

INVEST VIA

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THE PASSPORT OF  
MALLAM  
Ali

AN ICONIC AFRICAN CLASSIC NOVEL NOW ADAPTED INTO EPIC ANIMATED FILM



This slide contains forward looking projections which are not guaranteed.

THE PASSPORT OF MALLAM ILIA



LOVE IN THE TIME OF WAR

# EXECUTIVE SUMMARY

*A conquest in the name of love, the travails of ambition and a mans unyielding resolve at avenging a lost love.*

This document provides a snapshot of our first-of-it's-kind 2D animated movie "The Passport of Mallam Ilia": a captivating animated adaptation of the iconic african classic novel by legendary author, Cyprian Ekwensi.

This film project is at currently at about 70% completion, and presents a unique opportunity to investors, fans and friends to back the final mile of the production by investing via [Wefunder](#), and share in the revenue.

680%

Gross Box Office Retun (%)

7.8x

Gross Box Office Retun (in multiple)

617%

Net Investment margin (%)

6.17x

Net Investment Retun (in multiple)

**Romantic Thriller | 120 mins | 2D (style comparism: Prince of Egypt)**

**PG-13 (Violence)**

## CREATING THE PASSPORT OF MALLAM ILIA



**Magic Carpet acquired the animation rights of the novel,** The Passport of Mallam Ilia from the publishing firm in 2018, to create the first animated adaptation of the book.

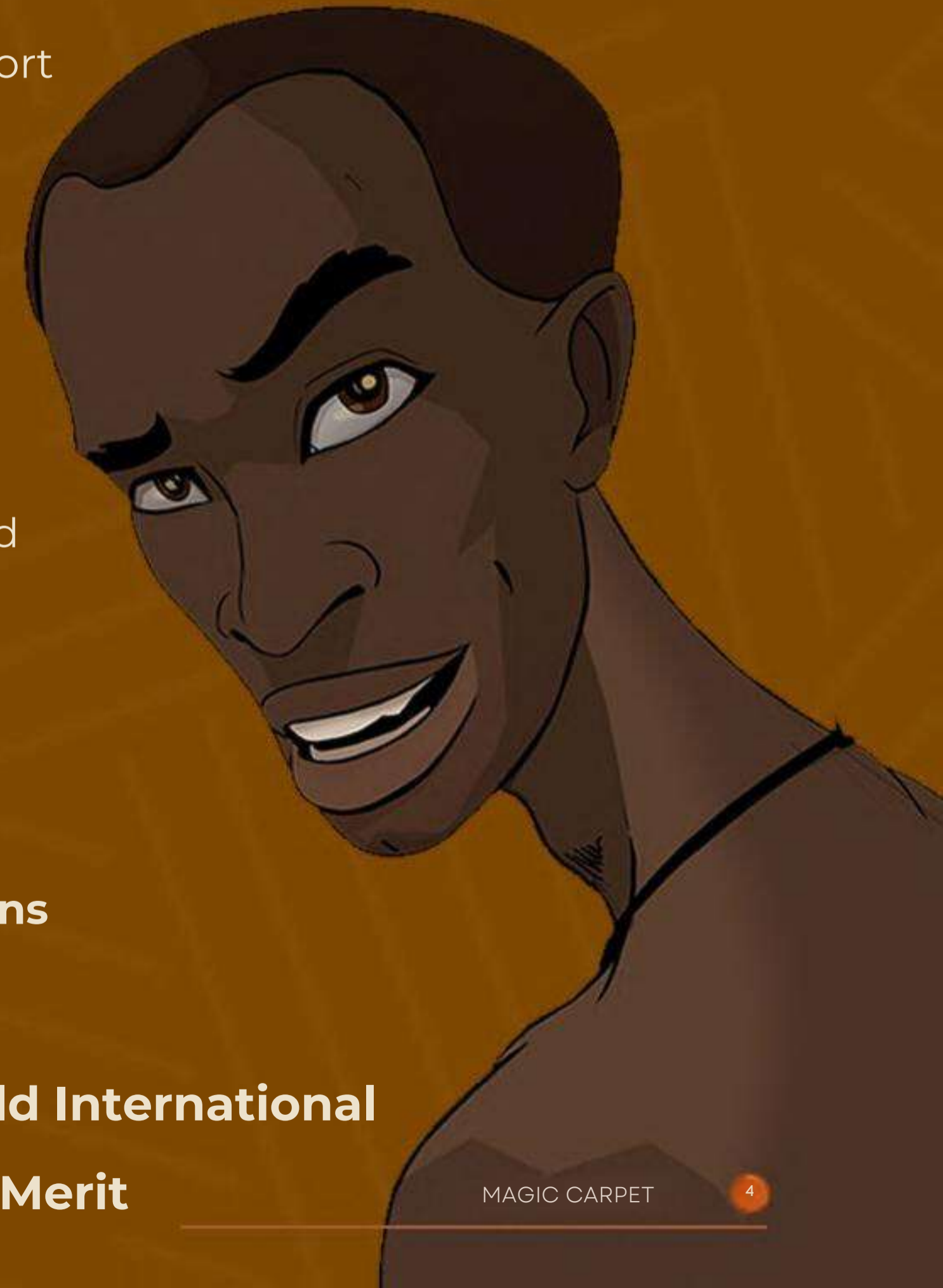
The Passport of Mallam Ilia is a 19th century tale of love and conquest, betrayal, and one man's unyielding resolve for revenge. the story is set in the kingdoms of 19th to early 20th century Kano in West Africa, It is based on the classic African novel, '**The Passport of Mallam Ilia**'

Book by  
**Cyprian Ekwensi**

Loved 1960-date  
**60+ years**  
**400 Million living fans**

Accolades

**Dag Hammarskjold International  
Prize For Literary Merit**



The quest for Vengeance leads Iliya to his greatest enemy, himself



# SYNOPSIS

A conquest in the name of love, the travails of betrayal and a man's unyielding resolve to avenge a lost love.


