

THE START UP

A micro sitcom
for
a digital age

by Jim Kinloch



Episode 3

In this episode
**The Entrepreneur
Goes
Networking**



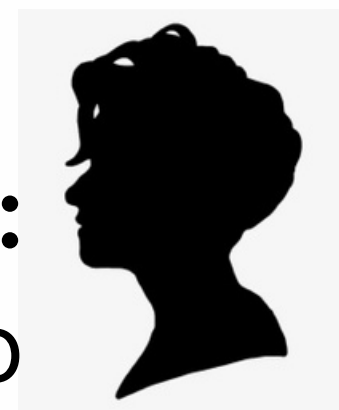
SCENE 1:

AN AGREEABLE COFFEE SHOP WITH STRIPPED WOOD FLOORS.
SOMEWHERE IN HERTFORDSHIRE



MARY:

I'm here for networking.



DELILAH:

Hi, welcome to
'Business Blast'. Can I take your name
please?



MARY:

Mary Dainty, the business name is 'Murder
Cake'.



DELILAH:

Hello Mary. 'Murder Cake?' That's unusual.



MARY:

Just one of many. It's the one I'm focusing on
today.



THE FORMALITIES COMPLETE MARY STARTS TO MINGLE



MARY:

I'm Mary. 'Murder Cake.'



JEFF:

Jeff. Nice venue. I'm an Independent Financial Advisor.



MARY:

Thank you. I've just had one.

MARY MOVES ON



MARY:

I'm Mary. 'Murder Cake.'



SIMON:

'Murder Cake?' What's that?





MARY:

Its cake mixes for bodybuilders who want to murder a cake. What do you do?

SIMON:

I run 'Death Star Commando Ninjas Digital Marketing' we're disruptors and mavericks.



MARY:

I need some social marketing.

SIMON:

I see. We do an 'Immortal Commando' digital marketing course. With 'Star Trooper Social Marketing' bolt on.



Was \$695. Today it's \$10.99. Turns you into a digital marketing disrupter in half an hour.



MARY:

Why's it in dollars?



SIMON:
Erm. Our parent company is American. It says so
on their website



MARY:
Have you been doing this long?

SIMON:
O yeah. Loads. Since July.



MARY:
It's the 7th August. What were you doing
before?

SIMON:
Driving a taxi.



MARY:
I have to phone my hairdresser.

MARY MOVES ON. SHE COLLECTS A CUP OF COFFEE AND
LOOKS OUT THE COFFEE SHOP WINDOW



MANDY:
Not seen you before.



MARY:
I've been busy.

MANDY:
What do you do?



MARY:
I'm a serial entrepreneur. Today I'm promoting my 'Murder Cake' brand'.

MANDY:
That sounds interesting. Who is it for?



MARY:
Serious bodybuilders that could just murder a cake. What do you do?




MANDY:
I'm in social media.



 **MARY:**
Look at this.

MARY PRODUCES HER IPHONE AND SWIPES TILL SHE FINDS WHAT SHE WANTS

 **MARY:**
What do you think? It's our branded Instagram page.

MANDY:
It's a very... well, pink dominated isn't it?



 **MARY:**
I like pink.



MANDY:
Bodybuilders though. Do they all like pink?
I mean colour is so important on Instagram.
It's all about the visual.



MARY:
Is that important?

MANDY:
O' yes. Very.



MARY:
What about engagement, reach and
partnerships with influencers?

MANDY:
O' I only do the colours.



MARY:
What did you say you did?



MANDY:
Social marketing.



MARY:

Excuse me I have to brush my hair.

MARY EXITS THE COFFEE SHOP. SHE IS ON THE PHONE



MARY:

Juliet? Yes. Mum is coming home...about ten minutes.

You've got the gig; you're going to be the social media executive for 'Murder Cake'...

A BEAT

I know you're only ten.

A BEAT

I know you have schoolwork. Why you?
Because darling you know what you're talking about.

Love you, see you soon.

END OF EPISODE

TITLES ROLL

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by
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