

CASE ABSTRACT  
(To be published in the Proceedings of the meeting)

**Please develop your abstract based on the following guidelines to facilitate a timely and uniform publication of the Proceedings.**

**Length and Formatting**

The abstract should be no longer than one page and should use Times New Roman, 12-point font.

**Case Title:**

The title of the case should be bold, in all caps, and one inch from the top of the page.

**Author and Faculty Supervisor Names:**

Two spaces below the Case Title should appear the name(s) of the author(s) and faculty supervisor. The heading for this and the following sections should be typed as indicated in this guide—bold and underscored. The name or each of the student authors and their school affiliation should appear on separate lines followed by the name of the faculty supervisor. The names should be in bold with only the first letter of each name capitalized.

**Course Use and Nature of Research:**

The heading for the information in this section should appear two spaces below the faculty supervisor's name and the information for the section shall be two spaces below the heading. Authors should provide suggestions on the course or courses in which the case would be appropriately taught and also the type of research utilized for the development of the case (such as field research, library research, or personal experience).

**Abstract:**

The heading for this section should be two spaces below the Course Use and Nature of Research section. A synopsis of the case should be typed two spaces below the heading.

**Faculty Supervisor Contact Information:**

The heading of this section should appear two spaces below the Abstract. The contact information for the faculty supervisor should appear two spaces below the section heading. Information on the faculty supervisor should be name, mailing address, phone and fax numbers, and e-mail address.

An example of the format above may be found on the following page.

## **UFO PRODUCTIONS**

Gina Smith, Baylor University  
Marlene M. Reed, Baylor University, Faculty Supervisor

### **Course Use and Nature of Research**

This case was written to be used in an undergraduate entrepreneurship course. It was written from field interviews that the authors had with Jefe' Brown, the entrepreneur in the case, in both Prague, Czech Republic, and in the United States.

### **Abstract**

This case describes the decisions that Jefe' Brown, a U.S. ex-patriot in Czech Republic, had to make concerning: (1) The raising of money to fund his small film production company; and (2) the most efficient and cost-effective way to distribute his films. Jefe' had grown up in Texas and attended Texas A & M University where he received a degree in European History. He had been enamored with art films since he was a teenager and longed to produce some small films himself.

He relocated to the Czech Republic after the Velvet Revolution occurred in that country and taught English for a while. By the summer of 2007, Jefe' had already produced several films that had been critically acclaimed and won several international film awards. The funding of his films in the past had been primarily accomplished through seeking money from family, friends, and his own personal savings. However, he knew that these sources of funds would not be sufficient in the future if he intended to continue making films. He also realized that he needed to be able to control the distribution of his films more ably than he had in the past.

### **Faculty Supervisor Contact Information**

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