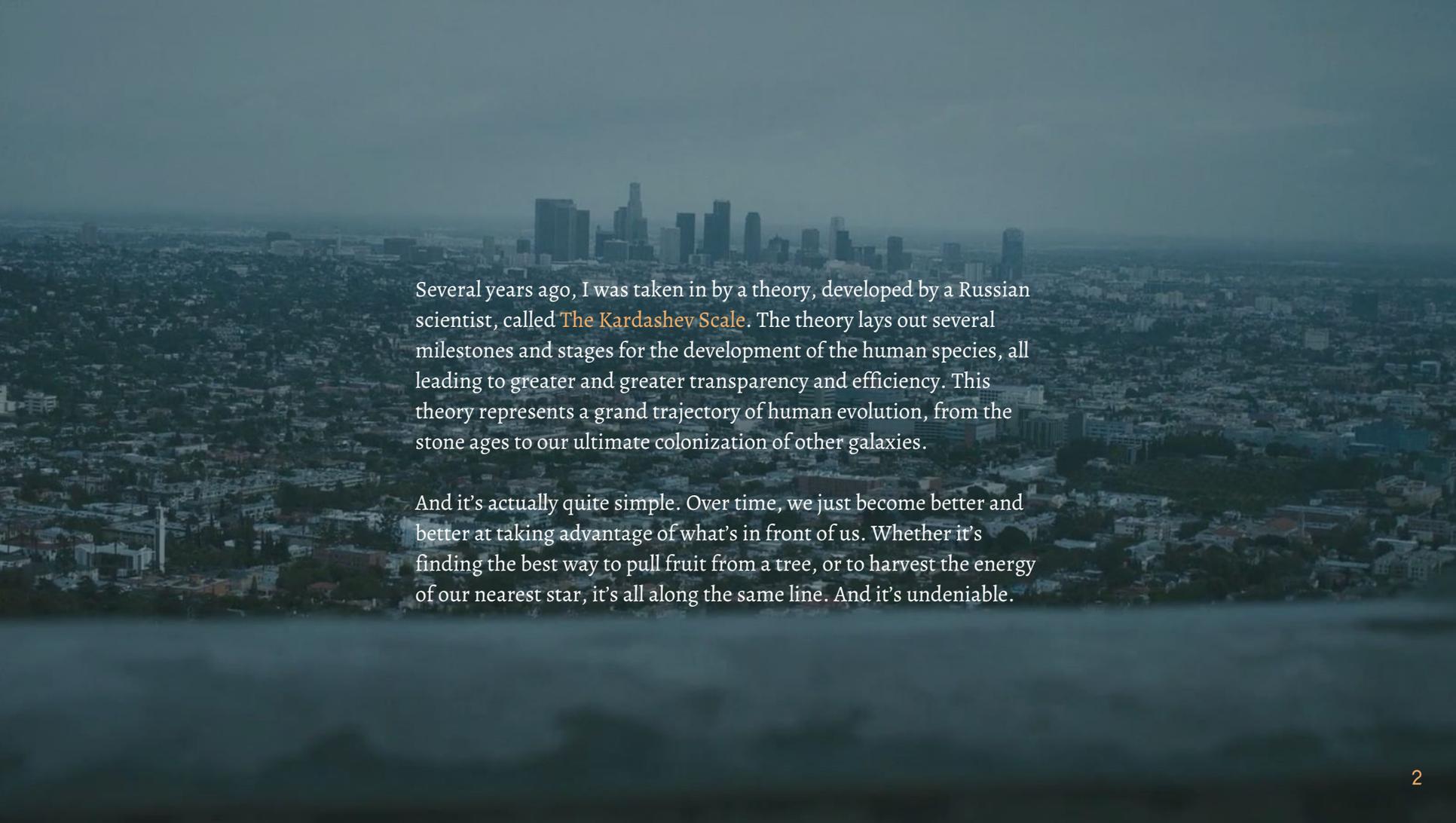


A person is shown in profile, looking out over a city skyline at sunset or sunrise. The sky is a mix of blue and orange, and the city lights are visible in the distance. The person is wearing a dark jacket with a white 'B' logo on the back.