The story is set in the kingdoms of 19th to early 20th century Kano in West Africa, with some scenes in the middle east. Mallam Iliya's love for Zara, Kamemi's daughter, was to die for, but unfortunately it was Zara that dies, plunging Iliya into a dark place

Iliya spent a greater part of his life seeking revenge for the wrong done to him by one Usman. Though he was able to avenge the wrong, it came at a very high price.

Who does Iliya meet at the train and how does it change the course of his life?

This novel explores the whole range of human emotions: love and hate, betrayal and trust, revenge and reunion.

The Passport of Mallam Iliya is an important classic for both young and old.



Unique animation art and style, inspired by ancient Africa and the middle east

## CULTURE

At the time of the setting of the story, Northern Nigeria and Kano in particular was inhabited by several other ethnic groups aside the predominant Hausa people especially taking into consideration the commercial nature of the place. Amongst them were the Tuaregs, a desert tribe famed for their beauty and colourful traditional attires.

Hausa buildings are characterized by the use of dry mud bricks in cubic, multi-storied buildings for the social elite, and the use of parapets related to their military/fortress building past. At times the facades may be decorated with various abstract designs, sometimes painted in vivid colours to convey information about the occupant.

## HISTORY

THE PASSPORT OF MALLAM ILIA



Hadiza Blell (Dija)  
**Zarah**



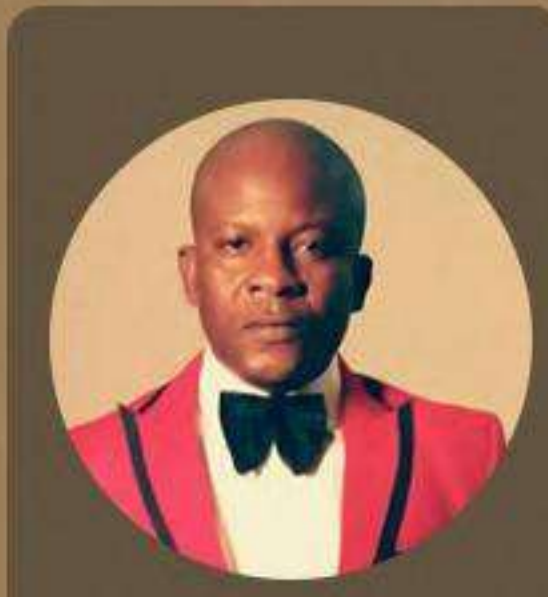
Sadiq Daba  
**Mallam  
Ilia**



