## THE START UP

A micro sitcom for a digital age







# 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.





[PUTTING DOWN THE PHONE] Gwen-Zilla will see you now.

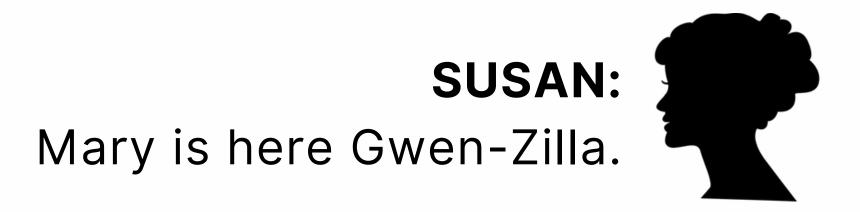


#### **MARY:**

Thank you.

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







#### **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





#### 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...







I see...I see it! The whole picture.





**MARY:** 

What?



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



**GWEN:** 

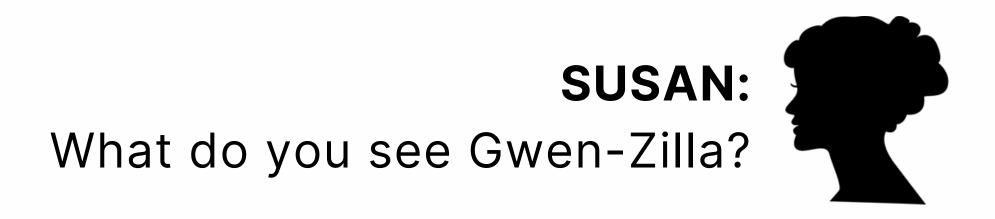
For I am Gwen-Zilla, Brand Strategist, Coach, Designer. Vision

Channeler!



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







#### **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...









[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.

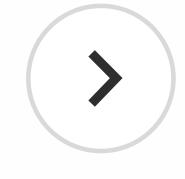
#### SUSAN AND GWEN-ZILLA GASP

#### **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





Iron.







...the iron throne of

Elon Musk. Yes. Queen BabyMaker.





#### **MARY:**

I like it. I like it a lot.



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





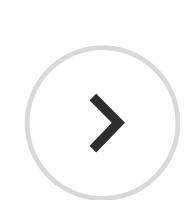
#### **MARY:**

Tell me more.

**GWEN:** 

I see more...





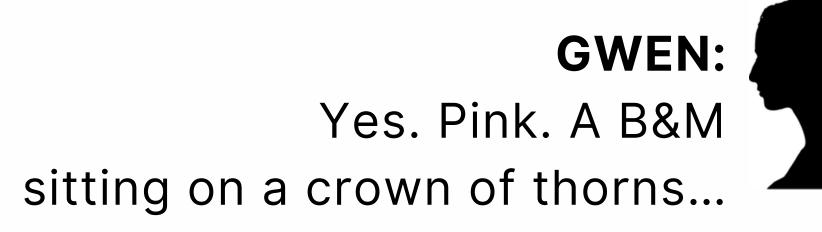




GWEN:
I see the brand! I see the logo, the colours,
purple..













[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-ZIIIa must rest now.

Brace yourself.

SUSAN YANKS MARY OUT OF THE BEANBAG







#### 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

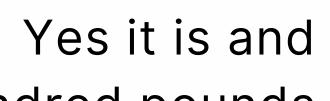


#### **MARY:**

Sounds fantastic.



SUSAN:





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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