

**THANKS...**

**[www.frapa.org](http://www.frapa.org)**

# **WELCOME!**

## **“THINGS YOU SHOULD KNOW BEFORE SIGNING A DISTRIBUTION DEAL”**

Jan Salling

Co-chair of Frapa



**How to get filthy rich on IP !**

**How to monetize your IP and avoid  
being tricked by crooks like me !**

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**How do you choose the right distributor ?**



**How do you choose the right distributor ?**

**...if you are lucky enough to have a choice :0)**



**Imagine ...**



- **Successful fact ent format**



- **Successful fact ent format**
- **2<sup>nd</sup> season in negotiation**



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- **Interest from several distributors**

- **Successful fact ent format**
- **2<sup>nd</sup> season in negotiation**
- **Interest from several distributors**
- **You hold the controlling rights**



# BUGBUSTERS



**It's simple, but not easy**



**What do you want ?**



**How much do you want to  
be involved ?**

**How hot are you ?**

**...really ?**



**Be realistic !**



**How about trust ?**



**Think twice !**

# Contract phase

# Term & Territory



# Distribution Rights


# Deliveries

# Consultancy

# Distribution Fee

# Recoupable Costs

**MG / Up front**



**Be active & helpful !**

# Work with the distributor



**A case study :**

**The necessity of proper  
packaging**

**A case study :**

# **Farm Factor**

**Thank you !**