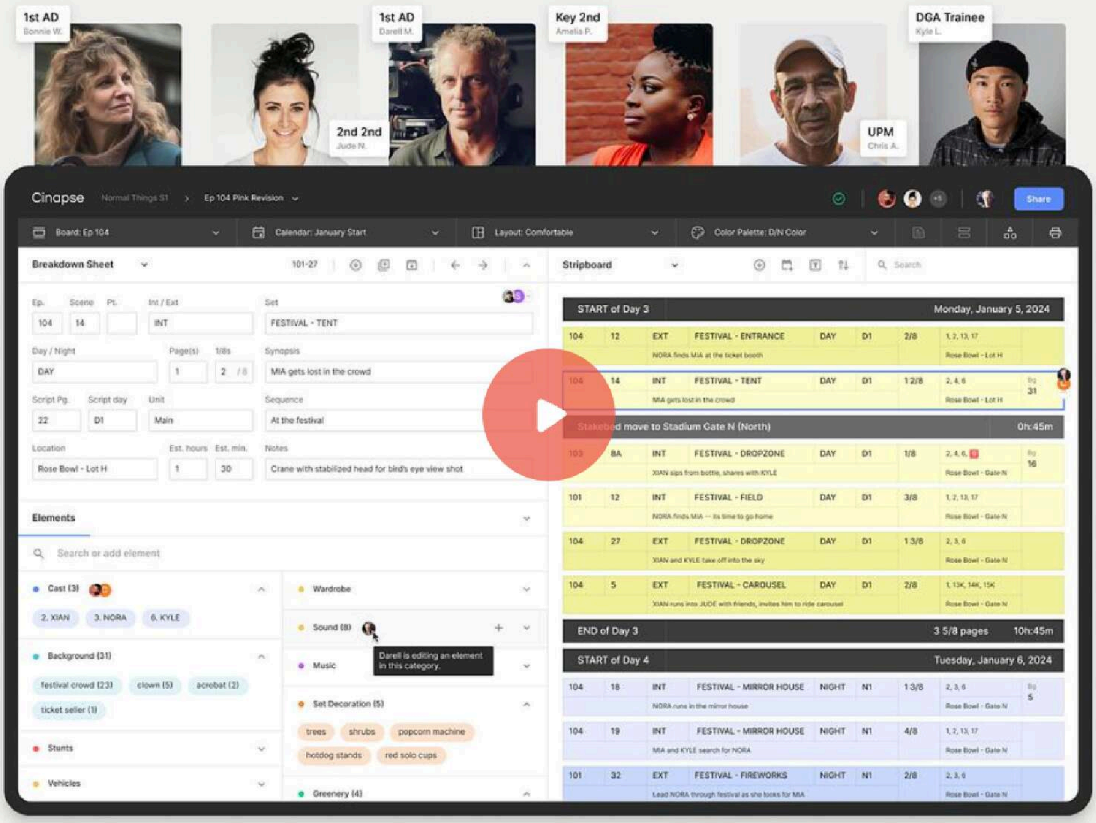



CINAPSE (YC W22)

# The YC-backed Operating System of Hollywood

cinapse.io Los Angeles, CA

Technology | Y Combinator | Notable Angel | SaaS

## Highlights

**Notable Angel**
Raised $25k or more from a notable angel investor

**Y Combinator**
Raised from Y Combinator

1 21st century operating system for behind-the-scenes logistics in Film & TV production

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**

Invested $5,000

Follow

**Syndicate Lead**

**Jim Kleverweis is a six-time Emmy® award-nominated producer known for HBO's Silicon Valley, Insecure, Euphoria, and new 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**

Invested $500,000

Follow

Notable Investor

Startup accelerator and VC firm that's launched over 4,000 companies, including Airbnb, Coinbase, DoorDash, Dropbox, Instacart, Reddit, and Stripe

ycombinator.com

**Dalton Caldwell, YC Managing Director, Group Partner**

“”

Other investors include Gaingels Syndicate Notable , David Anderman, Sandy Climan, Rendered VC, Twenty Two Ventures & 112 more

# 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 @ Ikhor, Princeton

## Why Cinapse?

Featured by :

Forbes

DIRECTORS GUILD OF AMERICA DGA Digital Day

Y

DGC DIRECTORS GUILD OF CANADA LA GUILDE CANADIENNE DES RÉALISATEURS

cinegear EXPO

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 | Productions | MoM growth |
| --- | --- | --- |
| 1,000 | 50+ | 48% |