# MAIN CHARACTERS



Toyin Oshinaike  
**Prince  
Kanemi**



Sani Mu'azu  
**Emir**





CHINDO



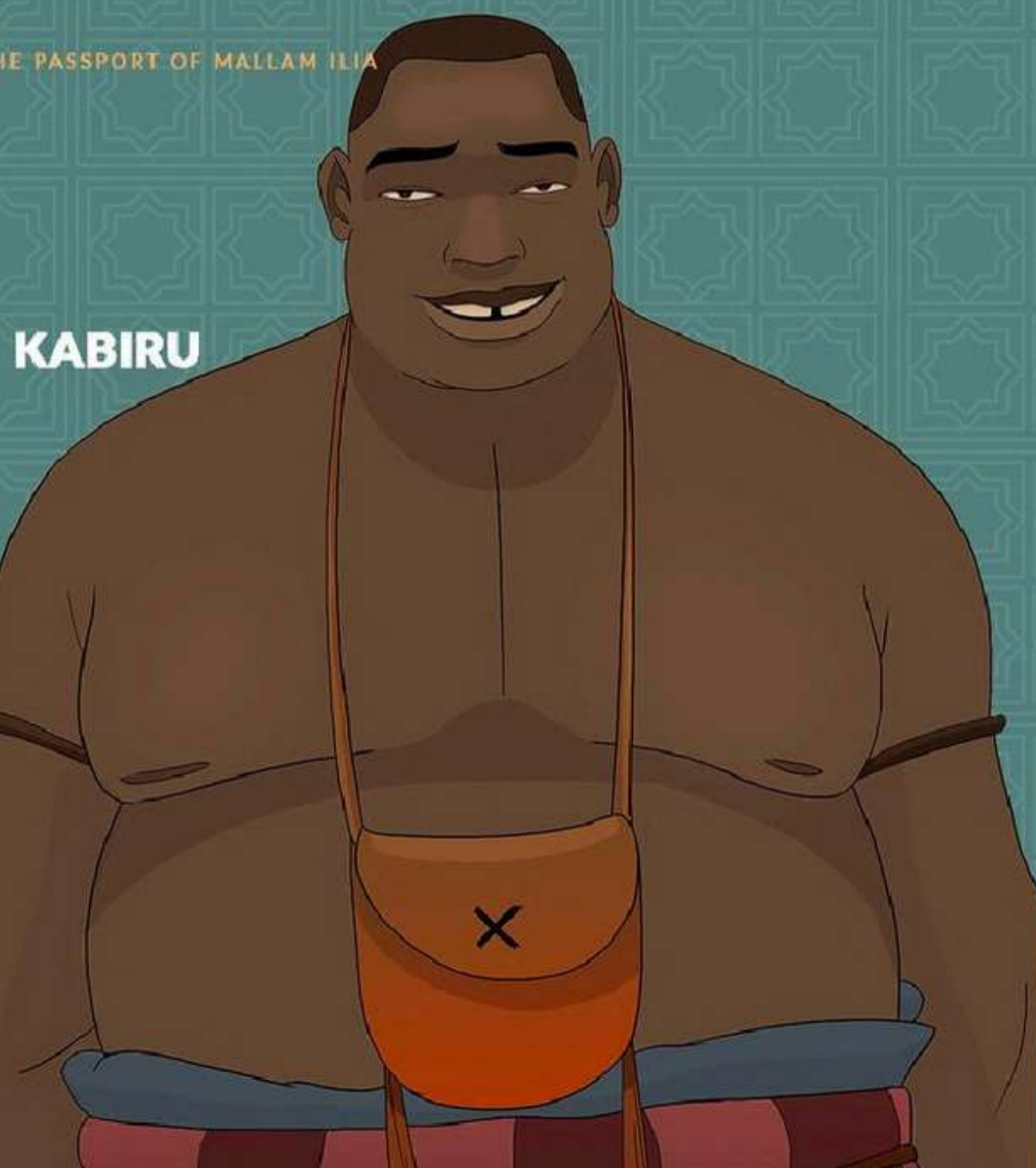
HAMISU



BRITISH  
COMMANDER



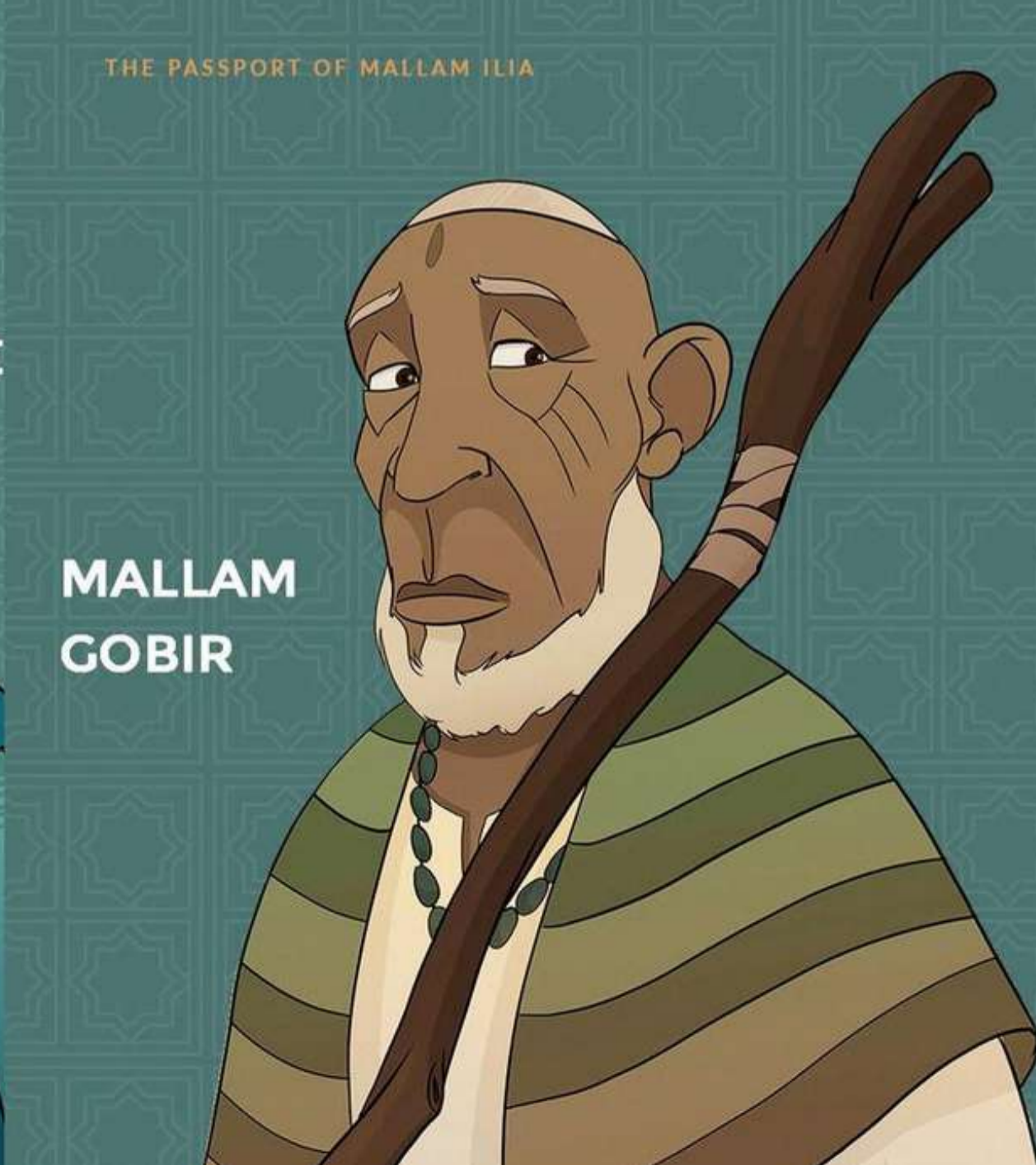
HASSAN



KABIRU



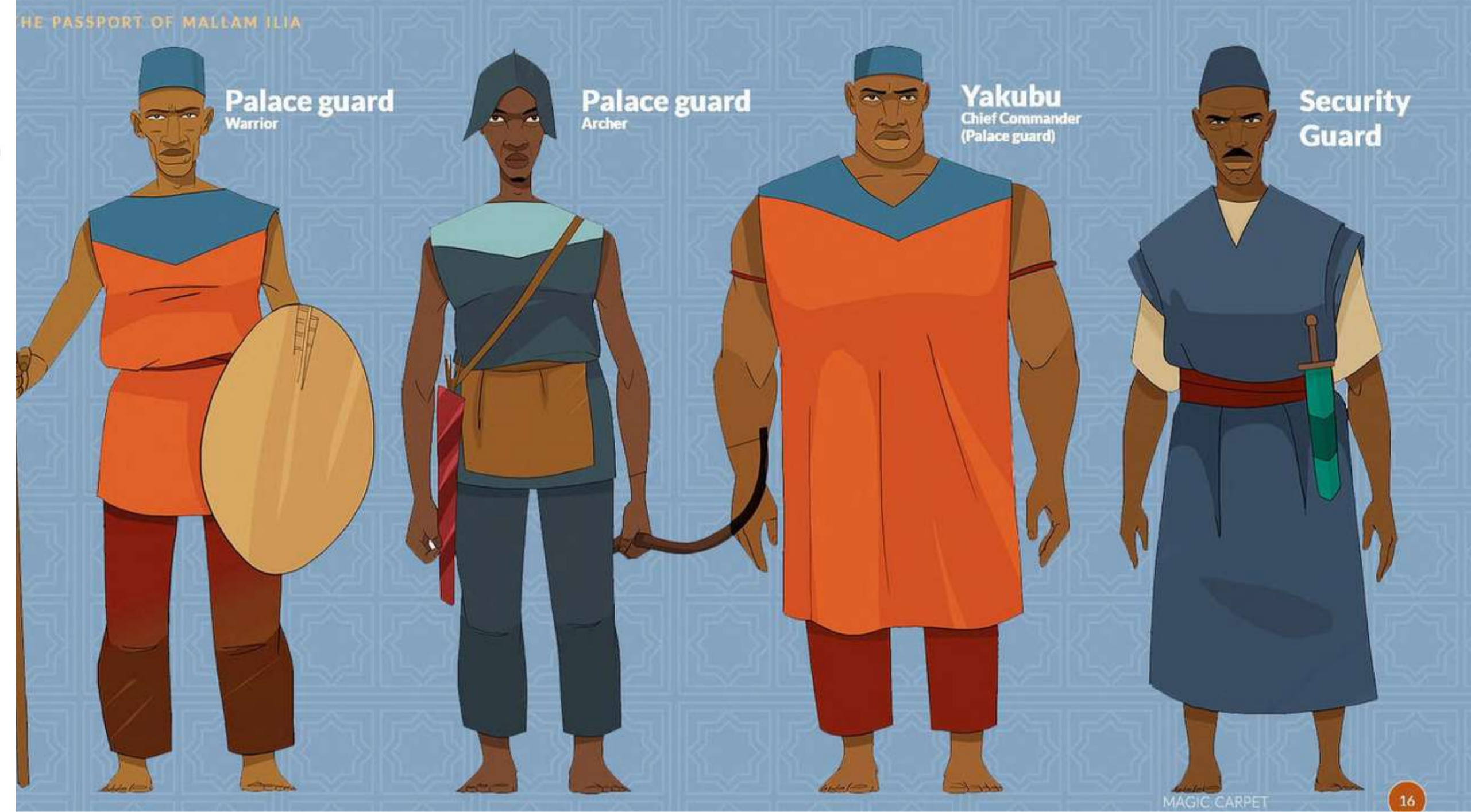
KANIME



MALLAM  
GOBIR



PRINCE  
USMAN





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680%

Gross Box Office Retun (%)

7.8x

Gross Box Office Retun (in multiple)

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Net Investment margin (%)

6.17x

Net Investment Retun (in multiple)

**INVESTMENT  
HIGHLIGHTS**

# We are raising a \$500K completion fund for Passport of Mallam Ilia

Project Cap: **\$2M.**

Investment Terms: **115% of Principal + 25% of net profit**  
(125% for early investors)

Invest via



## INVESTMENT

With most of the cost of production covered. We seek a **\$500K completion fund**. POMI boasts a really high quality animation at an attractive production cost of just **\$2M** thus potentially higher profit margin.

The trend in animation markets show that low selling animation movies do more than 5X their production cap in net profits within the first 3 years or less.

[Our wefunder page has the detail click here](#)  
Let's say, for instance, you invested \$10,000:  
As revenue starts coming in you are prioritized to first get \$12500 (125%), or \$11500 (115%) if you did not invest early.

Next we recover our cost so far before this raise, \$1.5M.

Afterwards the net profit split 75:25 between us and Wefunder investors for the next 7 years. if, for instance, we make another 10M in net profit, you make an additional \$50,000

