

Goetz Grossmann, e'topia inc.

Goetz Grossmann serves as a financial consultant to the film industry, with a focus on advising film production companies on slate financings and single film deal structures.

As part of his slate financing work, he prepares financial models, business plans and offering documents. Grossmann's modeling work is based on actual, historical financial performance data and has been stress tested against models used by film distribution companies and investment banks.

On single film projects, Grossmann advises on talent, foreign sales and distribution deal terms.

Grossmann has developed strong relationships with distinguished film producers, leading financial institutions and individuals investing in film.

Currently Grossmann has been commissioned by *This Is That Corp.* ("*Friends With Money*", "*Eternal Sunshine*", "*21 Grams*") and *Anonymous Content* ("*Rendition*", "*Babel*", "*50 First Dates*", "*Being John Malkovic*"), two outstanding film production companies, to set up a joint \$120 million film production fund. Grossmann has created the structure, financial model and business plan for the fund. He is currently managing the offering process for the companies.

Grossmann is also working with a few, select producers on structuring and financing single film projects.

Before working with *This Is That Corp.* and *Anonymous Content*, Grossmann was responsible for strategy at *Hart Sharp Entertainment* ("*Evening*", "*The Night Listener*", "*Proof*"), a distinguished New York film production company. While at *Hart Sharp Entertainment* he conducted extensive industry research and evaluated strategic opportunities.

As a result of his efforts, *Hart Sharp Entertainment* decided to enter the home entertainment business. Grossmann was instrumental in raising \$3.3 million in equity financing to start *Hart Sharp Video* (recently acquired and renamed *Arts Alliance America*). In January of 2003, upon founding, Grossmann joined *Hart Sharp Video* as Chief Financial Officer and Vice President of Business Affairs.

While at *Hart Sharp Video*, Grossmann helped to build *Hart Sharp Video* into a successful home entertainment company with 16 employees and \$16 million in revenues in the second year of operation. Grossmann acquired the home entertainment rights to Major League Baseball titles, Frank Sinatra releases and "*Super Size Me*", the Academy Award nominated documentary with a box office of \$11 million and \$15 million in video sales. As the CFO, Grossmann negotiated title acquisitions and distribution contracts, generated budgets, cash-flow

projections and financial reports, credit facilities, oversaw the accounting team, and managed the installation of the company's accounting system.

Before joining Hart Sharp Grossmann ran *Mongrel Movies*, his own film production company for seven years, where he wrote, produced and directed "Tar" a feature film. Grossmann developed the marketing strategy, identified target markets and created detailed financial projections. He secured international co-financing and negotiated all terms of the US and international distribution agreements. Tar was released domestically in movie theaters and on video and DVD, and has aired on Showtime, The Movie Channel, BET, Starz.

While at *Mongrel Movies*, Grossmann assistant directed 4 feature films, 3 TV movies, 5 music videos and 13 commercials. Grossmann also wrote 3 feature film screenplays, 2 TV movie scripts and 3 TV movie treatments. Grossmann directed a public service announcement to prevent infant abandonment, which was repeatedly shown on the "The Rosie O'Donnell Show", among many other TV and cable airings.

He holds a law degree from Munich University (Germany, 1988), a Master of Arts from The New School (1992), and an MBA from Columbia Business School with a concentration in Finance (2002).