

# 《幻影蜂泉》剧本 项目商业计划书

“Phantom BeeOwl Flutterings” Script  
Project Business Plan

汇报人：网琛科技 时间：2024.12





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# 项目概述 Project Overview

# 01



# 项目背景与目标 Background and Objectives



## 项目类型 Project Type

《幻影蜂巢》是一部科技情感剧集，将通过招募投资人和合作伙伴完成剧集，实现艺术与商业的双重成就。

"Phantom Beeowl Flutterings is a sci-tech drama with emotional elements, which will be realized through the recruitment of investors and partners, achieving dual accomplishments in both art and business.



## 版权所有与登记 Copyright Ownership and Registration

网琛科技湖北省有限公司创始人团队拥有版权（版权登记号：鄂作登字-2024-A-00034415）。The founding team of Waachen Technology Hubei Co., Ltd. owns the copyright (Copyright Registration Number: E 2024- A- 00034415).



## 项目愿景 Project Vision

以“携手科技，温暖生活”为核心理念，展现科技与家庭生活的和谐发展。

With the core concept of "Tech in Harmony, Warmth in Life," the project showcases the harmonious development of technology and family life.





# 剧本剧情 Script Plot

# 02



# 故事梗概 Story Synopsis



## 故事背景 Story Background

聚焦三个德国华裔家庭的困境与求索，他们因为智慧蜂巢在德国南部相遇相知。The script depicts the struggles and quests of three Chinese immigrant families in Germany who meet and get to know each other in southern Germany through the Smart BeeOwl.



## 故事发展 Story Development

伴随未来智慧科技的研发应用，他们最终坚持梦想，事业有开拓，心灵有归属。As the research and application of future smart technology progress, they ultimately held on to their dreams, achieved success in their careers, and found a sense of belonging in their hearts..



## 故事特色 Story Features

剧本融入先进智造、医养、浙商等元素，展现商业活力和文化交融。The script integrates elements of advanced manufacturing, medical care, and Zhejiang business, adding international vision and profound connotations to the plot.





# 市场分析 Market Analysis

# 03



# 目标受众定位 Target Audience Positioning



## 全球观众 Global Audience

针对对科技发展、家庭情感、东方伦理、跨文化交流及浙商精神感兴趣的群体。

Targeting global viewers, especially those interested in technology development, family emotions, Eastern ethics, cross-cultural communication, and the spirit of Zhejiang business.



## 市场定位 Market Positioning

本剧具有独特的中德文化背景，我们将与探讨文化差异、家庭纽带和科技创新的剧集竞争，同时强调国际视野和人文关怀。

With its unique Sino- German cultural background, the series will compete with dramas that discuss cultural differences, family bonds, and technological innovation, while emphasizing an international perspective and humanistic care.



## 文化共鸣与创新 Cultural Resonance and Innovation

本剧展现了中德文化的交融和人工智能在现代生活中的应用，契合市场趋势，满足了观众对高质量、跨文化内容的需求。

The series showcases the integration of Chinese and German cultures and the application of artificial intelligence in modern life, meeting market trends and satisfying the audience's demand for high-quality, cross-cultural content.







# 合作伙伴 Partnership

# 04



# 制片团队 Production Team



## 预算与拍摄计划 Budget and Shooting Plan

招募经验丰富的制片人，负责整体预算、拍摄计划和团队协调。Experienced producers are recruited to be responsible for the overall budget, shooting plan, and team coordination.



## 导演团队 Director Team

招募具有国际视野和科技题材拍摄经验的导演，以确保剧集的质量和创新性。

Directors with an international perspective and experience in shooting sci-fi topics are recruited to ensure the quality and innovation of the series.



## 编剧团队 Scriptwriting Team

招募专业编剧，负责剧情深化和科技元素准确性，确保剧情与科技的紧密结合。

Professional scriptwriters are recruited to deepen the plot and ensure the accuracy of technological elements, ensuring a tight integration of the plot and technology.



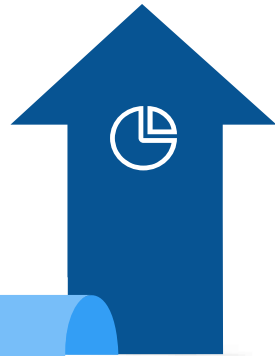


# 财务计划 Financial Plan

# 05

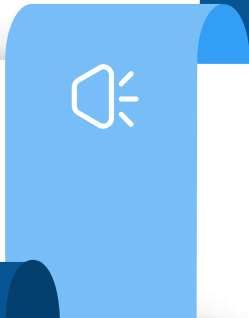


# 财务预算 Financial Budget



## 预算分配 Budget Allocation

包括人员成本、设备与场地租赁、特效与后期制作、服装与道具、宣传与市场推广等。  
Including personnel costs, equipment and venue rental, special effects and post- production, costumes and props, publicity and market promotion, etc.



