

THEatre ACCELERATOR

Thank you for your interest in becoming a part of THEatre ACCELERATOR.

Storytelling has been part of human development since the beginning of time, with our ancestors gathered around fires telling stories. We can imagine they did this for companionship, warmth, pleasure and survival too.

At THEatre ACCELERATOR we believe that the needs of audiences and the reasons for storytelling have not changed over time but the ways in which humans create and share stories have. People now gather in real and virtual spaces to experience stories created in varied and sometimes surprising ways.

Uniting the right story with the right audience is difficult, expensive and often fails. Out of the thousands of musical theatre and film projects that are launched, only a few prove economically viable each year. In early 2015, an analysis of Broadway musicals from 1994 to 2014 found that eight out of ten new musicals failed their investors.

OUR DIFFERENCE

Using the same model that has served technology accelerators, THEatre ACCELERATOR improves and expands the creation of musical stories for the mass market.

- THEatre ACCELERATOR brings Silicon Valley to musicals development by continuously iterating in a collaborative environment.
- THEatre ACCELERATOR identifies and mentors upcoming talent in storytelling, distribution, audience building, and branding while integrated investors provide support through a sustainable model for investing in musicals.
- From the start of the development process, THEatre ACCELERATOR applies deep data insights to understand what audiences want and how best to reach and expand audiences for each project.
- THEatre ACCELERATOR embraces future development and technology innovations. Think Holograms. Think Oculus. Think Artificial Intelligence. How do innovations like these impact and improve the making of musicals and expand audience reach?
- THEatre ACCELERATOR team guides participants to identify product-market fit and build audiences invested in the project through crowdsourcing campaigns, digital distribution channels, and other emerging platforms.
- Each project leaves the Accelerator with a financial plan and roadmap to maintain the project's forward momentum. The Accelerator program focuses on iterating early and often through creative challenges to build the most compelling story for each musical.
- Apples and Oranges Studios will select a few projects to develop further. Projects not selected will receive the equivalent of a "demo day" to help guide them on their journey.

FUNDING

THEatre ACCELERATOR is fueled by an investment fund structured after typical technology industry incubator funds.

Operating as a separate entity, THEatre ACCELERATOR Fund contains investors from Broadway, Hollywood, Technology industry experts, venture capitalists, and those interested in actively cultivating new models that focus on the convergence of art and commerce.

The fund supports THEatre ACCELERATOR projects where each participant gives up a percentage of ownership in their IP for the opportunity to work with top mentors and participate in the program.

Investors provide the foundation of THEatre ACCELERATOR community and use their expertise to participate in the program as mentors, where and when applicable. As an investor in the Accelerator, Investors will also have the opportunity to interact with each participant and project, giving them a first look at potential follow-on investment opportunities.

BENEFITS OF INVESTING

- First right of refusal to invest in new, commercially viable material
- Opportunity to be involved in the creative process from the very beginning
- Invitations to special events and meet 'n greets with the creative teams
- Contribute to the development of the next blockbuster hit
- Influence the world by producing art
- Support the most promising new wave of musical theatre storytellers

WHO WE ARE

Apple and Oranges Studios

Led by industry experts and Tony Award winning producers of *Hair*, *Memphis*, and the Broadway smash, *An American in Paris*, THEatre ACCELERATOR team includes veteran entertainment producers and artists, technology business leaders, and educators with deep experience across multiple genres, platforms, and budget levels. The Accelerator also benefits from its close association with IT Mentors, a technology training company that develops and delivers technical training solutions of every scale to financial and technology giants worldwide.

The Dr. Phillips Center for the Performing Arts

The Dr. Phillips Center for the Performing Arts is so much more than a place. So much more than a stage. So much more than entertainment. Yes, it's all of that, but it's also a symbol, a catalyst, and an inspiration. Think of it as a place you can go to not only see amazing performers and productions, but also to play and to participate, to learn and dream. The Dr. Phillips Center will be a magnet for the creative spirit, where the diverse talents of the world, Central Florida, and Orlando all come together. And there is a place for everyone. www.drphillipscenter.org

**For more information, and to become involved,
contact us at info@AnOStudios.com**