

WeShort



“The best short films, from around the world”

Alex Loprieno, Founder & CEO

FORBES MAGAZINE COVER STORY

34-year-old entrepreneur from Puglia, **Alex Loprieno** founded **WeShort** from his childhood dream.

His mission is to **curate** the best short films and **deliver** them in a **seamless streaming experience** for everyone in the world.

**FORBES ITALY TOP 100 MANAGER
2023**



Forbes
smallgiants
IL MAGAZINE DELLE PMI E DELLE STARTUP

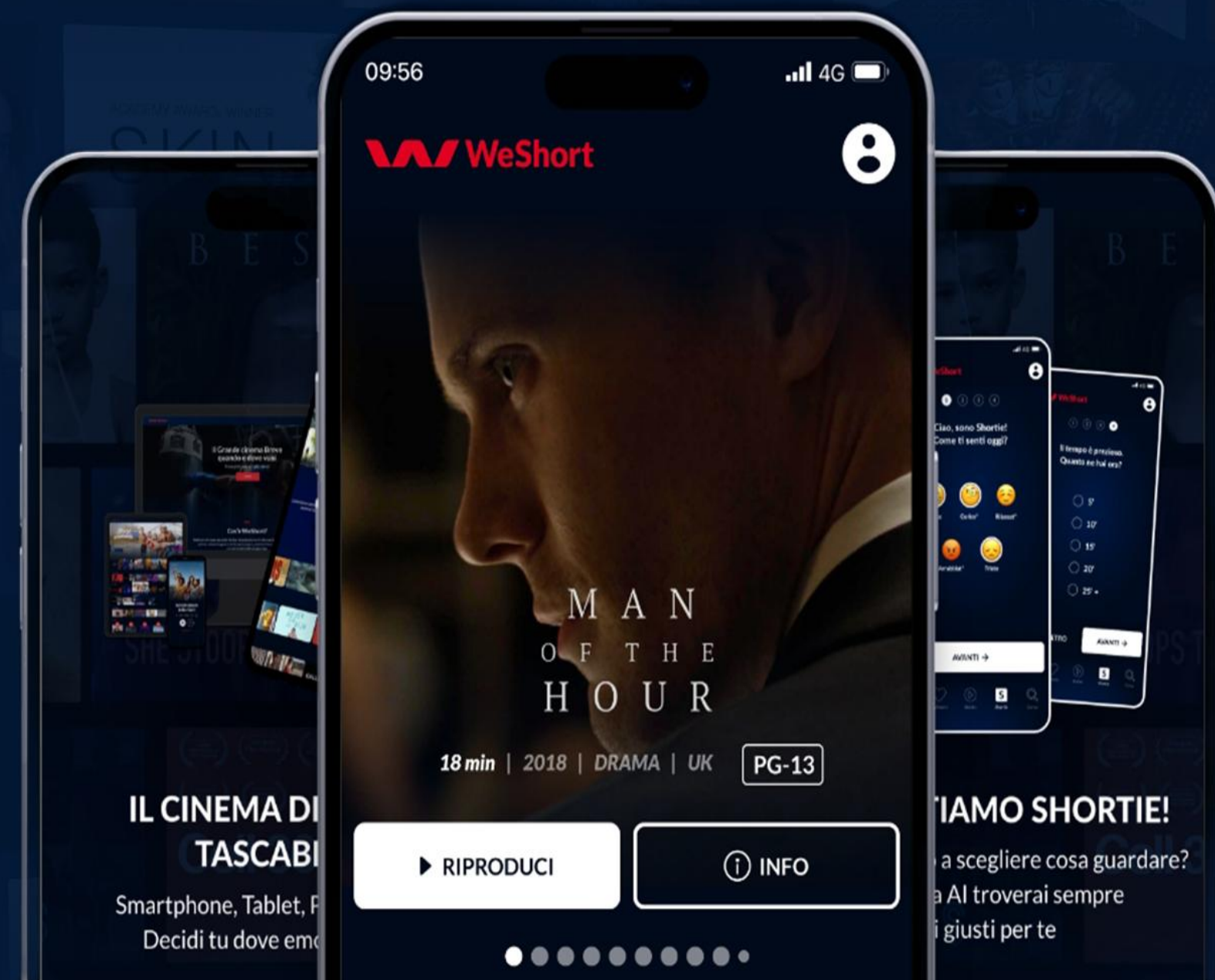
ESCLUSIVO
UN VIAGGIO
NEL REGNO
DI MOGOL

ALESSANDRO LOPRIENO
FONDATORE DI WESHORT

UN AFFARE
SPETTACOLARE

*Cinema, teatro e musica: l'Italia ha un patrimonio inestimabile
Investimenti, tecnologia e idee innovative le leve per la crescita
Il talento ha bisogno di maestri, ma anche di un sistema culturale efficiente*

