



ONE COUCH AT A TIME



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SURFING INTO A SHARING ECONOMY



COMING  
SUMMER 2012





## **EntrepreneuREEL Productions**

Distributor: TBA

Director: Alexandra Liss

*alexandraliss@gmail.com 415 866 6555*

EntrepreneuREEL presents: One Couch at a Time, a full length feature documentary following protagonist and veteran CouchSurfer, Alexandra Liss, through 20 countries, 5 subcontinents, for 6 months using CouchSurfing.org as Alexandra uncovers that we are entering an age where access is more important than ownership. Alexandra also explores crowd funding, micro-loaning, co-working, ridesharing, and gifting when the film climaxes at the ultimate sharing society - Burningman!

CouchSurfing is a planet in this “sharing economy” galaxy, and the platform for which this entire film takes place. We focus on the micro by capturing the magical, heart-warming, serendipitous exchanges that occur one couch at a time.

Each host and traveler along the way provide unique experiences becoming sub-subjects illustrating the incredible exchange. Alexandra, who begins the journey heartbroken, ends up learning lessons of a lifetime with the help of a few worldly friends. Contrary to mainstream opinion, by embracing the “age of sharing” mentality is to have access to methods which make the pursuit of your passions and dreams merely a couch away. Featured interviews include author and Lifestyle architect, Tim Ferriss, Economist Dan Ariely, Director Chris Payne, founder of Burningman Larry Harvey, and of course, the founder of Couchsurfing, Casey Fenton.

The film begins in SE Asia, then Southern Africa, Western Europe, South America and climaxes at Burningman, the ultimate gift society! OCAT premieres Feb 2012.



# CREW



## *Director - Alexandra Liss*

San Francisco native commonly referred to as the “Entrepreneur Whisperer” and a “Sharing economy pioneer” for her forward thinking film topics and her uncanny ability to form a rapport with her subjects. You will see her most recent work all over the film fest circuit as New York DP in “Revenge of the Electric Car”, co-editing in “[www.mayibefrankmovie.com](http://www.mayibefrankmovie.com), changing the game with [www.openindie.com](http://www.openindie.com), mentoring via <http://www.reel-lives.org/our-program/>, and founder of ENTREPRENEUreel.



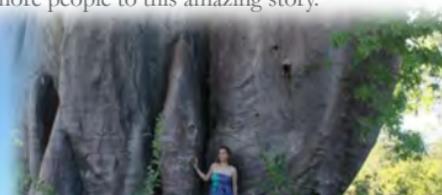
## *Social Media Manager - Sifiso Mazibiko*

Media and advertising professional with broad experience in most aspects of media planning, social media strategy and overall advertising planning and implementation. Specialties Sales management, Social Media strategy development, media planning and strategy.



## *Marketing Strategist - Matt Johnston*

A visionary marketing executive, transmedia technologist, and Co-Founder of Kinetic Fin, a digital agency and social experience design studio in NY. With a background in applied mathematics, Matt has run marketing and strategy teams for public and private technology companies, including a multiple Emmy-nominated and Emmy-award winning ITV studio. He is a frequent speaker and has presented at Harvard Business School and Babson College on the subject of collaborative entrepreneurship. For One Couch at a Time he is helping both study and design ways to connect more people to this amazing story.





### *Screenwriter/Production Manager - Arin Crumley*

The Wall Street Journal lists Arin Crumley among the top 20 new media moguls. His first film, *Four Eyed Monsters*, won the Sundance Channel Audience Award, was nominated for two Spirit Awards and was the first feature-length film to air on YouTube. Millions of viewers have engaged across multiple mediums with the project, which began building CouchSurfing is a planet in this “sharing economy” galaxy, and the platform for which this entire film takes place. We focus on the micro by capturing the magical, heart-warming, serendipitous exchanges that occur one couch at a time.



### *Editor - Gregg Marks*

Gregg Marks is a Filmmaker from New York City, with a 25 year background in music/ composition, 12 years in design & motion graphics and 6 years in filming and editing. After honing his skills on shows like *Styleyes*, *Treehugger.com*, and various Television Commercials, he was inspired to move to San Francisco and to make a documentary film. Gregg directed and edited Award Winning “*May I Be Frank*”, which has inspired many in the film community, Alanis Morissette, Jason Mraz, Woody Harrelson, Alice Walker, Dan Millman and many more.



# CREW



## *Editor - Emma Mankey Hidem*

Emma is a National Merit Scholar, she went on to New York University's Tisch School of the Arts, completing her B.F.A. with honors in Film and Television production. Since graduating from Tisch in 2007, Emma worked as an Associate Producer for Academy Award winning director Ross Kauffman on various projects including the short documentary Wait For Me, which premiered at the New York Film Festival in 2008 as part of the centerpiece of the festival with Clint Eastwood's Changeling. She has served as editor on a documentary about Gethsemane Church in Brooklyn, and a documentary about the BP Gulf oil spill. She currently works as a News Producer/Editor for the award-winning PBS show Religion & Ethics: NewsWeekly.



