INTERNATIONAL FILMMAKER ACCELERATOR *Program*

Student BROCHURE

TRACE

TRACE is a cornerstone of Sri Lanka's dynamic innovation economy, dedicated to advancing the nation up the global value chain through Science, Technology, Engineering, Arts, and Mathematics. **TRACE** fosters a vibrant environment that enables and empowers innovation, creativity, and the development of next generation products and services.

Established in 2013 by a group of Sri Lankan technology pioneers in partnership with the Government of Sri Lanka, **TRACE** serves as the nucleus of a broader innovation ecosystem. It connects a wide network of stakeholders, including government bodies, entrepreneurs, universities, private sector organizations, international partners, and investors.

T2T
THEORY TO TRADE

Theory to Trade (T2T) is an industry readiness initiative that bridges the gap between academic learning and real world practice. Designed to transform knowledge into capability, T2T equips participants with the skills, exposure, and professional mindset required to thrive in modern industries.

T2T delivers its impact through multiple pathways, including **Cohort Based** programs, **Masterclasses** and **Skill Workshops**, **Continuous Professional Development (CPD)** programs, and strong corporate and industry connections. Through this integrated ecosystem, **T2T** nurtures confident, capable individuals who are ready to contribute meaningfully to their chosen industries.

ACCELERATOR PROGRAM

PROGRAM STRUCTURE

Duration: 16 Weeks

Total Contact Hours: 100 Hours

Format: Workshops, Development Labs, Structured Mentorship, Industry Simulations, Live Pitch Forum

Program Start: Second week of June

Class Schedule: Saturdays, 9:00 AM – 4:00 PM

Each filmmaker develops a single feature film or high end series project, progressing from concept refinement to a market ready package.
By completion, every participant leaves with a professionally assembled development dossier suitable for submission to international labs, festivals, sales agents, and financiers.

ASSESSMENT AND DELIVERABLES

This is a fully practical, outcomes based program with no written examinations.
Participants are evaluated through:
- Script draft submissions
- Development milestones
- Visual development materials
- Market positioning strategy
- Live pitch presentation

MENTORSHIP FRAMEWORK

The accelerator operates as a guided development lab rather than a traditional classroom environment.
Each filmmaker receives structured mentorship including:
- Fortnightly one to one strategic sessions
- Ongoing script and development notes
- Market alignment guidance
- Career trajectory consultation

This mentorship structure ensures accountability, sustained momentum, and industry oriented decision making throughout the program.

CORE PILLARS

1. Development and Dramaturgy

Advanced structural refinement, character architecture, thematic cohesion, and tonal calibration. Emphasis is placed on cross cultural accessibility while preserving authorial identity.

2. Screenwriting for the International Market

Crafting scripts that are structurally rigorous, emotionally legible, genre aware, and internationally readable.

3. Directorial Voice and Genre Strategy

Exploration of genre mechanics, cinematic grammar, and tonal authorship. Each filmmaker develops a cohesive directorial strategy aligned with target markets.

4. Visual Translation and Storyboarding

Translating narrative intention into visual architecture through shot design, mood frameworks, aesthetic references, and cinematic continuity planning.

5. International Film Business and Finance

Global financing structures, co-production treaties, packaging strategies, talent attachment models, and navigating key film markets.

6. Sales, Distribution and Festival Strategy

Territory sales, streaming acquisitions, presales models, and long term rights strategy. Participants learn how projects are evaluated commercially across territories.
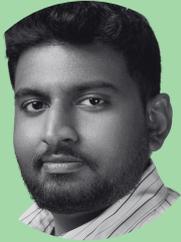
7. Pitch and Market Readiness

Development of industry standard pitch decks, verbal pitching frameworks, and investor facing materials.

8. Film Aesthetics and Cinematic Identity

Cinematic philosophy, authorship, and positioning to ensure each filmmaker's creative voice aligns with international audience expectations.

RESOURCE PANEL

HARINDU GUNAWARDENA – PROGRAM DIRECTOR

Harindu is an international producer with an **MA in Producing for Film and Television** from **Royal Holloway, University of London**. He trained under the founding Head of **BBC Films** and a **BBC Drama Commissioner**, alongside **Oscar** and **BAFTA** listed filmmakers. He is the founder of **Rogue Element Limited**, operating across the UK, US, and South Asia, focusing on cross cultural stories for the global market. His expertise spans market positioning, sales strategy, distribution pathways, festival strategy, packaging, and finance structuring.

RAJEEV COLTON

Rajeev is a filmmaker and founder of **Malla Productions** with an **MFA in Producing for Film and Television from Chapman University**. He began as a video producer with **YAMU** in Sri Lanka and went on to work at major studios, including **MARVEL** and **Proximity Media.** He has also worked alongside filmmakers such as **Ryan Coogler** and **Asghar Farhadi**. His work focuses on elevating Sri Lankan cinema through authentic South Asian storytelling. He specializes in screenwriting, film aesthetics, and production planning.

AKASH SUNETHKUMARA

Akash is an **award winning** Sri Lankan filmmaker, writer, and actor trained at **Raindance Academy**. His work has screened at **over 30 international festivals**, and he is the only Sri Lankan filmmaker featured at **San Diego Comic-Con** three times. He founded **High School Junkies** and **Junkyard Theory**, which has hosted more than **150 international filmmakers**, including **Academy Award winners** and **major studio executives**. His focus is genre filmmaking, with strengths in visual storytelling, storyboarding, and directing craft.

REQUIRED MATERIALS

1. CURRICULUM VITAE (CV)

2. COVER LETTER
A personal statement explaining:

- Why you are applying to the International Filmmaker Accelerator
- Why you believe you are a strong fit for the program
- What you aim to achieve through participation
- Your long term creative or professional ambitions

3. PROJECT SUBMISSION (OPTIONAL)

Applicants must present a project they are currently developing or intend to develop during the program.

The submission must include:

- **Logline:** One concise paragraph summarizing the core premise
- **Synopsis:** One to two pages outlining narrative structure, character arc, and thematic direction

Projects may be feature films or high end series concepts. Priority consideration is given to projects that demonstrate clear development potential and strong international positioning.

TO APPLY CLICK BELOW

T-2-T
THEORY TO TRADE
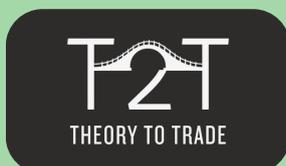
PAYMENT PLAN

Payment Type	Ammount	Due date
Registration Fee	LKR 2000	May 3, 2026
Full Payment Option		
Full Fee Payment	LKR 150,000	May 22, 2026
2-Installment Plan		
Initial Payment	LKR 80,000	May 22, 2026
Installment II	LKR 70,000	Jul 3, 2026
3-Installment Plan		
Initial Payment	LKR 80,000	May 22, 2026
Installment II	LKR 35,000	Jul 3, 2026
Installment III	LKR 35,000	Aug 8, 2026

All payments must be made to:
- **Account Number**: 012210007626
- **Account Name**: T & L CONSULTANCY SOLUTIONS (PVT) LTD
- **Bank**: Sampath Bank, Rajagiriya

PAYMENT POLICY

1) Payments may be made in full, in two, or in three installments. All payments are **non-refundable**.

2) If a student fails to remit any installment within **two weeks** of the stipulated due date, their studentship will be cancelled.

3) The stated course fee **excludes** costs for stationery, printouts, binding, and any development of project materials. These expenses must be borne by the student separately.

4) Students are required to submit the **bank deposit slip** to the **Admin Department** to obtain an official receipt.