Supplemento al volume 49, luglio 2023, di Forbes Italia. Registrazione presso il Tribunale di Milano al n. 260 del 7 settembre 2017. Copia non vendibile separatamente



WHAT WE DO

WeShort is a short film

streaming platform with an

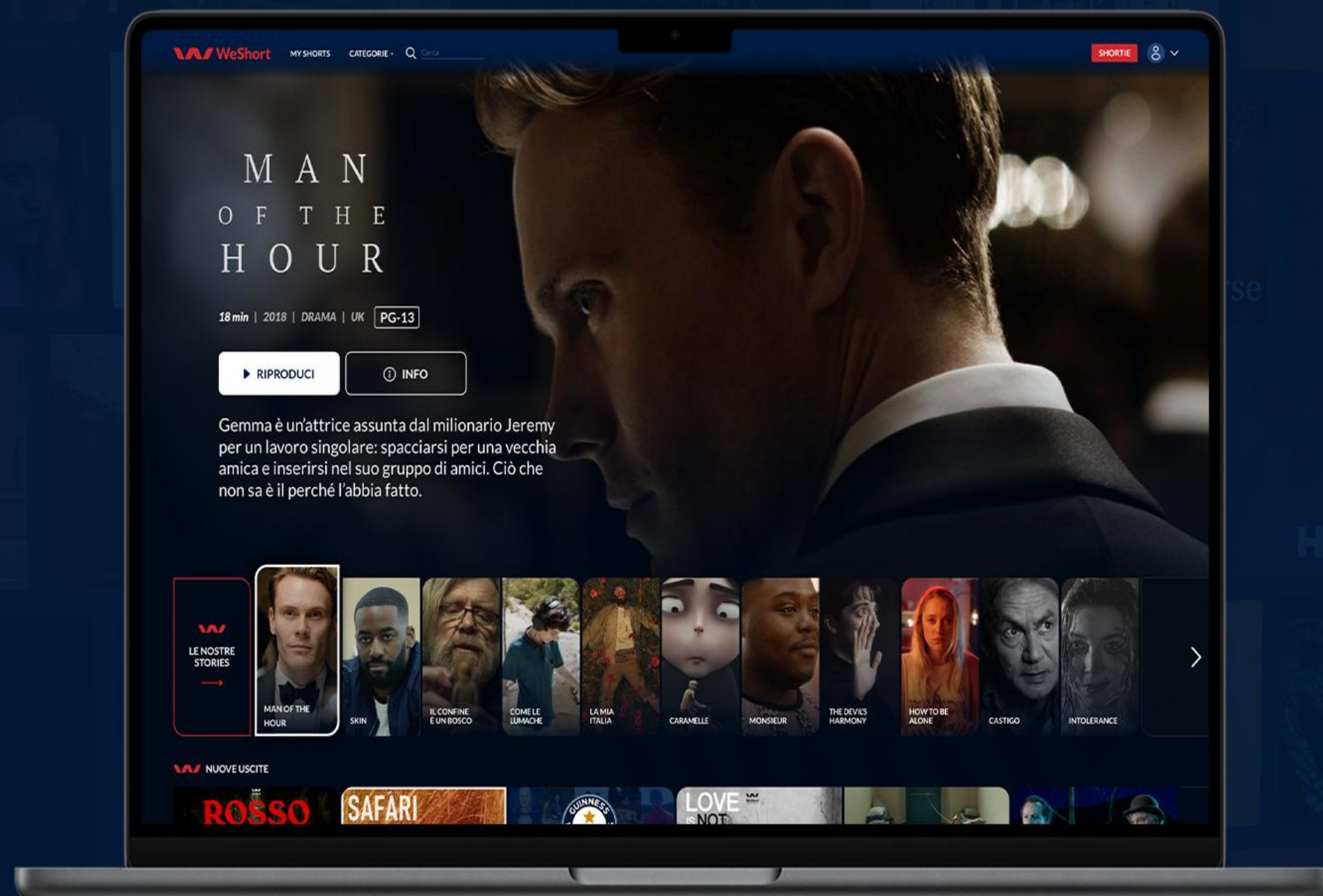
audience counting more than

250,000 viewers worldwide,

and growing rapidly every

month since 21st of March

2021.