## TERMS

# The Market is Ripe... and Big!

“Its Africa’s Time for Animation”— Forbes

**Netflix Nigeria** @Netfli... · 17 Oct  
What’s a Naija book you’d love to see a film adaptation of?

**Goat in the Feminist...** @exotiknuella  
Following

Replying to @NetflixNaija  
The Passport of Mallam Illia by Cyprian Ekwensi.

**Venerable\_Luch** @augusta\_luch  
Following

Replying to @NetflixNaija  
The Passport of Mallam Illia  
The Potter's wheel  
Under the cherry tree

**King of Reply** @HRSirjesty  
Following  
The Passport of Mallam Illia

**Netflix Nigeria** @Netfli... · 17 Oct  
What’s a Naija book you’d love to see a film adaptation of?

**Netflix Nigeria** @Netfli... · 17 Oct  
What’s a Naija book you’d love to see a film adaptation of?

**The Misadventures...** @WhoKnowsButOnoz  
Following

Replying to @NetflixNaija  
The passport of mallam illia & Chike & the River

**Yemi Adegbayi** @YemiA\_  
Following

The passport of Mallam Illia

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Book by  
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Loved 1960-date

**60+ years**

**400 Million** living fans

Global Animation  
Market

**\$400 Billion**

Invest Now Via



For Passport of Mallam Ilia, we are combining massive ticket sales globally in 5 major markets, with VOD licensing deals

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- The ROI for investors come from revenue generated from the movie, including but not limited to Cinema, VOD licensing and merch

[Click here to review a detailed financial analysis.](#)

[Business Case for Passport of Mallam Ilia animation](#)

