



# Olive Branch Pictures Inc

Diplomacy, Animated.

## Executive Summary

Andy Hirsh

+16103485013

[olivebranchpictures.org](http://olivebranchpictures.org)

[andy.hirsh@watson.in](mailto:andy.hirsh@watson.in)

**What:** Representational, ideologically balanced comics & animation studio for conflict mediation.

**Why:** To build trust and mutual understanding, mitigate the cycles of hatred, violence, and xenophobia, and improve potential for negotiations & policy change for conflicting groups.

**Values:** Empathy, Open-mindedness, and the Pursuit of Truth.

**Problem:** Bias and Disinformation in Israeli-Palestinian media and education.

**Prototype:** *Shira and Amal* – The story of two young women, one Israeli, one Palestinian, who use music to cope with trauma and bring peace to Jerusalem.



## Timeline

### Research & Development

- Idea: July 2017
- Launch: Oct. 2018
- Prototype: Jan. 2020
- Thesis Publication: July 2021

### Graphic Novel (MVP)

- Recruitment: August. 2021
- Kickstarter: Oct. 2021
- Publication: August 2022
- Distribution Campaign: 1 Year

### Animated Feature (Main Product)

- Production: 3 Years
- Distribution Campaign: 1 Year

### Animation Studio (Expansion)

- App/Game/Sequel/Series
- Apply model to other conflicts i.e., India-Pakistan, US Division, Refugee Integration, etc.

## Team



Andy Hirsh  
Executive Producer



Waleed al-Ghazi  
Project Manager  
\*Anonymously to protect identity



Mallak Al Busaidi  
Marketing Director

## Advisors



Rafique Gangat  
Fmr. South African  
Ambassador to the  
Palestinian Authority



Jamie Michaels  
DirtyWaterComics



Orly Wahba  
Founder of  
Life Vest Inside



Jacob Ner-David  
VinoVentures



Daoud Kuttab  
Creator of  
Palestinian  
Sesame Street

## Some similar



Hybrid Profit; B2C	Graphic Novel (MVP)	Graphic Novel Budget	Cost
<b>Est. Cost:</b>	\$285K-\$8.52M	C-Suite	\$20,000
<b>Sales</b>	20K-2M+ Copies	Israeli/Jewish Artist(s)	\$30,000
<b>Est. Revenue:</b>	\$285K-\$17.9M	Palestinian/Arab Artist(s)	\$30,000
<b>Profit Share:</b>	Investors: 75% + 10% ROI	Script	\$10,000
*Subsidized/Donation-Based Stakeholder Language Versions	NPOs: 10-20%	Hebrew + Arabic Translation	\$7,560
	Us: Remainder	Marketing	\$12,000
		Distribution	\$5,000
		Legal	\$5,000
		<b>Total</b>	<b>\$119,560</b>

## Impact Market



## Impact Metrics in partnership with:



- # Stakeholder readers/viewers
- Testimonials/Anecdotal Evidence
- Longitudinal Focus Group Studies
- Public Opinion + Critical Reviews
- Amount of \$ raised for non-profit partners
- Survey data of changes in audience attitude & behavior
- Changes in policy & resource allocation
- # Jobs + Training for underprivileged stakeholders

## Our Partners:



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