



**LENS FUTURISTIC FILMS(PTY)LTD**

# **BUSINESS PROFILE**

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# WHO ARE WE

Lens Futuristic Films was established in 24 January 2020, specializing on giving our clients audio and visual(A/V) solutions. We have only registered the business in 2024 as we needed to get an in-depth understanding of the industry rules and regulations that govern the sector. We have a passionate team of young people that are geared for service delivery and client satisfaction in every job that we do. The company is 100% youth and black owned.

## BACKGROUND

When it comes to video production, our goal is to help you achieve yours. No matter what video service we're doing we always bring our A-game a level of professionalism that's hard to match, a smile and it can be done attitude.

## OUR PHILOSOPHY

Our philosophy is informed by our belief in quality work, teamwork, organic growth and systematic sustain ability. This philosophy is derived from our experience in collaborative teamwork, both the company and clients.

## VALUES

- Ethical
  - Forward Thinking
  - Innovative
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## OUR EXPERIENCE

We believe in our quality product, delivering to the client's specific demand is all we offer from our core business. In the 10 years that we have operated as fully registered film production we have taken in our stride to develop ourselves in ways of short accredited courses, understanding the industry and overall positioning ourselves as a reliable company that delivers.

## SERVICES WE OFFER

- Short Documentaries
- Corporate Videos
- Promotional Videos
- Music Videos
- Social Media Video Activations

The company is built around prompt service delivery and client's satisfaction. Pursuant to our vision of becoming prominent documentary production company that focuses on socio-economic stories of ordinary communities and households.

## PROVEN TRACK RECORD

Our proven track record speaks for itself and it's in line with the foundation and visions. Our resilience is informed by persistence in overcoming challenges and barriers to entry in the film industry. We have been working with the Nelson Mandela Children's Fund for about 8 years now and relationship has grown from strength to strength.

In the last 4 years we have been working with 3rd Generation of Ladysmith Black Mambazo a group called Young Mbazo based in Kwazulu-Natal. We have done one local tour and the other in Sao Paolo, Itanham Rio De Janeiro in Brazil in 2019. Working with the group the highlight was shooting one of their international features with Sabrina Frances a musician from Grenada, Trinidad. We have been cultivating working relationship with Kwazulu Natal Film Commission to have access to training's and other industry related workshops.

## THE FOLLOWING WILL BE JUST A FEW LINKS OF OUR WORK:

<https://www.youtube.com/watch?v=CvxNwLWTxXM&t=57s>

<https://www.youtube.com/watch?v=jjVebz5SFUQ>

<https://streettalktv.com/about-street-talk>

NB: In the last 5 years we have been nominated twice as the best youth project under Sustainable Livelihoods Programme (SLP) at Nelson Mandela's Fund. With this nomination it became a gateway for working on other programmes within the fund and created promotional video. We are extremely proud of this achievement.

## OUR FOCUS AREA

-When it comes to video production, our goal is to help you achieve yours. No matter video service we're doing we always bring A-Game a level of professionalism that's hard to match, a smile it can be done and it can be done attitude.

-We are more than just a video production, We're a team of creative professionals who produce a compelling visuals that inspire results.

-Through our video and dedication to our craft, we partner with local and global clients to tell their brand stories.

-We're easy to work with, passionate and about producing the best and you'll only find good at what we do.

-Our team of writers, producer and creative director are there to guide every step of the way

-Creating the innovative and narrative video content you need to:

Educate, Sell, Launch, Brand building and importantly inspire people to act.



## OUR FOOTPRINT IN LIMPOPO

Our footprint in Limpopo came in 2020 in the village of Mamollo Moepeng in Ga Mphahleng. Through compiled document that was shared by BWEF back in 2020 they listed individuals that they compiled for their database. We were fortunate to pick and work with Ntate Lawrence Morwaisi, who then opened up the area of Ga Mphahlele for NMMI crew The House Of Tribal Authority.

