



HookMovies

For independent studios and channels, HookMovies runs the catalog, casting, rights and audience side of a title in one place.

PARTNER
CHEAT SHEET
HOOKMOVIES.COM

Catalog

Rights windows

Casting

Production ops

FAST channels

WHAT IT IS

A workspace where a film's production, casting, licensing rights and audience live on one record.

30-SECOND PITCH

Studios run rights in spreadsheets, casting on a paid job board and distribution through someone who keeps the audience. HookMovies puts all four on one record. Pre-launch: no streaming, no payments yet.

PROBLEM WE SOLVE

- Territory rights live in an untrusted spreadsheet
- Five tools between greenlight and audience
- Casting board disconnected from the film
- Distribute elsewhere, learn nothing about viewers

VALUE PROPOSITION

- Availability follows the deals, not switches
- Casting call and film, one record
- Talent apply free — wider shortlist
- Six roles seeded in every workspace

IDEAL CUSTOMER

Indie studios, channels, distributors, casting teams — 10 to 200 titles

Not a fit: Anyone needing protected streaming or payments now

WHO YOU ARE TALKING TO

Studio head — How many tools before someone watches?

Rights manager — Licensed where next quarter — quickly?

Casting director — What do performers pay to apply?

Channel operator — Can you query your linear schedule?

TOP USE CASES

- Publish a structured catalog title
- Model rights by territory and date
- Check entitlement against viewer territory
- Post auditions, score self-tapes together
- Programme a queryable linear channel

CAPABILITIES

- Catalog write model
- Rights windows
- Entitlement checks
- Production lifecycle
- Auditions and scoring
- Guardian consent gate
- Linear channels
- Localised metadata
- Reviews and lists
- Grounded AI concierge

PRICING

HookMovies Free	\$0
HookMovies Pro	\$49/mo
Creator Plus and Premium (viewer subscriptions)	Free to publish
Studio / Channel Enterprise	Contact us
Free and \$49/mo published; everything else unpriced	

COMPETITIVE LANDSCAPE

Netflix — No maker side, rights stay hidden

YouTube — No territory rights, no casting workflow

Backstage — Free to apply; tied to production

StudioBinder — Nothing downstream of the shoot

WHY US

- Rights exposed as a product feature
- Audition attaches to a production record
- Minor safety enforced in the workflow
- AI forbidden from asserting price or availability

PROOF & CREDIBILITY

- Permission checked on every schema field
- Over 500 tests, 95% coverage
- Certification roadmap published, none held yet

DEMO

We demo live; you stay on the call. 30 minutes.

TALKING POINTS

- Availability derives from deals, not switches
- Casting call and film, one record
- Governance exists from the first user
- We publish what we cannot do

OBJECTION HANDLING

"It cannot actually stream video?"

Not protected streaming yet. Everything around the video is built.

"You have no customers"

True. Early studios get influence and terms later ones will not.

"Why not just build it?"

Rights modelling costs years. Is that your engineers' best work?

DISCOVERY QUESTIONS

- Where do rights live today, exactly?
- How many tools before a viewer watches?
- What do performers pay to apply?
- What do platforms tell you about viewers?
- Do you need payments within six months?

SPOT A GOOD OPPORTUNITY

- Rights tracked in a spreadsheet
- Multiple productions, casting done in-house
- Regional or non-English catalog
- Runs a linear or scheduled channel
- Needs protected streaming this quarter
- Must charge viewers or pay creators now

HOW TO INTRODUCE US

"There is a product that puts your rights, casting, catalog and audience on one record. Pre-launch."

LEAD HANDOFF

Email vignesh@burdenoff.com with company, contact, and the pain in their words — before meeting.

PARTNER COMMERCIALS

10 to 15% of first-year revenue; reseller margin up to 15%.

USEFUL LINKS

HookMovies website hookmovies.com

HookMovies web application
app.hookmovies.com

Documentation docs.hookmovies.com

Use cases hookmovies.com/use-cases

What the AI does and does not do
hookmovies.com/ai

TALK TO US

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BOOK A 1-1 CALL

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