

SOAR — ARE YOU IN? (v2)

FADE IN:

INT. UBER — DAY

The FOUNDER films himself in the Uber, intense and magnetic.

FOUNDER
(to camera)
Are you in?

EXT. CITY STREET — DAY

The Uber pulls up. The Founder steps out onto the sidewalk, phone already raised to camera. He opens his mouth to start the next line —

BAM. A WAYMO comes out of nowhere and FULL SLAMS into the side of his Uber. Glass. Smoke. Empty steering wheel spinning behind the windshield.

The Founder stares at it. Looks at camera.

FOUNDER
(to camera, beat)
Yo, what the—

He looks back down at his phone. Already tapping.

FOUNDER
(matter-of-fact)
Shorting that now.

ON SCREEN / INSERT: SOAR app. Tap SHORT on Waymo. Trade confirmed. Ticker drops. He pockets the phone and keeps walking like nothing happened.

NOTE: Something like this. The Waymo crash is the representative example for the opening "something happens to him" beat — see the full bank of alternatives in the notes section at the end. Final pick depends on VFX budget, shoot logistics, and what lands hardest in tests.

FOUNDER
(to camera, picking up where he left off)
You were early to everything. But early didn't mean included.

FOUNDER
(to camera)
You were using ChatGPT before your VP knew what it was.

CUTAWAY — FISHEYE LENS: Someone leans close to a laptop, generating images in ChatGPT. The screen glow bends around the wide lens, making the moment feel immediate and internet-native.

FOUNDER
(to camera)
You watched SpaceX land rockets on your phone while living in that cardboard-box apartment you could

barely afford. You called Anthropic in a group chat eighteen months ago.

CUTAWAY: In the background of the Founder's walk, a KID launches a small model rocket from a parking lot. It shoots up, contrail and all. The Founder glances up.

OVERLAY: A translucent SOAR UI floats over the frame next to him as he walks – SpaceX profile, LONG button. His hand reaches into the overlay and taps LONG. Position opens. The overlay fades out. He keeps walking, never breaking stride.

NEEDS IDEATION: "cardboard-box apartment" is placeholder language. Alternatives to test: closet-sized studio, bunk bed in a living room, mattress on the floor of a coding space, shoebox with a "1BR" sign on the door. Goal is a single visually-compressed image, not a long beat.

EXT. WATERFRONT – DAY

The Founder walks past yachts. A YACHT OWNER on deck waves cheerfully. The Founder doesn't wave back.

FOUNDER

(to camera)

So where's your share?

FOUNDER

(to camera)

Where's the house you dreamed of? The financial freedom? The life you actually wanted?

FOUNDER

(to camera)

You used the products. You told your friends. You knew.

TIGHT CLOSE-UP. His face fills the frame. Holds for a beat.

FOUNDER

(to camera, low and direct)

What did you get for knowing?

FOUNDER

(to camera)

Anthropic voided every secondary trade. OpenAI did the same. Trillion dollars of demand – answer was no. All void.

OVER THIS LINE: Real headlines roll across the screen / composite as chyrons over the frame: "Anthropic Voids Secondary Trades." "OpenAI Cancels Tender Offer." "Stripe Tender Oversubscribed 10x." Stack them. Make it feel undeniable.

NEEDS LEGAL / IP REVIEW: Use REAL chyrons from Bloomberg, TechCrunch, The Information, WSJ. Confirm fair-use / licensing before locking. Fake headlines will feel cheap.

FOUNDER

(to camera)

So who got rich? The people already inside.

PAN / CUT: A yacht moored at the waterfront. People in their 40s in linen and sunglasses, drinks in hand, music going. Laughing at something we can't hear. The Founder is not on the yacht.

ALT / TBD: Yacht party is the current pick for "people already inside."
Alternatives if it doesn't land: private members' club exterior, Sand Hill Road sign, black SUV with driver waiting, closed velvet rope. Can also leave blank and come back to it – flagged for later assessment.

FOUNDER

(to camera)

Not you. Not the people using it, sharing it,
talking about it.

FOUNDER

(to camera)

Real estate has public funds. Stocks have
Robinhood. Crypto has Coinbase.

NEEDS IDEATION: Robinhood / Coinbase visual treatment – left blank. Earlier concept: billboards, bus-stop ads, branded merch on a passerby. Holding for now.

FOUNDER

(to camera)

What does this one have?

Beat.

FOUNDER

(to camera)

SOAR.

FOUNDER

(to camera)

SOAR makes private companies trade like public
ones. Before the IPO. Before the headlines. Before
everyone else catches up.

FAST PRODUCT POV MONTAGE – FISHEYE LENS:

- A thumb taps through the SOAR app at speed.
- Someone opens a private-company profile and scans the chart.
- Quick hits of the LONG button.
- The SHORT button.
- A trade confirmation flow.

FOUNDER

(to camera)

Long the founders you believe in.

ON SCREEN: SOAR UI. Tap LONG. Position opens. Hold on green.

