



# International Joint Entrepreneurship Project Introduction



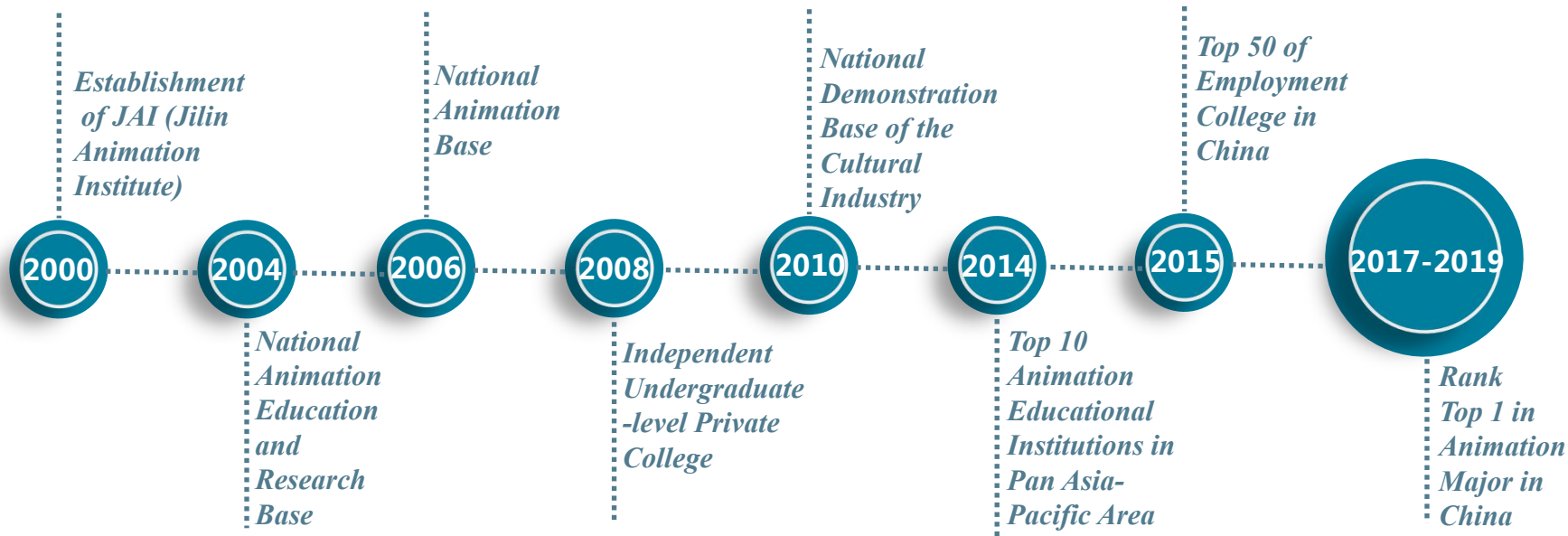
01

# *About JAI*





# History of JAI





# About JAI Cultural Arts Group



*Jilin JAI Cultural Arts Group Co., Ltd. (shorted as JAI Cultural Arts Group) was founded in 2008 under the support of Jilin Animation Institute.*

*Benifited from JAI's strong talent system of whole industrial chain in culture and creativity, JAI Cultural Arts Group has a business scope covering animation production, comic production and IP operation, game and its derivatives development and sales, film creation and visual effects, performance management, Internet product development, technology research and development, creative design, brand planning, cultural entertainment, innovation and entrepreneurship incubation, education training, and industrial park management.*



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*Vision and Goal of  
Joint  
Entrepreneurship*





# *Vision and Goal of Joint Entrepreneurship*



## *Goal*

- To build an entrepreneurship platform relying on resources of JAI Cultural Arts Group.
- To build an entrepreneurship team of talents both from China and abroad so as to create a “Super Brain” of college students in cultural and creative industry.



## *Vision*

Joint Entrepreneurship  
Integrative Development  
Work-study Combination  
Collaborative Innovation



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# *Our Strength*





# *We Have Rich Resources*



## *Market*

JAI Cultural Arts Group has six independently-operated but interactively-developed business groups, which realizes sound integration among art, technology, culture and market.



