



Cultural Family Edutainment

# PITCH DECK

## International Film Production

Ubuntopia is the  
flagship brand of

*Partner in recreating horizons*

**GreenDream**  
Company



[www.ubuntopia.world](http://www.ubuntopia.world)  
[www.ubuntopia.shop](http://www.ubuntopia.shop)



# REQUEST

## Would you like to cooperate in our nautilus growth model by starting a partnership in producing an international film production ?

We are looking for partners to our Ubuntopia brand that can cooperate in producing our collection of real stories from African countries into motion pictures and support this project to help multicultural teenagers know more about their identity and origins.

We explain the project in the next slides but, we would be more than happy to invite you for an online meeting to explain this exciting project in details and assess your potential contribution.

**Let's connect!**

Sophie van Rijckevorsel  
Brand Manager Ubuntopia | GreenDreamCompany  
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# PROBLEM

According to Pew Research Center in 2015, in U.S. Population

**1970: 1 in 100 babies were born multiracial. 2015: 1 in 7 babies were born multiracial.**

The Ubuntopia brand also noticed that:

- 1 Teenagers looking for their identity**  
Many teenagers with a biracial or diaspora (etc.) background are curious about their identity and origins in this stage of life. They go exploring their cultural identity and looking for connections.
- 2 Challenges to pass on cultural roots and values**  
(Grand) parents want to pass on their cultural roots and values to the next generations but cannot find appealing tools to communicate.
- 3 Intangible and oral heritage is getting lost**  
Oral cultural stories are getting lost as the interest of new generations shifts from offline to online media stories. This way, a library of wisdom and cultural heritage is getting lost.
- 4 Shortage of media productions and products about cultural identity**  
There is a need for exciting media productions and products that treats the mentioned themes that reach this 'coming of age' group.
- 5 Very limited brands to express cultural identity**  
Youngers tend to use brands to express their identity and lifestyle. This way, they signal what kind of person they are. There is a lack of brands and products that express the cultural identity.





Cultural Family Edutainment

Ubuntopia®  
is the home of  
cultural family  
edutainment

## Bringing magical worlds together...

Ubuntopia® is for everyone who has a connection with various cultures and countries. Because you want to know more about the culture you or your (grand)parents come from. You want to pass on your roots to the next generation. Or because you have a passion for other cultures and countries.

We encourage your curiosity. Step into the world of Ubuntopia and experience with our characters real existing legends via books, animations, theatre shows and merchandise.

In this way, Ubuntopia brand protects and conserve cultural heritage.

