



CULTREEL

Participatory Distribution for Independent Cinema

Where audiences perform indie films, and become the channel.

cultreel.com

THE PROBLEM

Independent films don't fail because they're bad.

They fail because distribution is broken.

No marketing budgets

Trailers don't travel

Festivals don't scale

Social platforms dilute IP

Discovery and casting are disconnected

Indie cinema needs distribution that creates culture, not impressions.

THE INSIGHT

Indie audiences want authorship, identity, and proximity.

They don't want ads.

Participation is distribution.

Indie audiences already behave this way. We're formalizing it.

THE CATEGORY

Participatory Distribution

Indie films travel through audience performance, not paid media.

New distribution formats are born in indie.

THE PRODUCT

Rescenes: audience-performed scenes.

Publish scenes. Audiences perform. Rights flow.

Authentic performances

Festival energy at internet scale

Discovery and casting converge

Every performer is a believer, not a casual viewer.

Culture scales before capital.

1. Drop official scenes
2. Perform rescenes
3. Drive discovery, casting, and demand

Format → behavior → distribution → business.

WHY INDIE WINS FIRST

Independent film moves faster than the industry.

Faster rights clearance

Willing to experiment

Built-in communities

Talent-first economics

Indie cinema doesn't need permission to evolve.

WHY THIS BECOMES STANDARD

Indie invents distribution.

Then the industry adopts it as infrastructure.

Festivals became pipelines

Streaming became the default release

Culture-native marketing became the playbook

Participatory Distribution follows the same path.

HOW IT WORKS

Official scene drops

Attribution and rights flow automatically.

1. Producers publish official scenes
2. Creators publish rescenes (official scene performances)
3. Credits and rights flow automatically

Built for compliance, built for reach.

Rights-clean performance at scale

Human performances. GenAI assists production and safety.

1. Upload rightsed scenes with clear terms
2. Perform rescenes (official scene performances) with GenAI guidance
3. Auto moderation + fingerprinting + attribution
4. Analytics convert performances into demand

CULTREEL makes participation safe, repeatable, and measurable.

Rights-safe by default

Say “yes” without risking the film.

CONTROL

Scene-level terms: windowing,
geo, approvals
Optional approvals workflows

SPOILER SAFETY

Drops are moments, not endings
Windowing and geo rules

ENFORCEMENT

Fingerprinting + takedowns
Audit trail

BRAND SAFETY

Safety tiers + moderation SLAs
Publisher controls

Value for everyone

PRODUCERS

Viral engagement
Talent discovery

CREATORS

Perform scenes
Create content

TALENT

Portfolio
Get cast

FANS

Discover gems
Step inside

Producers get distribution. Creators get status. Talent gets discovered.

WHY NOW

The perfect cultural moment

1. Gen Z wants participation, not consumption
2. Identity-first participation is now mainstream
3. Indie film culture is ascendant
4. Phone cameras + GenAI = cinematic quality for all

The infrastructure and culture align. This is the moment.

WEDGE → PLATFORM

Start with rescenes

WEDGE

Licensed scenes
Creator performances

EXPANSION

Casting signals
Talent pipelines

PLATFORM

Rights graph
Scene library

ECOSYSTEM

Drops + moderation
Compliance rails

Wedge into a platform: scenes → signals → rails.

MOAT

Why CULTREEL wins

SUPPLY

Exclusive scenes
Catalog partners

QUALITY

Cinema-grade rails
Premium output

TRUST

Rights + compliance
Automatic attribution

NETWORK

Creators bring creators
Demand pulls scenes

The moat compounds with every scene and every performance.

Cinema-grade, not content sludge

Matching + ranking + rails keep the feed high-signal.

RAILS

Cinematic templates guide performances
Repeatable formats

MATCHING

Scene ↔ creator fit
Higher completion and quality

RANKING

Anti-gaming; merit over noise
Signal > virality

EDITORIAL

Curated drops + showcases
Festival mode

Participation-native distribution

Licensed scenes + cinematic rails + viral discovery.

