerisque, arcu ligula dignissim neque, sed ultrices dui orci vel fetis.


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[Phasellus interdum a massa eget commodo »](#)
[Aliquam erat volutpat »](#)
[Etiam rutrum condimentum tellus »](#)
[Maecenas nec commodo quam »](#)
[Nam id dictum urna »](#)
[Morbi vehicula massa id mauris sollicitudin »](#)
[Etiam ut nisl dignissim, varius lorem in »](#)
[Quisque semper pulvinar blandit »](#)
[Fusce vel nisi vitae nibh malesuada volutpat »](#)

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SLEEPING PANDA FILMS

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Figure 10: The News page of Sleeping Panda Films

The company will provide various filming and editing services. This will be one way to have stable income, by doing private projects and delivering the desired films to customers.

The following services are as follows:

- *Event Filming*: If there is any form of gathering like a concert, wedding, festival or anything similar of the sort, we will be there to film it, edit the film and deliver the finalised film to the customers, according to their preferences.
- *Documentary Filming*: Companies or groups that need a camera crew for filming interviews and environments, naturally editing and finalising the film will be included in the price.
- *Advertisement Filming*: Customers that wish to advertise their products and services will be provided with a filming crew, editing and a finalised video.
- *Promotion Filming*: Any event where *Sleeping Panda Films* is working hand in hand with another company to create/ edit videos for them to advertise about the company itself or a mash up consisting of a collection of videos to be put together to create the advertisement.
- *Editing Services*: Editing/ correcting films and adding effects. Finalizing and delivering the final product.

The following figure displays the “Services” webpage. This is the basic page of the services that the company will provide, aside from individual and self-made projects.

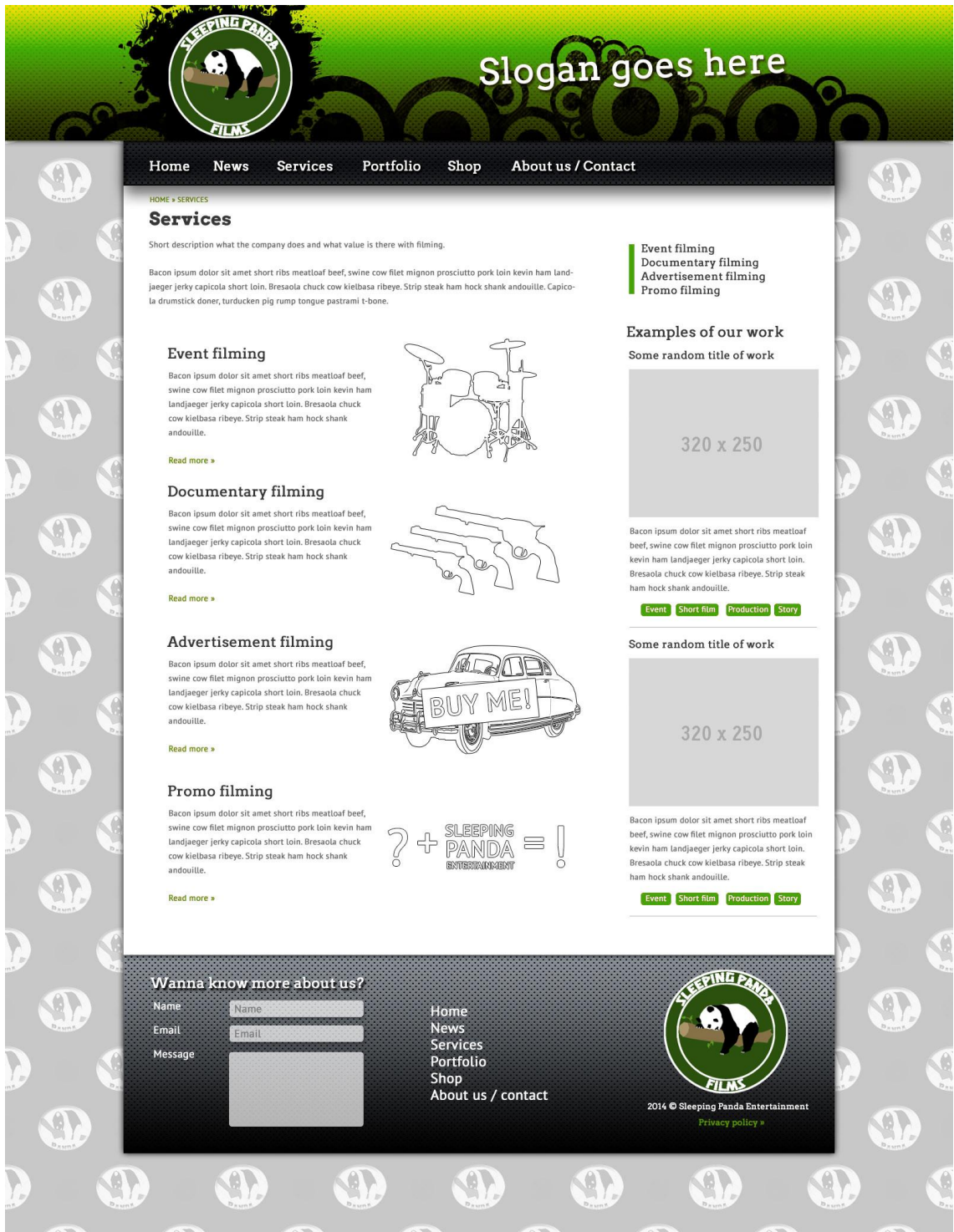


Figure 11: Services webpage.