## *Expertise*

High-level visiting professors and experts in cultural and creative industry: **559+**  
Entrepreneurship mentor resources: **100+**  
Maker-space and related facilities: **3000sq.m.**  
Film rendering public service platforms.



## *Capital*

JAI Cultural Arts Group allocates capital specifically for joint entrepreneurship in accordance with the idea of “Market-oriented, Technology-supported, Content-based, and Art-centered”.



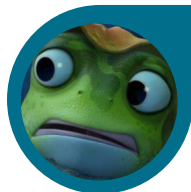


# *We can Realize Direct Conversion from Product to Market*



## *Extensive Business Scope*

Film and TV  
IP  
Entertainment  
“Himaker”  
Interactive Entertainment  
Creative Production



## *Various Projects*

Animation  
Game  
Comics  
Film and TV  
Creative short video  
Cultural and creative product design  
Advertisement design  
Clothing design  
VR&visual effects



## *Fast Marketization*

Whole industrial chain in culture  
and creativity  
Rich product experience  
Clear division among business  
groups  
Professional team in charge of  
Marketization



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# *Joint Entrepreneurship Guide*



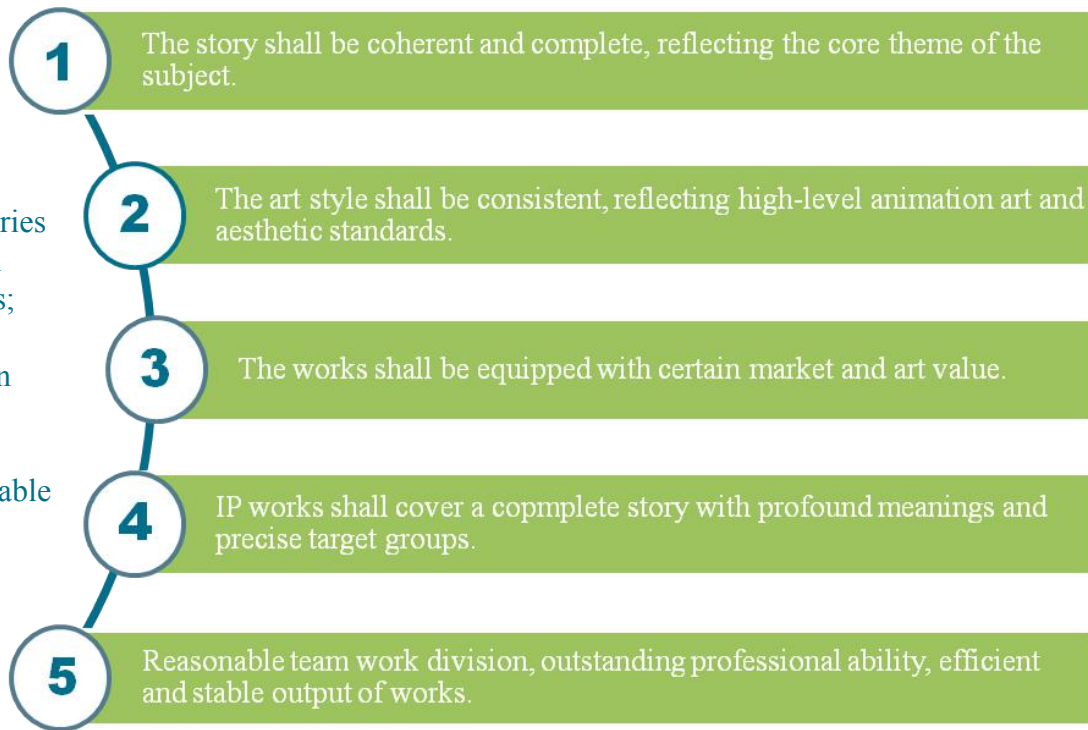


# Project Category and Requirements



## *Project category: Animation*

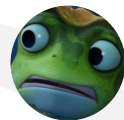
- Animated films, feature films demo, series films, creative short films and works in preliminary design and other categories;
- Independent works, scripts or art design with IP value;
- Technical team or production team capable of independently completing films.