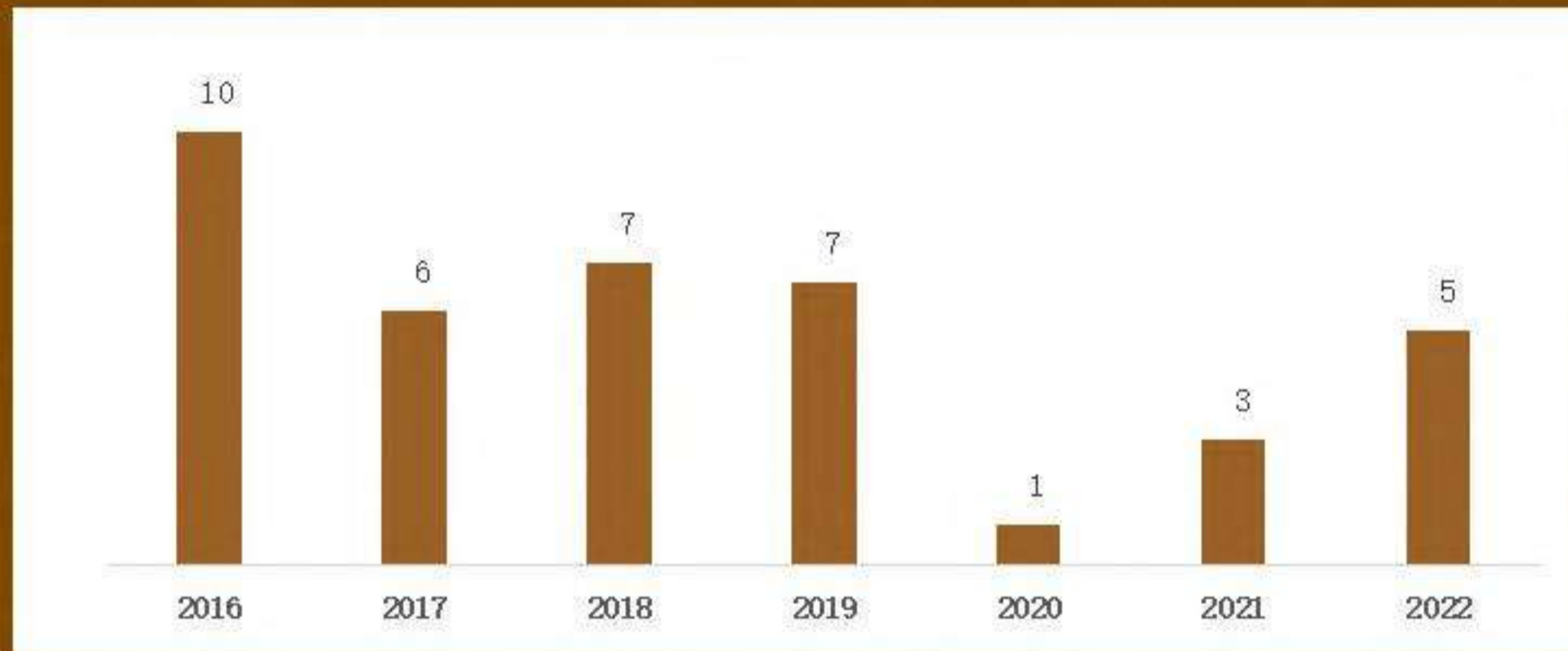
OR

Scan to View



# Global Animation Box Office Sales

## Average Animation Ticket Sales (in millions)



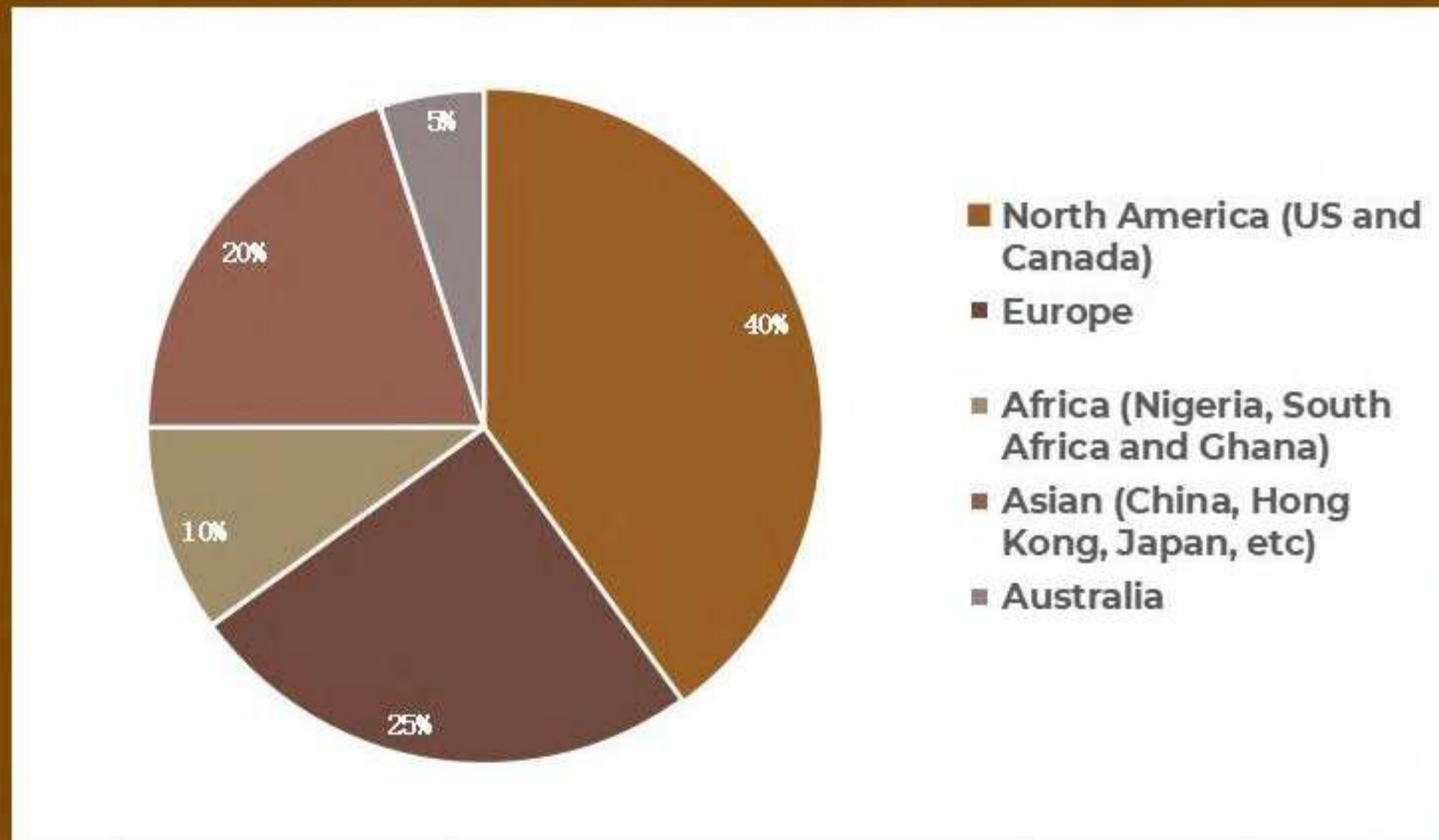
## 2022 Top 10 Animation Films with Highest Box office Grossing