The following figure shows the page for fan merchandise, almost every company has a merchandise page and through this the company is able to make some revenue by selling t-shirts with logos for example. The following products are sold: T-shirts, shirts, hoodies, sweatpants, posters, dvd's and blu-rays, copy

of original scripts, badges, downloadable episodes, coffee mugs, limited edition headphones (if sponsor(s) provides them).

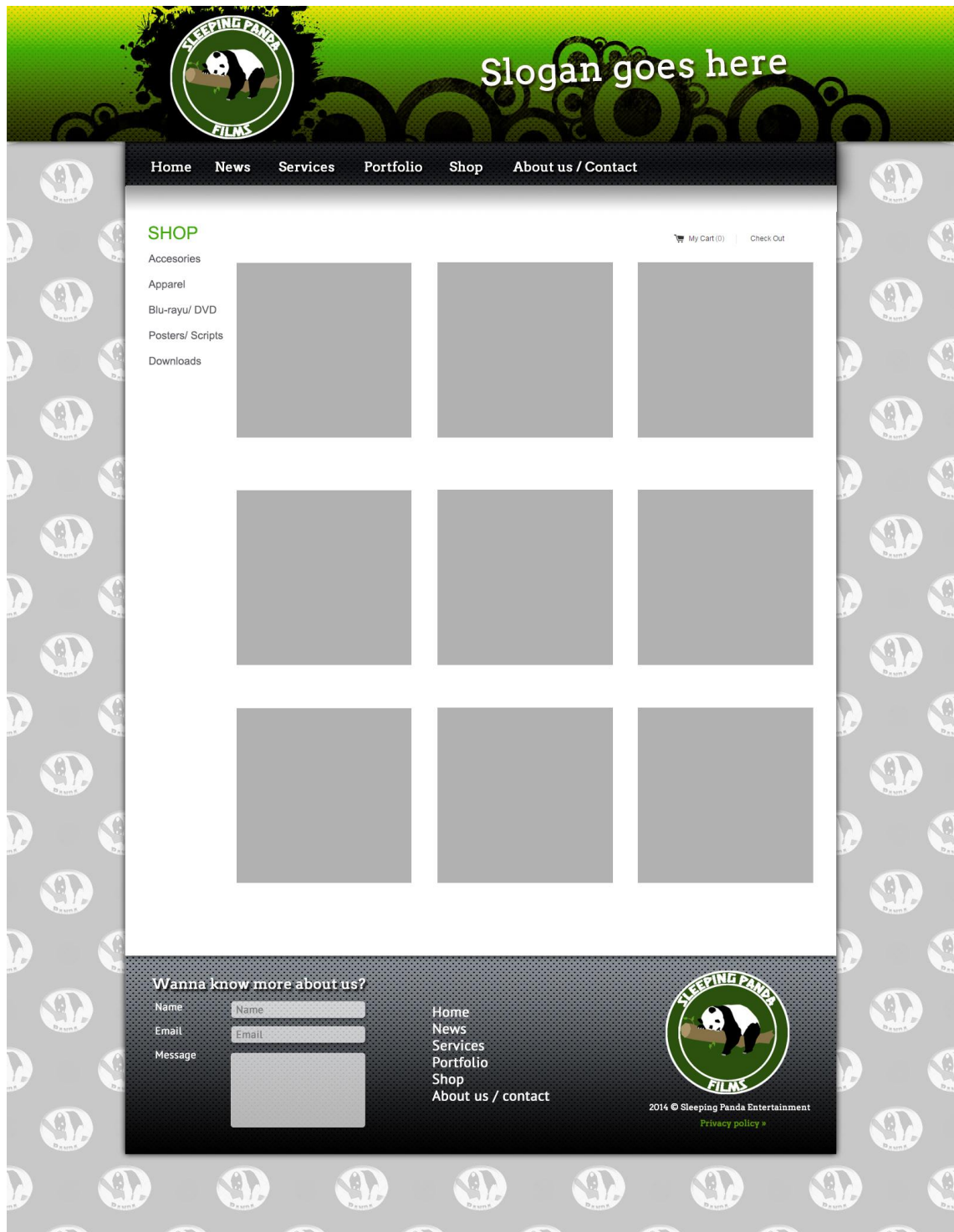


Figure 12: The shopping page of the company merchandise.

4.2.4 Management and Organization

Organization: The company founder and owner is Ahoura Houshangi. But there will be an associate to help out and start off the company, his name is Jonathan Gibson, a former Media Engineering student, who has graduated from Metropolia and has covered a month long intensive film production course and is bound to attend a film school for a year in London, United Kingdom. Together they will work on separate part-time jobs and save up money for filming projects in order to be able to fund small projects. But in the meanwhile the owner will look for investors and provide them with a portfolio package and the aim of the company, of course anybody willing to join the company early on is welcome to become shareholders and grow the company.