# Project Category and Requirements

Detailed and complete game plan.



The demo video can comprehensively introduce the creative design idea of the game.

## *Project category: Game*

Complete game art design assets to meet the needs of game prototype production.



Plan, demo or product prototype of creative small game and large single game;

Technical team or production team with independent work.



Innovative gameplay and contents are encouraged.

Game product prototype can be demonstrated.



Reasonable team work division, outstanding professional ability, efficient and stable output of works.



# Project Category and Requirements

The length of works shall be between 3-5 chapters. The works shall be open to be capable of extension and expansion and be complete as a story or at a relatively complete stage.

Follow-up IP development shall be considered for works, and film and television transformation and derivative transformation are key directions.

The quality of the works shall be subject to the excellent comics, which requires the story, integrity, picture richness, production standardization (composition, typesetting, inlay, etc.), philosophy (cultural projects), etc. to refer to high-end comics in Europe and America.

## *Project category: Comic*

European, American, Japanese and Korean or Chinese-style complete comic works;

Pre setting, story outline, script and plan with IP value.

The written materials (project proposal, work introduction, author introduction, script outline, character background introduction, etc.) and the art materials (person design, cover, title page, main vision of character/scene, inner page) shall be complete.

The production standard of the work shall refer to the international publication standard, including document size, resolution, color and format.



# Project Category and Requirements

## *Project category: Film and Television Entertainment*

- Micro film, variety show, new media column, TV column, documentary and other works or plans;
- Technical team or production team capable of independently completing plans or works.

## *Project category: Creative Short Video*

- Creative short video works or plans with a duration of 1-3 minutes;
- Technical team or production team capable of independently completing plans and works.

The story shall be coherent and complete.



The work shall meet certain commercial and artistic needs.



The form and content of the work shall be innovative and entertaining.



The planning case shall be complete and feasible.



Reasonable team work division, outstanding professional ability, efficient and stable output of works.



# *Project Category and Requirements*

## *Project category:*

### *Cultural and Creative Product Design*

- Creative product design with product development and marketing potential;
- Creative design team with film derivative product design ability.



The design shall be complete, with strong artistic level and certain commercial level.

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The form and content of the work shall be equipped with a sense of innovation and design.

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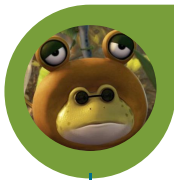
The design case shall be complete and feasible.



# Project Category and Requirements

## *Project category: Advertisement design and Clothing design*

- Creative works in advertising
- Micro film works
- Clothing design works



The work shall be original, of a design quality with strong artistic level, and of certain degree of commerciality.



The form and content of the work shall be equipped with a sense of innovation and design.



The design case shall be complete and feasible.





# Project Category and Requirements

## *Project category: VR & Visual effects*

- Technical research or applications such as virtual reality, augmented reality and mixed reality;
- Technical research or applications related to film and television special effects;
- Related technology research and development team.



The works shall have a complete proprietary property right and shall not involve any third party property right disputes.

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International patent authorization is preferred.

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The works shall have good market and imagination potential.



# *How to Cooperate?*

*Joint Development*

*Joint Investment-  
attraction*

*Sell Copyright*

*Capital Injection*





# *How to Contact?*

*Please provide the following materials to us*

**Project cooperation intention form  
(plz. find in attachment)**

**Project PPT**

**Project pictures and videos**

**Contact:**

 Email : [animationfa@126.com](mailto:animationfa@126.com)

 Tel : 86- ( 0 ) 431-87018878

 Web : <http://en.jlai.edu.cn>



## Project Cooperation Intention Form

Project Name			
Project Category		Work Category	
Project Leader		Country	
School		Contact	
Project Members			
<p>Project introduction: (please use no more than 500 words to introduce your product/service/technology/case and attach project pictures, videos and PowerPoint. )</p>			

**Notes: 1. Project Category: Animation; Game; Comics; Film and TV; Creative short video; Cultural and creative product design; Advertisement design; Clothing design; VR & visual effects; others; 2. Work Category: Planning cases; Videos; Designs; Patents; Others.**