S/N	Title	Release Date	Genre	Gross Revenue	Ticket Sold
1	Minions: The Rise of Gru	1-Jul-22	Comedy	369,695,210	40,315,726
2	Lightyear	17-Jun-22	Adventure	118,307,188	12,901,547
3	The Bad Guys	22-Apr-22	Comedy	97,233,630	10,603,449
4	DC League of Super Pets	29-Jul-22	Adventure	93,657,117	10,213,426
5	Sing 2	22-Dec-21	Adventure	86,307,835	9,411,977
6	Puss in Boots: The Last Wish	21-Dec-22	Adventure	61,222,670	6,676,408
7	Strange World	23-Nov-22	Adventure	36,992,761	4,034,106
8	Gekijouban Jujutsu Kaisen	18-Mar-22	Action	33,919,605	3,698,975
9	Doragon boru supa supa hiro...	11-Jun-22	Action	32,132,374	3,504,075
10	The Bob's Burgers Movie	27-May-22	Comedy	31,933,830	3,482,424

- *Kumba (2013)* and *Adventures of Zambezia (2012)*, was made by an independent african studio like us and generated over \$60M in first few years
- Over the last 7 years the average animation film has sold 5.5million tickets, with an average tickets price of \$9.17; grossing an average of \$50m globally
- Over 80% of animated films make it to streaming platforms
- Demand for African animation at all time high and in upward trend (CGAfrica, BBC)
- Upon release, Our film will have no or little competition in the African market. It will be available everywhere
- POMI has Low production cost (\$2M), thus expect high profit margin

## For Passport of Mallam Iliya, we are combining massive ticket sales globally in 5 major markets, with VOD licensing deals

### Geographical Distribution Contribution



### Key Financial Assumptions

Revenue Assumptions	\$
No. of Tickets sold	4,500,000
Average ticket price	3.0
VOD Licensing Deal	4,000,000

Cost Assumptions	
Distribution cost (% Share of Revenue)	35%
Marketing & promotional for Box office (% of revenue)	10%
Cost of licensing deal (% of deal value)	10%
Miscellaneous Cost (% of film budget)	5%

With a Box office revenue of \$13.5m, POMI will return 7.8x its production cost.

### Average Animation Ticket Sales (in millions)

Financial Summary	Amount [\$]
<b>Box Office Revenue</b>	<b>13,500,000</b>
Distribution Cost	(4,725,000)
Marketing & Promotion	(164,767)
<b>Net Revenue</b>	<b>8,610,233</b>
<b>VOD License</b>	<b>4,000,000</b>
Cost of deal	(200,000)
<b>Net Deal Proceeds</b>	<b>3,800,000</b>
<b>Net Revenue</b>	<b>12,410,233</b>
<b>Film Cost</b>	
Poduction Budget	(1,647,673)
Miscellaneous	(82,384)
<b>Total Cost</b>	<b>(1,730,056)</b>
<b>Net Film Profit</b>	<b>10,680,176</b>

Return Metrics	
Gross Box office Return (in %)	<b>680%</b>
Gross Box office Return (in multiple)	<b>7.80x</b>
Gross VOD Deal Return (in %)	<b>131%</b>
Gross VOD Deal Return (in multiple)	<b>2.31x</b>
Net Investment Margin	<b>617%</b>
Net Investment Return (in multiple)	<b>6.17x</b>

# MARKETING AND DISTRIBUTION PLAN

## Projection of Potential Revenue and Profitability

**LOCAL (Nigeria and West Africa):** On the local front one of our strategies is promotion. Our budget is in for local push and promotion in mostly Nigeria is \$50K; enough, due to relatively low cost of local promotion. For context, the marketing spend for the highest grossing movie in Nigeria (*the tribe called Judah*, 2023) was reportedly less.

- We have the interest of **SilverBird**, (biggest distributors West Africa)
- We have opened conversation with **Film One**, promising conversations.

**WORLD WIDE DISTRIBUTION:** On the International front, we rely on our distribution partners to get it in cinemas everywhere.

At the time of this writing the film as captured the attention of FilmSharks and Cinema Management Group, and we have began talks.