Starting from the social media, the company aims to get attention for its films and videos by sharing them on Youtube, Twitter and Facebook. Of course, if sponsorship opportunities appear, they will be gladly accepted. As a starter, a Youtube partnership is essential to attain, this will allow the videos to be monetized for every advertisement played in the beginning of the video. After gaining some recognition investors from outside the country are more than likely to get in touch. But the company will try and target those inside Finland to further develop the company and build its own reputation for the country and eventually step it up into a full production studio.

The reason why the aim of the company is to build a better film industry for the country is because it needs to help develop the culture of film production and motivate others to create more feature films for international audiences. A good example of a movie that made to the cinemas abroad is called "Iron Sky". Having that in mind, it will allow likeminded students and experts to apply for these kinds of jobs and further develop the market and the competition.

4.3 Staff and equipment

Since the company will have almost no form of funding or profit on early stage, the staff will be minimal but the workload will be maximum, meaning only four to eight people are hired in order to give them the “all-around” work experience and a decent portfolio, do note that some projects may require extra help, hence why we would gladly take people who would like to voluntarily work for free. Each person that is hired is required to have the basic knowledge of how to operate some of the equipment and software but will be taught if need be. One of the aims of this company is to help students and people who wish to get a footing for this type of work and see if they like it and wish to pursue a career after it. As a business model, what the company will need, is for the students that are hired at first are to stay with the company and help build it. Let’s say that after a year, the company expands and more employees are needed, so the current ones that started first are to become team or division leaders, and they are to either run their own projects or manage sections of projects. For example, the video editors are to create their own visual effects library and are allowed to create their own content in their free time if they wish to do so, otherwise they are meant to co-operate and compile the assigned work during work hours.

During work period, the staff will receive some coaching and learning how to work with some of the industry’s software and hardware, how they can utilize the maximum potential of it and deliver quality work. Using the power of Apple’s hardware and Adobes software, we’re able to use the work stations to full capacity for post and pre-production. Also, the good part of all of this is that the company will have its own server running, so a lot of time will be saved by being able to work on projects outside the studio/ office. In the next page we can see the equipment setups that are required to make a functional studio work, the way that we want it to.

Green screen stage

Stunt stage

- 2-3 Cameras : For recording scenes with visual effects green background
- Cushioning : Used to avoid physical damage for safe landing used in stunts
- Boom stick microphones : To record actors voices

Live Broadcast station (streaming online twitch.tv/ Youtube)

One man streaming station

- Web camera : Host camera for the viewers
- Headset with microphone : For Sound and communicating with the viewers
- A Powerful computer : For being able to process the heavy programs and deliver quality stream
- Fast Internet connection : Avoiding delays and downtimes
- Background/
theme : Something to set the mood and catch the audience's attention

Interview Station

- Sofa/ seats : Guests and hosts may sit and converse/ interview
- Lapel mic-
rophones : For communication and delivering sound to viewers
- 2-3 Cameras : For delivering visual entertainment to the viewers
- Background/
theme : Something to set the mood and catch the audience's attention

Filming Equipment

Web series/ comedy shorts/ vlogs

Camera	: DSLR Cameras like Canon 60D or something equivalent
Directional microphone	: Enough to capture sound up to a meter or two of distance
Editing computer	: Basic editing and visual effects to compile the videos
Background/ set	: Set the mood for the theme of the series/ vlog and whatnot
Costumes	: Different themes require different clothing and make up

Television/ Short Films/ Cinematics

Camera	: Higher quality filming cameras for greater video and sound quality
Boom microphone	: Boom stick with a microphone and fur padding to cancel out extra noise
Editing computer	: Visual effects, scene editing and compiling film for final touch of the production
Background/ set	: Backgrounds for scenes to create a mood and theme
Costumes	: Different themes require different clothing and make up
Dolleys	: Dolleys are used to create different perspectives and angles for shots

The reason why the company has decided to use this kind of equipment is because it is the minimal requirement and the cheapest method for decent quality of production. Sure, there are cheaper cameras and microphones but they will not allow the production team to work with comfort or deliver appropriate quality, plus compatibility is an issue nowadays. Also, something that the company has to keep in mind is that the equipment has to be starter friendly because of newcomers. Over a certain period of time the company will get more complex equipment and teach how to use them. [11]