THE BLOCKCHAIN

An EPISODIC SERIES by Michael Segrue

An aerial photograph of a city skyline, likely Los Angeles, viewed from a high vantage point. The city is densely packed with buildings, and the sky is hazy and overcast. The text is overlaid on the image, centered horizontally and positioned in the middle of the frame.

Several years ago, I was taken in by a theory, developed by a Russian scientist, called **The Kardashev Scale**. The theory lays out several milestones and stages for the development of the human species, all leading to greater and greater transparency and efficiency. This theory represents a grand trajectory of human evolution, from the stone ages to our ultimate colonization of other galaxies.

And it's actually quite simple. Over time, we just become better and better at taking advantage of what's in front of us. Whether it's finding the best way to pull fruit from a tree, or to harvest the energy of our nearest star, it's all along the same line. And it's undeniable.



Doha, Qatar

Like a great near-future science fiction film, our episodic-documentary series will

ENTERTAIN and INSPIRE

the audience to imagine our future. We'll show what's possible and likely, from the perspective of those creating our future today. A humanistic, character-driven approach will hook the audience, and take them on a mind-expanding journey of emotion and intellectual curiosity, resulting in a refreshing new perspective on where our world is headed.

Blockchain technology represents
the next huge and notable

LEAP FORWARD

along that grand trajectory.

It's dramatically changing how data, assets and information are shared, transmitted and stored, and it's leading to profound sociological changes around the world. **THE BLOCKCHAIN** (*working title*), an episodic-documentary series, will examine the profound changes happening as a result of this leap, from the intimate, character-centered perspective of those most affected. We will profile the most inspiring, courageous and intellectually curious people that are transforming our future through the application of this technology.



While notable industry thought-leaders and developers may participate in these films to give context, this series will show the results of this technology, both potential and real, through the eyes of those most directly impacted. This series is designed to convey the vast power and potential of this technology to people in a way they will understand, by rooting for, and identifying with, individual characters that simply have a problem that needs solving.

This approach, similar to the character-based approach of a show like *Chef's Table*, is a much more effective method to getting across the message of the films, which is broader knowledge and appreciation for what's to come, and what we can do with it.

Conveying this abstract information doesn't have to

be overly complex or technical, but it needs to be

ENTERTAINING



депичея не сѣтми историями.



SHOW STRUCTURE

While each episode will tell a unique story, it will generally adhere to a similar storytelling structure, binding the episodes cohesively for the full season.

Who are they

We begin each episode by establishing the world of our featured character. This could be a former Somali refugee, now thriving in Minnesota, or a successful Afghan entrepreneur traveling the globe as she consults with other startups. We meet their families and explore who they are as people, and understanding what drives them.

The issue

We dive into the specific challenge they faced, examine why that problem exists, and even consider why other potential solutions were not pursued. In order to show why theirs was the correct, albeit unique and novel, approach, it's important to touch on other possible angles. This will help reinforce the transformative nature of these lead characters.

Character's backstory

We learn about the lives of our characters, specifically uncovering the elements that got them to where they are today. We will highlight the specific factors that forced them to seek ground-breaking solutions to the problems they needed to solve and the issues they had to overcome.

The breakthrough

This is where we unveil their dramatic breakthrough moment, when our characters each realized how they could solve their problem, and proceeded to re-write the traditional rules of engagement.

What's next

We explore what new possibilities lie ahead, how the new reality they created has changed things for them, and how it's affected others, whether it's thousands of refugees in Africa who now possess ironclad identification, or women in the Middle East who can now receive fair payment for a day's work without interference from their fathers, brothers or their government.