WHAT WE'VE ACHIEVED

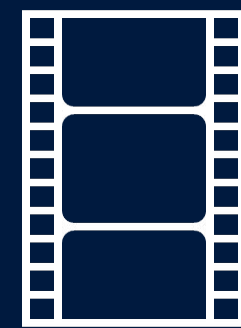
15,000+ short film submissions received globally



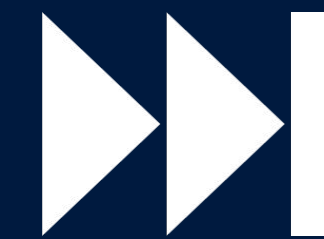
3,500+
SHORT FILM LICENSE
AGREEMENTS
SIGNED



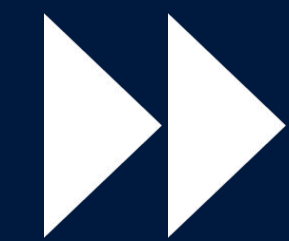
250,000+
VIEWERS
GLOBALLY



25,000+
MONTHLY AVG.
USERS



10,000+
PAYING USERS



200+
FILM FESTIVAL
PARTNERSHIPS

35% Average Monthly Growth between Q1 2023 and Q2 2024





THE WESHORT PLATFORM

WeShort allows you to enjoy **over 3500 short films** anytime, anywhere, following a simple **3-step process** :

1. **Sign up** by providing just your email address
2. **Watch** short films every week for free with advertisements
3. **Upgrade** to premium subscription to watch without advertisements



VALUE PROPOSITION

The platform will offer important differentiating features:



Integration and customization for third parties

(free wifi hubs, cars, gym equipment)



AI based virtual assistant

(to guide the user experience)



Platform focuses exclusively on short form content

(unlike any other distribution)



Anti-piracy algorithm tracks unauthorized usage of short films

(to protect the filmmaker's copyright)



