

It's a R.A.P. Production Launches \$5M Film Investment Round Backed by 1300% ROI

The Michigan-based studio is producing mid-budget films for underrepresented audiences, with \$1M set aside to develop emerging directors.



Novi, Michigan Apr 20, 2025 ([IssueWire.com](https://www.issuewire.com)) - Following the critical success and growing response to its anthology film, *Trail of Dark Matter*, It's a R.A.P. Production—an innovative independent film company founded by filmmaker Roshaun Akeem Page—is now seeking \$5 million in capital to finance a bold slate of upcoming films focused on diverse storytelling and underrepresented voices.

The company plans to scale from low-budget projects to mid-budget productions that deliver both emotional impact and commercial value. Backed by a proven track record—including a prior film that delivered a 1,303% ROI—It's a R.A.P. Production is offering investors a rare opportunity to own a stake in an emerging company that's poised for long-term growth. Currently, 250,000 shares are available, representing a 25% equity stake in the company.

"This is more than an investment," said Page. "It's a movement to bring powerful stories to life and deliver strong financial returns."

A UCLA Hollywood Diversity Report revealed that audiences worldwide are demanding more representation and authenticity in film. These findings also show that diverse films consistently perform better at the box office, making them a smarter, more sustainable investment.

It's a R.A.P. Production is answering that demand by prioritizing Black-led stories, emerging talent, and emotionally resonant narratives that connect deeply with global audiences. The company and its founder have been spotlighted in respected outlets such as Canvas Rebel and Bold Journey, gaining recognition for their commitment to reshaping independent cinema through inclusivity and craft.

"Hollywood has overlooked stories that resonate with underrepresented audiences," Page explains. "It's a R.A.P. Production is here to change that—by crafting films with heart and soul, built on authentic storytelling that sticks with viewers."

As part of its broader initiative, the company will allocate \$1 million of the capital raised toward its new Directors Fund—supporting four emerging filmmakers with \$250,000 each to produce their debut films. The remaining funds will support production, post-production, and distribution of It's a R.A.P.'s in-house film slate.

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