**ROOTS | IDENTITY | DIVERSITY | INCLUSION | CULTURAL HERITAGE**



# SOLUTIONS THAT UBUNTOPIA BRAND BRINGS ARE:

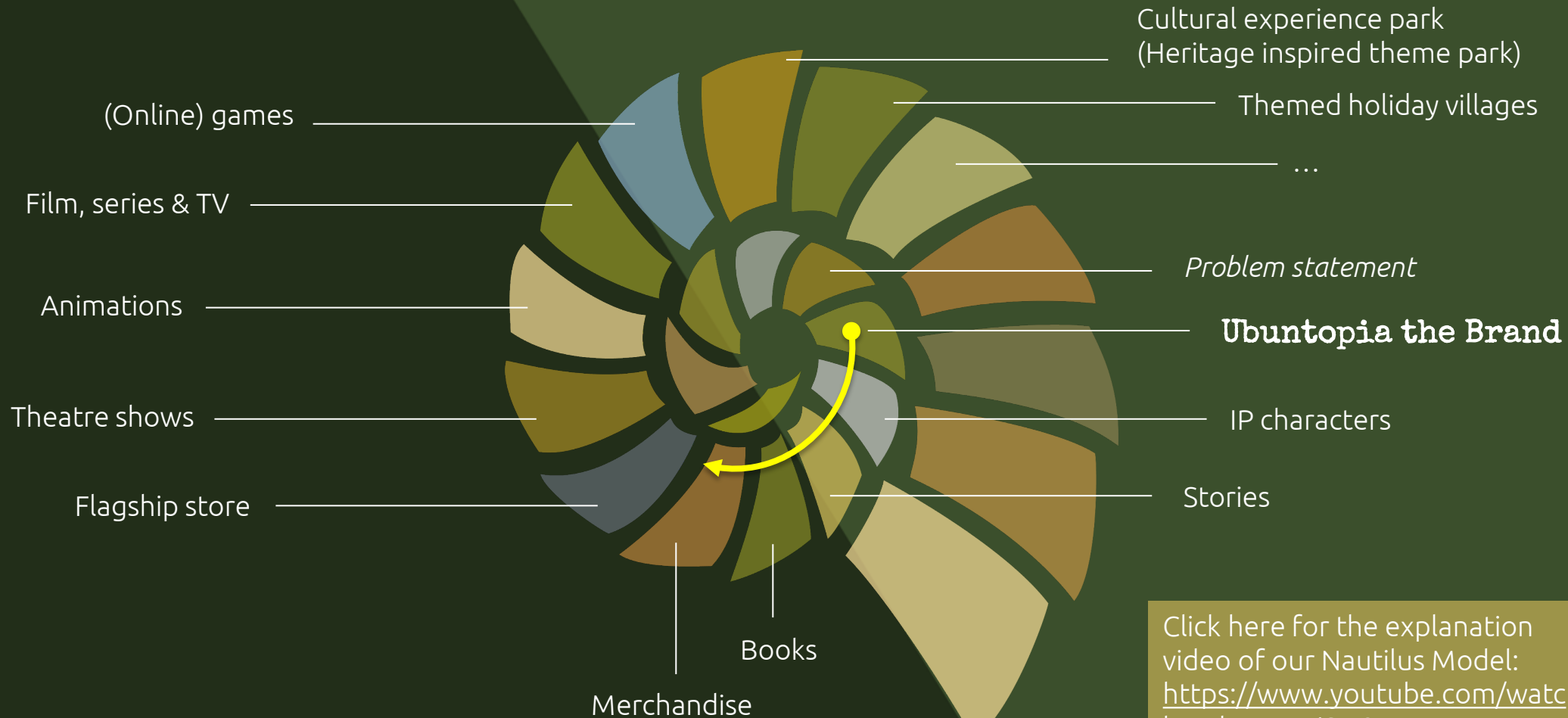
Ubuntopia®  
is the home  
of  
cultural  
family  
edutainment

- 1 Ubuntopia **supports multicultural youth's search for their cultural identity.** They should be able to recognize themselves in appealing content. We help them better understand themselves in the complex growing-up phase from childhood to adulthood.
- 2 Ubuntopia **produces educative and entertaining content** about the search for cultural identity that matches today's youth's interests. In addition, this content offers openings for conversation between generations.
- 3 Ubuntopia **conserves and protects cultural heritage** by passing on real existing legends from countries and cultures to the rest of the world. This way, cultural values, traditions and wisdom will be protected and passed on from one generation to another .
- 4 Ubuntopia **continuously transforms new and existing cultural stories into mass media productions.** People can experience those stories through the eyes of our IP characters.
- 5 Ubuntopia **strives to be a community brand that connects people** who have a passion for diversity or going through a familiar cultural quest. With more attention to themes such as diversity and inclusion, we are convinced a more united world is possible.



# OUR BURSINESS MODEL

Over the years, our parent company GreenDreamCompany has developed a business model that applies to Ubuntopia. We call it the **Nautilus Growth Model**, meaning that *we follow the line of a Nautilus shell*. In the core we start with a character, the character becomes a storyline, the storyline becomes a book, a series, a theatre show, Animations, film/series, a game, a theme park attraction and so on. Similar to this business model are companies like The Walt Disney Company and Studio 100.

