# outline

We have a number of actors, which we move between.

Only one on screen at a time. We can record our parts on our phones then join them together. My son does this sort of stuff at school. So, I can get him to teach me.

As a general theme, each actor starts looking at the camera, then begins walking and talking. They stop, look to camera, and make their final point.

We then switch to the next actor.

I’ve started with a bit of a ham-fest, but it becomes sensible quick enough.

There is a bit in the middle demonstrating the card game using a ‘card shark’ I’m not sure it this required. Maybe Only need it if we think the game isn’t explained well enough.

# Script

### Scene 1

Opens with camera above an Aussie mother and child playing the matching cards game. A spinning globe to the side.

Starts song (just verse)

Camera pans in on the globe.

Song finishes and goes to extended instrumental (this will fade out behind scene one)

## Scene 2 script

### Topic: market analysis

### Actor: man-in-a-suit

\* all actors have a card somewhere upon their person

Bends over and looks in camera (phone)

‘yeah bother

it's a big wide world

right on’

Picks up phone, gets it framed on his face, and starts walking

… full of people

65 hundred languages in the world. And one that is shared.

English. Why? Well, frankly, for reasons are more qwerty keyboard than best-in-show. But, for right or wrong, English is the one. The world has voted. With their feet, or tongues, or their whatevers. The point is, for those unfortunates not borne English speak’n, learning English is desirable, highly desirable. They want to learn it. And they want their kids to learn it.

Puts phone down and talks to camera (increasingly bombastic)

This is the fascinating field of English as a second language – ESL. We are here to talk about ESL – English as a second language

It is a big industry. It is a growing industry. It will be worth a $55 billion dollars by 2025.

We at going to tap that market like a Jimmy Dean working a Texas oil rig.

## Scene 3 script

### Topic: Motivation and strategy

### Actor: straight man

Looking straight to camera

Well, no, we are not.

We are doing this as an exercise in teamwork and app building, and UX design, and marketing.

Our consideration is not money, but what this might do to our job prospects. And what we might do to lift-up non-English speaking natives across the globe.

starts walking

Eagle-boys makes pizzas; did-you-know?

Well, they got big because they focused on regional towns, where the big boys don’t play. This is where we are going. Not regional Australia, regional ‘the world’.

The big boys are focused on the cities, but our research strongly shows that the teachers are already there. But not so in the regions. Fact! The regions across the world don’t have enough English speakers to teach ESL.

This is where our tech is going to step in. And, like the pizza game, this segment isn’t on the radar of other app providers.

Stops looks to camera

We are going to teach children in remote areas. We will teach with a game. We will start very small and focused. Our game will teach children English Nouns.

## Scene 3 script

### Topic: game introduction

### Actor: card shark

Camera directly opposite the card shark at a card table

Let’s play

Deals

Pick a card, any card, this is card?

flips it over.

Pick a card, any card, this one? Not a match – you loss!

OR

Pick a card, any card, this one? Match– winner, winner chicken dinner!

Flips both face down

Repeat exactly (just twice to keep the time down).

## Scene 4 script

### Topic: app explanation and close

### Actor: developer

Looking to camera

It is a simple game. You probably played it as a kid. It is fun, and engaging, like solitaire is, or minesweeper. Many people play these games. They also are popular and universal!

Let me show you our prototype.

Camera switches to a video recording of the game-play and the voice over continues

We have a set of flash cards.

Like normal cards, a flashcard has a front and a back. The back has an image - just like a normal card. The front has a picture of an object and its name. A flashcard, being digital, also has a recording of how to pronounce the name.

In this game there are 2 rows of 6 cards. It is timed, so to win, you must beat the clock. You flip one, and the word is pronounced. You then flip another card. If it is a match you get scored a point and the pair are removed. Otherwise, the cards are flipped back, and you choose again.

This is our prototype. We have several enhancements planned, including additional game play. But we will start with this simple, timeless game.

## Scene 5 script

### Topic: Motivation and strategy

### Actor: straight man

Looking straight to camera

So, there you have it. A simple game that children can play to help them learn English nouns.

Why? To help children learning English as a second language – ESL.

He turns and behind him is a scene of an ethnic mother and child playing the game on a computer.

The camera moves past him towards the scene (music starts)

We are building it on a robust structure so that it can be available to people in remote places with simple technology.

We will use this to provide a service to a market that is spread across the world. A market that is large and growing larger.

It may not make us rich, but it might just change the world, and that is all we ask for.

Camera stays on the scene and song plays