Trusted by the AD teams who brought you

Currently used across most major studios

## Production logistics is the largest untapped market in Hollywood

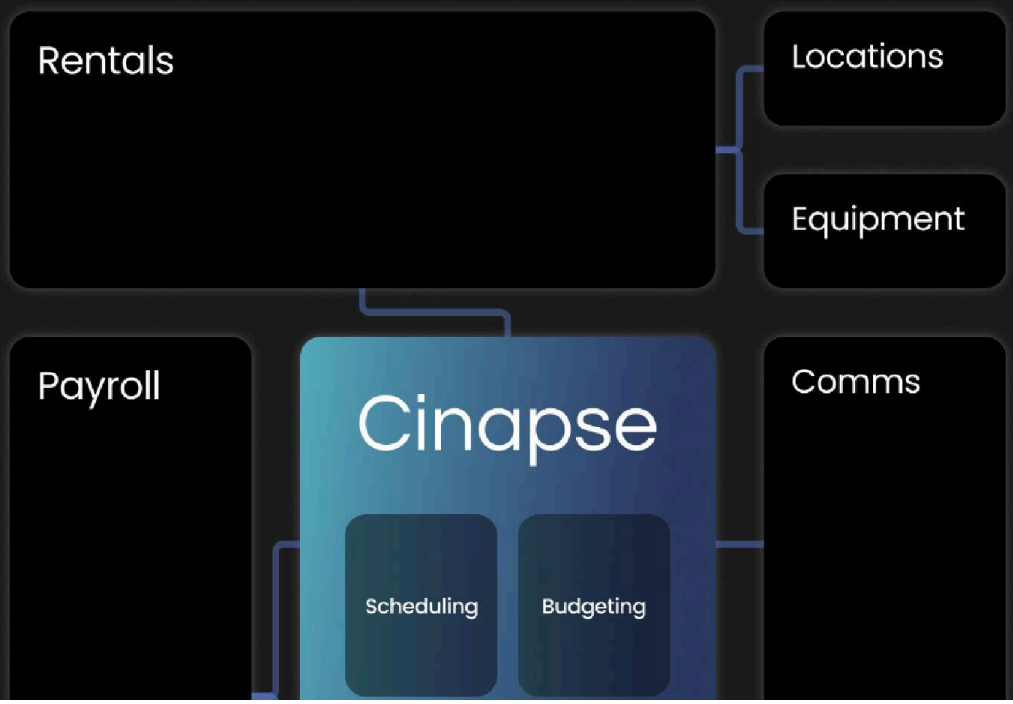
Businesses Powering Media Production

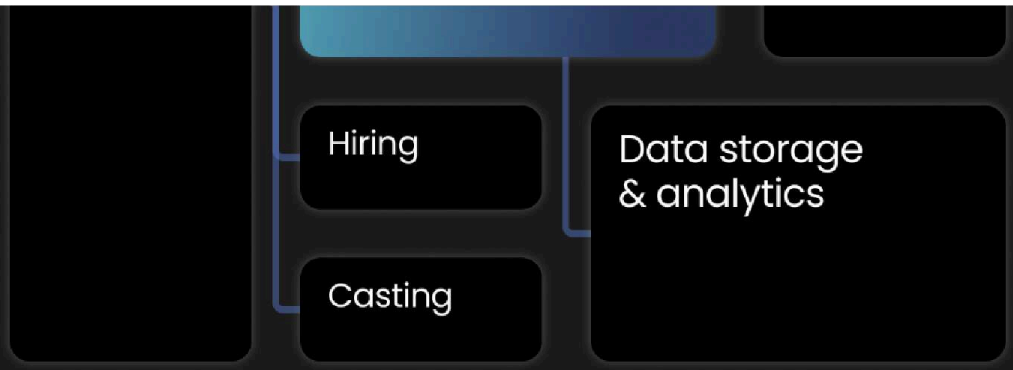
**100k+**

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

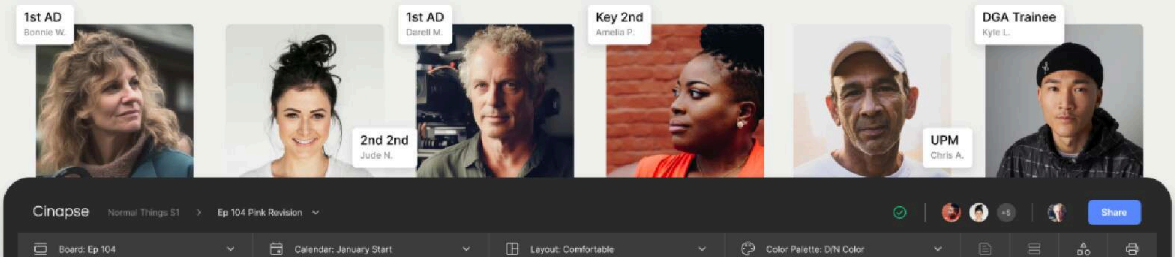
- Disconnected schedule + budget
- Manual data entry
- Outdated info
- Phone tag
- Sticky notes on a wall
- Paper & binders
- Offline data
- High risk of error
- Inaccurate planning