We have created a working relationship for the last 3 years with all stakeholders, the likes of Ntate Thomas Mashobane who's the deputy chairperson of Ga Mphahlele Tribal Authority and Mme Paulina Morwa a matron in Itekeng Ntagane Day Care that take of children living with disability.

In 2022 we were introduced to Mme Bonus Kgabe from Lenting Village in Ga Mphahlele. A mother and a former teacher in early development of children living with disability in the area of autism. She founded Phahla Heaven Centre for children living with autism in Lenting. The centre houses over 60 children from different villages..

## OUR FOOTPRINT IN KWAZULU - NATAL

Our footprint in the rolling hills of Kwazulu-Natal it has vast and broad with the scope of work we have done in the province. We have created activation campaign videos for Music Imbizo the second largest music gathering in KZN hosted annually by S'phe Mbele. Over the last 6 years we have collaborated and created links and networks with different Independent Partners(IP's) from all works of life, predominantly in Durban, Eshowe, Pinetown and Umlazi Township.

Eshowe is one of the oldest town in Kwazulu Natal's history and the birth place of two previous Kings namely King Mpande and King Cetshwayo. It's on this backdrop that NMMI has engaged and mended Ip's relationships with Kwazulu Natal Regional Christian Council(KRCC) and Sukuma Community Project over the last 6 in cultivating a fertile ground for authentic story.

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# CORE PRODUCTION TEAM



**Thulani Litheko**

**Bio:** I am a Director & Producer an all round storyteller

**Skills:** script writing, concept documents

**Experience in the field:** 7 Years

**Training & Development:**  
Durban Film Festival  
(2019- 2023)  
Film Production Certificate  
Kwazulu Natal Film Commission  
(2023)  
Proposal Writing & Pitch Support  
(Workshop)



**Akhona Maqogi**

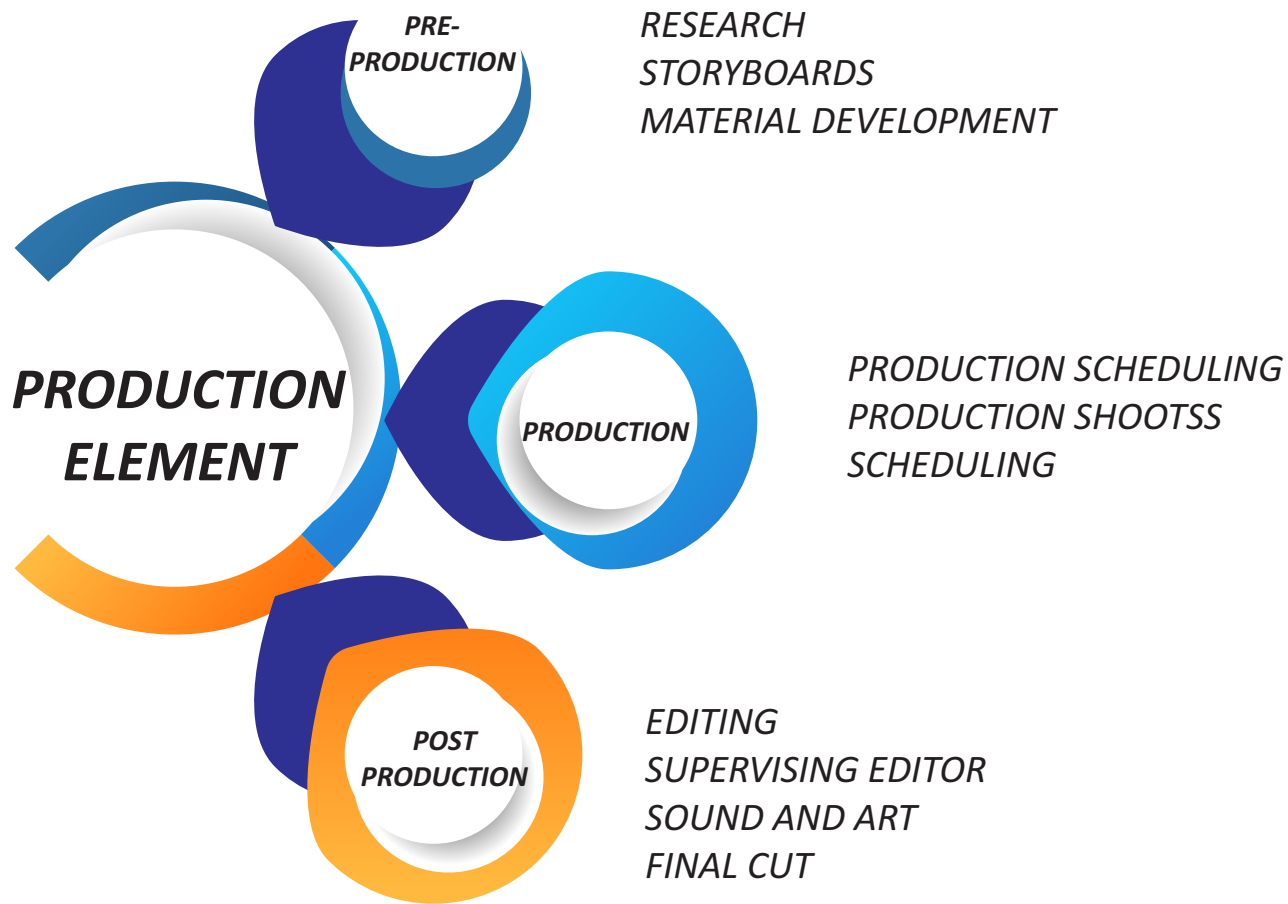
**Bio:** If it comes to graphics and capturing unique photos now that's my space

