

THE BUILD

**HOW YOUR VISION BECOMES A
FULLY FUNDED PROJECT**

PART I OF III



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WHO AM I?

**YEAH, THIS IS THE PART WHERE I
CONVINCE YOU TO TRUST ME...BECAUSE
TRUST ME, I'VE BEEN WHERE YOU ARE**

I am a six-time award-winning Executive Producer and Creative Director who turns complex ideas into cultural, commercial, and enterprise-level impact. I have built and led stories at every level, from mom-and-pop shops to blockbuster entertainment. For 13 years, I've been designing narratives, operationalizing visions, and delivering results that scale.



1

WHAT YOU'LL LEARN

CONCEPT DEVELOPMENT

EXECUTIVE STAKEHOLDER MANAGEMENT

FUNDING & RESOURCE STRATEGY

END-TO-END PRODUCTION LEADERSHIP

PLATFORM & DISTRIBUTION PLANNING

(2)

WHY THIS EXISTS



PHOTO BY: AIRAM DATO-ON

THIS CASE STUDY IS FOR THE PERSON WHO:

- Has a **serious** idea
- Has **no** budget
- Has **no** team
- Has **no** clear roadmap

THIS IS **NOT** INSPIRATION.

THIS IS AN EXECUTION PLAYBOOK.

(3)

LET'S BEGIN...

THE SPARK

2020

**BUSINESSES AROUND THE COUNTRY,
FOUNDED BY A PERSON OF COLOR,
WERE FAILING AT TWICE THE RATE OF
THEIR COUNTERPARTS.**

[SOURCE](#)

I was working with founders every day.
I saw the pressure building in real time.

The only question that mattered was:
How can I help?

I did not have:

- A budget
- An agency
- A production team
- A greenlight

What I did have was storytelling.

THE FIRST SHIFT

THE ORIGINAL CONCEPT WAS SIMPLE:

A photo and video series that would live on a website.
When I pitched it to leadership, I expected pushback.

INSTEAD, I WAS TOLD:

Go bigger

That single sentence changed the ambition.

We evolved the idea into a three-part original docuseries designed for linear distribution.

WATCH THE TRAILER

FOUNDING IN COLOR | SEASON ONE TRAILER



- Built with **zero** initial budget.
- Funded to mid-six figures through aligned partnerships.
- Proof of concept became proof of execution.



THE SPARK- TO-LAUNCH FRAMEWORK

PRACTICAL STRUCTURED TESTED

What follows is the repeatable framework I used to take this from **idea** to a fully funded production.

(6)

STEP ONE

NAME THE PROBLEM

If you cannot clearly articulate the problem,
no one funds the solution.

THE PROBLEM:

Founders of color were being hit hardest during a national crisis. Visibility could serve as a lever for awareness, access, and opportunity.

YOUR OUTPUT:

A one-paragraph “Why Now” statement.

CLARITY DRIVES CAPITAL

STEP TWO

DEFINE THE DELIVERABLE

Decide what you are **actually** building.

I moved from:

Website content series  To three-part docuseries ready for distribution

YOUR OUTPUT:

A one-page brief that includes:

- Format
- Target audience
- Episode structure
- Intended platform or destination

**AMBIGUITY KILLS
MOMENTUM.**

STEP THREE

DEFINE THE DELIVERABLE

Do **not** build everything.

Build enough for decision-makers to respond and provide feedback.

I wrote a creative brief.

That brief opened rooms.

YOUR OUTPUT:

- One pitch-ready asset.
- A brief, short deck, or structured outline.

**PERFECTION IS NOT REQUIRED.
SPECIFICITY IS.**

STEP FOUR

MAP THE YES CHAIN

Every project has a “yes chain.”

FOR THIS PROJECT, IT INCLUDED:

1. Funders
2. Distribution partners
3. Senior leadership

Each group received a tailored pitch.

YOUR OUTPUT:

A stakeholder map with three columns:

- Who
- What they care about
- What you are asking for



GENERIC PITCHES GET GENERIC RESPONSES.

STEP FIVE

CHOOSE PARTNERS STRATEGICALLY

The right partners **protect** the story and the execution.

I met REVOLT before the agency formally existed.

We became their first client and shaped the docuseries together.

CHOOSE PARTNERS BASED ON:

- Values
- Judgment
- Trust under pressure*

**This part you won't know until it's tested, but trust me, you'll know when you know. Trust your judgment.*



NOT JUST TALENT BUT VISION

STEP SIX

PITCH UNTIL THE YESES STACK

I pitched for nearly a year. You heard that right, nearly **365** days.

Most people said **no**.

Many did not understand the urgency.

The yeses were aligned and decisive.

Eventually, aligned teams collectively funded the project in the mid-six figures.*

Stop trying to convert the uninterested.

**don't worry... we got to the millions, but that's a story for part three 😊*

**YES
YES
YES**

BUILD WITH THE ALIGNED.

