

THE START UP

A micro sitcom
for
a digital age

by Jim Kinloch



Episode 2

In this episode
**The Entrepreneur
and
The Vision Statement**



SCENE 1:

A LARGE HOUSE MAINLY FURNISHED BY WAYFAIR AND CAMDEN MARKET



MARY:

Have either of you seen my important notebook?



SOPHIE:

No Mum!



JULIET:

No Mum!



MARY:

I need it!



SOPHIE:

For notes perhaps?



JULIET:

Important ones!




MARY:

Have you finished cleaning the patio?




SOPHIE: 
Yes.

JULIET: 
And the doggie!

 **MARY:**
Good...wait, what?


SOPHIE: 
He liked it..

JULIET: 
He was very dusty.

 **MARY:**
Sometimes girls, sometimes I want to sign you up to the army.

SOPHIE: 
I like travel.

JULIET: 
I like tents.


 **MARY:**
Right I'm going to the small business incubator group at the university.



SOPHIE: 
Can we come?

JULIET: 
Can Rufus come?


MARY OPENS HER VERY LARGE HANDBAG

 **MARY:**
Is that Rufus in my handbag? Sitting on
my important notebook?

SOPHIE & JULIET LOOK IN THE HANDBAG
THEY NOD

 **MARY:**
Ah well.

SCENE 2:
UNIVERSITY SMALL BUSINESS INCUBATOR

GRANT: 
Anyone else feel like sharing their
business vision?





MARY:
Which one?



GRANT:
How about one of the businesses you
have, erm...this week?



MARY:
Which one?



GRANT:
Well, how about the one you're focusing
on...er...today?



MARY:
'Cake Murder?'



GRANT:
I thought it was called 'Cake Body?'





MARY:

Changed it. Murder sounds a bit more edgy.



GRANT:

Is it still about cake mixes for
bodybuilders?



MARY:

Yes. You know how bodybuilders are
always saying 'I could murder a
cake?'

THE GROUP:

No.



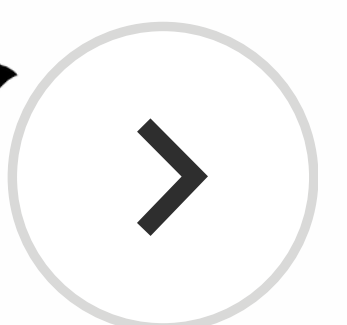
MARY:

5,000 years in the making,
murdercake.com brings you a cake
you can truly murder with your teeth,
lips and tongue.



GRANT:

Mary, that's more, er, a tag line. We can
work on that though.





MARY:

[BRUSHING A DAMP PAGE FROM HER NOTEBOOK] O', right. Here's one. Get the cake with the most protein ever, ever, ever...



GRANT:

Well, that could be an Online Value Proposition with, erm with a bit of work.

MARY FLICKS THROUGH HER SOGGY IMPORTANT NOTE BOOK



MARY:

To bring the best cake with added protein to the masses of bodybuilders who can murder cake.

THE GROUP:

Mission Statement.





GRANT:

Needs a bit of work.



MARY:

We don't cut down any trees to make cake?

THE GROUP:

Ethical declaration.



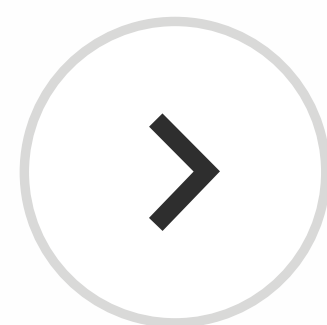
GRANT:

Mary, it's more of an aspirational statement for the company. You know where you would like to be in the medium and long term.



MARY:

Right. I get it. Stinking rich laying on a beach in the Bahamas with the exclusive use of a six-foot two surfer.



GRANT:
Well done!



THE GROUP:
"HURRAH! HURRAH!"



RUFUS BARKS AND LEAPS OUT OF MARY'S HANDBAG.

RUFUS:
"BARK! BARK! BARK!"



END OF EPISODE

TITLES ROLL

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by
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