

THE START UP

A micro sitcom
for
a digital age

SEASON
TWO



by Jim Kinloch

Episode 6

SEASON TWO

In this episode

The Entrepreneur Medium Branding



SCENE 1: AN OFFICE RECEPTION. MARY SITS AND SCROLLS
THROUGH HER PHONE



MARY:

[MUTTERING UNDER HER BREATH]

Be the business plan, be the business plan.

SUSAN:

[PUTTING DOWN THE PHONE]

Gwen-Zilla will see you now.



MARY:

Thank you.

SUSAN LEADS MARY TO A DOOR. SHE OPENS IT. A
SUBTLE CLOUD OF INCENSE EMITS FROM THE
ROOM



SUSAN:
Mary is here Gwen-Zilla.



MARY:
Lovely to meet yo...



GWEN:
Shhh. Not yet Mary, Not yet.



SUSAN INDICATES FOR MARY TO SIT
ON A GIANT BEANBAG LIKE THE ONE
GWEN-ZILLA IS ON. GWEN-ZILLA'S
HAS HER EYES CLOSED.
MARY SITS AND IMMEDIATELY SINKS
INTO THE BRIGHT PINK BEANBAG

MARY:
[NERVOUSLY] I'm Mary.



SUSAN SITS ON AN ORDINARY CHAIR

SUSAN:
Gwen-Zilla is not ready.



MARY, SLIGHTLY ABASHED, SINKS FURTHER INTO
HER BEANBAG. THEY ARE ALL SILENT FOR
SEVERAL BEATS

GWEN:
Mary. You seek some branding support.



MARY:

Yes. For my latest venture 'BabyMaker', makeup
for babies, make 'em up, hide the dribbles', still
working on the tag line...



GWEN:
[OPENING HER EYES WIDE]
I see...I see it! The whole picture.



MARY:
What?

SUSAN:
Gwen-Zilla is channelling your
brand vision. She's almost ready.



GWEN:
For I am Gwen-Zilla,
Brand Strategist, Coach, Designer. Vision
Channeler!



MARY STRUGGLES TO SIT UP BUT SINKS FURTHER
INTO THE BEANBAG HER LEGS ARE NOW STRAIGHT
UP IN THE AIR



SUSAN:

What do you see Gwen-Zilla?



MARY:

[NOW COMPLETELY TRAPPED]

What the fu....

GWEN:

5-Steps to build your brand,
my new ebook, free,
just supply your email address.

WAIT!

Just a flashback. I see... I see...



MARY:

Yes?



GWEN:
[PLACING HER HANDS ON
EACH SIDE OF HER HEAD] STEP-ONE, PLAN!
Plan the brand! Step-2
[MOANING]
Produce the brand!



TWO BEATS

Three! Launch the
brand.
Four is Grow the brand.
Five – Monetise



MARY:
Well, that's not helpful.

SUSAN AND GWEN-ZILLA GASP

GWEN:
It is the vision.
Hashtag Brandmindfulness,
hashtag Brandpurpose.
We live by our visions.





MARY:

My vision is lots of money for little effort
and a beach in the Bahamas with a
six-foot two surfer...

GWEN:

It's coming NOW!



MARY:

What?

GWEN:

You are Mary 'The
BabyMaker' Queen.

That's it. You're wearing a crown,
sitting on the throne,
the...er



SUSAN:

Iron.



GWEN: ...the iron throne of
Elon Musk. Yes. Queen BabyMaker.



MARY:
I like it. I like it a lot.

GWEN:
Your destiny is to rule
the kingdoms of commerce...



MARY:
Tell me more.

GWEN:
I see more...





MARY:
Yes!

I see the brand! I see the logo, the colours,
purple..

GWEN:



SUSAN:
Pink.



GWEN:

Yes. Pink. A B&M
sitting on a crown of thorns...



MARY:
Thorns?



GWEN:
[OPENING ONE EYE TO LOOK QUICKLY AT
MARY] No. Not thorns, er...horns.
Horns of plenty. Mother Courage
wearing a crown of horns with B&M
emblazoned...in PINK!



MARY IS STRUGGLING TO MOVE.
GWEN LIES BACK PANTING WITH THE
EFFORT OF HER 'VISION'



MARY:
I see it too! Thank you.

SUSAN:
I'll show you out.
Gwen... I mean Gwen-Zilla must rest now.
Brace yourself.



SUSAN YANKS MARY OUT OF THE BEANBAG





MARY:
What now?

SUSAN OPENS THE DOOR



SUSAN:
How about signing up to
our exclusive
'Second Sight, How to Use
Visions in Digital Marketing Course?'

THEY EXIT TO RECEPTION



MARY:
Sounds fantastic.



SUSAN:
Yes it is and
only nine hundred pounds.



GWEN:
[SHOUTING] And fifty!
With a free Tarot reading.!



TWO BEATS AS MARY
STARES AT SUSAN



MARY:
What?

SUSAN:
Er...



MARY:
Where do I sign?

END OF EPISODE



TITLES ROLL

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