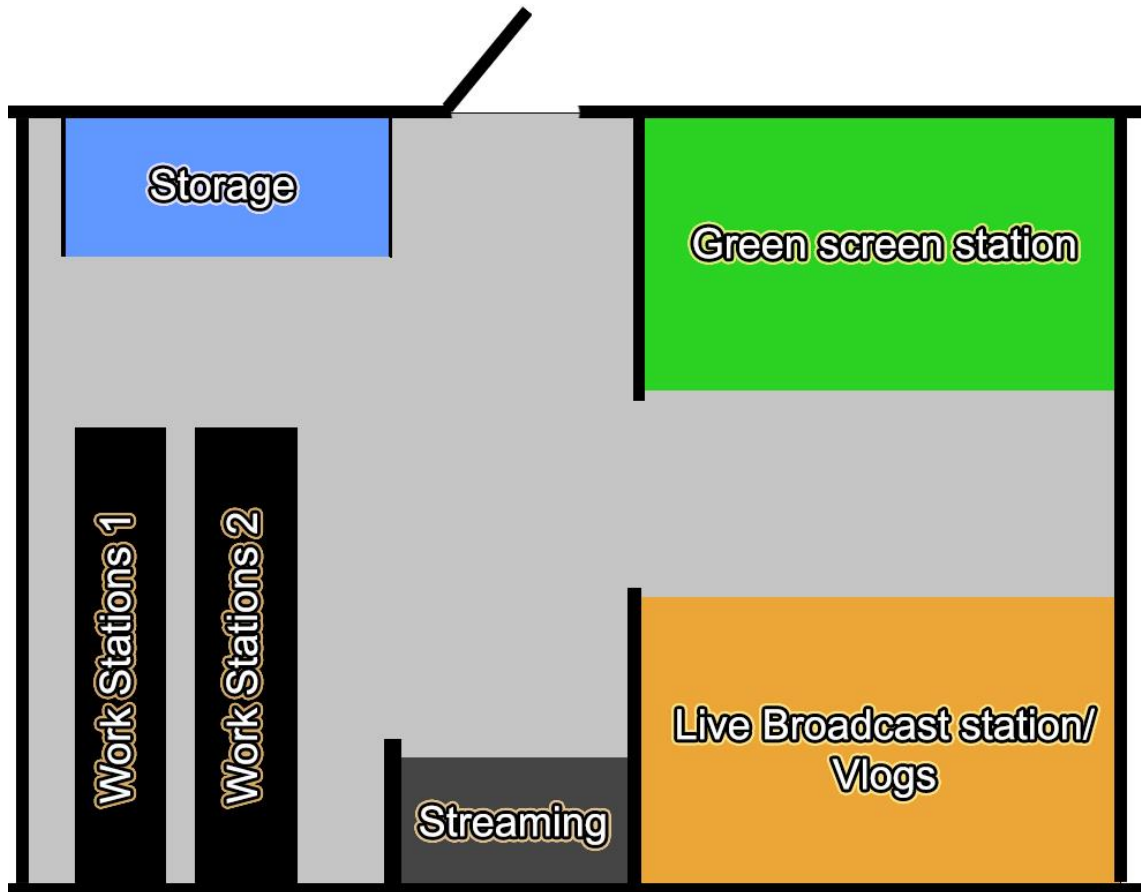


Figure 13: Basic floor plan of the studio

A basic floor plan of the studio that would make a lot of the things the company aims for to work. Streaming and broadcast stations are next to each other to avoid any extra extensions of cables or having to deal with moving things around all the time. Green screen station is used for implementing visual effects to scenes in videos and films. A storage unit for the equipment, eventually it will be expanded to keep costumes and other types of equipment in it. And finally two work rows of work stations 4-6 computers in total for editing, writing, compiling, rendering, and uploading.

4.4 Liiketoimintasuunnitelma.com attachment

The following documents have been filled out in liiketoimintasuunnitelma.com and compiled into a pdf for the business owners

-Confidential-

Business plan

Sleeping Panda Films

Date: 30.10.2014
Version: Ahoura
Created by: Ahoura Houshangi, Urheilutie 10 B 15

Phone: 0458910133
E-mail: contactsleepingpanda@gmail.com

1. Summary of the Business Plan

This start-up business plan emphasizes on how successful a filming company can get in Finland, by making short movies and series while targeting the online audience around the world. This thesis will prove that the lack of quality and production in Finland will make up for it and succeed in its own way because it is unique in the sense that there is hardly any competition from within the country but a lot more on the outside. But because this is a new concept of film making it is still very scarce and a very good opportunity as a start-up.

With the society's, modern online tools, the social media. The company is able to do a lot of the marketing on their own by simply sharing their content online. For example, using Facebook, Youtube and Twitter are perfect marketing tools provided for companies like Sleeping Panda Films. The term "marketing" means literally, communicating and advertising for said service or product to consumers, and what better way than using the social media?

Sleeping Panda Films will be mainly producing its own content, meaning series, short videos and short films. But the company will be providing additional filming services to have a stable income and this will be a way to prove the quality of our services. This will create a stable image of the company in the Finnish and global market.

However, this start-up may seem small at first but it will in fact build up a great portfolio in the future for students who need work placement and something worthwhile for their CV's to get into the filming industry. Getting students familiar with the workflow, process and tools is essential knowledge for them to take the required step toward the industry and work for future.

SWOT

<p>Strengths</p> <ul style="list-style-type: none"> New kind of film production company Flexible film production system Experience Editing and Management skills Quality assurance Educating Resourcefulness 	<p>Weaknesses</p> <ul style="list-style-type: none"> New to the market Financial issues Lack in certain production skills Finding the right people No studio location at the moment No form of income No equipment
<p>Opportunities</p> <ul style="list-style-type: none"> Building portfolios New jobs Learning on the go Creating a new market Reduced costs for equipment Increased work efficiency New trend Building new careers 	<p>Threats</p> <ul style="list-style-type: none"> Losing viewers/ consumers Equipment breaking Strong/ Rising competition Change in technology No sponsorships or partnerships No funding Employees quitting their jobs Nothing progresses

2. Expertise

What kind of work experience and education do you have?
Media Engineering student with Entrepreneurial skills

What kind of practical experience or educational knowledge do you have of entrepreneurship?
Self learned and attended courses for entrepreneurship, currently running a restaurant

Do you possess special skills, knowledge or expertise which could be exploited through entrepreneurship?
Unique leadership that keeps the employees or team members united and working together, constant communication and brainstorming.

