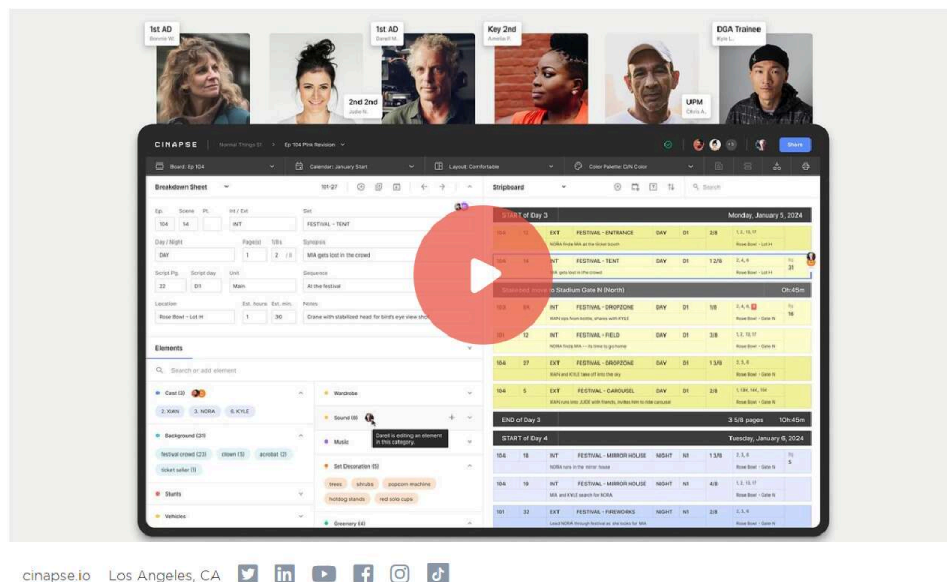


## The YC-backed Operating System of Hollywood



## Highlights

- 1 21st century operating system for behind-the-scenes logistics in Film & TV production
- 2 Used by 50+ productions across Netflix, Apple, Amazon, Disney, Paramount, and more
- 3 Growing 48% month-over-month (used by 16% of all current productions in N.A. and Europe)
- 4 Raised \$2.5M from Y Combinator, Neil Patrick Harris, Gaingels, and more in 2021 and 2022
- 5 1000+ sign-ups since Feb 2024 launch
- 6 Addressing an untapped \$250 billion market of offline, analog production workflows and expenses

## Featured Investors



**Jim Kleverweis**   
Syndicate Lead

Follow

Invested \$5,000

Jim Kleverweis is a six-time Emmy® award-nominated producer known for HBO's Silicon Valley, Insecure, Euphoria, and upcoming series The Franchise. He is a member of the DGA, PGA, Television Academy, and a graduate of the DGA Training Program.

"Cinapse has built a dynamic, collaborative product from the ground up that the motion picture and television industry has been clamoring for for years. The company's commitment to innovation and understanding its core user base is outstanding. In modern film production, tools that are standard in their product have been long asked for, and have been ignored by the companies that have had software on the market for ages. What Cinapse has created reflects the realities of scheduling in the modern era. As a former DGA

assistant director turned producer, I see the value of this software as both an end user and collaborator. I believe there is nothing else like it on the market, and that Cinapse is poised to make life easier for productions around the globe."



Neil Patrick Harris



Follow

Neil Patrick Harris is a five-time Emmy® award winner best known for his work across TV, film, and theater.

"I'm thrilled to be working with Cinapse to streamline how the cast, crew, and studio manage their work on every production."



Y Combinator  
Notable Investor

Follow

Invested \$500,000 ⓘ

Startup accelerator and VC firm that's launched over 4,000 companies, including Airbnb, Coinbase, DoorDash, Dropbox, Instacart, Reddit, and Stripe  
[ycombinator.com](https://ycombinator.com)

Dalton Caldwell, YC Managing Director, Group Partner

“””



Other investors include [Gaingels Syndicate](#) [Notable](#) , [David Anderman](#), [Sandy Climan](#), [Rendered VC](#), [Twenty Two Ventures](#)

## Our Team



Herman Phillips Co-Founder & CEO

Filmmaker & Entrepreneur. Former AD Dept @ HBO Silicon Valley, Euphoria, Insecure, Forbes 30 Under 30



Roger W Tran Co-Founder & COO

Product designer, early-stage startup product development consultant, Stanford, Harvard



Heather Wagner Co-Founder & Senior Product Advisor

DGA 1st AD, Producer @ Lucasfilm, Mandalorian, Ahsoka, Avatar



Greg Kufera Co-Founder

COO @ Ikhon, Princeton

## Why Cinapse?

Featured by :



## We're building the new Operating System of Hollywood

8 months after our launch, Cinapse is already  
used on 16% of all major Film & TV productions

Sign ups

1,000

Productions

50+

MoM growth

48%

Trusted by the AD teams who brought you



Currently used across most major studios



Production logistics is the largest  
untapped market in Hollywood

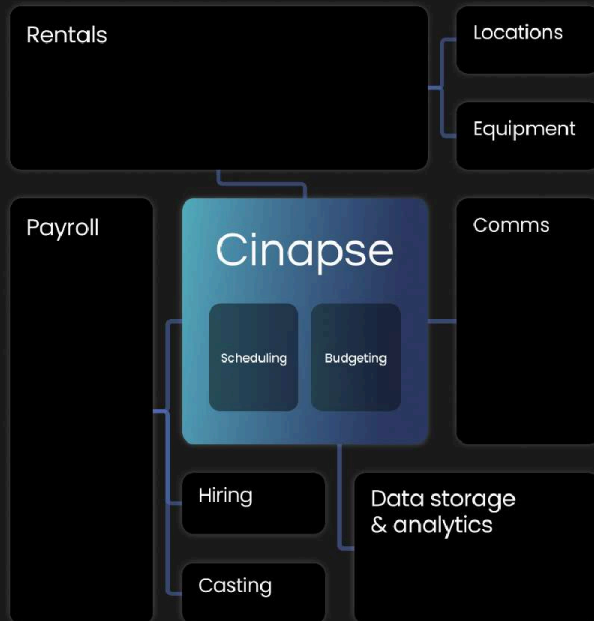
Businesses Powering  
Media Production

100k+

Market  
Opportunity

\$12B

With our scheduling and budgeting data, Cinapse can power the entire \$250B+ production supply chain