GLOBAL TARGET AUDIENCE

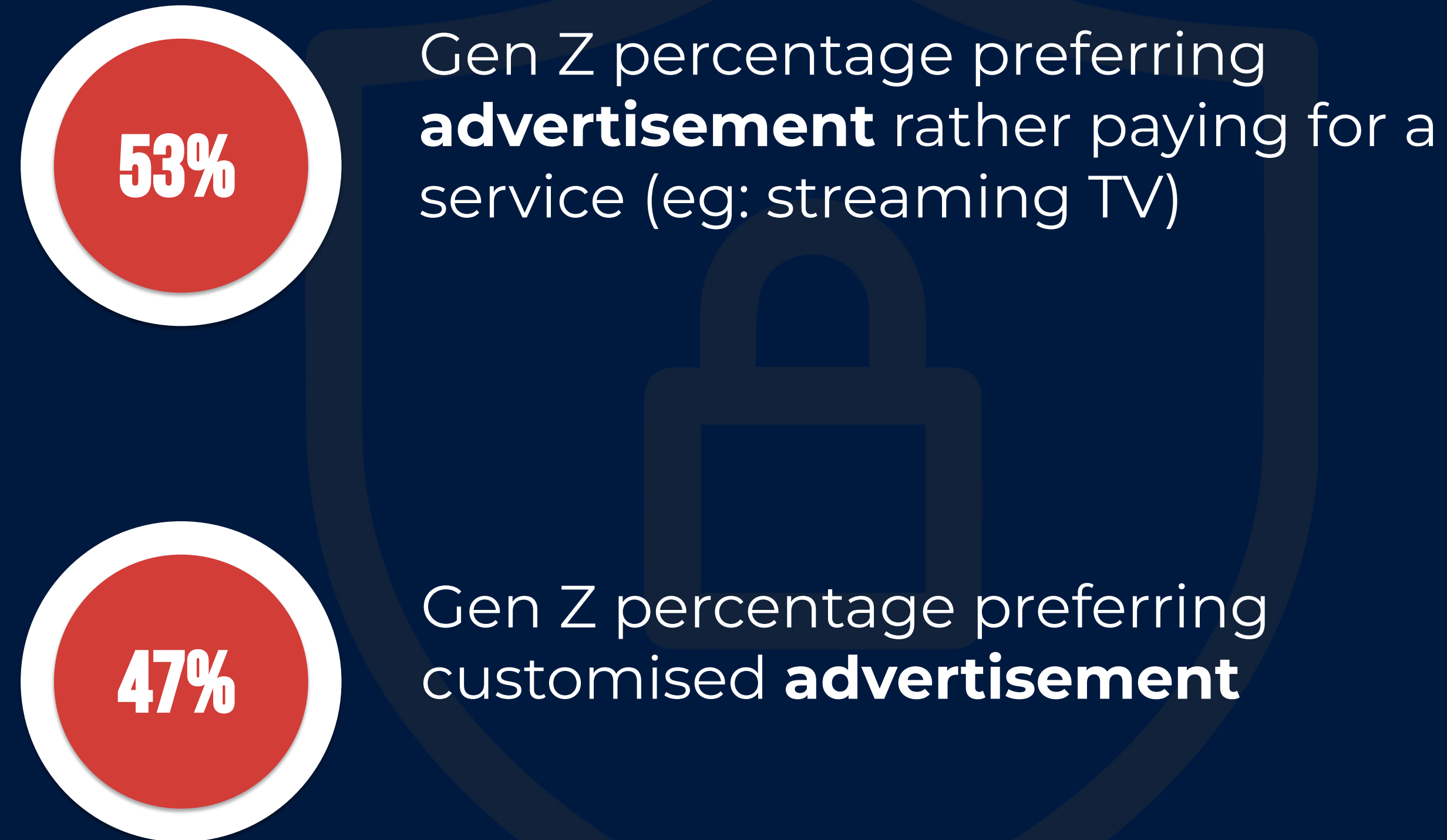
- **SHORT FILM LOVERS**
- **FILM & TV SERIES LOVERS**
- **GENZ & MILLENNIALS**

TRAVELLERS & COMMUTERS

- **MANAGERS & ENTREPRENEURS**
- **FILM FESTIVAL AUDIENCE**
- **FILM INDUSTRY WORKERS**
- **SCHOOL TEACHERS**
- **STUDENT FILMMAKERS**



GEN Z PRIVACY ATTITUDE



*Source: 2022 InMobi: 18 Things you don't know about Gen Z Report



GEN Z ATTITUDE

They are and they WILL BE the new SPENDERS, EMOTIONAL, UNBANKED and they are already part of most of the corporations' marketing strategies



230 Blns

of Downloaded app



4.8 avg hours

Spent on smartphone



176 Billions \$

Spent in 2021



TARGET AUDIENCE

1. Filmmakers and producers

WeShort is the perfect platform for filmmakers and producers seeking inspiration and new talent.

2. Short film and festival lovers

Short film lovers in the world are a large unexplored niche that has a void to fill . These people are completely on target for WeShort

3. Travellers & Commuters

in the era of short content, WeShort becomes the platform for those want quality entertainment to fill short breaks or while travelling.



Our example of FAST Channel

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9-10AM	Short Espresso 5'	Short Espresso 5'	Short Espresso 5'	Short Espresso 5'	Short Espresso 5'	Short Espresso 5'	Short Espresso 5'
10AM-12PM	FREE Iran	Women Directors	FREE Iran	Women Directors	FREE Iran	Women Directors	The Oscars ® zone
12-2PM	Lunch Break 10'	Lunch Break 10'	Lunch Break 10'	Lunch Break 10'	Lunch Break 10'	Lunch Break 10'	Lunch Break 10'
2-4PM	4Kids	4Kids	4Kids	4Kids	4Kids	4Kids	4Kids
4-6PM	A Cup Of Tea 25'	A Cup Of Tea 25'	A Cup Of Tea 25'	A Cup Of Tea 25'	A Cup Of Tea 25'	A Cup Of Tea 25'	A Cup Of Tea 25'
6-8PM	Short Training 20'	Short Training 20'	Short Training 20'	Short Training 20'	Short Training 20'	Short Training 20'	Short Training 20'
8-10PM	Our Sundance Selection	Made In Italy	Hola España	Arabesque	France Mon Amour	Out Of Africa	Silent Club
10PM-12AM	After Dinner 15'	After Dinner 15'	After Dinner 15'	After Dinner 15'	After Dinner 15'	After Dinner 15'	After Dinner 15'

All the slots include 2 to 10 short films in the range of 5 to 30 minute duration each.