STEP SEVEN

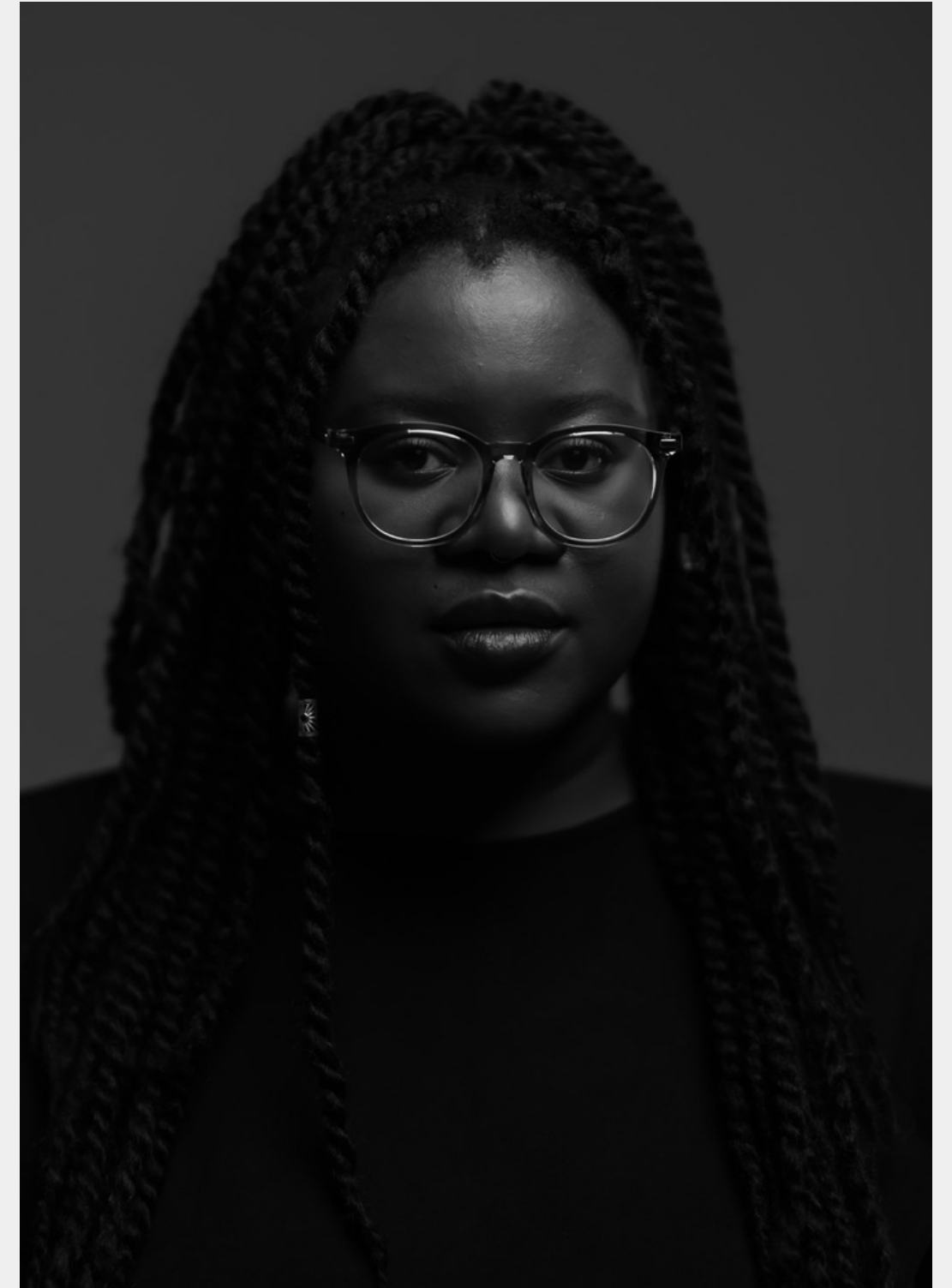
MOVE FROM VISION TO EXECUTION

Once funded, clarity had to become structure.

I:

- Defined the number of featured founders
- Supported interviewing and casting
- Negotiated contracts
- Coordinated timelines
- Aligned stakeholders
- Helped drive the project from planning into production

Ownership means someone can point to **you when something moves forward and when it breaks.**



OWNERSHIP IS RESPONSIBILITY

STEP EIGHT

DESIGN FOR DISTRIBUTION

If you do not design for distribution, you design for obscurity. Understand what your distro partners need and make sure you deliver.

We anchored the series on enterprise-owned platforms

TOGETHER WE:

- Shaped the press release
- Created direct launch assets
- Identified direct buy and in-kind partners
- Secured live local news coverage

THE FIRST **TWO WEEKS OF LAUNCH MATTER MOST.**



**ATTENTION MUST BE PLANNED,
NOT HOPED FOR.**

NOW...BACK TO ME



REAL LEADERSHIP MOMENT: THE HURRICANE PIVOT

Mid-production, a hurricane intensified in Connecticut.
Evacuation warnings began.

Two questions guided us:

- Is everyone safe?
- Do we stop?

We confirmed safety.
Found an alternative location.
Finished the interview.
Exited before flooding hit.

Projects do not succeed because nothing goes wrong.

They succeed because aligned teams make fast, values-based decisions under pressure. Remember when I said to choose your partners strategically? This was when the **“trust under pressure”** came into play.

Alignment builds resilience.



THE COPY- PASTE PLAYBOOK

**IF YOU HAVE AN
IDEA, START HERE:**

**YOU NEED CLARITY.
YOU NEED ALIGNED PARTNERS.
YOU NEED PERSISTENCE.**

1. Name the problem clearly
2. Define the deliverable
3. Build minimum proof
4. Choose partners intentionally
5. Map your yes chain
6. Pitch until aligned
7. Assign real ownership
8. Design for distribution from day one

You do not need ideal conditions.

CLOSING THOUGHTS



If you have an idea, do not wait for ideal conditions.

Start by making the idea clear enough for other people to see it. Then go find your people. You cannot do it alone. Community is not a nice-to-have. It is how projects survive uncertainty, rejection, and the moments when everything shifts at once.

Your job is to come with the plan and the vision, then keep moving until the right yes's find you.

STAY TUNED

Part 2: How we scaled from Season One to Season Two.

LET'S CONNECT!



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