How do you plan on capitalising on your experience, education and expertise in your business activities?
By creating or helping to develop a small unique market that has a bright future. My experience in handling the required financing, paperwork, extensive software and hardware operating skills and management skills will help the company build itself into a thriving production company. Always willing to learn new things to help develop the quality of our content and keeping the production team satisfied with their line of work and experience.

What are your strengths?
Determined, motivated and open to new ideas, never a quitter.

How do you plan on exploiting your strengths?
By teaching and helping.

What are your weaknesses, which could be improved?
Not enough production skills or visual effects knowledge, can be improved by learning from online sources, attending courses or learning from other mentors.
No funding, using this business plan to hopefully receive a start-up funding and hopefully create a

partnership for great equipment and a decent start.

What kind of education could you consider obtaining?
Film production, directing and visual effects artist in depth

From where will you seek advice, when needed?
From professionals in the industry, I happen to have a lot of friends in the field.

Do you have sources of advice and support in your contact network?
Yes, plenty.

3. Products and services

Our products and services provide our consumers a wide range of fan merchandise, from dvd/ blue-rays to t-shirts, posters and coffee mugs, currentl we don't have any prices set for our products because the company has not created any content and is not very well known at the moment. On the side note, we do offer the following services for anyone who may need professional editing or filming:

oEvent Filming: If there's any form of gathering like a concert, wedding, festival or anything similar of the sort, we will be there to film it, edit the film and deliver the finalised film to the customers, according to their preferences.

oDocumentary Filming: Companies or groups that need a camera crew for filming interviews and environments, naturally editing and finalising the film will be included in the price.

oAdvertisement Filming: Customers that wish to advertise their products and services will be provided with a filming crew, editing and a finalised video.

oPromotion Filming: Any event where Sleeping Panda Films is working hand in hand with another company to create/ edit videos for them to ad-vertise about the company itself or a mash up consisting of a collection of videos to be put together to create the advertisement.

oEditing Services: Editing/ correcting films and adding effects. Finalizing and delivering the final product.

Your most important products, prices, and margin structure

4. Customers and markets

The targeted consumers are teenagers, adolescents and adults, who enjoy to watch a variety of genre and content online. Our customers will have access to our merchandise as previously mentioned, we will promise to send the ordered merchandise to their desired addresses and replace the products if they are broken in any way. Our products can be purchased via paypal because it is an easy way for most people to

use when buying things online.

We can not say for certain how many of our viewers/ consumers will buy our products but we will certainly believe that an estimate of 40% will buy some kind of a merchandise from us. Our products will vary from EUR12 - EUR100 depending on what kind of a product it is or bundle or package.

Customer groups

A

B

C

D

E

F

5. Markets and competition

The market is very open in this industry because of the internet and all the social media that there is. A lot of people aren't even proper filmmakers, yet they make a hefty amount of income annually and provide fun content for their fans. We believe that if a company with a proper production and motivation can surpass that and deliver a lot more variety of content for the viewers.

There are quite a few small filmmaking companies that use this method of publishing and advertising. A few of the biggest ones are Rocket Jump and Triune Films who are really experienced in their work and deliver great quality of content, also they have their own consumers who watch their content religiously.

Our products and content don't differ much from one another, the only thing that does, is what we can provide with our background knowledge and cultures to our consumers. One thing that does stand out, we will be having quite a few talk shows or podcasts, which neither of the previously mentioned company really focus on.

Competitors

Triune Films

Description

Independent filmmakers who create weekly, short episodes, shows and short films. One of the top filmmakers in the social media that has been sponsored by Netflix and Adobe this year. What they provide weekly for their consumers, is DIY (Do it yourself) tutorials and methods for filming, aside from comedic sketches or short films.

Triune films focuses on using more classic filming methods with appropriate lighting, camera movement and angles, also a decent plot for the films they create. They only use visual effects when really needed because that takes a lot of time to work on.

Competitors' strengths

Experienced, partnered

Rocket Jump

Description

Another successful film company that started out with only a few people to create original web content, earlier this year they were sponsored by Lions Gate Entertainment. Weekly short episodes that helped develop a small studio into something that creates several shows a week and started its own series that was funded by the public viewers.

Rocket Jump focuses heavily on basic storylines and lots of visual effects and in many of their videos one may notice the vast filming methods used by famous directors to film certain scenes.

Competitors' strengths

Experienced, partnered

6. Your company

Knowing is believing, and we believe that this concept will work and become a passion for many. In this age of technology we keep on seeing people travelling around the globe just taking pictures of the scenery and the animals, taking pictures of "the moment" but we want to provide more perspective and depth into those kinds of feelings with films because we believe it'll catch a person's attention for a lot longer time, true emotions and feelings are perceived better through visual representations of actions.

Sleeping Panda Films will be an independent filming company but in association with Adobe and Metropolia University of Applied Sciences, as they will be the providers for the editing software and the equipment. The main focus of the company is to be filming its own content and publishing online on the broad social media channels available. The company will also provide other filming services for different kinds of events and projects; of course the pricing will depend a lot on the type of project and how big it is.