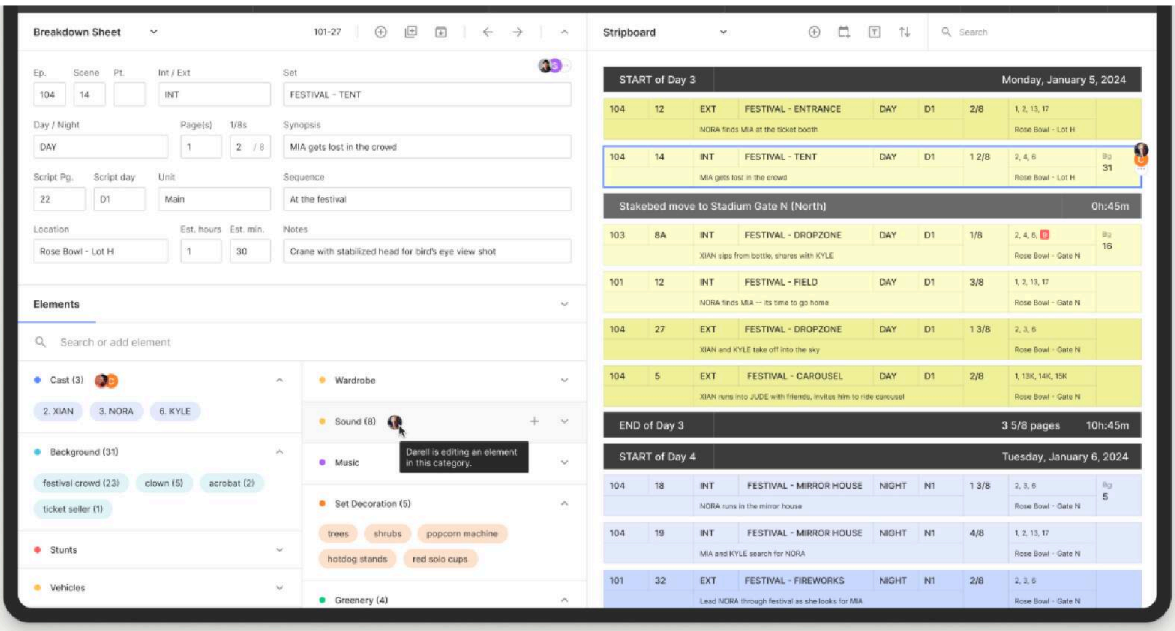
## New way

**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.





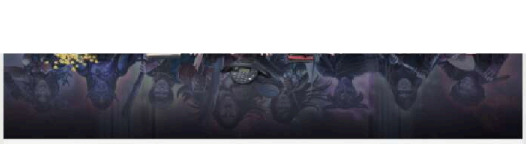

Why customers choose Cinapse

| | | |
|---|---|---|
| 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 |

# What our customers say

"Cinapse has changed the way I'm able to work. It's obviously **designed by people who know production intimately.**"

**Luke Maxcy**, DGA 1st AD



"Cinapse solves many of the problems that plague MMS... **I never want to go back!**"

**Emily Hogan**, DGA 1st AD

"**Cinapse has been a game changer**...we've been waiting for this!"

**Joanne Gerein**, DGC 1st AD

"It's like you were sent by God."

**Inti Carboni**, 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

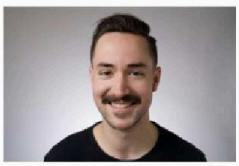
We will build the first app that **directly integrates schedule data with budget data in real-time**. This will unlock the ability for Producers and Accountants to plan productions with more accuracy than ever before. At scale, we will train AI models to learn which schedules work best — and why.

## 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.

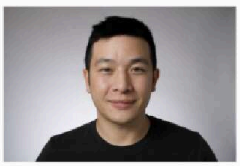
Team

## Knows Tech. Knows Hollywood.



Herman Phillips
CEO

HBO
SILICON VALLEY

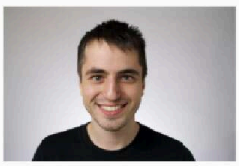


Roger W Tran
COO

Stanford
HARVARD

Heather Wagner
Co-founder
Senior Product Advisor

LUCASFILM ltd
AVATAR

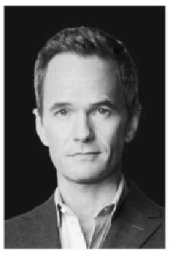


Greg Kufera
Co-founder

Expo
PRINCETON

Advisors

## Backed by Y Combinator.
## Advised by Hollywood insiders.



**Neil Patrick Harris**
ADVISOR

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

IMDb

**Sandy Climan**
ADVISOR

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

LinkedIn
IMDb

**Denise Davis**
ADVISOR

Founder / CEO @ **Reform Media Group**
Producer @ **Insecure**, **RAP SHIT**, **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**

LinkedIn
IMDb

**David Anderman**
ADVISOR

Former COO & General Counsel @ **Lucasfilm**
Former General Counsel @ **SpaceX**

LinkedIn

**Jim Reveal Wells**
ADVISOR

Producer @ **Sony, Walt Disney, NBCUniversal, WarnerMedia** (Silicon Valley, Euphoria, Insecure)
Six-time **Emmy® award nominee**
Member @ **Producer's Guild of America**
Member @ **Directors Guild of America**
Member @ **Television Academy of Arts & Sciences**
Graduate @ **DGA Training Program**

LinkedIn
IMDb

# Cinapse