

Matchstick Cinema

The World's Smallest, Non-Transferable Cinematic Experience

A full 90-minute feature film on a screen the size of a matchstick head.

Ultra-low resolution by design — impossible to transfer or upscale to any other screen.

One match. One movie. Pure magic.

Mehmet Usta | Usta Mechs | <https://www.ustamechs.com>

The Problem

In a world of giant screens, streaming platforms, and endless piracy...

- The intimate, personal magic of cinema has been lost.
- Digital files are endlessly copied, shared, and diluted.
- Portable entertainment is either bulky, low-quality, or easily transferable.
- Consumers crave exclusive, collectible, “only I can experience this” moments.
- Result: Movies feel disposable. The wonder is gone.

The Solution

Matchstick Cinema – A revolutionary micro-cinema device.

- Screen size: Exactly the size of a matchstick head ($\approx 5 \text{ mm} \times 5 \text{ mm}$).
- Pre-loaded with one exclusive 90-minute feature film.
- Engineered ultra-low resolution that looks breathtaking on the tiny screen but becomes unwatchable gibberish if transferred to any larger display.
- No output ports. No file extraction possible.
- Pocket-sized, collectible, and deeply personal.
- The film exists only here. Nowhere else.

How It Works?

- Custom micro-display + secure internal flash memory.
- Proprietary video codec optimized exclusively for the tiny resolution.
- Tiny rechargeable battery (90+ minutes playback).
- Single-button operation – press to start the full cinematic journey.
- No Bluetooth, no Wi-Fi, no USB – physically impossible to copy.
- The low resolution is not a limitation — it is the feature.

The Film – “Echoes of the Tiny Flame”

A 90-minute original feature film created specifically for Matchstick Cinema.

- Artistic low-res aesthetic becomes part of the storytelling.
- Narrative about a miniature world living inside a matchbox — poetic, emotional, visually unique.
- One-time production, pre-loaded on every unit.

Film Production Plan – Shot List Overview

Total runtime: 90 minutes | Shooting style: Low-budget, high-creativity

- Sample shot breakdown (you will finalize):
- 12 establishing macro shots (matchbox world)
- 45 dialogue/close-up sequences
- 18 action/movement sequences (optimized for low-res beauty)
- 8 atmospheric montage sequences
- 7 ending crescendo shots
- Total estimated shots: 180–220 (tight schedule possible in 8–10 shooting days).

Film Production Equipment List (Low-Cost)

- Camera & Lenses
 - 1× Sony A6400 or Canon EOS M50 (used/refurb) – \$450
 - Macro lens + smartphone gimbal adapter – \$120
 - Tripod + slider – \$80
- Audio
 - Rode VideoMic Pro+ or cheap lavalier set – \$130
 - Zoom H1n recorder – \$80
- Lighting & Grip
 - 3× Neewer LED panels (bi-color) – \$90
 - Diffusers + reflectors – \$40
 - C-stands & clamps – \$60
- Editing
 - DaVinci Resolve (free) + external SSD – \$0
- Total estimated filming budget (excluding your time): ≈ \$1,050

Product – Bill of Materials (BOM) – First 20 Units

Ultra-cheap sourcing (AliExpress / LCSC / small-batch PCB)

| Component | Specification | Unit Price | Qty 20 | Total |
|---|-----------------------------------|-------------------|---------------|--------------|
| Micro Color OLED/TFT Display | 0.42–0.49" custom low-res video | \$3.80 | 20 | \$76,00 |
| Microcontroller + Video Driver | ESP32-S3 or equivalent | \$2.60 | 20 | \$52,00 |
| Flash Memory Module | 256 MB secure storage | \$1.90 | 20 | \$38,00 |
| Rechargeable Li-Po Battery | 150 mAh (90 min playback) | \$1.40 | 20 | \$28,00 |
| Custom PCB (small batch) | 2-layer, matchstick form factor | \$4.50 | 20 | \$90,00 |
| 3D-Printed Sustainable Case | PLA / recycled filament | \$2.80 | 20 | \$56,00 |
| Assembly + Programming + Testing | Manual labor + jig | \$7.50 | 20 | \$150,00 |
| Video Pre-loading & Encoding | Custom secure firmware | \$1.80 | 20 | \$36,00 |
| Eco-Packaging | Recycled cardboard matchbox style | \$0.90 | 20 | \$18,00 |
| TOTAL | | \$27.20 | 20 | \$544,00 |

Prototyping & Manufacturing Process

- PCB design & ordering (JLCPCB)
- Component sourcing (100% China-based for speed & price)
- Hand assembly + firmware flash
- Video encoding & secure loading
- Final testing & quality control
- Packaging
- All steps designed for easy scaling.

Scaling Strategy

- Phase 1 (Months 1-3): 20-unit prototype batch – \$544
- Phase 2 (Months 4-8): 500 units – injection molding → \$11.80/unit
- Phase 3 (Year 2): 10,000+ units – \$6.50/unit target
- Tooling investment recovered after 800 units.
- China-based contract manufacturer ready for MOQ 1,000.
- Gross margin at scale: 65–72%

Sustainability & Eco-Impact

- Case: 100% biodegradable PLA or recycled ocean plastic
- Battery: Low-capacity, easily replaceable
- Zero e-waste design – device is intentionally single-film (encourages collectibility, not disposal)
- Carbon-neutral shipping option
- 1 tree planted per 50 units sold (partnership with One Tree Planted)
- Verified low environmental footprint compared to traditional streaming devices.

Market Opportunity

- Novelty & collectible market: \$4.2B (growing 11% YoY)
- Luxury micro-experiences & experiential gifts
- Target audience: Film lovers, tech collectors, hipster gift buyers, corporate gifting
- Price point: \$49–\$69 retail (huge margin)
- TAM (first 3 years): \$18M+ in premium micro-cinema segment.

Go-to-Market Strategy

- Direct-to-consumer via Kickstarter / Indiegogo (first 20 units as limited “Founder Edition”)
- Limited drops on Etsy + own Shopify store
- Influencer gifting (film YouTubers, micro-tech reviewers)
- Pop-up “Matchstick Cinema Nights” in art galleries
- Launch campaign: “The film you can only watch on a matchstick.”

Competitive Advantage

- No direct competitor offers a physically non-transferable cinema experience.
- Patent-pending secure codec + hardware integration.
- Emotional + collectible value far beyond any screen.

Financial Projections (Conservative)

- Year 1: 2,500 units → \$138K revenue
- Year 2: 12,000 units → \$720K revenue
- Year 3: 35,000 units → \$2.1M revenue
- Break-even: Month 5
- ROI on first batch: Extremely high

The Ask

- We are seeking partners / pre-orders / investment to fund:
- The first 20-unit production run (\$544 + buffer)
- Film final post-production
- Kickstarter launch campaign
- Let's make the smallest cinema in the world a reality.

Thank You

Matchstick Cinema

- Because some stories deserve to be watched only in the smallest, most magical way possible.
- Contact: mehmet@mehmetustaportfolio.com
- “One match. One movie. Pure magic.”