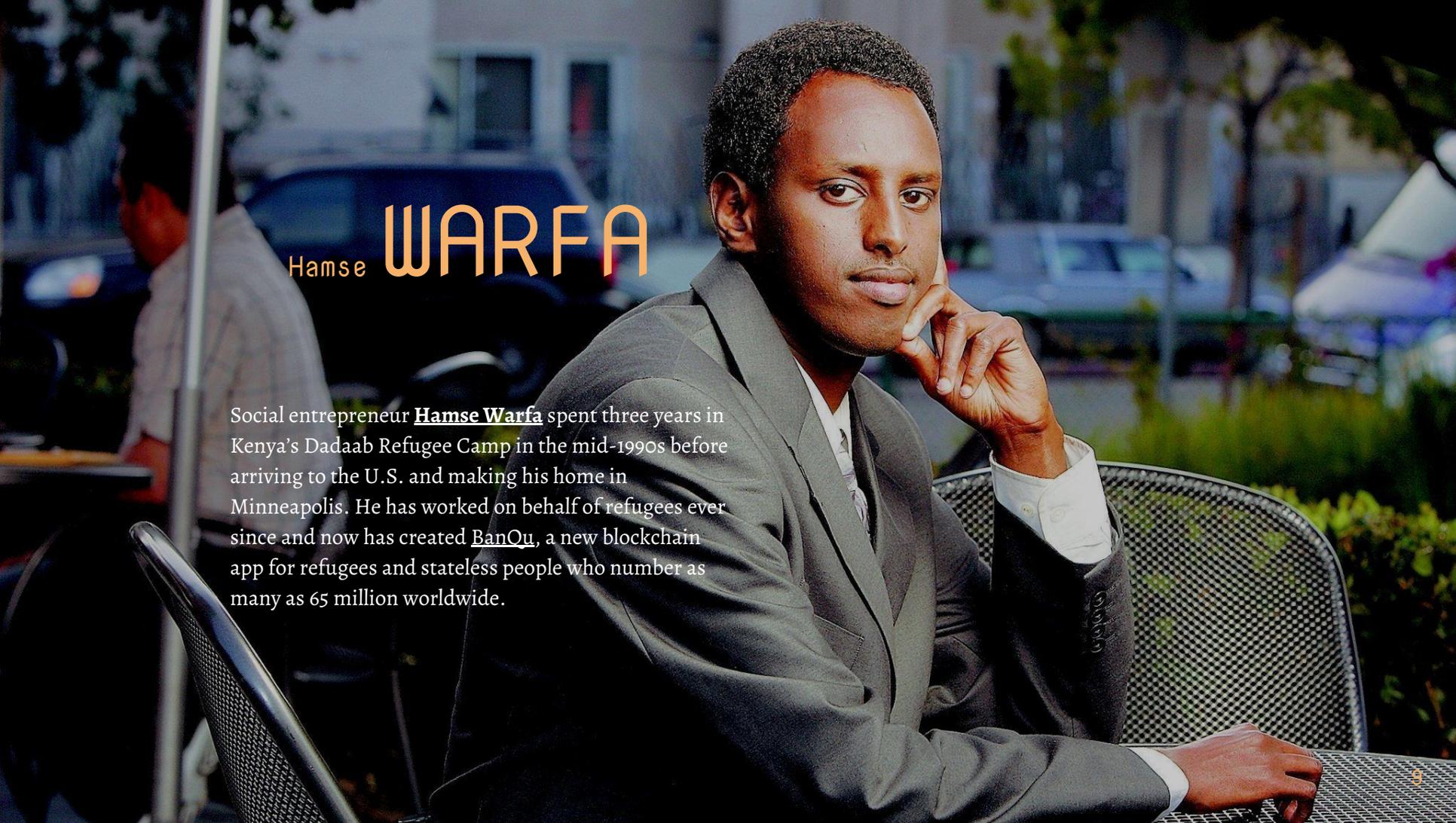
CHARACTERS

Here are three examples of potential subjects. This list will be expanded and fully vetted, before selecting a final group of about 8-10 for the series.



Roya MAHBOOB

Afghan entrepreneur Roya Mahboob has launched numerous companies, but it was a blogging platform that presented her with the problem of how to pay her (mostly female) users, 99% of whom did not have bank accounts. And even if they did get paid, their families would often confiscate the money. She found her solution in Bitcoin, and later launched a new startup, Digital Citizen Fund, that trains girls in blockchain technology and Bitcoin.



