



UpTruth

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# The Independent Film Launch Platform

A new way to launch films without gatekeepers



**You don't need millions of viewers  
to make real money from your film**

**1,000 viewers = \$5,500**

**5,000 viewers = \$27,500**

**Small audience. Real revenue.**

Example scenario (actual results may vary)



Great films don't fail because they're bad  
They fail because no one sees them  
The problem isn't your film  
It's the launch model

# Why Great Films Disappear



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The old  
model is  
breaking  
A new one is  
already here

- A film premiere should be an event, not just a release
- Audience connection should start before launch, not after
- Revenue should come from community and access, not just licensing deals
- A film can keep earning through discussion, replays, bonus content, and community engagement

The creators who adapt early win



# This is how modern film launches work

## 1. Build Anticipation

Create interest before release with clips, story hooks, behind-the-scenes moments, and direct audience outreach.

## 2. Launch the Premiere as an Event

Make the premiere feel like a moment people attend, not just a link they scroll past.

## 3. Engage the Audience

Use Q&As, live chat, creator commentary, and social follow-up to deepen connection.

## 4. Extend the Lifecycle

Keep the film alive with rewatch events, interviews, discussions, bonus features, and continued audience access.



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# UpTruth powers this new model:

- Filmmaker submits film
- UpTruth selects and schedules premiere
- Audience registers or buys access
- Live premiere happens with chat/Q&A
- Replay and bonus access extend revenue
- Creator shares in earnings



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# What Audience Driven Revenue Can Look Like

- 500 viewers = \$2,750
- 1,000 viewers = \$5,500
- 5,000 viewers = \$27,500
- 10,000 viewers = \$55,000
- 50,000 viewers = \$110,00

You You don't need a massive audience



**This Isn't Just About One Film  
your audience becomes your asset**



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[Join the Founder's Circle](#)

# Launch Your Film on UpTruth... Build your audience before you release

The creators who start now have the advantage



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**Am I one of these people or not?"**

**Join the Founders Circle**

**Be part of the creators building the new model**

**The early creators are already inside**



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# Thank You

You don't need permission  
You need an audience

Submit Your Film at [UpTruth](#)