

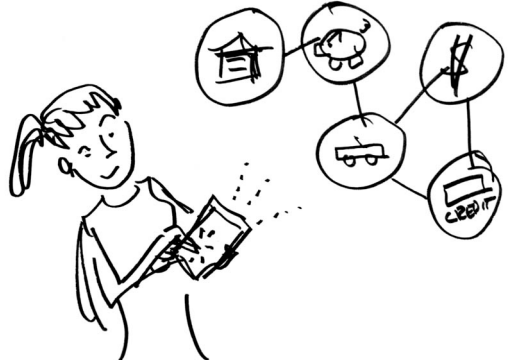




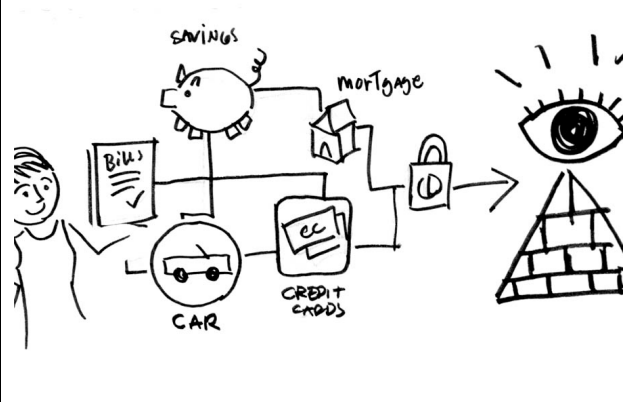
Concept Overview

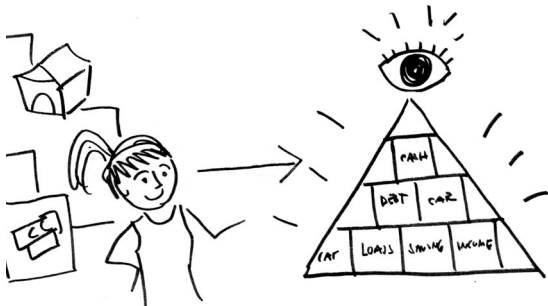




Summary: The movie describes the point of view of Sheila, currently a member of the Money Strands Community. We see her walking along a path as images behind her help tell her story. The images scroll across the screen from left to right to give the appearance that she is moving forward. From time to time images may fall from above into her hands.

The story is told from a first person narrative. She is smart, confident, and a bit sassy.

#	Scene Description	Voice Over	Notes
1		Hi, I'm Sheila, and I'm a Money Magnet!	
	Long Shot: Sheila walks across screen with her iPhone and a whirlwind of money.		
2		That's Right, I love making money and managing my finances.	
	Close up on Sheila and her iPhone with money swirling into it. (It still appears as if she is moving forward. Background will scroll from left to right throughout the movie.)		
3		I'm even doing it right now.	
	She presses a button and linked accounts and profile info appear in connected spheres.		

4		<p>Of course it wasn't always this way. Managing my finances was a drag.</p> <p>So many accounts, bills, and important decisions to be made.</p>	
	<p>The background continues to scroll from left to right as the spheres transform into separate elements with wings. She carries a net and tries unsuccessfully to capture them.</p>		
5		<p>Who has the time?</p>	
	<p>Different accounts become clocks with wings.</p>		
6		<p>But with MoneyStrands, all of my accounts and personal profile are securely viewed in one place.</p>	

			
	<p>Various icons representing financial accounts are linked together like a blueprint pass through a lock and build the pyramid with the “all seeing eye” on top.</p>		
7		<p>I can set and track financial goals and see how I stack up against others my age.</p>	
	<p>A graph comparing her to other marked with targets scrolls by her and she “fine tunes” the data using her iPhone.</p>		
8		<p>MoneyStrands even recommends products and services targeted to meet my needs...</p>	
	<p>A gift box lands in her hands.</p>		
9		<p>...but I can always let them know what really works for me. This helps them give me better choices in the future.</p>	