| Section number + title | Visual Elements | narration text that will be read voice-over on the video, i |
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| 1. Present Problem   [15s] (0:00 - 0:15) | Black & grey clip of tennis player picking up balls and generally looking exhausted | Background music: sad stuff  Voice over:  “Do you struggle with blah blah blah” |
| 2. Present Solution  [25s] (0:15 - 0: 40s) | In color:  Cut scene of Astro picking up ball; cut to same tennis player looking happy | Voiceover:  Introducing BallBot 2000 from BallBot Co. Ltd. Intl. Inc.! |
| 3. Infomercial screen of sales price [10s] (0:40 - 0: 50s) | Infomercial Screen, mini astro | Voiceover:  Call now for our special price of 90 easy payments of 99.99! Now available. |
| 4. User Testimonial  [20s] | User talking and looking happy | Talking Head:  “Now that I have my Ball Boy Bot, I have so much free time! I eat healthier, sleep 8 hours a day, etc etc [generally ridiculous stuff]” |
| 5.1 Intro Team [15s] | Matthew | Talking Head:  I do stuff |
| 5.2 Intro Team [15s] | Gary | Talking Head:  I do Stuff |
| 5.3. Intro Team [15s] | Miranda | Talking Head:  I’m the UI and driver guru. I designed our non-existent web app and did other stuff. |
| 5.4 Intro Team | Astro | BB-8 Noises |
| 6 |  | Voiceover: We combined a superstar teams of burned-out seniors who are a week away from graduation and our world class research technologies |
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