

# 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.