



MEDIA & PRESS KIT • SEPTEMBER 2026

# Press Kit

The connected workspace for developing and packaging film projects.

Filmadex is an end-to-end film development and packaging platform built to help filmmakers move projects from script toward production while preserving the authenticity, creativity and human vision at the heart of filmmaking.

## A connected Path to Production

Development, visualization, budgeting and production planning, collaboration, packaging, Showcase, funding-readiness workflows and responsible AI in one connected environment.

[press@filmadex.com](mailto:press@filmadex.com) • [filmadex.com](https://filmadex.com)

# What Filmadex is

**A guided development and packaging platform for filmmakers who want one connected system from script toward production, without having to become AI or software experts.**

Filmadex brings together script ingestion and analysis, coverage, visual development, lookbooks and storyboards, budgeting and production planning, team collaboration, network invitations, project packaging, private and public Showcases, and funding-readiness workflows in one guided Path to Production.

The platform is designed for development and packaging, not for generating the finished film. AI is used selectively to reduce technical, administrative and repetitive work while keeping creative decisions with the filmmaker.

## QUICK FACTS

|               |                                                 |
|---------------|-------------------------------------------------|
| FOUNDER & CEO | Lana Newishy                                    |
| BASED IN      | Los Angeles, California                         |
| CATEGORY      | Film development and packaging platform         |
| WEBSITE       | filmadex.com                                    |
| INSTAGRAM     | @filmadexofficial                               |
| MEDIA CONTACT | press@filmadex.com                              |
| ACCESS        | Free tier available; Creator and Pro paid plans |

# It began with a screenplay.

**Filmadex grew out of a filmmaker trying to solve her own production problem, not out of a search for an AI use case.**

Founder Lana Newishy spent years developing her own screenplay. When she reached the point of trying to move it toward production, she encountered a familiar problem: even strong projects can sit for years while creators wait for someone else to move them forward.

Rather than wait, she formed Shescapes Productions and began building her own path toward production. Drawing on her background in technology, operations and startups, she started creating systems and automations to handle parts of the development and packaging work that were fragmented, repetitive or technically demanding.

When writers and filmmakers saw the workflows, they kept asking how they could use them too. The insight behind Filmadex was that access to powerful technology was not enough. It needed to be translated into a filmmaking process people could actually use.

Filmadex was built from that experience: a connected Path to Production that removes friction around filmmaking without removing the filmmaker from the process.

## The origin of the product

Filmadex was created to solve the practical problem of turning a screenplay into a developed, visualized, collaborative and professionally packaged project that can move toward production.

# Lana Newishy, Founder & CEO

Lana Newishy is the founder and CEO of Filmadex and the founder of Shescapes Productions. Filmadex grew out of her own experience moving an independent screenplay toward production and building technology-enabled workflows to simplify the fragmented development and packaging process.

She brings more than two decades of experience across strategy, operations, finance, business transformation, M&A, analytics and technology-enabled process design. Her career has included strategy and transformation leadership at The Estée Lauder Companies, finance leadership at American Express, strategic finance and M&A work at Colgate-Palmolive, earlier finance experience at Procter & Gamble, management consulting, and multiple entrepreneurial ventures.

At Estée Lauder, she worked across global supply chain strategy, transformation, business intelligence and analytics, including M&A due diligence and major operating-model initiatives. Across her career, she has repeatedly worked at the intersection of complex systems, economics, data and execution.

She holds an MBA from Harvard Business School. Through Filmadex, she is applying an operator's systems perspective to independent film: connecting creative development, project economics, collaboration and emerging technology while keeping authenticity, judgment and human creativity at the center.

| EXPERIENCE LENS                                                                                                                                                                          | FILMADEX LENS                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Strategy &amp; operations</li><li>• Business transformation</li><li>• Strategic finance &amp; M&amp;A</li><li>• AI and workflow design</li></ul> | <ul style="list-style-type: none"><li>• Creator agency</li><li>• Connected development workflows</li><li>• Production readiness</li><li>• Responsible use of AI</li></ul> |

