

Impact Report:

2020-2022

Concept Factory, Inc.

A 501(c)(3) tax-exempt organization

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Our History | 2020-2022

In January 2020, our Founder, Allan Meade received a vision of having a physical place in Atlanta where visual storytellers could gather, share resources, learn, collaborate, and create content. After spending time in prayer, research, and connecting with other industry creatives, the idea for Concept Factory was birthed.

In the months following, Allan and his newfound team would go on to become an LLC in the state of Georgia in June 2020, despite the onset of a worldwide pandemic, job closures, and a new world of virtual work. Leveraging the increase in virtual gatherings due to COVID-19, Allan and his team began hosting virtual industry workshops in July 2020, only 1 month after becoming a limited liability company.

Through the remainder of 2020, Concept Factory quickly garnered the attention of local creatives in Atlanta and received a \$1,500 startup grant from the Atlanta Tech Village's *Start It Up Georgia* entrepreneurship program in November 2020. Despite the fast growth, Allan's startup team of two partners came to an end by the end of the year, leaving him as the sole operator of the business.

Through prayer and perseverance, Allan gained several new team members committing to volunteering their time for the greater vision of Concept Factory. A new family was born, and by January 2021, Concept Factory would be primed to reach new heights!

During the 2021 year, Concept Factory would go on to offer two *Collab Hub Creative Conferences*, a Black Business Showcase in honor of Black History Month, its first *Content Studio* and launch a successful internship and apprenticeship program.

By the end of 2021, Allan felt God calling him to consider Concept Factory's mission and vision, and look into changing the LLC to become a nonprofit organization. Reluctant at first, Allan ended up being fully sponsored to attend Plywood People's *Foundations* cohort in the Fall of 2021, which taught the ins and outs of launching a nonprofit organization. The rest was history and Allan knew that taking this huge leap of faith to transform into a nonprofit organization was the next step in Concept Factory's journey toward fulfilling its vision.

Concept Factory, Inc. became an official nonprofit organization in May 2022, along with gaining a dynamic Board of Directors featuring both industry professionals and creatives from across the country. The organization received its 501(c)(3) tax-exempt status in August 2022 and officially launched on November 4, 2022 in Atlanta, GA.

Concept Factory has an online community for creatives, Community Groups, and is in full motion toward accomplishing the original vision of opening a Collaboration Hub coworking space designed for creatives and visual storytellers to gather, share resources, learn, collaborate, and create content.

From Our Founder

Allan Meade, Jr. | Founder & Executive Director, Concept Factory, Inc.



When I think back to how Concept Factory has grown in such a short amount of time, all I can say is, “wow!” Since the vision for Concept Factory first sparked in January 2020, there’s been non-stop growth coupled with the passion driving it.

While I can be the first to say we’ve been through many changes, seasons of both growth and decline, and seeing lots of new faces, the vision behind Concept Factory is stronger than ever.

It’s been a life honor to be joined with other passionate visual storytellers and volunteers who consider themselves part of the Concept Factory family, whether as a board member, staff member, intern, apprentice, advisor, or volunteer on our Dream Team. Our family-first culture here has allowed us to remember what’s most important in operating a business or organization, and that’s people.

Speaking of people, we wouldn’t exist if it weren’t for the numerous visual storytellers, creatives, entertainers, and entrepreneurs we have the pleasure of serving through our charitable work to help eliminate glass ceilings and barriers in the visual arts industry.

Emerging from a small startup LLC, to now operating as a nonprofit organization, I’m confident Concept Factory is positioned to make a truly lasting impact through our dynamic industry development programs, Community Groups, workshops and City Meetups, and more!

I’m excited for the future and even more excited to see all the life changes that not only will happen, but already have!

Here’s to a bright, successful, and impactful future for Concept Factory!

Yours truly,

Allan Meade

Founder & Executive Director
Concept Factory, Inc.

It's About Visual Storytellers

Concept Factory is a nonprofit organization dedicated to providing multi-site Collaboration Hubs, industry development programs, workshops, and community platforms for professional and personal growth for **underrepresented visual storytellers**.

“Underrepresented” = Visual storytellers who are at a disadvantage due to socioeconomic, geographic, or other outside barriers, preventing them from having full and fair access, training, or opportunities to enter the visual arts and entertainment industry.

Our Mission

“To advance underrepresented visual storytellers.”

We create spaces for the underrepresented or disadvantaged visual storyteller to find their tribe, create content, and advance their industry career. *It's why we exist.*

Being the Bridge | Our Vision

Our vision is ***“to be the bridge for visual storytellers to reach industry opportunities.”***

Imagine one day when the entertainment and visual arts industry will be *run* by the storytellers and content creators that fuel it. Our mission is to help these visual storytellers grow in their development and have a more equal opportunity in reaching their industry career goals and dreams.

