



#SHIFT

2022

Vision Plan



**CONCEPT
FACTORY**

LOOKING FORWARD
TO 2022

**from the
founder**

In 2022, our vision is to officially launch Concept Factory to the public by offering our services of membership, industry mentorship and engagement, and creating physical spaces for visual storytellers through shared spaces and events.

Our strategy to roll out these robust offerings comes by way of our strong team and future members, united under one vision of “becoming the largest collaboration hub and incubator space for visual storytellers while being a major developer of media productions, content, and scripts.**”**

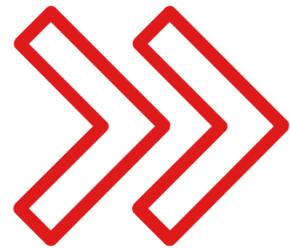
As we look forward to 2022, we believe God is preparing a great **shift that will propel us forward as we commit to becoming the largest collaboration hub for visual storytellers. We’re committed to creating a strong community of diverse creatives and aiding them in advancing their industry careers across the Southeast **and nation!****

table of contents

- 1.** WORD FOR 22'
- 2.** GENEROSITY
- 3.** OUR VISION
- 4.** MEMBERSHIPS
- 5.** INDUSTRY
- 6.** MULTI-CITY EVENTS
- 7.** COMMUNITY GROUPS
- 8.** COLLAB. SPACES
- 9.** TALENT & CULTURE
- 10.** YOUR VISION
- 11.** OFFICIAL LAUNCH
- 12.** WRAP UP

WORD FOR: 2022

#SHIFT



**"to move from one
place to another."**

**We believe there is
a mighty shift on
the horizon of God
moving suddenly!**

See, I am doing a **new thing!** Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland. - Isaiah 43:19

Then Hezekiah and all the people rejoiced that God had prepared the people, since the events took place so **suddenly.** - 2 Chronicles 29:36

OUR COMMITMENT TO



GENEROSITY

In 2022, we commit to begin living out a heart of generosity.

We believe generosity extends beyond money, but is an attitude.

You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God.

- 2 Corinthians 9:11



OUR VISION

To become the largest collaboration hub and incubator space for visual storytellers while being a major developer of media productions, content, and scripts.

We envision serving as the bridge for independent artists to reach industry opportunities, thus creating their own success.



CF CONCEPT
FACTORY

our 2022 initiatives



2022 VISION:

Member ships

Members will gain exclusive access to a private network and database of creatives, access their Community Groups, engage in members topics, chats, and access to online courses (factoryCourse) + more.

