**1. Opening Vision**

**Visual**: Map of Australia slowly lights up, with power and fibre optic pulse lines extending to Asia–Pacific nations.  
**Emotion**: Ambitious, visionary → “Australia, Data Centre Capital of Asia-Pacific.”

**2. Global Competitors**

**Visual**: Key data-centre hubs in Singapore, Japan, and the US West Coast flash on the map, creating a sense of rivalry.  
**Emotion**: Tension, showing the challenge.

**3. User Pain Point**

**Visual**: A person sits at a computer while messy windows pop up (AEMO, BoM, GA, ACMA, ABS), looking confused and frustrated.  
**Emotion**: Overwhelmed, complexity.

**4. Data Chaos**

**Visual**: Messy data windows cascade like a waterfall, almost burying the user.  
**Emotion**: Chaos, pressure.

**5. Data Centre Frontier Appears**

**Visual**: The DCF logo emerges. All messy windows are absorbed into it, transforming into a clean, single map.  
**Emotion**: Relief, hope.

**6. User Interaction**

**Visual**: A cursor draws a rectangle on the map; the selected area glows blue.  
**Emotion**: Intuitive, simple.

**7. Six Key Factors Light Up**

**Visual**: Six icons light up one by one on the side: ⚡ Power, 🌐 Fibre, ☀️ Climate, 🏞️ Land, 👥 Population, 🔥 Risk.  
**Emotion**: Clarity, control.

**8. Score Appears**

**Visual**: A large gauge shows “75 / Good,” flashing to highlight the result.  
**Emotion**: Objective, immediate.

**9. Cost Forecast**

**Visual**: Charts show electricity and water price lines; icons for water drops and electricity overlap with cost predictions.  
**Emotion**: Professional, analytical.

**10. PUE / Efficiency**

**Visual**: A PUE dial drops to 1.3, the green zone lights up.  
**Emotion**: Efficient, sustainable.

**11. Transparency**

**Visual**: The words “Transparent. Auditable. Trusted.” appear at the bottom; logos of AEMO, Digital Atlas, BoM roll across.  
**Emotion**: Authority, credibility.

**12. Audit & Traceability**

**Visual**: An auditor or investor opens a PDF report, showing clear data sources and weightings.  
**Emotion**: Trust, security.

**13. Competitive Contrast**

**Visual**: Split screen: on the left, chaotic messy websites; on the right, a clear DCF map interface.  
**Emotion**: Sharp contrast, highlighting advantage.

**14. Australia’s Strategic Independence**

**Visual**: Camera zooms out, the Australian continent glows, with power and fibre networks evenly covering the nation.  
**Emotion**: Sovereignty, self-reliance, national strength.

**15. Closing Logo + Tagline**

**Visual**: The DCF logo in the centre, surrounded by the outer-ring text:  
**“AI & CLOUD HUB • DATA CENTRE CAPITAL OF ASIA-PACIFIC”**  
**Emotion**: Inspiring, memorable, powerful finale.