FOUNDER

(to camera)

Short the ones running on fumes.

ON SCREEN: SOAR UI. Tap SHORT. Position opens. Hold on red.

CREATIVE NOTE / CALLBACK: Worth considering a one-frame flash back to the Waymo crash here – or whichever "something happens to him" beat we land on for the

opening. The opening gag is the proof; this line is the thesis. Stitching them together makes the whole video feel composed instead of episodic. Could be as subtle as a single frame insert, or as bold as a quick rewind cut. Test in edit.

FOUNDER

(to camera)

You saw it coming last time. Did you do anything about it?

FOUNDER

(to camera)

What about this time?

MONTAGE - EVERYDAY STARTUP BUILDERS:

- Software founders coding late inside a startup office.
- Hardware startup people testing prototypes in a warehouse.
- Builders in garages, spare bedrooms, small offices, coffee shops.

FOUNDER

(to camera)

It's sitting in a garage down the street. A spare bedroom in your house. A small office in any city.

As he says this, he walks past an actual open garage with two FOUNDERS working on a prototype inside. He nods at them. They nod back.

FOUNDER

(to camera)

You already know which ones will win. You always have.

FOUNDER

(to camera)

So... are you in?

Text on screen:

trysoar.com

FADE TO BLACK.

END.

PRODUCTION & STRUCTURAL NOTES

1. Cold Open Placement

Waymo beat currently sits AFTER the first "Are you in?" line, to preserve the original opening hook. Alternative structure: lead with the Waymo crash as a silent cold open, smash cut to the Founder in the Uber starting the monologue. Worth A/B testing both edits before locking – current placement keeps the monologue intact; alternative front-loads product visibility even harder.

2. Opening "Something Happens TO the Founder" – Alternatives Bank

Waymo crash is the current placeholder for the opening beat. The "something happens to him → he shorts it" mechanic only fires ONCE in the video, at the opening – we don't want to repeat the gag and dilute it. Alternatives to consider (pick one for the final edit based on VFX budget, shoot logistics, and what tests hardest):

- **Waymo crash** (current placeholder) – AI-driven car clips the Uber door, crashes across the street. Shorts Waymo (or Zoox / Cruise / whichever private self-driving co. fits the visual).
- **Scooter pile trip** – he trips over a tangled pile of dead Lime/Bird scooters on the sidewalk, recovers, shorts the scooter co.
- **Delivery robot** rolls over his foot or blocks the sidewalk as he walks.
- **Cybertruck panel** falls off a parked one as he walks past.
- **Drone** falls out of the sky and lands at his feet.
- **Co-working door** – struggling co-working space door swings open and clips him.
- **Robot waiter** drops a tray at an outdoor café he passes.
- **E-bike battery** sparks / dies as someone tries to start it next to him.
- **DTC "Coming Soon" sign** – faded and torn; he tears the last corner off as he walks.
- **AI billboard glitch** – overhead AI-generated ad shows six fingers / a typo.
- **Self-checkout kiosk** freezes / errors in the background as he passes.

Principle: the thing fails in his presence, he reacts by shorting it, we move on. Effect should feel funny and effortless – not bitter, not over-explained.

3. Long-Side Coverage

Script currently leans short-heavy. Long beats so far: model rocket / SpaceX, and the garage builders moment (which could explicitly include a LONG tap). Worth adding one more: a line wrapping around the block for a product launch → longs it. Confirm long/short ratio feels right in the edit.

4. Rolling Headlines

Real chyrons from Bloomberg / TechCrunch / The Information / WSJ pulled during the "Anthropic voided every secondary trade" beat. Fake headlines will feel cheap. Confirm legal / IP usage before locking. May also be applicable behind the "you saw it coming last time" section for additional density.

5. Music

Emotional arc: resentment → indictment → inevitability → invitation. Likely needs more than one bed or one track with clear movements. Worth trying a drill / trap-adjacent bed with menace under the villain beats, dropping out for the product montage. A/B test against a more conventional cinematic build before locking.

6. Outstanding Placeholders & TBDs

- "Cardboard-box apartment" – placeholder language; alternatives listed inline.
- "People with access already inside" – currently yacht-party pan; can revisit if it doesn't land.
- "Robinhood. Coinbase." visual treatment – left blank intentionally; billboards / bus-stop ads / branded merch on passersby are the earlier-floated options.

7. Dialogue Compression from v1

Cuts made: the gold rush metaphor ("every gold rush ends the same..."), two redundant lines from the "who got rich" stretch, and tightening around the "you saw it coming" callback. Middle section is roughly 25-30% tighter, directly addressing the talking-head feedback.

8. Production Lift vs. v1

This revision adds: VFX (Waymo crash and any additional "happens to him" beats), more locations, more extras / passersby, headline composites, additional product UI capture, and tighter editorial work. Worth flagging to the producer that the shoot day plan changes meaningfully – particularly around stunt / VFX coordination for the Waymo beat and any vehicular / robotic gags.