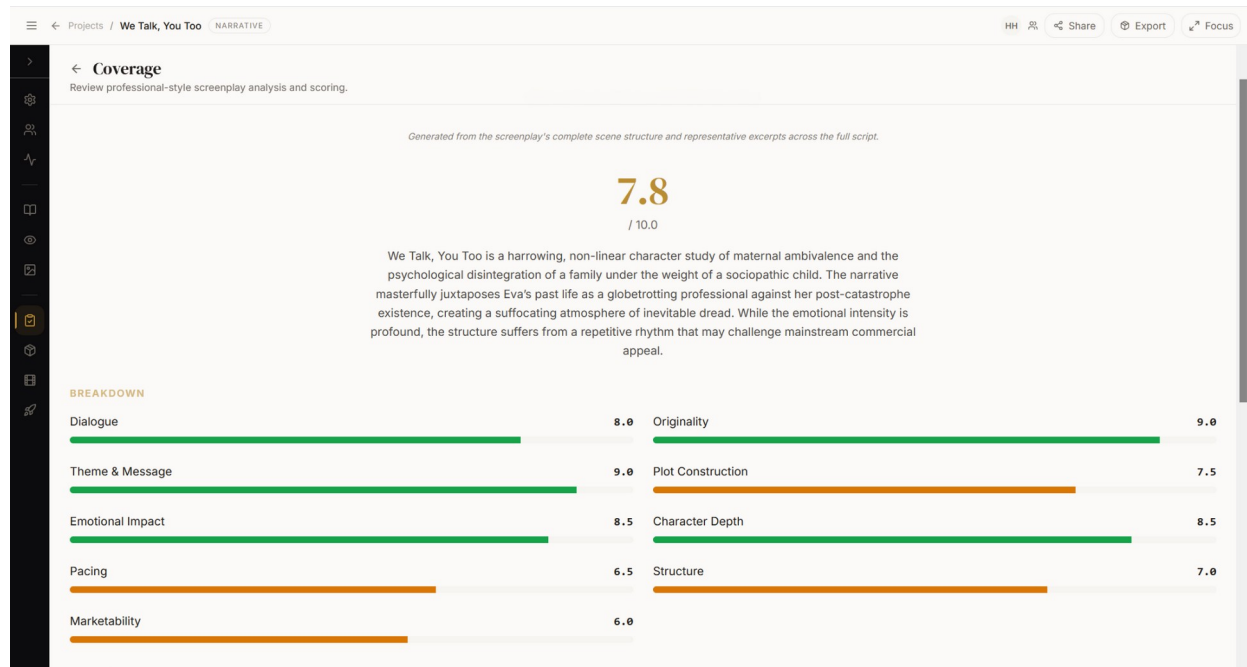
# One connected filmmaking journey.

Filmadex is organized around a Path to Production so project information, creative decisions and packaging materials can carry forward instead of being rebuilt across disconnected tools.

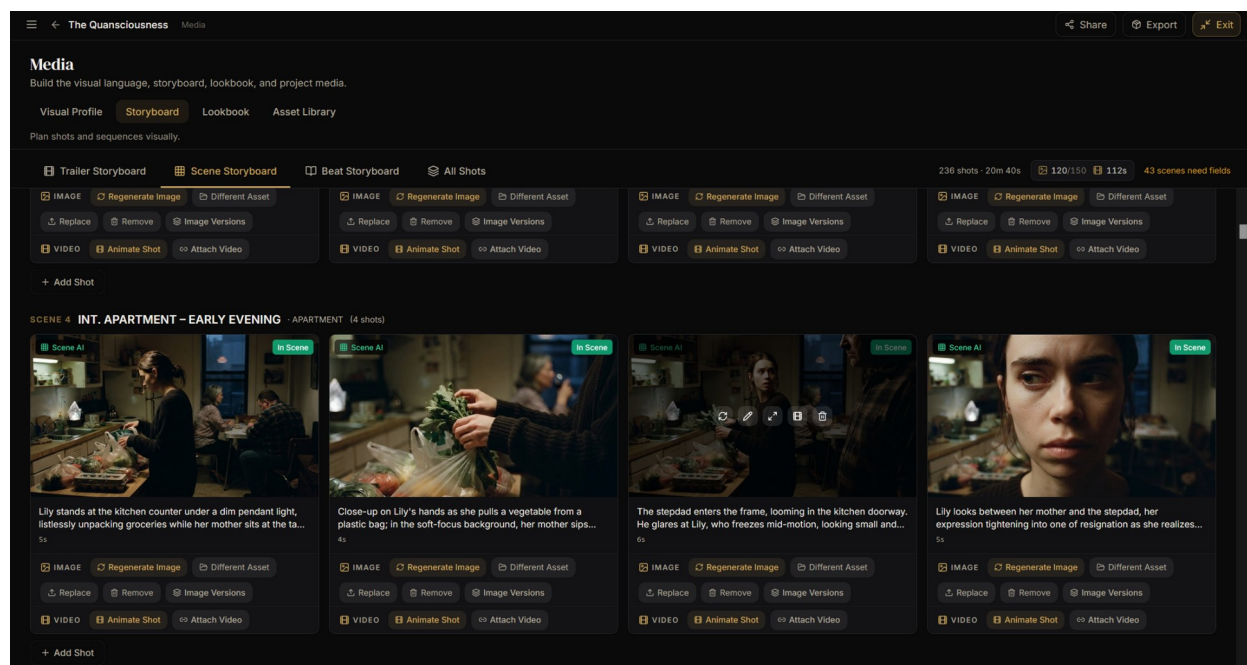
|    |                                                                                                                               |
|----|-------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>Develop</b><br>Bring in the screenplay, structure project information, generate development materials and review coverage. |
| 02 | <b>Visualize</b><br>Establish visual direction, build lookbooks, storyboards and shot-level development materials.            |
| 03 | <b>Package</b><br>Bring creative, production and commercial project information into a structured package.                    |
| 04 | <b>Collaborate</b><br>Invite cast and crew into projects, coordinate work, and connect through the Filmadex network.          |
| 05 | <b>Share</b><br>Publish a public Showcase or share a project privately with selected people and track engagement.             |
| 06 | <b>Prepare</b><br>Organize budgeting, production planning, project economics and funding-readiness information.               |