Problems We're Solving

1) Lack of access to industry connections, development, spaces, and a collaborative network of like-minded visual storytellers.

2) Glass ceilings encountered by underrepresented visual storytellers in reaching industry opportunities without key connections or “lucky breaks.”

Visual Storytellers Served

Since July 2020, we've had the pleasure of offering industry-focused **workshops**, both virtually and in-person to help provide training, exposure, and networking opportunities to visual storytellers of all fields.

Total visual storytellers served through workshops:

653

Total workshops hosted:

23

Total workshop hours:

37

Industry Professionals Engaged

Over the past two years, we've had the honor of welcoming various industry professionals to the Factory!

Industry Professional Workshop Hosts:

23

Creative Specialities of our Industry Professionals:

- **Filmmaking**
- **Photography**
- **Animation**
- **Creative Entrepreneurship**
- **Graphic & Digital Design**
 - **Marketing**
- **Entertainment Law**
 - **Acting**

Signature Events

As part of our commitment to advance visual storytellers, we've had the privilege of hosting 3 signature events and/or creative conferences for visual storytellers.

- **2021 Black Business Showcase (Feb. 2021)**

To honor Black History Month, Concept Factory hosted a business showcase to provide early-stage black entrepreneurs the opportunity to showcase their businesses to an audience, answer questions, and provide giveaways. The virtual event allowed people from anywhere to join to help support businesses.

The 2nd phase of the event featured a VIP Session for the business owners hosted by Chick Fil-A operator Craig Stokes, and celebrity chef, "Chef Lovely" from OWN Network.

- ***Collab Hub Creative Conference (June, Nov. 2021)***

In 2021, we hosted two dynamic Collab Hub creative conferences (now known as the SPACES Creative Conference) in which visual storytellers came together for networking, collaborative activities, workshops, panels, and to buy and sell from local vendors.

The conference workshops were hosted by various industry professionals from a variety of creative fields and industries related to visual arts.

Our Offerings & Programs

As we continue to reach more and more visual storytellers through our workshops, we're now positioned to offer more opportunities, spaces, and programs to help continue driving engagement, networking, and professional development. Some of our current and future programs on slate include:

A) Industry Programs

factoryAdvance

factoryAdvance is our cohorted industry advancement program. Students navigate through four tracks for the 18-week program: Directing, Producing, Screenwriting, and Cinematography. Students will learn under the direction of industry professionals and mentors.

The goal of factoryAdvance is for those accepted to have access to exclusive training, professional mentorship, and an opportunity to write, direct, and produce a narrative short film before shopping it around to our industry partners, studios, film festivals, and production companies.

TMI: The Mentorship Initiative

TMI: The Mentorship Initiative is an initiative geared towards putting visual storytellers before industry professionals in private spaces, whether virtually or in-person.

Through the act of "paying it forward," our network of industry professionals within the fields of entertainment and entrepreneurship will commit to offering "mentorship hours" for students in our factoryAdvance program to gain industry advice, feedback and critique, career strategy, and more.

Factory Vault

Concept Factory's *Factory Vault* will be a unique vault of content and screenplays produced by graduates from our factoryAdvance program. Content will be marketed to production companies, agencies, studios, key industry players, and festivals, who will be able to purchase or option scripts, treatments, and finished content for an agreed-upon purchase deal.

Concept Factory will own the creative rights to all produced content within the Factory Vault. If the content is optioned or sold, creators of the content will receive compensation while Concept Factory will retain a percentage.

Through our industry relationships we will be able to set up the alumni of our factoryAdvance program with renowned executives in the industry and help them build a name for themselves.

factoryCourse

factoryCourse will be our platform for online courses geared toward industry and business-specific content, knowledge, and skill sets. Online courses will be taught by mentors and industry professionals. These online courses will be made for sale online for anyone who wants to purchase the course.

B) Spaces

Collaboration Hubs (future)

Concept Factory's *Collaboration Hubs* will be state-of-the-art coworking spaces designed to be incubators for visual storytellers within specific cities and regions. Our Collaboration Hubs will be the "headquarters" for creatives and visual storytellers to commune, collaborate, work, and play. Collaboration Hubs will offer affordable membership packages to allow members access to offerings such as meeting spaces, dedicated desks, offices, screening rooms, editing labs, script libraries, writer rooms, photography studios, and more.