Since this company is just in the start-up phase it'll need time to build and gain the reputation that it will precede in the future and when it does, it'll be on the international scale, where the employees are required to travel to the selected locations in the world and film/ edit on the given projects. Naturally, they're not individualistic projects as it may be too stressful for one person to handle. The other purpose for this company is to open doors for students who are interested in the filming industry, so those who need to accomplish work-placement and/ or internship, may apply to us and we will provide them with the work environment, and hopefully build a good working experience and something worthy of showing on their CV's and portfolios.

There are many tools online for a businessman to plan his business, for example a website that was used for creating and planning Sleeping Panda Films is liiketoimintasuunnitelma.com, this tool allows the entrepreneurs to go through a step by step guide and fill out detailed information about their company. After completing the steps it will create a compiled document for the owners, which can be used as a model for applying to financiers or investors.

Twitter

Being what it is, it has proved to be one of the best methods of marketing and sharing content online. It is a perfect tool used by many small to medium sized businesses to get a quick word around for the people to see. There are advertisement services that can be bought from twitter and it will display advertisements of the company's products or content online automatically, it will reach all sorts of users that have similar interests and naturally it will catch their attention. Now that Twitter is partnering with Google, sharing the content online will only make marketing even easier. One thing that has proven to help a lot is that through Twitter many companies get marketing partners or product partners that help develop your company or product and provide the required marketing strategies.

Using the tracking services, the company is able to keep a real-time track of what days the posts of advertisement have more clicks or views, also from which countries and even genders tend to view the content. A lot of graphs will be provided for analysis and estimates on how the advertisements are doing, where are the highs and lows of the viewers, it can give a basic idea of where the company's advertisement is going wrong and instead how it should be directed to the public, what the company should create and how to determine what the quality of the content is.

Facebook

Facebook, the bull of social media, the hardcore of data exchanging website. Through Facebook, the company will be able to advertise its own content through a company page, in this page the company can provide a small detail about itself and release its latest publications or news to the followers of the page, through this the company is able to maintain contact in almost a personal level with the audience, meaning easier access the be able to engage with the viewers. Keeping them up to date on what the company is doing is exactly why they followed the page and wish to be updated about the publications as soon as possible.

Soon Facebook will be providing a service where advertisements will prove to be a power tool for marketing. The cookies that are stored on a person's computer, for example a person decided to search for "Sleeping Panda Films" on the web, will have those cookies prompt a system where Facebook reads the cookies and advertises on relevant things that the consumer is interested in, for example the advertisement might show "Sleeping Panda Films Merchandise" and this will help the company gain more viewers and grow thus having an increased revenue. One should be able to use the social media as a tool for marketing because nowadays that's where the people are at. Though it has also been proven that advertisements outside of the web has helped a lot as well, it is eye catching to the public to see something different when they look away from their smartphones while walking down the street or waiting at the bus stop.

All these social media services provide an in depth analysis of viewers, people who visit the page and the required graphs to demonstrate how the company is standing in the terms of popularity and how good the marketing is. This will give the company owners an understanding on how they should proceed, operate their content and what kinds of improvements can be made in order to increase the viewer count and build a fan base.

Logo:

The company would preferably use the circular ones because they give a nice feel to the image and overall brand style. It's unique and iconic, the circular shape represents a camera lenses shape and the color green gives a calming feel of royal green, meaning quality for our productions and content. Why a sleeping

panda? Because panda's are endangered species and they symbolize harmony and happiness, we hope to be able to fund a little bit of our income to the cause of keeping the species alive.

7. Financial administration and accounting

The bookkeeping is and essential part of keeping tabs on the income and outcome of the company, it will be fairly easy to monitors since the income is steady and the outgoing money will easy to track with a basic excell sheet. I have a few contacts that can do all the provided work for me, with a small amount of fee or non at all.

Funding

CAPITAL REQUIREMENTS

INVESTMENTS		
Immaterial goods	Registration costs	105
	other	
Machinery and equipment	IT	4000
	Production equipment acquisitions	8000
	Assets, in kind	2000
	Vehicle	5000
	Furniture	500
	phone/fax/Internet including installation	50
	Installation of machinery and equipment	0
	Renovation of premises	
Movables of the company	Office supplies	100
	Other devices	
	Initial advertising/brochures	0
Working capital	Costs of the premise	month
	Equipment costs	Rent and rent deposit
	Salaries	Equipment rental/leasing costs
	Entrepreneur s personal living costs	Personnel costs
Sales and	initial inventory	
Financial assets	Cash reserve	0
CAPITAL REQUIREMENTS IN TOTAL		21055

CAPITAL SOURCES		
Equity	Share capital	0
	Personal funds invested	10000
	Personal production tools and equipment	2000
	other	
Equity loan	Shareholder loan	
	Bank loan	
	Finnvera loan	
	other	
	Supplier loan	6000
Other sources of financing		
Difference		-3055
SOURCES OF CAPITAL IN TOTAL		18000

There s not enough funds. Check the Reserve for cost overdraft.

5 Interviews with professionals of the industry

In this chapter we go through a few interviews we had with professionals, each of them from a different section of the industry. One of them being an advertising agency and promotion filming company, another of them being a multimedia platform advertising and promotion agency and last but not least an independent studio that creates its own TV/ web series. We are greatly honored to have had the chance to interview the people who we see as mentors and good friends, they have provided us a better understanding of what we should do and how to see things in different perspectives. What kind of initiatives to take and what to avoid.