# Develop and visualize the project.

Filmadex connects the source material to the visual and development work that grows from it. Script analysis and coverage sit alongside scene development, lookbooks, storyboards and shot visualization so the creative world remains tied to the project rather than becoming a collection of disconnected outputs.



Script coverage inside Filmadex.

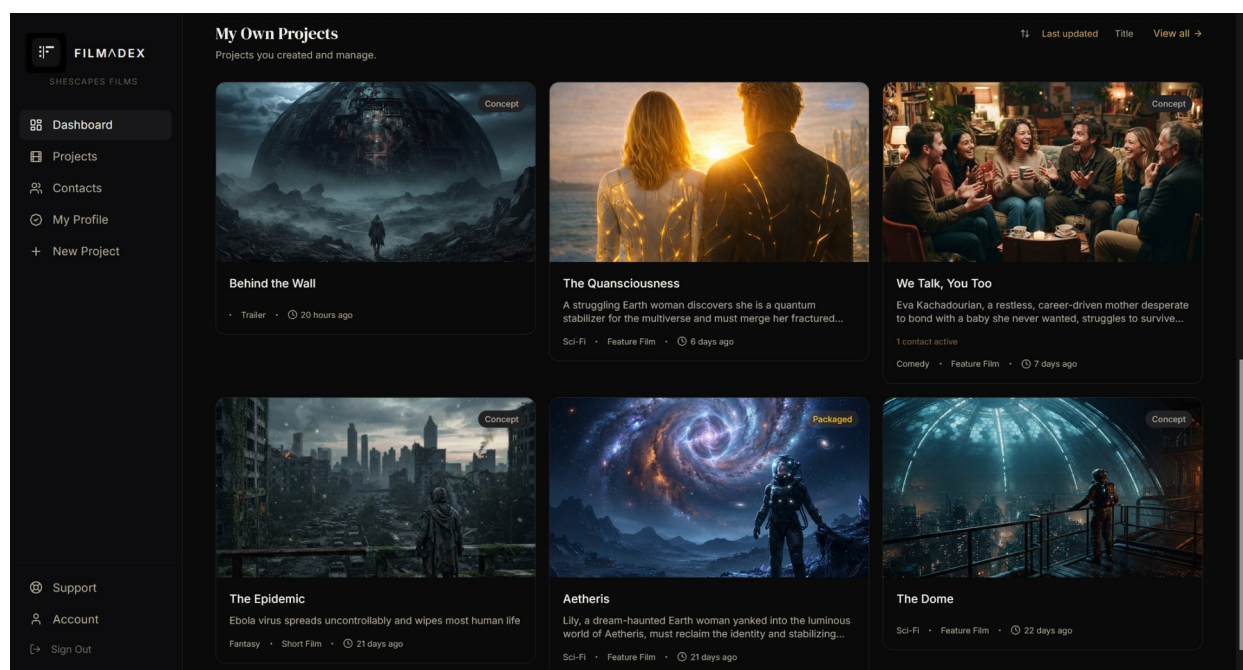


Storyboard and shot-level visual development.

