

# THE NEW BREED

*The rise of the social entrepreneur*

## PRESS ENQUIRIES

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## SHORT SYNOPSIS

THE NEW BREED is a cinematic feature film documenting the rise of a new type of businessperson // The Social Entrepreneur. The film journeys with three millennial change-makers as they use business to help some of the most vulnerable people, communities & environments on the planet, following their path from business plan to impact delivery.

Brief sketches throughout the film shed light on the political, social & economic forces that have triggered the rise of Social Enterprise, tackling topics like; The history of poverty, wealth inequality, neoliberal economic theory and millennial generational values in fun, entertaining and easy-to-understand ways.

The project itself is a Social Enterprise. Proceeds from the film will provide film equipment & training to aspiring young filmmakers from disadvantaged backgrounds in the USA & around the world.

## THE SUBJECT

Less than a decade ago, few change-makers saw themselves as part of a growing movement. This all changed in 2006, when Muhammad Yunus won the Nobel Prize for his work in micro-finance & Blake Mycoskie launched his revolutionary one-for-one business model, bringing these business innovators together under a single banner for the first time: The Social Entrepreneur.

Social Entrepreneurship courses are now some of the most heavily enrolled at leading universities like Stanford, Oxford & UC Berkeley & new Social Entrepreneurs are emerging around the world every day, tackling issues as far reaching as climate change, human trafficking & homelessness, but their stories largely go unreported.

Right now, a new wave of young business leaders are working hard to evolve this movement, thinking deeply about what positive & sustainable social change really means & developing metrics to make sure every part of their business has a positive impact on people & the planet. THE NEW BREED captures this exciting movement as it prepares to go mainstream, it helps define what it means to be a Social Entrepreneur & celebrates the key players shattering the status quo to push this movement forward.

## DIRECTORS LETTER

As a young filmmaker, I blamed big business for society's greatest ills, like poverty, inequality, & climate change. My first project out of film school was a web-series called INDIE CITIES, which celebrated young artists, living outside mainstream corporate culture in Europe. In 2012, INDIE CITIES was picked up by Channel 4 (UK) and turned into a TV series called MAKERS, giving me a proper TV budget & the opportunity to travel the world to continue my search for answers to economic inequality & social injustice. While shooting MAKERS, I noticed that many of the entrepreneurs we featured had a social or environmental impact built into their business, for the first time in my life I started to think that business could be re-engineered to be the solution, rather than the cause, of the world's biggest problems.

I've spent the past three years researching this movement, traveling the world & meeting hundreds of Social Entrepreneurs. I'm now totally convinced that transforming business into a force for good is the best way to make this a more equal, healthy & peaceful planet. The main aims of THE NEW BREED are to make Social Entrepreneurship a household name, encourage a new generation to consider Social Entrepreneurship as a career option & excite everyone to be more conscious about the products we buy & the businesses we support.

## SOCIAL IMPACT

Stories & perspectives from low-income communities have historically been underrepresented & marginalized due to a lack of resources, so, we've dedicated 25% of the film's proceeds to purchase film equipment & deliver film training to aspiring young filmmakers from low income communities in the USA & around the world to help bring their stories to life. The inspiration for our social impact plan came from Patrick, a deaf photographer we met while filming in Gulu, Uganda. Photography is his primary source of income, but when we met him, his camera was old & had a cracked screen. The film's first small social contribution was a new camera for Patrick.

## THE ENTREPRENEURS

### **KOHL CRECELIUS // KROCHET KIDS INTL.**

When Krochet Kids started life way back in 2006, the founders had never heard of the term Social Entrepreneur. They now employ over 200 women in Uganda & Peru & have a unique business model that provides mentorship, education, and training to disadvantaged women, empowering them to leave Krochet Kids after three years & start their own business. The film shows a complete company re-brand and global publicity tour, capturing the difficult task of explaining deep social impact in a snappy marketing message.

### **DAVID STOVER, KEVIN AHEARN & BEN KNEPPERS // BUREO**

These three surfing buddies were sick of seeing plastic pollution in the oceans, so they started collecting discarded fishing nets (10% of all ocean waste) and up-cycling them into skateboards. The film travels with David, Kevin & Ben as they transform their business from a skateboard manufacturer to materials supply company & work with a leading fashion brand to incorporate recycled fishing nets into their product design.

### **JANNA BLACK-HART // BONFOLK**

After learning that over half a million people are homeless every night in the USA, Janna quit her job in high fashion and started a one-for-one sock company, where every pair of socks sold means a second pair is donated to someone in need. THE NEW BREED documents the start-up phase of Janna's new business, captures her attempt to expand her company beyond her loyal customer base in New Orleans & shows a huge sock donation event in Skid Row, Los Angeles.

## THE FILMMAKERS

### **PETE WILLIAMS // DIRECTOR**

Pete was born in Adelaide, Australia, spent ten years making movies in London, England & now calls Portland, Oregon home. He won some awards as a commercials director before created a successful TV series called MAKERS, which celebrates independent craftspeople around the world. Pete has dedicated the past three years to researching, developing, fundraising & shooting THE NEW BREED.

### **VINCENT VITTORIO // PRODUCER**

Vincent is the founder of LIFE IS MY MOVIE ENTERTAINMENT, a company built on his ambition to elevate the documentary genre through visionary means of development, production & distribution. Under Vincent's leadership, the company has assembled a team of vested partners to facilitate the influx of interest from filmmakers, broadcasters & audiences interested in compelling factual content.

**KYLE WESTAWAY // CO-WRITER**

Kyle is the author of PROFIT & PURPOSE & writes on Social Entrepreneurship, innovation and start-ups for The Guardian, The Wall Street Journal, Fast Company, Harvard Business Review, Stanford Social Innovation Review & The Huffington Post. He's the Managing Partner of Westaway, a boutique law firm counseling Social Entrepreneurs & is a Harvard lecturer, co-teaching a course on Social Entrepreneurship.

**PRODUCTION CO.****STAY GOLD //**

STAY GOLD is a small-batch film production company dedicated to tackling serious topics in fun, engaging and aesthetically pleasing ways. Based in Portland, Oregon STAY GOLD specializes in commercial-quality factual content around the subjects of youth culture, social justice, economics, business & human progress.

[staygoldstudios.com](http://staygoldstudios.com)

**LIFE IS MY MOVIE ENTERTAINMENT //**

LIFE IS MY MOVIE ENTERTAINMENT is a documentary studio developing, producing, acquiring, & distributing captivating non-fiction films. Our team of filmmakers & producers believe in the positive influence a motion picture can have on society. We are committed to producing films of compelling, real-life stories that are easily and readily consumed by audiences around the world. Our films remain relevant over the years and continue to shape political and social conversations that truly impact a diverse population worldwide.

[lifeismymovie.com](http://lifeismymovie.com)