membership

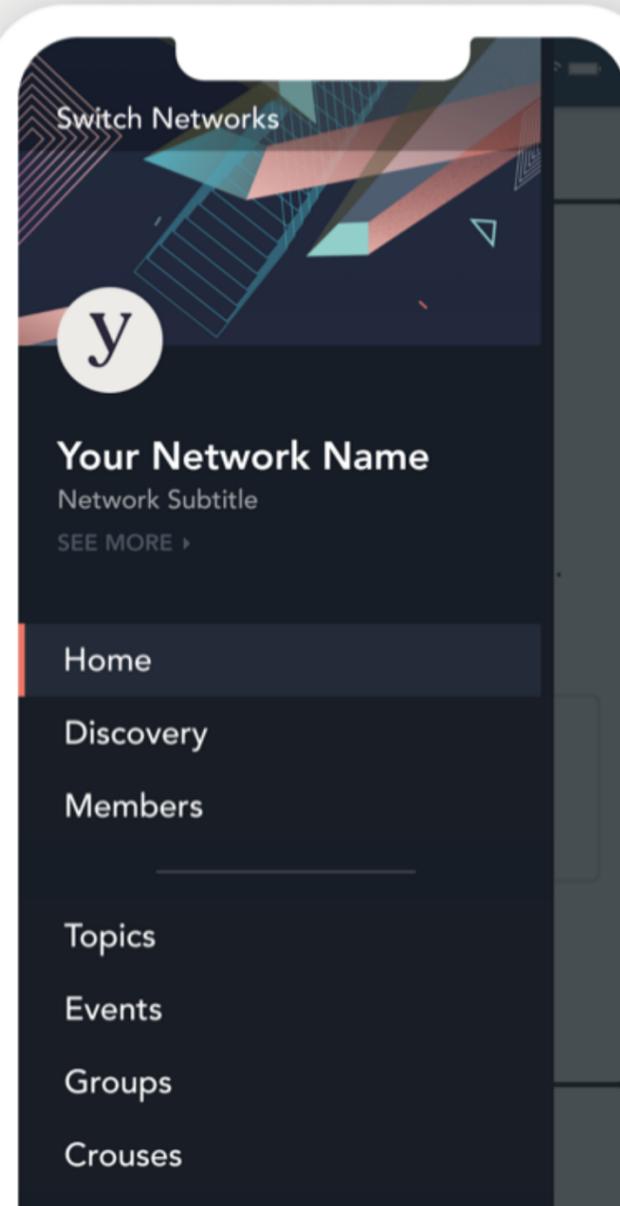
factoryCourse™



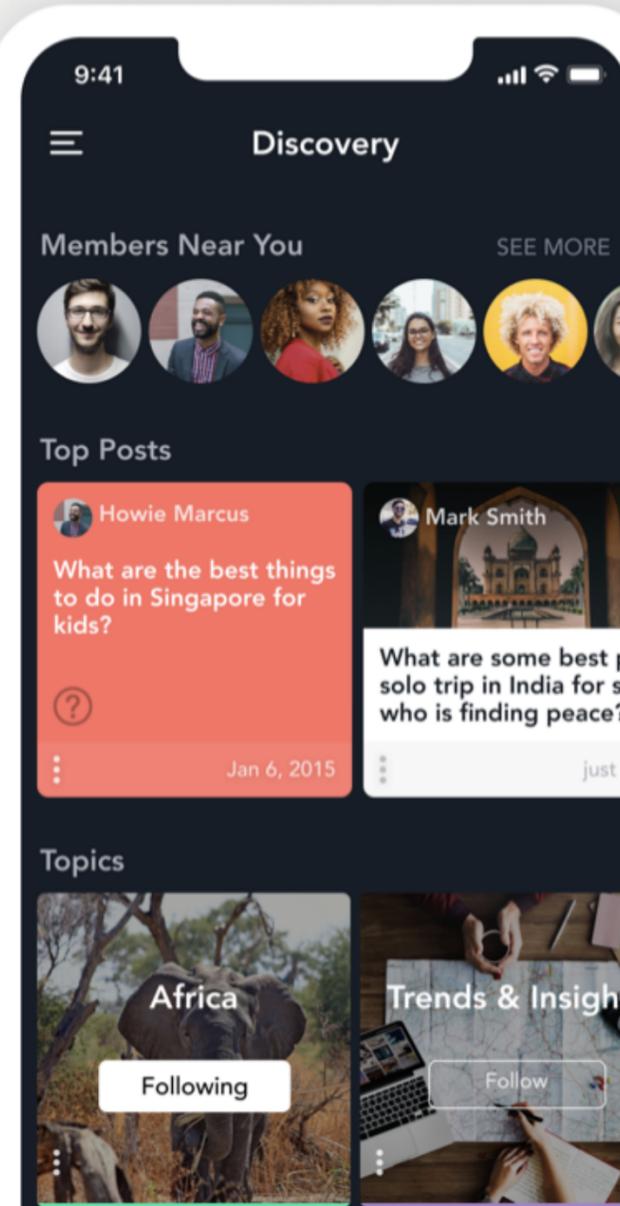


Our membership platform will be powered by Mighty Networks - a user community built for memberships, online courses, and engagement.

