

ScriptBook raises €1 million from PMV and Michel Akkermans

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Today ScriptBook, an artificial intelligence (AI) startup targeting the movie industry, announced a €1 million Seed Round led by PMV and Pamica (Investment Company of Michel Akkermans, serial entrepreneur and former Chairman and CEO of Clear2Pay and FICS). The funding will be used to grow the team, accelerate product development and scale global commercial rollout. Michel Akkermans will join the board as chairman.

“Producing films is a risky (ad)venture. Each year we see production budgets soaring and marketing spend skyrocketing, yet only a handful of films are profitable. Funding becomes even more difficult to obtain, because there is a high degree of risk involved on the part of investors.”, said Nadira Azermi, founder and CEO ScriptBook. “Our decision support system aims to minimize risk early on in the development stage and allow compelling content make its way to the audience.”

ScriptBook developed technology to forecast financial performance of films through automated script-analysis. Their script-based box office forecasting system assists stakeholders in film business by offering an AI assessment of a film's commercial value prior to financing, producing & distributing.

“Some of the most exciting software breakthroughs are happening in artificial intelligence”, said Roald Borré, Head of Equity Investments at PMV. “Our team believes that data science will impact many industries including film making. We are committed to supporting companies like ScriptBook that bring step change innovation, a solid business plan and an exceptional team together.”

Michel Akkermans states: “In addition to being impressed by the technology developed by Scriptbook, I was charmed by the ambition, the drive and the enthusiasm of Nadira and her team.”

ScriptBook made its public debut at the Berlin Film Festival earlier this year and is piloting its solution with various customers.

About ScriptBook

ScriptBook assists film studios, production companies, distributors & film financiers in greenlighting creative film projects with high commercial value by providing forecasts on the box office potential of a script.

Please visit <https://www.scriptbook.io> for more information or follow on Twitter [@ScriptBook_io](https://twitter.com/ScriptBook_io) or connect with the company on [LinkedIn](https://www.linkedin.com/company/scriptbook).

About PMV

PMV NV is a Flemish investment company. It finances promising entrepreneurs from its earliest inception to its growth and internationalization of their business. For more information please visit www.pmv.eu.

About Michel Akkermans

Michel is a serial entrepreneur, private investor, advisor and board member, serving on the boards of public and private companies and private equity funds. For further information www.pamica.be

Press Contacts

Nadira Azermai
Founder & CEO ScriptBook
hello@scriptbook.io