Hamse WARFA

Social entrepreneur Hamse Warfa spent three years in Kenya's Dadaab Refugee Camp in the mid-1990s before arriving to the U.S. and making his home in Minneapolis. He has worked on behalf of refugees ever since and now has created BanQu, a new blockchain app for refugees and stateless people who number as many as 65 million worldwide.



ALLIE EVE **KNOX**

Allie Eve Knox, an American grad student in massive debt, started working for a streaming service in the sex industry to pay down her debt. She had problems with payments, her accounts getting shut, and fraud from customers. Upon discovering the benefits of cryptocurrency she began to thrive, eventually working to transform her industry payment system to ensure safe, secure, and anonymous payments for workers in an industry ripe with fraud and safety issues.

The TEAM

Creative and Production principles

MICHAEL SUGRUE

Michael is a director whose contemporary and intimate style of filmmaking combines a visceral, documentary look with a highly polished cinematic feel. His clients have included Guinness, Visa, Nike, Audi, and many more. With a background in commercial still photography it's not surprising that composition is always a chief strength in his motion footage.

Whether he's shooting kids playing a game in Africa or an Inuit woman fighting the sub-zero weather on a walk to the store, Michael's work takes you there. His work has taken him there, too, shooting on five continents in six years. Not bad for a nice kid from Detroit who first fell in love with photography and film at University of Texas at Austin. Michael recently moved from New York City to Northern California and is adjusting to the lack of pigeons.

GRAVY FILMS

Gravy Films is a full service production company that creates exceptional work for film, television, traditional advertising, branded content and experiential projects.

Gravy has a simple philosophy: That the best work happens when talented people work together and enjoy themselves in the process. Their directors and producers all share a passion to make the best possible creative through true collaboration. Some of their recent partners include Paramount Pictures, State Farm, Toyota, Comcast, American Express and Sony.

Founded in 2016, Gravy Films is owned by industry veteran Brent Stoller. Prior to starting Gravy, Brent most recently served as the SVP of Worldwide Creative Content at Paramount Pictures and worked on films like World War Z, Noah, Anchorman 2 and Bad Grandpa. Before moving to Paramount Brent was the Vice President of On-Air promotions for MTV in NYC.

The TEAM

Crypto and Blockchain industry consultants

RICK MARINI

Rick is the Founder and Managing Partner of Protocol Ventures - the first fund of funds focused on crypto assets.

Rick is a serial entrepreneur with close to 20 years of operating and investing experience in the technology space. Rick founded and successfully sold 3 companies (Tickle, BranchOut and Talk.co). He is an active angel investor in 50 early stage tech start-ups and has been an active investor in crypto since 2014.

CAMILA RUSSO

Camila Russo is a financial reporter with experience in three continents and across asset classes. She writes markets commentary for Bloomberg's Markets Live blog and reports on cryptocurrencies and blockchain for print, radio, podcasts and TV at Bloomberg's headquarters in New York.

In the past year, she moderated a panel at the Consensus: Invest conference on cryptocurrencies in NYC, and was a speaker at the Blockchain Economic Forum in Singapore. She was also named one of the 100 most influential people in the blockchain industry by website Richtopia. Previously, she covered equities in Madrid and bonds and FX in Argentina, also for Bloomberg. She has a Master's degree from Northwestern University's Medill School of Journalism.

The TEAM

Additional Production partners

MIKE KANEY

Mike Kaney is a storyteller, filmmaker, marketing strategist and a stage IV cancer crusher. He is the founder of RockBridge Productions, a video production agency based in San Francisco and Los Angeles that concentrates on building strong relationships with leading brands including Salesforce, Square, Fitbit, Nike, and Intuit to bring their visions to life through commercials, branded content, and feature films.



Contact **INFO**

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Original execution ideas submitted by the production company remain its property. Gravy Films
USA claims copyright 2018 in its original work submitted in this treatment.