## 资金筹集 Fundraising

联合制作、版权预售、政府资助、资金募集等多种方式筹集资金。Funds are raised through joint production, copyright pre- sale, government subsidies, and sponsorships.



## 成本控制 Cost Control

实施严格的成本控制措施，定期审核预算执行情况。Strict cost control measures are implemented, with regular budget reviews.



营销策略  
Marketing  
Strategy

06



# 品牌曝光 Brand Exposure

## 产品植入与品牌标牌 Product Placement and Branding

为合作伙伴提供品牌曝光机会，包括产品植入、品牌标牌展示以及剧情品牌提及。

Partners are provided with brand exposure opportunities, including product placement, brand logo display, and brand mentions in the plot.

## 联合宣传 Joint Promotion

与合作伙伴共同进行剧集宣传推广活动。

Joint promotional activities are carried out with partners.

## 特别鸣谢 Special Thanks

在剧集和宣传材料中对合作伙伴进行特别鸣谢。

Partners are acknowledged in the series and promotional materials.





# 风险管理 Risk Management

# 07



# 财务风险管理 Financial Risk Management



## 预算监控体系 Budget Monitoring System

建立严格的预算监控体系，定期进行财务审计。

A strict budget monitoring system is established, with regular financial audits.

## 市场风险管理 Market Risk Management

通过市场调研和观众反馈，评估剧情的吸引力和市场接受度，及时调整营销策略，以提高剧集的市场竞争力。Market research and audience feedback are used to assess the appeal and market acceptance of the plot, adjusting marketing strategies in a timely manner to improve the competitiveness of the series.

## 技术风险管理 Technical Risk Management

与技术团队紧密合作，确保AI和特效技术的应用达到预期效果，减少技术失误对项目进度和质量的影响，并做好技术备份。Close cooperation with the technical team ensures that the application of AI and special effects technology meets expectations, reducing the impact of technical errors on project progress and quality, and preparing technical backups.







# 项目进度 Project Schedule

# 08



# 前期准备 Pre-production



## 剧本修订与团队组建 Script Revision and Team Formation

包括剧本最终修订、核心团队组建、关键资金筹集。  
Includes final script revision, core team formation, and key funding raising.



## 拍摄周期 Shooting Period

按照详细拍摄计划进行拍摄，确保每个场景的拍摄质量。  
Shooting is carried out according to a detailed shooting plan, ensuring the quality of each scene.



## 后期制作 Post-production

完成特效、剪辑、配音和色彩校正等后期工作。  
Complete special effects, editing, dubbing, and color correction in post-production.





项目优势  
Project  
Advantages

09



# 独有版权价值 Exclusive Copyright Value



## 版权授权与衍生产品开发 Copyright Licensing and Derivative Product Development

通过版权授权、衍生产品开发等方式实现版权价值最大化。Copyright value is maximized through copyright licensing and derivative product development.



## 联合制作优势 Joint Production Advantages

与国际制作公司合作，利用其资源、技术和市场渠道，降低制作成本，提高制作质量和市场竞争力。Cooperation with international production companies utilizes their resources, technology, and market channels to reduce production costs and improve production quality and market competitiveness.





项目结论  
Project  
Conclusion

10



# 合作邀请 Partnership Invitation

## 合作意向 Partnership Intent

网琛科技湖北省有限公司独家拥有《幻影蜂巢》的剧本版权，积极寻求电视剧的联合制作伙伴。Waachen Technology Hubei Co., Ltd. exclusively owns the script copyright of "Phantom Beeowl Flutterings " and is actively seeking joint production partners for the TV series.

## 项目价值 Project Value

通过深入的市场分析、专业的团队合作、创新的营销策略和风险管理，本项目将在艺术上取得成功，在商业上实现显著投资回报，为合作伙伴创造可观的价值。Through in- depth market analysis, professional team cooperation, innovative marketing strategies, and risk management, the project will achieve success in art and significant investment returns, creating considerable



# 感谢 聆听

Tech in Harmony, Warmth in Life

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