



goodpitch
VANCOUVER

MAKE MONEY ONLINE

GOOD PITCH VANCOUVER 2020

SHANNON WALSH, INA FICHMAN



docsociety



StoryMoney Impact

THE PITCH



Good Pitch Vancouver 2020

Make Money Online: A Very Human Tech Doc

Ina: I'm Ina Fichman, the producer of Make Money Online. I'm with Shannon Walsh, the film's director. How many of you took an Uber or Lyft here? In the last week, how many of you ordered dinner with a food delivery service? How many of you have used Google in the past day or past 10 minutes?

We use these services every day and many times a day. We love and hate this technology. But, we all use it. My last question: How many human lives do you touch when you tap that app on your phone?

Shannon: In this new tech economy, millions of people are finding work task by task online and they aren't only doing food delivery and driving ride shares. I was shocked and amazed when I first learned that behind the Google search I perform many times a day, there are hundreds of thousands of gig workers, supplementing algorithms with human creativity and intelligence to guess what I was thinking and sort my results.

The magic of tech I was being sold wasn't magic at all. Who are the people in this shadow workforce? I've been compelled to find out, and incredibly inspired by the people I've met. This film will bring their stories out from the shadows.

Trailer: https://www.youtube.com/watch?v=htZL6q_n2RA

Shannon: In this doc, we do something there's been a lack of till now in the conversation about new technology - we actually center the voices and stories of workers.

I've met a diverse group of people around the world doing this work. People with disabilities. Undocumented workers. Caregivers. Young people entering the job market, and those who feel they've aged out of it. There are felons in the US who have few job options - you name it.

But their work conditions are often dangerous, their pay changed without notice, and they can be effectively fired through deactivation or a bad rating.

In our film we meet Laila in France, who was prompted to action after her best friend and fellow food delivery rider had a near-fatal injury leaving him paralyzed with no recourse or support from his employer.

There's Mitchell in Nigeria, who sleeps with his computer, always on, supplementing AI systems with human intelligence - and gets paid in Amazon gift cards. And AI in San Francisco, a Yemeni immigrant leading the movement organizing drivers and gig workers to create fair and equitable working conditions.

THE PITCH



Shannon (continued): This is a global issue and we are at the dawn of a global movement around the world of gig workers rising that this film will be a part of. We have three key impact goals.

Ina: Create consumer and tech industry consciousness around the digital platform economy.

Assist pro-labour organizations in centering the conversation around platform worker needs.

Initiate the first steps towards policy change centered on legal and tax implications of platform worker.

We have tremendous partners for the production of our film: CBC's documentary Channel, Telefilm, ARTE, CMF, and Rogers. Now, we are looking at launching and funding our impact campaign to reach as wide a global audience as possible. We need support to bring an impact producer onboard as part of our team.

Many workers feel like they are in an office of one. We've met workers who keep their phone lines open to feel connected to each other. We want to collaborate with a digital campaign strategist to help us bring this film to the workers themselves, starting with the 'digital water coolers' that they have already built on Reddit and WhatsApp groups.

We hope for support in launching targeted impact screenings in high-leverage areas like Silicon Valley, Vancouver and other communities who are at the forefront of app creation and innovation. We need introductions to key players in the tech industry. We'd love someone from this world, a tech company, a start-up to sponsor these screenings and all of the costs associated with them.

We need support to create and distribute Worker Pocket Guide, which will include a money management tool for workers as they ride the boom-bust cycles of this kind of work. We also want to create a Consumer Pocket Guide so those who use these apps and services can better understand how they work and how to be responsible consumers. We plan to hand these out at screenings and make them available as digital downloads. To do this, we need help from graphic and web designers, and labour experts.

Finally, we want to build a new mini-platform reputation repository where workers can collect consumer reviews and ratings that will stay with them across platforms. It's a way for workers to manage their own data and, more importantly, their own work future.

Story Money Impact

ON THE DAY



WHO WAS AT THE TABLE?



WHO WAS AT THE TABLE?

Futurpreneur, Joanne Norris

Introductions within the community, including to philanthropists, hosting a screening and discussion around the topic of side hustling and the gig economy, and three to four hours pro bono for a strategy session.

UBC Department of Sociology, Sylvia Fuller

Promote film on social media to extensive list of folks who care about precarious employment, one day of help in developing curriculum materials, and organize a screening at UBC.

Fadinta Design, Michael Levett

Any pro bono time needed to build a website and for marketing and communications. Introduction to tech companies.

Human Biography, Sharad Khare

The Indus Entrepreneurs President in Vancouver – can share and connect to CEOs and others in tech network of organization founded in Silicon Valley. Pledged to create video blog story of filmmakers on Thrive.

Hello Cool World, Kat Dodds

Pledged that this film be one of the first on cool.world – platform to amplify results with other impact existing activities. One day of pro bono work to strategize how to build the impact campaign.

Forge & Spark, Shannon Emmerson

Introduce to network and raise awareness, and offer five hours of consulting time for impact campaign.

Canadian Centre for Policy Alternatives, Shannon Daub

Screenings and public outreach collaboration locally and nationally. CCPA has a new major project looking at precarious work; can connect with film. Help convening conversations that are focused on gig economy and tech, as well as underlying issues of low income and inequality.

United Food and Commercial Workers 1518, Patrick Johnson

Current provincial proposal that Uber and Lyft drivers are employees, not contractors. Use film to connect with workers into conversation on how data about workers is stored and managed, but not accessible or owned by workers.

AUDIENCE MICROPHONE



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AUDIENCE PLEDGES

VoiceStory Foundation, Winston Yeung

Reserve two spots at a future show and pro bono work with story architects. Personal Air Miles donation for a flight in Canada.

SFU's Vancity Office of Community Engagement, Paige Smith

Offered venue for screening and panel discussion, as well as partner development.

Vancouver Coastal Health, Wes Regan

"Opportunity to convene gig economy workers and local bodies, like the Vancouver Economic Commission, the Health Authority, unions and others to use the screening as an entry point to discuss the future of work in our region and what this means for planning, health, and community building."

Human Rights Lawyer, Jessi Dhanju

At least ten hours pro bono legal work with Margot Young and UBC to create Platform Policy.

UBC Allard School of Law, Margot Young

Gender studies, labour and business law students and faculty to watch film and host panel discussion, as well as work together pro bono with human rights lawyer Jessi Dhanju.

Later.com, Michael Tippett

Meeting to discuss this issue with startup connections and introduce to entrepreneurs in the tech sector.

Creative Innovation Studio and CBC, Ramona Pringle

Host screenings and workshops within Creative Innovation Studio at Ryerson University and profile film and impact campaign on CBC Radio.

Individual pledges

- Donation of \$2,500 by Highbury Foundation and Peter A. Allard
- Donation of \$1,000 by Hilary Pada
- Introduction to Pat Thompson at Atkinson Foundation to discuss their commitment to decent work
- Mary Gray (author of Ghost Work) will include clips of the film in Vancouver TED Talk, as well as refer readers to the film as a complementary piece.

Story Money Impact

ON THE DAY



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THE FILM TEAM

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STORY MONEY IMPACT

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