



FGRD Announcement Video Storyboard

(Retail-first, TEXT-ONLY)

| | |
|----------------------------|---|
| Audience: | Retail & Traders |
| Tone: | Confident, institutional, modern, accessible |
| Reference Concepts: |  fgrd1.MP4  fgrd2.MP4 |

Frame 1: The Shift

Visual direction:

- Clean, abstract financial imagery (light, space, architecture, balance).
- No blockchain visuals. No grids. No charts.

On-screen text:

Public equity, reimagined.

Frame 2: Product Moment

Visual direction:

- FGRD logo reveal. Minimal motion. Premium feel.

On-screen text: **Secondary Text (Fade's in after 1-2s)**

Introducing FGRD – Figure Shares On-chain

Sub-line (smaller):

The first public equity issued natively on blockchain.

Frame 3: Core Value Prop

Visual direction:

- Three clean transitions. Each benefit appears independently.
- No “DeFi” language. No jargon.
- Multi-sided cube turning with text on it

On-screen text (stacked, one line at a time):

- Direct ownership.
- Combine with crypto in one wallet.
- Lend your shares.
Borrow against your holdings.

Frame 4: Reframing the Outcome

Visual direction:

- Smooth motion. Subtle depth. Reinforces utility without explaining mechanics.
- Figure Markets interface or branded environment:
 - Polished UI glimpse showing FGRD (abstracted, not instructional)
 - Clear Figure Markets branding

On-screen text:

One Wallet. All your assets. Your control.

Sub-line:

Trade, Lend, and Borrow. All on Figure

Frame 5: CTA

Visual direction:

- Logos to fade in
 - FGRD | OPEN

On-screen text:

Now available on Figure Markets.