# Build the team around the project.

Filmadex is designed as a collaborative workspace, not a single-user generator. Filmmakers can invite cast and crew directly into projects, work with collaborators inside the platform, and participate in a broader professional network where members can be discovered and invited to other projects.

That creates a different kind of growth loop: one project can bring multiple filmmakers and professionals onto Filmadex, and those members can go on to start, join or support other projects.



*A Filmadex project slate in the connected workspace.*

## FOR PROJECT OWNERS

- Invite cast and crew
- Coordinate project participation
- Keep development work connected

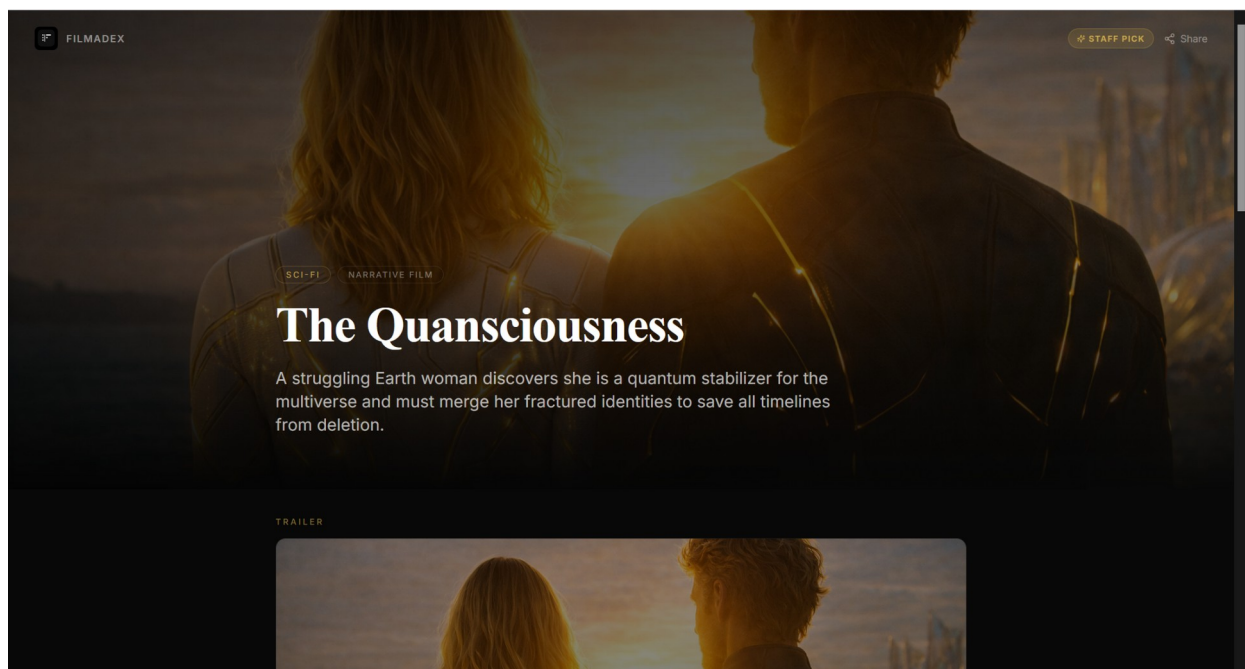
## FOR MEMBERS

- Create a professional presence
- Join other projects
- Build relationships across the network

# Present, package and move the project forward.

Projects can be presented through public or private Showcases and supported by the materials created throughout development. Private sharing gives filmmakers a way to selectively present a project to collaborators, partners, supporters or other stakeholders without placing it on the public website.

Filmadex also brings project economics and production-readiness work into the same environment, including budgeting and production-planning support, package preparation and funding-readiness workflows. The goal is to make the project easier to understand, evaluate and advance.



*A Filmadex project Showcase used to present the project beyond the core workspace.*

## Designed for the work before production

The output of Filmadex is not the finished movie. It is a better-developed, better-visualized, better-organized and better-packaged project that is ready to move toward being made.