5.1 KopterCamera Finland Oy – CTO

Name: Marco Godles

Company/ position: KopterCamera Finland Oy / CTO

Q1 What got you interested in working with films/TV/ series?

I've always loved the production process and the behind the scenes effort that goes into getting the 'shot'.

Q2 Did you ever see yourself in this position before landing this career?

Not particularly, however I managed to find a way to merge all my interests into film.

Q3 How did you start out your company or join the company?

We had the idea, managed to get a grant from Finnvera to get the initial startup money, and started from scratch.

Q4 What changes would you make if you had the chance?

I possibly would have waited to find a larger investor and maybe outsource some parts of work to take stress off my shoulders, and of course take back the mistakes made along the way.

Q5 What would you recommend a newly starting film production studio?

I would recommend having a strong idea about where and how you will acquire film equipment. As you know, it is not cheap... and very quickly gets outdated. There is a fine line between the benefits of owning and renting, depending on the amount of use and value.

Q6 What's your opinion about creating original content and sharing it online in the social media?

Anything that you create should be shared for people to enjoy! Of course there are limits and restrictions when working in film, but whenever possible, the public will give you a good sense of your work.

Q7 Do you think that the social media would be a good way of making revenue?

I wouldn't rely too heavily on it, but to be honest, I do not know too much about it. I know it's possible to gain revenue from YouTube based on the amount of subscribers and views you get, so if the idea is good enough sure, why not.

Q8 As a Finnish Company, do you have many foreign viewers/ customers?

Yes, we share any work we can and we get coverage all over the world. If you're not thinking outside Finland, you are certainly limiting yourself. We have also done work for foreign clients.

Q9 If you had the chance to work in a company like Sleeping Panda Films, would you?

Yes, without a doubt. Being part of the building blocks is all the fun!

Q10 How do you think film production studios will stand in the next 5 - 10 years?

Its hard to say. I think the base principles will still be there, however I think there will be an exponential growth and change in camera platforms. It will be hard to stay on the cutting edge.

Q11 Do you see the industry opening up more to the public?

For sure, that's the only way it can go. The restrictions will be the sharing platforms.

5.2 Himmee Creative Multimedia – Chief Executive

Name: Frans Tihveräinen

Company/ position: Himmee Creative Multimedia / Chief Executive

Q1 What got you interested in working with films/TV/ series?

DSLR-video at school was really cool, and I got interested in it after a few projects. I got to do a nice super-panorama project with my friends (now Koukku Films Oy) that was very interesting and something you do not do every day.

Q2 Did you ever see yourself in this position before landing this career?

Yes and no. I sort of wanted to get a job at a production (or post-prod) company, but I did not manage to land that. After graduation I did not manage to get any nice job so I decided to go ahead and start my own business. Now I do mostly web-stuff, but augmented reality is going to start growing soon.

Q3 How did you start out your company or join the company?

I actually started Himmee because I wanted to get paid for my thesis. I had a good idea (augmented reality thing) and I explained it to the Espoo City Museum and eventually did it for them.

Q4 What changes would you make if you had the chance?

I wouldn't have started my company while studying, because it lessened my chances of getting start-up support money. I would have gotten paid some other way and gone ahead with the company **after (AFTER!)** graduation.

Q5 What would you recommend a newly starting film production studio?

Do not get lots of your own gear right away. Get what you need, like a proper FF DSLR, a few fast primes and a decent rig/support. Get well paying customers and rent what you need for production. Put 110% in what you do to make it look professional. Pay attention to silly small things like your website; show reel, business cards and so on.

Q6 What's your opinion about creating original content and sharing it online in the social media?

Good idea and it will probably cheer up the viewers and spread good vibes. Marketing it properly and getting it to pay is the hard part.

Q7 Do you think that the social media would be a good way of making revenue?

No, but it could work. Super ideas and excellent editing is the thing to go for, I think. Making the video go viral is hard, but not impossible. After potential viral success, you might want to get into on-demand merchandise like T-shirts with your viral slogan or something like that.

Q8 As a Finnish Company, do you have many foreign viewers/ customers?

I've done a website to London and am probably doing a website to Amsterdam too. These are special cases for me and are not paying as well as they should, but I'm glad to do them too. I have a side project innadubstyle.com for which I've done a few videos. They are getting lots (well... a few thousand) of views from abroad.

Q9 If you had the chance to work in a company like Sleeping Panda Films, would you?

Maybe, but I really do not know that much about SPF. I'm willing to work for any cool, good and creative company.

Q10 How do you think film production studios will stand in the next 5 - 10 years?

Professional video production will always stand strong. The strong will be stronger, the weak will be gone.

Q11 Do you see the industry opening up more to the public?

Yes. DSLR-video has opened up semi-pro production to almost anyone. A ~500 € camera (550D for example) and proper optics can get you spectacular results if you know what you're doing.

Anything you would like to mention, please do:

Good luck with your venture, Himmee wishes you all the best! Do not hesitate to ask if theres something I could help with. By the way check out justimusfilms if you already haven't.

5.3 Aarmanin Maailma Oy

Name: Arman Alizad

Company/ position: Aarmanin Maailma Oy / Founder and CEO

Q1 What got you interested in working with films/TV/ series?