## Business Model

SaaS subscriptions  
for Cinapse Scheduling + Budgeting

**\$216M**

Individual **\$36M ARR\*** \$10/mo \* 300k users  
Enterprise **\$180M ARR\*** \$10k/mo \* 1500 productions

Marketplace  
5% fee on all rentals & bookings

**\$12B**

\$250 billion / yr Annual production expenditure  
\$12.5 billion ARR Cinapse 5% marketplace-fee

\* The figures listed above are projections that cannot be guaranteed



We're reserving \$50k of our \$500k fundraising round for our fellow ADs, UPMs, and Producers. Help us reach our next milestones\*

Hit \$1M ARR in 12 months

Get Cinapse on 50% of all 2025 productions

Secure 1 overall studio contract

\* The milestones listed above are forward looking projections that cannot be guaranteed

## Why are we building Cinapse?

No one has successfully challenged EP's dominance on production software in over 50 years.

The available tools that currently power production logistics are stuck in the 1980s.

Outsider venture capitalists don't understand the scale of the problem or the massive opportunity for disruption.

But you do.

### Old way

1980 - 2024

Disconnected schedule + budget  
Manual data entry  
Outdated info  
Phone tag  
Sticky notes on a wall  
Paper & binders  
Offline data  
High risk of error  
Inaccurate planning

### New way

The Future with Cinapse ✨

Integrated schedule + budget  
Automated workflows (10x faster)  
Cloud-synced information  
Real-time collaboration  
Shareable data  
Accessible from any device  
3rd-party app integrations  
Alerts and notifications  
AI-assisted planning

Cinapse is already the most  
advanced scheduling software  
available in Film & TV

[illegible]

Collaboration	Multi-unit logic	Crossboarding
CSV exporting	Episodic DooDs	Intuitive design
Start-of-day daybreaks	Automated breakdowns	Integrations with Scriptation, Final Draft & SetHero
24/7 customer support	Fast upgrades & improvements	Feedback-driven feature roadmap

FOR ALL MANKIND

Luke Maxcy, DGA 1st AD



Emily Hogan, DGA 1st AD



Joanne Gerein, DGC 1st AD



Inti Carloni, DGA and AIARSE 1st AD



## Our master plan

## Phase 1. Viral adoption

Release our product at an extremely affordable price so that every filmmaker has an opportunity to **learn that Cinapse is the future**. Constantly improve the product based on customer feedback, and become indispensable to every production in the industry.

## Phase 2. Build budgeting

We will build the first app that **directly integrates schedule data with budget data in real-time**. This will unlock the ability for Producers and Accountants to plan productions with more accuracy than ever before. At scale, we will train AI models to learn which schedules work best — and why.

### Phase 3. Open data to the whole ecosystem

Every call sheet, rental, casting, hire, etc. relies on production schedule and budget data. We will open our dataset to the entire app ecosystem and **transform Cinapse into an industry-wide platform** that allows other services & products to seamlessly integrate with our workflows. Cinapse will become the single platform through which all productions do business and become the Operating System of Hollywood.

Team

**Knows Tech. Knows Hollywood.**



Herman Phillips  
CEO



Roger W Tran  
COO



Heather Wagner  
Co-founder  
Senior Product Advisor



**Greg Kufera**  
Co-founder  
Senior Technology Advisor



Backed by Y Combinator.  
Advised by Hollywood insiders.



**Neil Patrick Harris**  
ADVISOR

Five-time Emmy® award winner  
Best Actor for his work on  
*How I Met Your Mother*  
A Series of Unfortunate Events  
The Matrix: Resurrections  
Uncoupled

IMDb



**Sandy Corman**  
ACM/SOR

CEO @ Entertainment Media Ventures  
Former Corporate VP and President of Worldwide  
Business Development @ Universal Studios  
Founding Head of Corporate Advisory Practice and  
Senior Talent Agent @ CAA

LinkedIn  
Article



**Denise Davis**  
ADVISOR

FOUNDER / CEO @ **Refinery Media Group**  
PRODUCER @ **Immature**, **RAP SHY**, **A Black Lady Sketch Show**  
FOUR TIME **Emmy**® award nominee  
MEMBER @ **Television Academy of Arts & Sciences**  
MEMBER @ **Producers Guild of America**  
GRADUATE @ **American Film Institute**

**Letitia**  
MCH



**David Andlerman**  
ADVISOR

Former COO & General Counsel @ [Lecorelli](#)  
Former General Counsel @ [EspaceX](#)

[LinkedIn](#)



**Jim Kleverweis**  
ADVISOR

Producer @ **Sixty**, Walt Disney, NBCUniversal,  
**WarnerMedia** (Silicon Valley, Euphoria, *Preacher*)  
Six-time Emmy® award nominee

Member @ **Producers Guild of America**  
Member @ **Directors Guild of America**  
Member @ **Television Academy of Arts & Sciences**  
Graduate @ **DGA Training Program**

**LinkedIn**  
**AVC4**



Cinapse