PASSIVE

PARTICIPATORY

LICENSED

LICENSED + PASSIVE
Netflix + trailers + paid media

LICENSED + PARTICIPATORY
CULTREEL
Official scenes → performances

UNLICENSED + PASSIVE
TikTok clips + reposts

UNLICENSED + PARTICIPATORY
Unlicensed fan remakes

UNLICENSED

Licensed + participatory is the missing quadrant.

MARKET OPPORTUNITY

2M users → \$20M ARR by Year 3

Start narrow. Expand fast.

BEACHHEAD Acting students + film communities (2M users)

EXPANSION Aspiring performers globally (50M+)

B2B UPSIDE Film marketing budgets shifting (\$40B)

Win the beachhead, then take performance across cinema.

Illustrative: ~2M users × ~80¢ per user per month blended (subs + B2B) ≈ ~\$20M ARR.

Hybrid launch strategy

Consumer traction + studio partnerships

PHASE 1

100 curated scenes
1K beta users

PHASE 2

Public launch
Festival / indie pilot

B2B PARALLEL

Studio campaigns
\$50K–\$200K deals

VIRAL LOOP

Short-form shares
Organic installs

Festival pilots prove the loop. Rights + brand-safety rails unlock studio deals.

EXAMPLE DROP

One film. One scene. Thousands of performances.

Illustrative campaign blueprint.

ILLUSTRATIVE TITLE

Night Shift (working title)

Indie thriller for acting students + film communities

THE DROP

15–45s licensed scene

Spoiler-safe moment

CREATOR OUTPUT

Duets + reads + remakes

Repeatable format

Title-level lift
Attribution

Repeat drop for the catalog
Best of come

TIMELINE

TRACTION

90-day pilot milestones

Signals studios and investors can underwrite

TITLES

1–2 signed scene drops
Clear terms + windowing

CREATORS

250–500 activated
Repeat performance rate

ATTRIBUTION

Installs → watch intent
Title-level lift

REVENUE

1 paid campaign
Validates pricing

BUSINESS MODEL

Hybrid Model

Two revenue streams from Day 1

CONSUMER

Freemium: \$9.99/mo
Target: 2–3% conversion
Year 1: \$50K MRR

B2B STUDIOS

Marketing campaigns
\$50K–\$500K per film
Year 1: \$250K–\$500K

B2B funds consumer growth; consumer proves B2B value.

Assumptions: consumer conversion low-single-digits; B2B deal count + price scale with catalog + proof.

TEAM

Built by filmmakers and engineers

FOUNDER

Maroun Najm

15+ years film-tech and distribution; ex Cinemoz and Keyscreen; scaled platforms to 8M+ users.

ADVISOR

Aya Al Blouchi

Film curator; Doha Film Institute programmer; Seat26 founder; develops MENA talent and films.

THE ASK

\$2–3M Seed → 250K users

18 months to \$2M ARR

PRODUCT

Consumer app (50%)
Production rails

B2B

Studio partnerships (30%)
Licensing deals

GROWTH

Marketing (20%)
Creator programs

MILESTONES

10K users Month 6
5 studio deals Year 1

Two revenue streams, two exit paths. Hybrid de-risks.

Isn't indie too small?

Indie is where new formats prove themselves.

Once the behavior is validated, capital follows.

Indie is the wedge, not the ceiling.

Will studios take this seriously?

Studios watch indie to see what works without risk.

| That's historically how major distribution shifts enter the system.

| Studios benefit from participatory distribution. Indie needs it.

MANIFESTO

Participatory Distribution Manifesto

Independent Cinema Edition

Great films premiere and disappear. Marketing does not carry the soul. Indie audiences want belonging, authorship, and proximity.

IN THIS MODEL

Filmmakers release official scenes

Audiences perform the work they love

Performance becomes discovery and casting

Culture moves before money

The future of independent film won't be promoted. It will be performed live.