- **Ideally Distribution companies chase after the movie one it is ready or near ready**
- **We Welcome the Insights, recommendations in this area or introductions to more distributors, from you our investors even as we work towards finishing production. YOUR INPUT IS VALUABLE**
- **Distribution partners take percentages, thus closing them is not capital intensive**





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# MARKETING OBJECTIVE

## Projection of Potential Revenue and Profitability

MARKETING TARGETS	KEY METRICS
Box Office Revenue	\$13.5 million in opening year (from local and international distribution)
Streaming rights	\$20 million (5 years)
Merchandise Revenue	\$2M - \$3M in sales within 2 years
Fanbase	5-7 Million Fans from various communities, regions, countries and social media platforms
Media Features	25 features in major entertainment publications/blogs/TV platforms (international & local)
Influencer Partnerships	Partner with 50 major influencers, reach of 7-10 million followers
Official Trailer Views	2-3 million views within 6 months to film release.



# LAUNCH PLANS

CATEGORY	DESCRIPTION
Marketing and Launch Plans	<ul style="list-style-type: none"><li>- Release official trailer on all social media platforms</li><li>- Launch social media campaigns</li><li>- Billboards and TV commercials with trailer</li><li>- Partner with influencers for promotional campaigns</li><li>- Press junkets and interviews with cast and crew</li><li>- Host exclusive sneak peek events for select audiences</li><li>- Distribute promotional materials</li><li>- Host a red-carpet premier event with industry VIPs</li></ul>
Strategies to Maximize Audience Reach & Engagement	<ul style="list-style-type: none"><li>- Engage with fan communities on social media platforms</li><li>- Launch interactive website with behind-the-scenes content</li><li>- Collaborate with popular animation channels on YouTube for cross-promotion</li><li>- Create engaging contests and challenges for audience participation<ul style="list-style-type: none"><li>• Influencer marketing, BTS content</li></ul></li></ul>



# MARKETING BUDGET

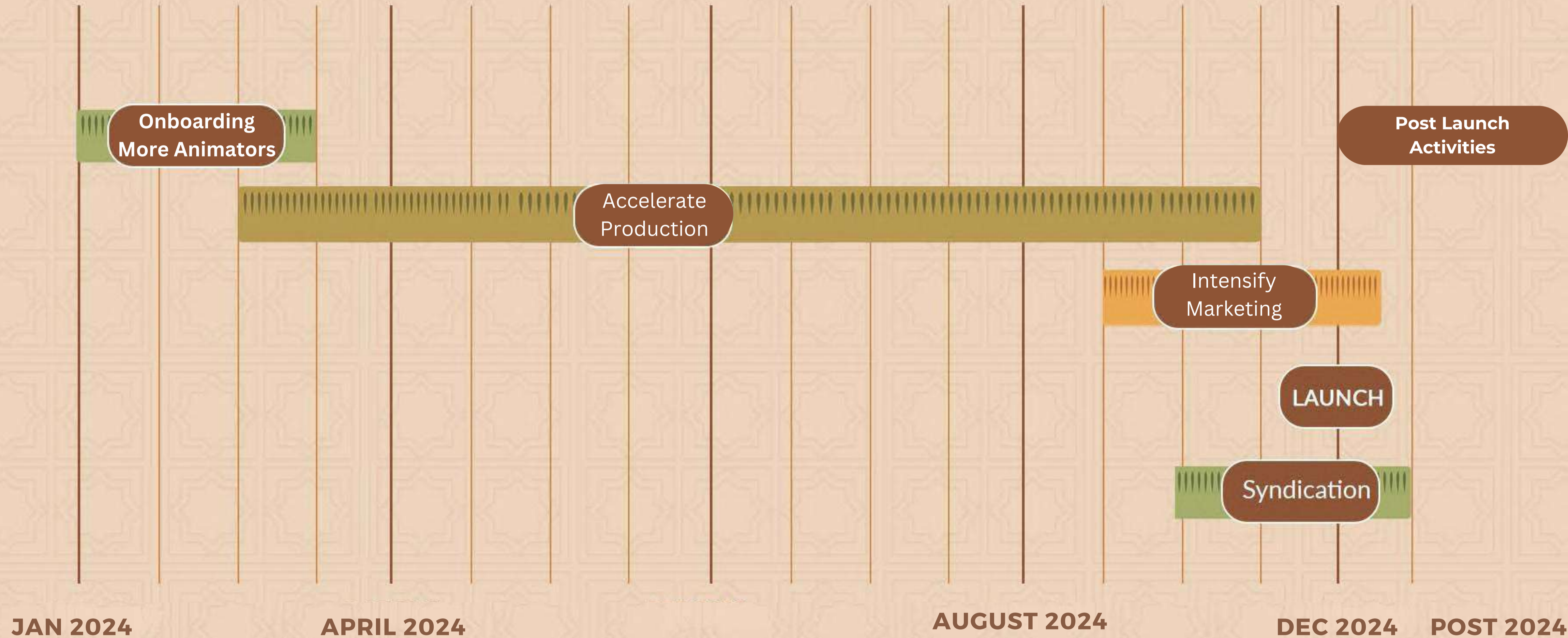
## Local Marketing

MARKETING AND LAUNCH PLANS	BUDGET (USD)
Influencer Partnerships	\$5,000
Press junkets & Media collaborations	\$7,000
Premier event & Exclusive sneak peek events	\$13,000
Social media campaigns & OOH Advertising	\$20,000
Promotional materials & merch & props for marketing	\$5,000
<b>Total</b>	<b>\$50,000</b>



# PROJECT MILESTONES

*for this completion mile*



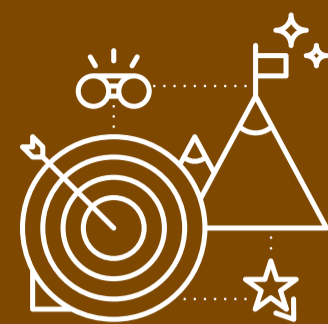


**ALL POSSIBLE  
INVESTMENTS  
(\$100+)**

**Priority in ROI  
Bragging rights and  
huge equitable  
revenue share**

**Personalized 'Thank  
You' message from  
the team.**

**Investor Updates  
Exclusive  
Contents and Art**



## ILIA'S ADVOCATE

### *Additional Benefits*

Mentioned in  
streaming version of  
credit roll  
Mentioned in Ilia  
website Wall of fame

