

WELCOME

---

# Camera Obscura

media & entertainment hub

*See you on the other side*

# About us

---

At Camera Obscura M.E. Hub, we believe there is a better way to learn and to do audiovisual and creative content – creativity makes us happy. A more valuable way where customers are earned rather than bought.

We're fanatically passionate about it, and our mission is to help creative people and companies achieve it.

We truly believe in the “our kind, one stop space” with the ability in transformative power of the educational labs, masterclasses and co-working desks to elevate experiences, engage and inspire the cultural, art and business community.

Great cups of coffee, inspirational social talks, exhibitions with worthy relationships come from collaboration.

We're excited to start a visual dialogue – let's make something prodigious and marvelous together.

Aaaaand Action!

# Team

---



**Nena Minchev**  
**founder**

Demonstrated history of working in NGO management in non-formal education and production, 4 years, (Media, TV, Film and Theater Production). B.A. in Architecture and Engineering and Master of Film Arts-Production (Ms.F.A.) University of "EFTA", Skopje, Macedonia.

**Branko Ristovski**  
**partner**

Founder of Zootrop Studio. An audiovisual expert with significant experience, 15 years, in production. An established educator for non-formal audiovisual training.



# Business model

---

Camera Obscura charges:

- Companies for production of audio-visual content and for recruiting qualified candidates
- For education (incubation labs, masterclasses) for audiovisual content
- For professional space and equipment rental service
- For a great coffee - coffee bar desk, for non-formal socializing and exchange of creative experiences and ideas.

Our revenue model looks for multiple revenue streams that are complementary to one another. The revenue stream consist of courses/workshops, related sales and space and equipment rental, video and film production, and in future- coffee desk.

# Customers

---

Camera Obscura source is from two segments that incorporates both B2B and B2C customers:

- Corporate sector: production companies (domestic/ international), marketing and media agencies, NGO's, academic institutions, general businesses;
- Individuals: Freelance creators, independent artists, influencers and vloggers, students, audiovisual professionals and enthusiasts;

Over and above our target market cuts across people of different backgrounds and people from all walks of life and corporate organizations, but in high interest and lifestyle in audiovisuals goods and promotion.

Since establishment in July:

CNVP - a Dutch based organization operating in the Balkans, a promotional video.

IPMD- Skopje (NGO) - video recording of a theater play (produced). Previous collaborators in non-formal education and production.

## Market

---

**14.6%**

---

audiovisual marketing  
revenue is expected to keep  
growing by year

**81%**

---

of the businesses use video  
as a marketing tool

**3 SHORTS**

---

the indie culture of  
filmmaking in North  
Macedonia is rising (our last  
year short films production)

**72%**

---

of B2B marketers find video  
advertising effective

**+16 F/M**

---

general profile of a customer  
- from a person to a company

Thank you

---



Nena Minchev, Founder,  
Aminta Treti st. 65-1/7, Skopje, North Macedonia  
nenaminchev@gmail.com  
+38978721083