**Skills:** Adobe Photoshop  
After Effects

**Experience in the field:** 9 Years

**Training & Development:**  
Big Fish Film School(2019)  
Graphics & Animation  
Kwazulu Natal Film Commission  
(2023)  
Short Skills Training Programme  
(Workshop)

# ROLES & RESPONSIBILITIES



## WHAT'S INNOVATIVE ABOUT NEW LENS FUTURISTIC FILMS

At new mind made innovative we think creative from concept to delivery.

Our core approach to business

1. Whether it's documentaries/films, we work with one goal in mind, to make sure everything conceptualized to the tee.
2. In short we believe, that combination of fresh creativity and commitment to every project is key to growth.
3. In-fact we have been making a point to adding extra innovation to our craft and content production since our inception in 2014.
4. For us it's all about stories and events that capture a mass audience both educational and informative.

*"We believe that delivering excellence, can enrich the lives of our communities and clients."*

# ORGANOGRAM

**01**

**MANAGING DIRECTOR**

**MANAGES  
STAKEHOLDERS  
RELATIONS  
SEEKS FUNDING  
WORKS CLOSELY  
WITH COM**

**OVERLOOKS  
OPERATIONS.  
SUPPORTS  
OTHER  
DEPARTMENTS**

**02**

**CHIEF OPERATIONS  
MANAGER**

**OVERLOOKS THE  
FINANCE OF  
THE COMPANY  
TAX & VAT**

**LOOKS AT TRENDS  
THAT ARE CURRENT,  
VERIFICATIONS  
& AUTHENTICITY  
OF IDEAS**

**03**

**FINANCE**

**04**

**RESEARCHER**



## Conclusion

- This company is formed in being a great service provider, we pride ourselves in breaking new ground and offering great service at affordable prices to our clients.
- We provide tangible service where our interaction with various clients and distribution of goods is vital to us. We are passionate, driven and fearless particularly we look just beyond what is considered by others as success. Our journey hasn't been long but we are still eager to learn the industry as a whole, yet very rewarding in the lessons learnt and the experience we have gained.
- Business is a journey where the various destinations are companies we encounter, hoping that the entire destination will bring fortune. This document has been compiled with greatest care, research and patient to comprehensive as possible.
- We pride ourselves on forward thinking and innovation in spotting the gap in the market, especially on proactive marketing and word of mouth that we feel gives us competitive edge.

## Contact Persons

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