*+ all previous benefits*

**\$ 1,000+**



## DREAM WEAVER

### *Additional Benefits*

Mentioned in cinema  
version of credit roll  
Listed also in Studio's  
Wall of Fame.  
Director-signed Ilia merch  
A pair of premiere  
tickets in country of  
choice

*+ all previous benefits*

**\$ 5,000+**



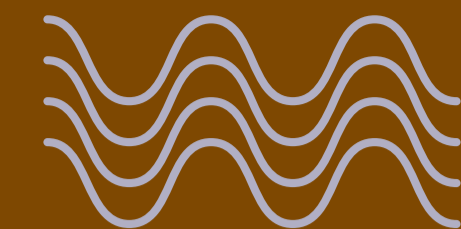
## GUARDIAN OF ILIA

### *Additional Benefits*

Zara's signed gift  
box  
Total of 4 FREE premiere  
Tickets  
Invitation to then studio and  
session with the director  
Invitation to private viewing

*+ all previous benefits*

**\$ 10,000+**



# "RESERVED SEAT"



## ILIA'S LEGACY AMBASSADOR

### *Additional Benefits*

Associate Producer Credits  
(SPOTLIGHTED in IMDB)

Ilia's hamper, including  
customized tusk and themed art

Hyper linked mention on Wall of  
fame

Brand promo options on  
themed events.

Animation voucher: 30-seconds  
video for your brand.

+ previous benefits

**\$ 50K+**



## ILIA'S VISIONARY PATRON

### *Additional Benefits*

Co-producer Credits (spotlighted in  
Imdb)

Name and logo on marketing  
materials

Mention on our project home page,  
linked to website or landing page of  
your choice for a year

Animation Voucher: 1 minute video for  
your brand

Main character of choice customized  
with your product or branded outfit

+ previous benefits

**\$ 100K+**



## ILIA'S HEART

### *Additional Benefits*

Executive Producer credit  
(Main spotlight)

The whole patter and  
more (let'S talk)

+ previous benefits

**\$ 250K+**

## All "Reserved seats" get

- **Marketing options**
- **Ilia's Hamper which includes at least 10 premiere tickets in 2 countries of choice, customized Ilia Merchandise, and**
- **benefits in the lower-tier investments which are not already included.**

# ENTERTAINING THE WORLD

with Inspired African Stories

**Magic Carpet Labs**, also Magic Carpet Studios, is an animation, illustration, and game development studio registered in Nigeria, UK and the USA. . Our Lagos office is one of the fastest growing animation studios in Africa continuing to fulfill projects for clients like Cartoon Network, Warner Brothers, UNDP, Microsoft, Sesame Street etc.

Founded over 5 years ago to tell authentic stories using the medium of animation; the studio's expressions include Film, Motion, Mobile and PC Games, exciting 2D & 3D Animation, Stop-motion animation and VFX.

**Our core vision** is to bring great stories, ideas and dreams to life through bursting colours, exciting motion and spectacular visuals using emerging technologies. We are elevating wholesome stories, unique African art, sound and colors to the pinnacle of global entertainment. Through highquality afrocentric animation and deeply imaginative storytelling.



*Magic Carpet*  
STUDIOS

Using high-tech animation and timeless art, we share wholesome stories with a global audience.

CLIENTS



## GLOBAL AWARDS





THE PASSPORT OF MALLAM ILIA

# PROJECT DETAILS



Producer	<b>Ferdinand Adimefe</b>
Director	<b>Chekwube Okonkwo</b>
Project Manager	<b>Issac Matui Thomas</b>
Production Company	<b>Magic Carpet Studio Ltd</b>
Post Production	<b>Twickenham Studios (In View)</b>
Corporate Structure	<b>Special Purpose Vehicle (SPV) Magic Passport Limited</b>
IP Holder	<b>Magic Passport Limited</b>
Company Name	<b>Magic Passport Limited</b>
Investment Consultant	<b>Elton Michael &amp; Company</b>
Genre	<b>Romantic thriller</b>
Budget	<b>\$2,000,000</b>
Project Launch	<b>December 2024</b>

**IMPORTANT NOTE:**

We created an SPV in the US called **Magic Passport limited** and moved the IP, *The Passport of Mallam Iliia*, into it. The SPV is the entity raising the funds on [Wefunder, view here.](#)

The quest for Vengeance leads ilia to his greatest enemy, himself



# SYNOPSIS

A British passport randomly drops In a moving train, within the kingdoms of 19th century Kano, and the conquests of two lovers, an unknown journalist and a mortal enemy— four characters collide at a moment of truth.

Zara: a strong-willed girl. She refused an arranged marriage set up by her father which infuriated her father. So he decided to gamble her away to whomever wins in a Sanchi contest.

Ilia: a man who's love for Zara made him go to impossible lengths. But he suffered a grievous loss that consumed him and he let the shadows and traumas of his past rob him of his present. And it all started the night of the invasion of the city.

Usman: a killer and Ilia's arch enemy who will equally go to impossible lengths but only for his own dark ambitions. Usman drove ilia into having a great loss and the fight between these two never ended.

Hassan: a young journalist whose curiosity led him to meet Ilia uncover truths that changed everything, not just for Ilia, but Hassan as well.

# OUR TEAM



**Ferdy Adimefe**  
Producer



**Chekwube Okonkwo**  
Art Director



**Toju Olufeyimi**  
Associate producer



**Deborah Akobo**  
Investor Relations

INVEST VIA

WEFUNDER

CLICK HERE

BOOK A  
MEETING

# THANK YOU

FROM EVERYONE AT MAGIC CARPET

✉ [Hello@magiccarpet.studio](mailto:Hello@magiccarpet.studio)