# AI where it helps. Human judgment where it matters.

Filmadex uses AI to reduce the technical, administrative and repetitive work involved in developing and packaging a film project. That includes helping filmmakers analyze and organize screenplay information, develop visual materials, structure project information, support budgeting and production-planning workflows, and assemble materials needed to communicate a project clearly.

The goal is not to automate the creative decisions that define the film. It is to reduce the work around those decisions so filmmakers can spend more time on the story, the creative vision, the team and the choices that require human judgment.

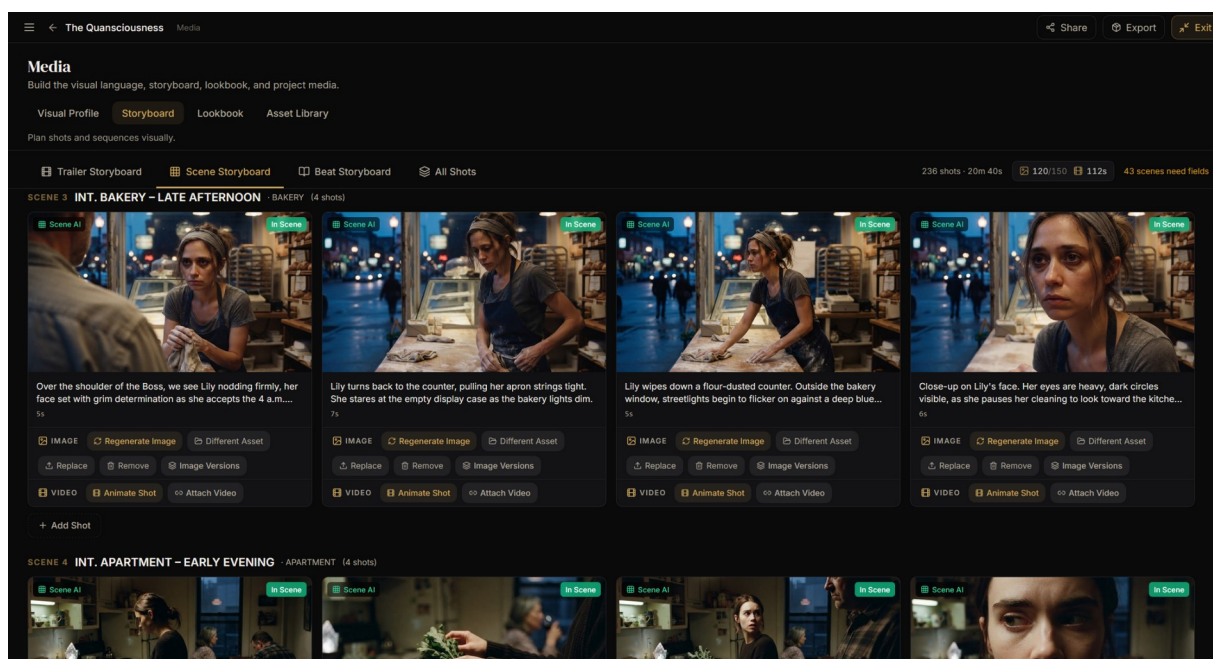
## CREATIVE DEVELOPMENT

- Script analysis and coverage
- Visual development
- Lookbooks
- Storyboards
- Shot visualization

## PRODUCTION & PACKAGING

- Project information organization
- Budgeting and production-planning support
- Package preparation
- Routine workflow assistance

Across Filmadex, AI is intended to function as an assistant within the development process rather than as a substitute for the people making the film.



*Trailer-oriented visual development inside Filmadex.*

# Real-person likeness should begin with permission.

Filmadex is building a consent-first framework for the use of performer likeness in AI-assisted development materials. The direction is designed around verified identity, professional identity where appropriate, explicit performer authorization, project-specific permissions, defined use categories and auditable authorization records.

## Currently live

Legal identity verification, professional-name verification, verification badges, and rights attestations for uploaded media.

## In development

Performer likeness authorization and project-specific likeness permissions. These capabilities are not yet available for general use, and standard AI-assisted workflows do not currently treat verification alone as permission to use a performer's likeness.

Filmadex distinguishes identity verification from authorization. Confirming who someone is does not, by itself, grant the right to use that person's likeness. Rights to uploaded reference media are also treated as a separate issue.