WESHORT.COM LIBRARY OVERVIEW

2000+ PREMIUM AWARD WINNERS

- The Oscars ® zone
- Our Sundance selection
- Cannes Film Festival
- Toronto International Film Festival
- Premios Goyas
- Mostra del Cinema di Venezia
- Clermont-Ferrand Short Film Festival

THE
OSCAR[®]
S

sundance
institute


MARCHÉ DU FILM
FESTIVAL DE CANNES

tiff.
toronto
international
film festival

PREMIOS
GOYA


CLERMONT-FERRAND
INTERNATIONAL SHORT FILM FESTIVAL


MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
LA BIENNALE DI VENEZIA
Selezione Ufficiale



WESHORT.COM LIBRARY OVERVIEW

500+ short films for
families and teenagers



4Kids



Documentaries



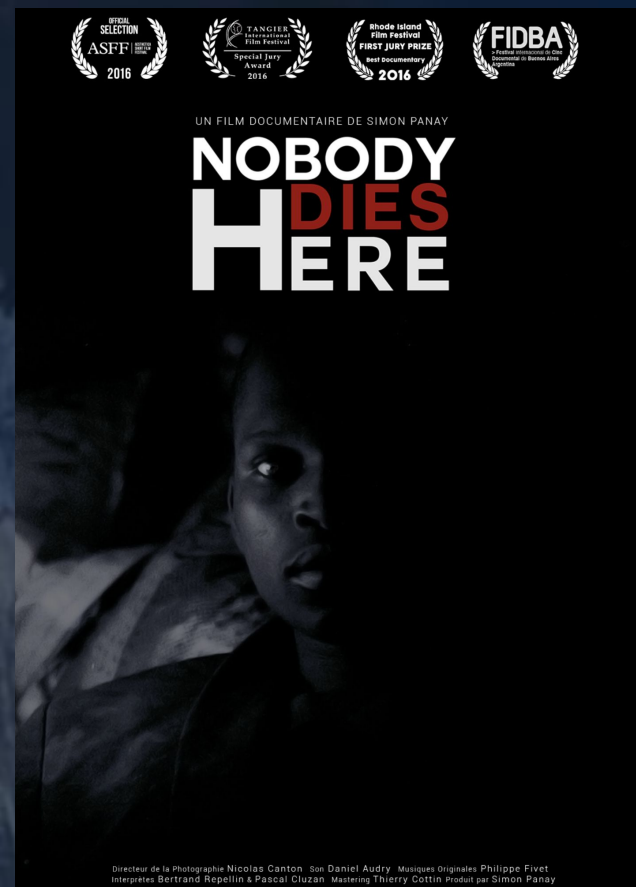
4Teen



WESHORT.COM LIBRARY

OVERVIEW

INCLUSION AND DIVERSITY



Out Of Africa



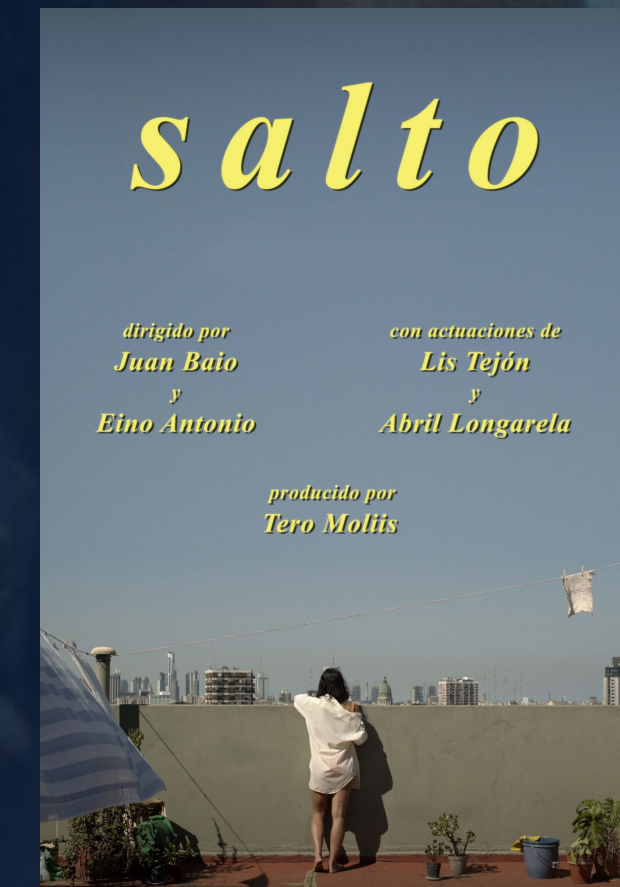
FREE Iran



Women Directors



Arabesque



LGBTQIA+

60% percent of WeShort's catalog consists of short films:

- Shot by female directors
- with African, Arab and Iranian productions
- shot by directors under 40



WESHORT.COM LIBRARY

OVERVIEW

FAMOUS ACTORS, DIRECTORS AND PRODUCERS



Alessandro Borghi
Buon San Valentino



Gerard Depardieu
Frank-Etienne vers la beatitude



Maika Monroe & Joe Keery
How to be alone



Renate Hansen Reinsveen
Dog Eat Dog



Heo Sung-tae
One-Shot



Esther Acebo
Baraka



Colin Firth
Chiusi fuori



Rocco Fasano
Death Mate



COMMITMENT TO AUDIENCE DEVELOPMENT



Localised marketing initiatives

- Film festival partnerships
- Media cross promotion
- Schools and University projects

Social Media

- Fast growing audiences
- Engagement on Tik Tok, Ig and FB
 - Quality content
 - Crossposting strategies with partners



NEW INDUSTRY INVESTOR

MINERVA PICTURES



WeShort in Q4 2022 closed its first equity round raising nearly 700.000€ backed by the historical production and distribution company **Minerva Pictures Group** owned by **Gianluca Curti** and **Santo Versace**, as lead investors with a stake of 30% of the company.



Santo VERSACE



PARTNER OF SUNDANCE INSTITUTE

Partnership with

sundance
institute

Develop the short film audience and support young talented filmmakers: this involves **the launch of short films from Sundance past editions on WeShort** and assisting in the development and distribution of new short films by Sundance Institute students.



Sundance Film Festival 2024
Shorts Awards & Party by WeShort & Argo



OFFICIAL PARTNER OF TRENITALIA FRECCIAROSSA

Since April 2023, **WeShort** has established a partnership with **Trenitalia**.

WeShort is available for all the travellers on **FRECCIA PLAY** portal of FrecciaRossa, Frecciargento trains and Trenitalia Lounge in Italy and abroad. WeShort screenings also on the on-board monitors.

40.000 unique viewers achieved in less than one year!



THE WESHORT ORIGINALS

The WeShort Originals are short films made by WeShort's filmmakers community.

Caramelle has world premiered in October 2022, winning Alice nella Città festival in Rome.

80+ worldwide screenings and festival selections including final shortlist at **Nastri D'Argento** and selections at **Oscar and BAFTA Qualifying Festivals**

PINOQUO the 2nd WeShort Original short film world premiere **SIC** at **Venice Film Festival**

8 WeShort Originals are **COMING SOON!**



Caramelle a 3d animation short film produced in 2022, is the first of the WeShort Originals



OSCAR SHORT FILMS THEATRICAL RELEASE

WeShort is the Italian distributor of the 2023 Live Action Short Film Oscar Winner and 2024 Oscar nominated short films.

**OVER 6000 TICKETS SOLD
IN 100 MOVIE THEATRES
BETWEEN 2023 AND 2024**



BIG STEP in fashion, a **NEW** partnership

NYCIFFF

NEW YORK CITY INTERNATIONAL FASHION FILM FESTIVAL

soon on

WeShort

NYCIFFF



KEEP WATCHING

weshort.com



WeShort in NEW YORK TIME SQUARE January 2024



OUR PARTNERS & NETWORK

WeShort network is composed of members **Hollywood** community including producers, actors, directors and writers.

Business & Content Partners



Institutional Partners



WHO SPEAKS ABOUT US

+250 articles on web, newspapers, podcast and radio

+5 million people organic reach internationally

Forbes

millionaire



Il Sole **24 ORE**



the **Cryptonomist**

IL MATTINO

CORRIERE DELLA SERA

Il Messaggero



CIAK



ANSA.it



AI WEEK



TGCOM24

LA **GAZZETTA**
DEL **MEZZOGIORNO**



JUST CINEMA



**In the 5 minutes
since you started
reading this
presentation...**

W WeShort

alex@weshort.com
corporate@weshort.com

WeShort Inc.
San Francisco, CA (USA)

WeShort S.r.l.
Bari, Puglia (Italy)

10

New Users
Signed Up

50

New Shorts
Submitted

100

Minutes
Watched