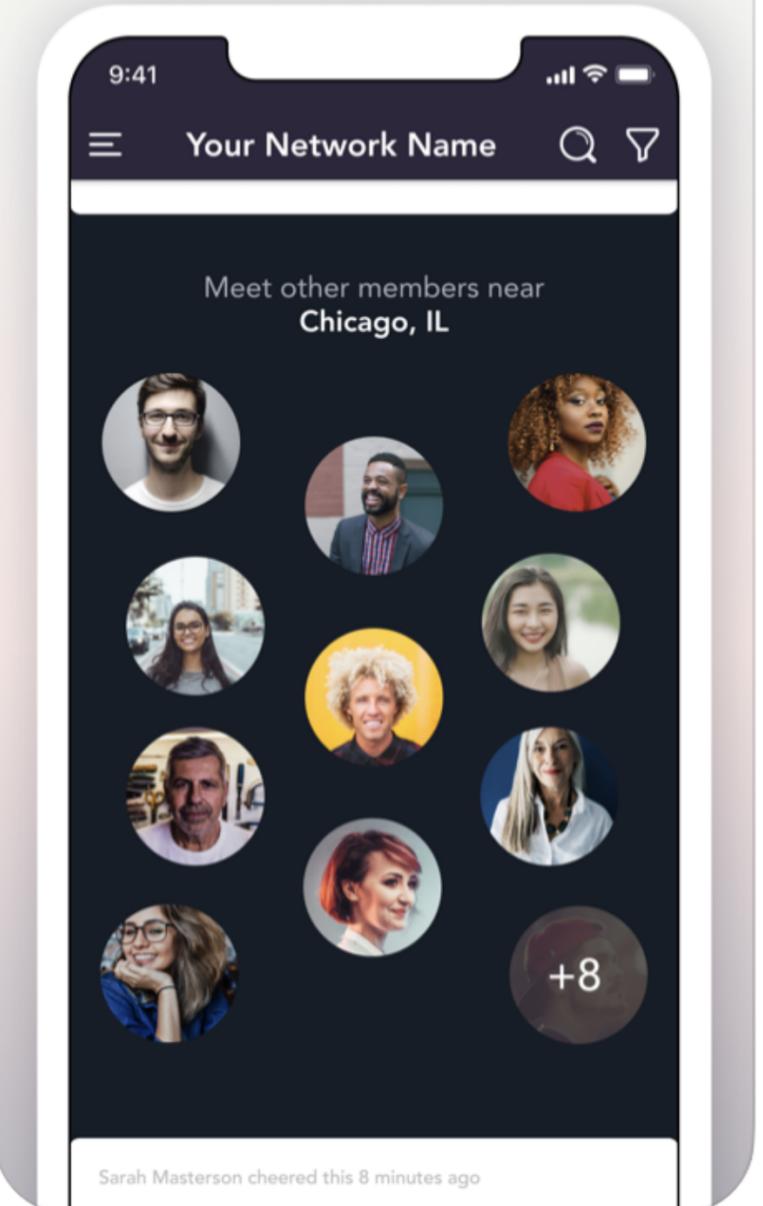
Each Mighty Network has topics, events, groups, online courses and more



Everything for an interest together in one place



Designed so you can easily meet the most relevant members



2022 VISION:

Industry Offerings

Members will gain exclusive access to industry networking events and industry mentorship.

In 2022, work will begin for the planning of Factory VAULT - an exclusive, application-based service for the selling of member content to Hollywood production companies and studios.

FACTORY
VAULT

tmi the
mentorship
initiative



2022 VISION:

Multi-city events

As we set our sights beyond the city of Atlanta, we'll begin offering events in select cities in the Southeast U.S. Events will focus on bringing visual storytellers together, fostering community, and marketing our offerings such as memberships, Community Groups, and more.

**Content
Studio**
creation sessions



2022 VISION:

Community Groups

Community Groups will be localized member-led meetups and gatherings in cities and towns across the nation! Community Groups will gather on a regular basis determined by the group leader (weekly, monthly, or quarterly) to share ideas, attend events, and collaborate. The sky's the limit!

Community
groups



2022 VISION:

collaboration spaces

Our goal is to form a nation-wide partnership with a multi-city coffee shop chain or shared space company for the offering of Collaboration Spaces. These free spaces will be a place to gather for our Community Groups, members, and be our first phase into offering physical shared spaces.



CONCEPT
FACTORY

collaboration
space



CONCEPT
FACTORY

collaboration
space
MIDTOWN



2022 VISION:

Talent & culture

We're committing time, attention, and focus for our team! In 2022, we're setting a goal to grow our family, offer equity, and roll out dedicated staff and cultural events, initiatives, and innovate our onboarding process, CF Academy.



**Now, it's
your turn.**

**What is your
vision?**



LIVE FROM ATLANTA!

**OFFICIAL
LAUNCH**

SEPTEMBER 2022

And... we're launching!

**We will officially offer all our services
this Fall for visual storytellers!**



**CONCEPT
FACTORY**