Рассказать о:

Крупным планом флаг Украины на памятнике АТО, камера переходит вниз и начинается **Прямая речь** на фоне школы, со стороны главного входа с разноцветными столбами. Подписи под каждым человеком — чем он занимался в проекте.	Прямая речь Hello! We're Nastya, Nelly, Diana and Dasha and together we are team iDNA! This is our school. We're classmates and friends. We live in Ukraine and we want to tell you what our project **Book Pie** is about and what's going on here.
1) Показываем памятник АТО, чтобы его было видно полностью вместе с флагом Украины. Показываем крупным планом лица и слова? на памятнике. Показываем карту Украины с Крымом Показываем объявления о работе в Польше 2) Снимаем какой-нибудь двор с мусором и парковками. Потом при редактировании видео наложим сверху фото.	Закадровый текст 1) Our society is disappearing and declining. About 13,000 people were **killed** in a war in the recent years. More than 2 mln people **went** with the territory of the annexed Crimea. Millions of Ukrainians are working hard hours **abroad** to support their families. Выводить статистику сверху в левом углу по ходу разговора: **13,000 killed** **2,3 mln annexed** **3,5 mln working abroad** 2) Those who stay experience degradation and decline in all aspects of life — from corruption and law violation in the government to the abandonment of their own **streets** in the cities. Litter, homeless people and animals, unregulated parking, primitive playgrounds, undignified behaviour in public places — that's a lot to worry about! And getting to the **root** of all these problems....
Показать в камеру крупным планом листки с надписями A SOCIETY WITHOUT CULTURE IS A DEAD SOCIETY А потом дальний план как вы стоите и держите эти листочки, чтобы можно было прочитать надпись целиком.	A SOCIETY WITHOUT CULTURE IS A DEAD SOCIETY
Показываем как кто-то из вас ищет в инете на планшете, потом крупным планом с планшета [статью](#) в интернете, [статью](#) из википедии о культуре Показать на телефоне график с расходами на библиотеки	Закадровый текст We have been studying what culture is and made a conclusion that it is a set of values heavingly influenced by literacy and empathy. And how do you build literacy and empathy? By READING. BOOKS. We made a research and found out that successful and rich countries invest big money in the libraries, USA being the champion with more than 10 bln dollars spent in a year. **We can't make our government spend more on books but we can make people read more.**
Показать на планшете опрос слайд с соц. опросом	Закадровый текст We **asked** people in a survey, why reading is **not** popular?

	The top answers are 1) People just don't want to read 2) People have better alternatives to spend time and 3) People don't have time to go to the libraries and read. We can solve these problems by making books more accessible and turning reading into social activity. Internet, movies and sports are all social activities and that's what makes them popular.
Демонстрация того, о чем идет речь	Закадровый текст So **how** make books more accessible? 1) You can reserve a book through the app and show up in a local library just to pick it up. Time saved, book read! 2) Don't have time or ability to go to the library? Reserve a book and order a delivery to a place you live. Pay for delivery and libraries will have money to acquire **new** books! 3) Read everything in a library? Search home book collections of other people! Take a book from another member of your community and share your own books as well!
Снимаем вас - вы общаетесь, с телефонами, снимаете селфи	Прямая речь Now, books are easy to get, but **how** do you make reading social? We integrated a review system in our app, chats, challenges and reactions — all being a social content. Readers are encouraged to make reviews, discussions, share their video reactions and create art for books. Also, users can meet in real life and exchange books, find like-minded people and make friends!
Демонстрация крупным планом книги - сначала закрытой, потом развернутой и рядом экрана, контраст	Закадровый текст Why **paper** books, though? We believe that digital reading makes less sense. A **real** book is a piece of art — it has a character, an artist's decoration and a real value. So when you interact with a real book you simply **see** more and **feel** more compared to a screen. You can easily get destructed on your phone and also, it's **good** to have connection to a **real** world through a real book.
Демонстрация того, о чем идет речь, фото на планшете	Закадровый текст It's important to ensure that our business is sustainable, so we'll offer our users many ways in which they can support our app. We'll sell merch with out app's logo, we'll collect money from paid services like delivery and also accept donations. We expect to make sustainable profit and contribute a share to buy new books for local libraries.
1) Показать всех 2) Потом только коробку. Крышка коробки из-под пиццы открывается ветром и там наш логотип и книги.	1)Прямая речь Just like food is a **nutrient** for your body, a **book** is a nutrient for your mind. To be alive and well, you must feed them **both**. 2)So let us put it **this** way: **BOOK PIE — READ OR DIE**