Community Groups

Community Groups will be localized, member-led creative groups in cities and towns. Community Groups will gather on a regular basis determined by the group leader (weekly, monthly, or quarterly) to share ideas, attend / host events, and collaborate together.

The vision for every Community Group is to foster professional relationships and promote the skill set advancement of its members.

Community Groups will fully contribute to our multi-campus model by allowing Concept Factory to continuously create small, intimate environments for our members to have maximum exposure and accessibility regardless of their geographical location. As Community Groups grow throughout various regions and cities, a new Concept Factory physical campus will be launched in that region.

Online Community Platform

Concept Factory's online community platform (OCP) is our digital platform for our visual storytellers, industry guests, mentors, and paid members to network, share tips, plan meetups, and attend virtual workshops.

Our online community platform is powered by Mighty Networks. Mighty Networks is a community software platform designed to help businesses create online courses, develop branded mobile apps, and build online communities. It lets users create membership sites to offer paid online courses, paid groups or bundles of both courses and groups to members.

C) Workshops & Events

General Workshops & Events

Ticketed or RSVP workshops (virtual, in-person, or hybrid) covering a variety of topics or concentrations related to the media and entertainment industry taught by seasoned professionals known as workshop hosts.

City Meetups

City Meetups are host-organized, and host-led gatherings for creatives in cities across the U.S. consisting of individuals within a city (or region) coming together for a common purpose to network or learn, whether it be for a workshop, a breakfast or brunch gathering, or for a collaborative networking activity or event. City Meetups are intended to put the power of bringing together visual storytellers into the hands of the visual storytellers themselves.

SPACES Creative Conference

(Spearheading Possibilities Amongst Creatives, Entrepreneurs, and Storytellers.)

Concept Factory's **SPACES Creative Conference** will serve as our annual "space" to bring together visual storytellers, creatives, and entrepreneurs from across the globe for several days of master classes, workshops, film screenings, table reads, exclusive interviews, industry socials, and more. The annual creative conference will also include local vendors and house an

industry-exclusive career fair featuring representatives from Hollywood studios, production companies, agencies, and more.

Screenwriter's Sprint (future)

The *Screenwriters Sprint* will be a 7-day competition for screenwriters interested in writing for film, television, or short-form media to create an original piece of written work to be judged by industry judges for a sponsored cash prize. Participants will select from a variety of genres and categories, along with their intended medium (i.g. film, television, etc). Industry professional writers will serve as "Mentors" and be assigned select groups or individuals to assist and provide feedback, direction, and guidance.

"7 on 7" City Film Challenge

The *7 on 7 City Film Challenge* is a film challenge in which 7 filmmakers from one city compete against 7 filmmakers from a rival city to write, shoot, and edit a short film in just 24-hours. At the completion of the challenge, both teams will showcase their films to an audience, in which the people will vote their favorite! It's a city vs. city showdown!

Content Studio

Content Studio is a physical meet-up catered for visual storytellers and artists to spark creativity, foster collaboration, and create content. Each Content Studio will be accompanied by a selected "Content Coach."

At the Park!

At the Park is a city-per-city event in which photographers gather for a scavenger hunt at a local city park. Photographers are given a "photo prompt" or theme in which they must take photos related to the theme or prompt as a team or individual.

Impact Story: Corey Lightner



When filmmaker and director Corey Lightner first moved to Atlanta, he didn't have any industry connections or know anyone "creative," yet that didn't stop him. Corey got connected to a fellow Atlanta storyteller online, who introduced him to one friend, who introduced him to another friend, and the cycle kept repeating.

By early 2021, Corey heard about Concept Factory and its commitment to serve visual storytellers by offering workshops, programs, and networking opportunities, which he so desperately needed at the time. Corey began attending several of Concept Factory's

workshops and the June *Collab Hub* creative conference, in which he was able to make numerous connections and learn from other visual storytellers about their crafts.

Not before long, Corey found himself having a community of like-minded creatives surrounding him to help support him in not only his filmmaking career, but in his everyday life as well.

In just the short time of being in Atlanta, Corey and his newfound community had worked on several short films and productions together, wrote scripts, and even produced spec commercials for one of their favorite major brands. What's the key to Corey's success? One word: COMMUNITY!

In early 2022, Corey took the leap of faith to move to Los Angeles, where he continued his pursuit of filmmaking, photography, and visual storytelling. In September 2022, Corey stepped up to lead a Concept Factory Community Group alongside his close friend and actor, Elijah. Corey and Elijah will together now help Los Angeles creatives and storytellers find their tribes and advance their industry careers, just like he did!

There's power in a creative community and Corey is a living testimony of it!