

SCRIPT

INTRODUCTION

Wide shot of everyone

Bo: Hello! I'm Bo!

Van: I'm Van.

Daniel: I'm Daniel

Russell: I'm Russell

Hayden: I'm Hayden

Bo: And we're Block Market where we strive for Innovation, Transparency and Excellence, with one goal in mind!

Daniel: To deliver 'Blockify'! The productivity app that has all your needs to stay productive!

IDENTIFICATION/NEED

Shot of Daniel

Daniel: So why have we made 'Blockify' you may ask? Well, let's talk about that. Right now, the productivity software market is worth \$66.661 billion Australian dollars! And it's expected to continue growing up to 14% per year, up to 2030!

Insert "That's a lotta money! Meme"

Shot of Hayden

Hayden: Here at Block Market, our research found one problem that existing companies seemed to have overlooked in the market. That problem, is app versatility. We live in an age of technology, where we can pick and choose a number of apps for any kind of purpose. Having app choice variety is welcomed and beneficial for all of us. But just ponder on how many you use just to stay productive. Note-taking, you probably have one for that. You have a calendar app to set reminders.

A to-do list app. An app to talk to your team. And another to work on that team project. As you might be able to tell, that's lot of switching between apps just to be productive. That seems oddly unproductive to be doing all that. So why waste your time doing that, when Blockify has all the functions you need to stay productive in one simple package?

What is Blockify and how we differ from our competitors?

Shot of Russell

Russell: Block Market plans to deliver Blockify as a solution to this issue. Note-taking? Time-management? Project management? Team communication? All these feature will be in our app. Like a Swiss Army knife, take out your tool tool in a heartbeat. No more wasting time downloading another new app for one small feature. Asides from versatility, we've designed Blockify to be simple, intuitive and easy to pick up.

Demo Reel/Screenshots (Van)

Van: New users will find our application welcoming. With any new app, we know signing up is the hardest step to take. That's why our sign-up process is as simple as it gets. All you need is an email, a password, and you're in! When you first sign in, you'll notice our app design is minimal and almost familiar. We want to ensure that new users can quickly navigate and familiarise with our app. We've stripped away the needless bells and whistles, so you can work on being productive as soon as possible.

Target Audience

Daniel: So who is this app made for? It's for the people who want to stay on top of their work, but have trouble organising themselves. That's right, I'm looking at you university students! You guys are probably spending too much time "studying" with 2 hours left from your deadlines!

Cut to Russell crying in a corner with loads of papers around him

Russell: I also bet that some of you at work have been procrastinating on that project the client been complaining about for a week and your boss is pestering you for an update for the 10th time!

Cut to Bo crying in a corner in a suit with laptops and phones ringing around him and Hayden berating him

Van: But fret not because whether you're a uni student, office worker, or manager, Blockify is the solution you all need to stay on top of your work.

Cut to side-by-side of Bo, Hayden and Russell crying with slightly less papers, phone and laptops giving a thumbs up

How we will succeed against our competitors?

Bo: Now I'm sure you're all wondering, how is Block Market, a small team, planning to compete with our competitors who dominate the market? You know what they say, competition is necessary to drive innovation and progress. Block Market is all about that! And it would be a shame if our competitors were met with a series of... unfortunate circumstances... Many of which may... remove them, **permanently.**

Zoom into Bo's deadpan face, then quick cut again to Bo

Bo: Our competition have overlooked the issue we've identified, so our success simply lies in avoiding direct competition with them. We will continue to meet current and future niche requirements for the market, whilst our competitors will continue doing what they have always done. Overlooking opportunities for innovation, and overlooking the competition that may lead to their eventual downfall...

Slow fade to Block Market logo turning into Block Empire Logo

Conclusion

Daniel: Thanks for tuning in with Block Market! We hope to see you next time where we showcase a demo of Blockify, the potential users can gain from it and what we do with our competition!

Background: Bo, Hayden, Russell, and Van have dragged someone with 'MICROSOFT' on their head onto the floor where they proceed to stomp on said individual. Daniel later joins in shortly.

Fade to Credit.

Credit

Music by Joystick - <https://www.joystick.org>