



MEDIA & PRESS KIT • SEPTEMBER 2026

Company Fact Sheet

Filmadex at a glance for media, partners and industry organizations.

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.

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From script toward production.

Filmadex is an end-to-end film development and packaging platform built to help filmmakers move projects from script toward production while preserving authenticity, creativity and human control.

CORE WORKFLOWS	COLLABORATION & REACH
• Script ingestion, analysis & coverage • Visual development, lookbooks & storyboards • Budgeting & production-planning support • Project packaging & funding readiness	• Team collaboration • Cast and crew invitations • Network & professional profiles • Public and private Showcases

RESPONSIBLE AI

Filmadex uses AI to reduce technical, administrative and repetitive work in development and packaging. AI supports tasks such as screenplay analysis, visual development, project organization, budgeting and production-planning workflows, and package preparation while creative decisions remain with the filmmaker.

Likeness: Filmadex is building a consent-first performer-likeness framework. General-use likeness authorization is still in development. Live trust features include legal identity verification, professional-name verification, verification badges and rights attestations for uploaded media.

FOUNDER

Lana Newishy is the founder and CEO of Filmadex and founder of Shescapes Productions. She brings more than two decades of experience across strategy, operations, finance, transformation, M&A and technology-enabled process design, including leadership roles at The Estée Lauder Companies, American Express and consulting, and holds an MBA from Harvard Business School.

QUICK FACTS

BASED IN	Los Angeles, California
WEBSITE	filmadex.com
INSTAGRAM	@filmadexofficial
MEDIA	press@filmadex.com
ACCESS	Free tier; Creator and Pro paid plans