During the time I was working in Moon TV. I was actually invited by a friend of mine to join them in the studios, the best part was, we had the freedom to produce anything we liked. After the company went bankrupt the memory of how much I enjoyed working in the field gave me the feeling that I wanted to continue this type of work.

Q2 Did you ever see yourself in this position before landing this career?

When I was younger, I always dreamed of becoming a professional skateboarder, I loved the idea and back then skateboarding was becoming a big thing. But because of seeing how tough it was and I had military service, I did not have the time to follow that dream, so I deviated from it eventually. After the military service, I needed to find a job and I remembered how I loved movies, so I wanted to become an actor and attended School of Arts here in Helsinki. I never saw myself becoming what I am today, and if anything I've been really lucky to have the chance to do the kind of work that I enjoy doing.

Q3 How did you start out your company or join the company?

The friend of mine that invited me to work at Moon TV, we worked in quite a few projects together and we knew what kind of work we wanted to continue to do in the future, so we sought out to start our own company. We really did not start with much money either but we had the experience and knew what kind of quality we wanted to deliver to our viewers.

Q4 What changes would you make if you had the chance?

Truth be told, I cannot really think up of anything. If anything I need a production assistant that can help arrange travels and help with the production while we're away, which I did happen to change for the second season of "Arman ja viimeinen ristiretki". It's very difficult to find someone who is willing to join us on producing material that can be life threatening, living with gangs and seeing their backgrounds and why. We have gone through countless number of risky situations and we have seen some really mentally heavy things on our journeys.

Q5 What would you recommend a newly starting film production studio?

If Sleeping Panda Films aims on building feature films right off the bat, it'll be hard to get any form of funding because it's a big project and there's always a risk of losing, especially if the film you create will not be very favored by the public.

I recommend the company to start with small sketches and film projects because it's easier to get funding for them, which will eventually, help the company grow. The idea of a starting production company is to show to the public what kind of unique and great content they are making and what they will promise to release further in the future. It's about leaving a good taste that people will automatically subscribe and follow the Youtube channel in this case

Q6 What is your opinion about creating original content and sharing it online in the social media?

Every advantage must be taken to build the audience the company requires to make this specific idea work. The company must remember that in the beginning it might not be as productive but over time the followers and viewer base will rise to hundreds of thousands if not, millions. Nowadays social media marketing is much larger than printing, this way the company can take it seriously on building what they want, and if the content created is great, then it'll be shared, which means more viewers, better reputation and revenue! So by all means use the social media tools to full potential.

Q8 As a Finnish Company, do you have many foreign viewers/ customers?

Truthfully I cannot really tell the exact numbers, simply because it's kind of impossible for us. We do know however that the numbers are above a million viewers, who have watched our first series, "Kill Arman", online.

Q10 How do you think film production studios will stand in the next 5 - 10 years?

I personally think that it will do very well, especially the production studios that publish their main content online because it's easier for the consumers to follow what is being published and when, and the best part of it is that they can subscribe to the channel and watch the videos whenever they feel like it and as many times as they wish. Already a lot of production studios are using these methods and I think they will do great.

Q11 Do you see the industry opening up more to the public?

Absolutely, the media has opened up to the public even more in the recent years, with Instagram, Twitter, Vines and Youtube. People are uploading homemade original content and it's something that attracts a lot of people, it's almost like watching or following a reality television show. These social media sites have become very close to the viewer's daily lives that it has allowed a new footing of advertisement for production studios.

6 Conclusion and recommendations

6.1 Conclusion

In conclusion, Sleeping Panda Films aims to create a new market for smaller film production companies and wishes to expand its reach to other countries by using the social media as a form of building reputation and revenue, considering how much competition there is nowadays in the World Wide Web. But it is a market that will rise in the coming five to ten years, where young filmmakers and studios work together to create a world of their own and publish it online for free. With a small amount of investment, a lot of marketing can be done manually. Since Ahoura Houshangi, the CEO of Sleeping Panda Films has studied Media Engineering, he is very fluent with anything related to media; be it social media pages for the company, websites or film content. Also as a side perk that has been attained is entrepreneurship, which has taught the concept of running a business and how to lead a company with employees.

Usually entrepreneurs have a strong personality and that is what causes a company to run the way it does. There is always something new to be learned and it will only prove to be resourceful for the company, something to focus on. Following trends, technology updates and gathering young talented students and inspiring them to work together will help build the company and the market.

One thing that really helps in building the company is to talk with the professional producers in the country and see what their opinions are about the topic, thankfully Ahoura Houshangi had the time to interview three people, which have given deeper insight and knowledge about the market and what Sleeping Panda Films should work on, where to get the resources one needs. All of them agreed that the social media play an important part in the industry nowadays and that they would gladly offer any help or co-operation when needed, they are interested to see how this concept develops.

6.2 Recommendations

To keep working hard toward building the company, finding the right people is essential in being able to expand and develop the film company, also try to keep up to date with new trends with their content. Learning a few extra skills in editing and visual effects will prove to help the production team and creating unique content for the social media. Keeping management and workload at a decent level, so that there is not too much pressure applied on a single person while working on a project. Another thing that can be recommended is to do a lot of research on filming methods and what really catches a person's attention in a film, what is engaging to them and meaningful.

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