## *Animation/Graphic Designer - Oliver Villegas*

Motion graphics designer and animator. Was an intern animator in the production of the award winning animated short The Tannery working with scottish animator Iain Gardner. Oliver has also done several animations for Attitude Energy Drink and directed & animated the music video Dogs, Boys and Men for The Son(s) an indie band from Scotland.



## *Marketing - Charlie Hoehn*

Charlie helped write and market the #1 New York Times bestseller, "The 4-Hour Body", and wrote the 30-page guide called Recession-Proof Graduate that's been read more than 80,000 times.





### *Graphic designer - Walid Bendra*

Working and living in Morocco as a graphic designer and music coordinator, he participated in numerous projects and eco communication in Morocco as a graphic designer and organizer, specializing in the creation of posters, flyers, t-shirts, stands and image identities.



### *Composer - Alex Doty*

Alex Doty guitarist and producer from northern California has worked with artists in many diverse genres ranging from rock, jazz, funk R&B, country and experimental. As a guitarist Doty has been lighting up stages across the country for the last ten years. Playing in A diverse array of ensembles and stages. As a producer Doty has wrked in Film and Animation crafting music in many different styles and textures, with a focus on taste, groove, and uniqueness.



# SYNOPSIS

In light of debt crisis and global economic turmoil, we are entering an age where access is more important than ownership. “One Couch at a Time”, is a full length feature documentary follows protagonist and veteran CouchSurfer, Alexandra Liss, through 20 countries, 5 subcontinents, for 6 months using CouchSurfing.org to illustrate through crowd funding, micro-loaning, co-working, ridesharing, and gifting, how we can utilize this “new sharing economy” to turn around the economic system... while living the life of a millionaire on literally a backpacker budget.

CouchSurfing is a planet in this “sharing economy” galaxy, and the platform for which this entire film takes place. We focus on the micro by capturing the magical, heart-warming, serendipitous exchanges that occur one couch at a time. Each host and traveler

along the way provide unique experiences becoming sub-subjects illustrating the incredible exchange. Alexandra, who begins the journey heartbroken, ends up learning lessons of a lifetime with the help of a few worldly friends.

Amongst these serendipitous CouchSurfing connections are Pakistani Zohra Allana, entrepreneur Chelsea Rustrum, and corporate all-American dreamer, David Vega. We prove that to partake in collaborative consumption is to have access to methods which make the pursuit of your passions and dreams merely a couch away. Featured interviews include author and Lifestyle architect, Tim Ferriss, Economist Dan Ariely, Director Chris Payne, founder of Burningman Larry Harvey, and of course, the founder of Couchsurfing, Casey Fenton.



## PRODUCTION HISTORY

### "ON THE MAKING OF.."

The ethos of the film, which is if WE utilize the "new sharing economy", we can fulfill great feats amidst economic crisis, is also a case study in itself. What started as my extreme passion for a network, CouchSurfing.org, turned out to be just a planet in this galaxy of sharing I would have yet to discover.

I met Casey Fenton, Founder of Couchsurfing, in 2007 when shooting another documentary about the mindset of entrepreneurs; and was soon after commissioned to create the first full length feature on CouchSurfing. Due to financial complexities of the Organization becoming a B Corporation, the film was postponed... until it was realized there were other ways to create this film.

I used the message boards to invite CouchSurfing members to volunteer their time to help with the making of the film in conjunction with Kickstarter.com to raise \$8,000 in 28 days - which would be the seed money to commence production! Little did I realize, this would attract hundreds of emails a day and many interested volunteers. The value of Crowdfunding was not just the financial, but the support of the community was the real currency that would fuel this ambitious feat. By the end of this process, I had a team of 60 international volunteers who were dedicated crew. This would be the beginning of my 100% Shareable life which I would take to the extreme through 5 continents, with a myriad of cultures and over 100 couches!



Three volunteer camera-hands whom I had never met previously each dedicated a month of their life each to be a part of this project. Some would call this a huge risk! I call it - the future. Zohra Allana, a Pakistani who is a successful producer in her field joined the journey through Thailand, Cambodia, and Vietnam. Then San Franciscan entrepreneur and co-working pioneer, Chelsea Rustrum came to France, Germany, and Morocco. Finally, Arizonian couchsurfer and corporate All-American dreamer, David Vega, volunteered for New York, Brasil, Argentina, and Burningman!

I experienced first hand how with support and alternative forms of exchange, this unlikely film would become up to par with budgets ten times our actual fiscal investment. This film is 100% volunteer effort from CouchSurfers who are highly successful professionals, giving their services because they understand a sustainable future is within reach! It is this passion to spread this new sharing economy movement that I believe has allowed a film, and a concept, that had all odds against it's success, to triumph.