**The broader position is that AI can expand creative possibility without treating people, performances or creative assets as permissionless material.**

# What to remember about Filmadex.

|    |                                                                                                                                                                |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | <b>Origin</b><br>Filmadex started with a filmmaker trying to move her own screenplay toward production.                                                        |
| 02 | <b>Connected workflow</b><br>The platform replaces fragmented development tools and files with a guided Path to Production.                                    |
| 03 | <b>Creator control</b><br>AI assists the work around filmmaking without replacing the filmmaker's creative judgment.                                           |
| 04 | <b>Legitimate use</b><br>Responsible AI means rights awareness, transparency and consent, especially where real people are involved.                           |
| 05 | <b>Collaboration</b><br>Cast and crew can be invited into projects and become part of a broader professional network.                                          |
| 06 | <b>Upstream of production</b><br>Filmadex helps projects become more developed, visualized, packaged and production-ready; it does not make the finished film. |

# Frequently asked questions.

## **Is Filmadex an AI movie generator?**

No. Filmadex is designed for development and packaging. AI-assisted workflows help filmmakers analyze, visualize, organize and communicate a project before production rather than generate the completed film.

## **Is Filmadex trying to replace filmmakers with AI?**

No. The product is built around keeping creative decisions with the filmmaker while using technology to reduce technical, administrative and repetitive work.

## **What does Filmadex actually bring together?**

Script ingestion and analysis, coverage, visual development, lookbooks, storyboards, budgeting and production-planning support, collaboration, network invitations, project packaging, Showcases and funding-readiness workflows.

## **Can cast and crew participate directly?**

Yes. Project owners can invite collaborators into projects, and participating professionals can become part of the broader Filmadex network where they may be invited to other projects.

## **Can anyone use a celebrity or performer likeness?**

Filmadex is building a consent-first framework for performer likeness. Likeness authorization is not yet available for general use, and identity verification is not treated as blanket permission.

## **Why did Lana Newishy build Filmadex?**

The product grew from her own attempt to move an independent screenplay toward production. She built systems and automations for the development and packaging work, then saw that other filmmakers wanted the capabilities without having to assemble the technology themselves.

## **Is Filmadex accessible before paying?**

Yes. Filmadex offers a free tier so filmmakers and collaborators can get started before choosing a paid Creator or Pro plan.

# Ways to tell the Filmadex story.

**01 AI for filmmakers, not AI instead of filmmakers**

How software can remove friction from independent film development while keeping authorship and creative judgment human.

**02 The missing layer may be the workflow, not another model**

Why filmmakers need a connected development and packaging system more than another standalone AI tool.

**03 What responsible AI looks like inside a creative product**

Moving beyond principles toward rights attestations, narrow verification claims and consent-oriented likeness design.

**04 From script to package**

How independent film development is becoming software-enabled across story, visualization, project economics, collaboration and presentation.

**05 The network effect of a film project**

How one project can bring writers, producers, directors, actors and crew into a shared professional network.

**06 AI for routine work, humans for judgment**

Using automation for organization, analysis, budgeting support and package assembly so creators can spend more time on creative decisions.

## Media availability

Product demonstrations and interviews are available through [press@filmadex.com](mailto:press@filmadex.com).

# Boilerplate & media assets.

## Short description

**Filmadex is an end-to-end film development and packaging platform that helps filmmakers move projects from script toward production in one connected Path to Production.**

## Company boilerplate

Filmadex is an end-to-end film development and packaging platform designed to help filmmakers move projects from script toward production while preserving the authenticity, creativity and human vision at the heart of filmmaking. Filmadex brings development, visualization, packaging, collaboration, audience engagement, participation and production readiness into one connected Path to Production. The platform is designed for development and packaging rather than creating the finished film, and uses AI selectively to support filmmakers while keeping creative control with the creator.

## Included in the downloadable media package

- Press Kit PDF
- Two-page company fact sheet
- Official Filmadex black-on-white and white-on-black logo files
- Selected original Filmadex product screenshots
- Media asset README with suggested captions and contact information



*Official Filmadex wordmark for light backgrounds.*

**MEDIA CONTACT • [press@filmadex.com](mailto:press@filmadex.com) • [filmadex.com](https://filmadex.com) • [@filmadexofficial](https://twitter.com/filmadexofficial)**