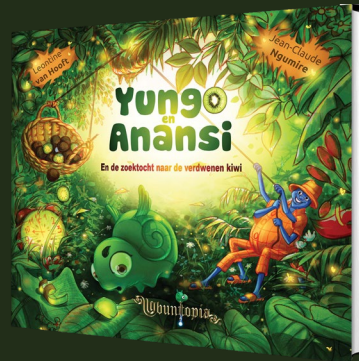


Click here for the explanation video of our Nautilus Model:  
<https://www.youtube.com/watch?v=h-aMB6iS-x8>



# OUR UBUNTOPIA CAST

Our characters become the companions of youth in their room, in their place and in their lives.



The cast is constructed based on cultural diversity and historical legends. These IP characters are used for the expressions of the Nautilus business model and are available for licensing.



# CORE VALUES

*Ubuntopia is a value-driven brand*

- **Sustainable products**

We believe it is important that the materials we use for our products are based on eco-friendly production methods. In addition to having high-quality strong products, this also feels good.

- **Fair working conditions**

We believe it is important that the people who work on our products receive a fair wage and that they work under safe and healthy working conditions.

- **Inspirational**

With our brand we want to encourage people to search for their identity, to express their lifestyle, start a conversation with other people/cultures and understand each other.

Business for good,  
is good for business

We contribute to the



## Ubuntu

We are driven by the African philosophy **Ubuntu**: 'I exists because of We'. We value trust, respect, responsibility, fairness, compassion, caring, tolerance, acceptance, diversity and social responsibility.



# INTERNATIONAL FILM PRODUCTION

Transformation of the real stories from books into international film production is the strategic growth step that will introduce the Ubuntuia brand to the world. This is the stage where we want partners to cooperate with us.

## Process



## Film Synopsis

The '**Chronicles of Ubuntuia**' is an ambitious **live-action series** about the fourteen-year-old girl Aimée who, like many teenagers, is looking for her place in society. She is trying to find something to hold on to in the complicated process of '**coming of age**'. She is adopted and has fantastic European parents, but **she is looking for her original roots**.

**Ubuntuia** is a magical world on the other side of her bedroom door. A magical African forest, where all children of different cultures gather under the '**Wisdom-of-the-World**' tree to experience a story by the African griot Balla.

The stories that Balla tells are old wise **folk tales** from Africa and give Aimée **insight and guidance** into the problems and situations she is experiencing at that time. She takes the message from the old African culture that she benefits from in the daily complicated European life.



# FILM PRODUCTION CORE TEAM

We are building a consortium based on intrinsic motivation - people and organizations closely involved in the themes.

## What makes this production stand out?

The series will be a **unique collaboration** in which - under the guidance of the core team - various **African screenwriters and filmmakers** from the different countries/cultures in which these stories take place are approached to bring these stories to life.



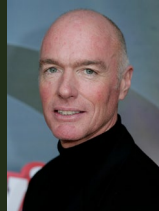
### Dennis Bots

Zambian/Dutch  
Film Director

17 awards,  
14 nominations

Directed 45 films and  
series

Cool Kids Don't Cry  
(2012)  
Oorlogsgeheimen  
(2014)  
Efteling tales (2010)



### Ferdi Bolland

South African/Dutch  
Composer  
Multimediaprojects

Ferdi Bolland  
Productions  
67 million songs &  
productions sold  
worldwide

Falco – 'Rock Me  
Amadeus'  
Status Quo – 'In The  
Army Now'



### Maarten van der Duin

Dutch Script Writer

9 awards,  
13 nominations

Wrote 15 tv series and  
films

Kids of Courage (2017)  
13 in de oorlog (2010)  
Het verhaal van  
Nederland (2022)



### Leontine van Hooft

Founder of  
Ubuntopia and  
GreenDreamCompany,  
anthropologist, author

4 awards, 1 nomination

The Power of African  
thinking  
The Chronicles of  
Ubuntopia



### Jean-Claude Ngumire

Rwandan/Dutch  
Art Director  
Illustrator and Visualiser  
at Ubuntopia

The Chronicles of  
Ubuntopia  
Yungo and Anansi  
If Kigali was a Tale



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