# CAST



## *Tim Ferriss*

Nominated as one of Fast Company's "Most Innovative Business People of 2007" and Forbes Magazine's "Names You Need to Know in 2011," is an angel investor (StumbleUpon, Facebook, Digg, Twitter, etc.) and author of the new #1 New York Times bestseller, *The 4-Hour Body*. He is also author of the #1 New York Times, Wall Street Journal, and BusinessWeek bestseller, *The 4-Hour Workweek*, which has been sold into 35 languages. He is listed as #13 in the "100 Most Influential VCs, Angels & Investors" rankings.



## *Dan Ariely*

Is the best-selling author of *The Upside of Irrationality* and *Predictably Irrational*. The James B. Duke Professor of Behavioral Economics at Duke University, Ariely's research has shown that we all succumb to irrationality in situations where rational thought is expected. He is an expert on how people actually act—and why they act—in all kinds of business and economic environments, and what this means for business innovation, strategy, marketing and pricing.



## *Larry Harvey*

In 1986 he founded Burning Man at a local beach, and has guided its progress ever since. He has lectured on subjects as diverse as art, religion, civic planning and the rise of cyber-culture in the era of the Internet.





### *Casey Fenton*

Executive Director and one of the co-founders of CouchSurfing International. CouchSurfing is an 3 million + international network that connects travelers with locals in over 230 countries and territories around the world.



### *Charles Eisenstein*

Has written numerous essays, many of which are published on Reality Sandwich, as well as a new book, Sacred Economics. This book explores the economics of separation and the transition to a new kind of money system, both on a societal and personal level.



### *Rachel Botsman*

A social innovator who writes, consults and speaks on the power of collaboration and sharing through network technologies. She wrote the influential book *What's Mine is Yours: How Collaborative Consumption Is Changing The Way We Live* TIME Magazine recently called Collaborative Consumption one of the “10 Ideas That Will Change The World”. Each host and traveler along the way provide unique experiences becoming sub-subjects





### *Ramon Stoppelenburg*

As one of the first people who used online media on a social and effective manner, Ramon Stoppelenburg founded the well-known website [www.letmestayforaday.com](http://www.letmestayforaday.com). Through the site, people from all over the world were able to invite him to stay over for a day, allowing Ramon to travel the world for free from 2001 to 2003 and visit over 20 countries across four continents. Widely known as the “The Godfather of Couchsurfing” he serves as Alexandra’s mentor in Cambodia..



### *Zohra Allana*

Zohra Allana has been linked with Geo TV Network and other RealityShow Broadcast media since 2004. A contrasting shy and ambitious career woman, Zohra used 4 months salary to do what very few Pakistanis do, which is to leave Pakistan for a month to join a random American Couchsurfing filmmaker on a cross-cultural adventure of lifetime!



### *Neal Gorenflo*

Neal Gorenflo is the co-founder and publisher of Shareable Magazine, a nonprofit online magazine about sharing. As a former market researcher, stock analyst, and Fortune 500 strategist, Neal is perhaps an unlikely voice for sharing. A revelation in 2004 inspired Neal to leave the corporate world to help people share through Internet startups, grassroots organizing, and a circle of friends committed to the common good.





### *Chelsea Rustrum*

Self made entrepreneur and co-working pioneer, Chelsea, heard about OCAT through kickstarter and volunteered to travel for a month. Through the lens of Chelsea we learn what it is like to grow up a 14 year old American entrepreneur and experience the culture shock of Morocco reminding us all of the double-edge sword of the Internet.



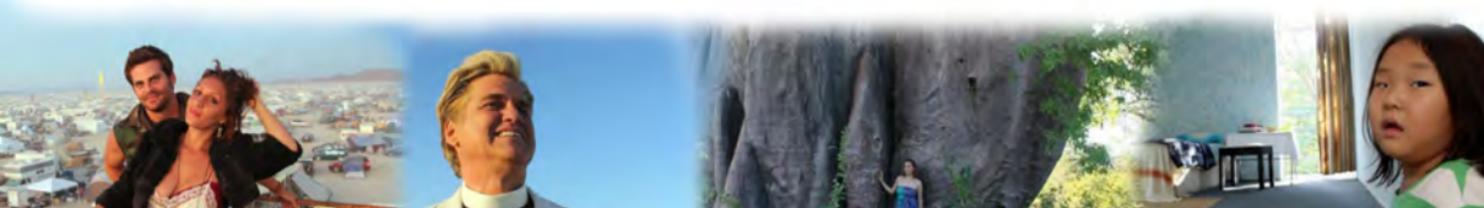
### *David Vega*

Living in Phoenix, books a month of his vacation time to volunteer with Alexandra after one powerful phone conversation. Vega joins the last leg of the South America-Burningman journey a pragmatic corporate 9-5er with a yearning for more--and partakes in wild, unexpected CouchSurfing exchanges which flip his entire world around.



### *Alexandra Liss*

Protagonist - filmmaker - vagenius.



PRESS COVERAGE  
& STILLS





















The production company  
**ENTREPRENEU**<sup>reel</sup> is partnering  
with Ari Crumley's Co-Creat  
OpenIndie, which is a user  
generated film screening site  
with the aim of democratizing  
distribution.