

Courselaunch Brand Film

PREPARED BY: Corey Crumpacker
 PRODUCTION COMPANY: Vy Nguyen Films
 PREPARED FOR: Courselaunch LLC
 DATE: 9/20/21
 TOTAL RUN TIME: 0:00
 VERSION: V1
 NOTES:

	VIDEO	AUDIO	IMAGE
1. 00:00	<p>Int. Courselaunch HQ</p> <p>Open on back of a head work-ing at computer in Courselaunch HQ. Creep in, guy swivels in chair to re-veal our Speaker.</p>	<p>Welcome to Courselaunch. We help you turn your education content into online learning channels.</p>	
2. 00:00	<p>Stand up from chair and walk towards camera. Speaker lands in MCU and swipes through all the different elements (VFX)</p>	<p>Being in the industry since the birth of the browser, we intimately know all the mov-ing parts: learning management systems, software development, subject matter experts, instructional designers, media production, content development, data warehousing, you name it...we get it.</p>	
3. 00:00	<p>Horizontal tracking shot - Walk in between two rows of employees while holding up iPad and swiping through lo-gos of clients. At end of row our last Employee gives our Speaker a high five over hos head without taking his eyes off the screen.</p> <p>Animated timeline zooming through the years from the early 1990s to the 2020s</p> <p>Zoom out from Map of Tallahassee --> Map of US --> Map of World with pinpoint locations where do business/client locations</p>	<p>Which explains why, over the years, they trusted us and they trusted us and they trusted us and all these guys trusted us and maybe why you can too. We're not cocky, we've just been doing this a long time and the things we make make their mark across the country...and a few others, too.</p>	

<p>4. 00:00</p>	<p>Int. Projector Room</p> <p>Speaker sits down next to vintage slide projector and places a transparent onto the glass.</p>	<p>Now, if there's one thing we're known for it's not be-ing known for just one thing. We've built online learning channels in about as many ind-ustries as you can think of.</p>	
<p>5. 00:00</p>	<p>Old slideshow projector effect clicking through stock images of the different types of users:</p> <p>National Security - Port Worker</p> <p>Arts Education - Kids playing guitar and making films</p> <p>HIPPA Compliance - Medical Professionals</p> <p>Sales Training - People in suits</p> <p>Financial Pros - Accountants</p> <p>Etc...</p>	<p>We've built channels in national security and arts education and HIPPA compliance and sales training and financial continuing education and fragrance training (?) and channels for the Navy and to be honest we don't have time to list all the other channels.</p>	
<p>6. 00:00</p>	<p>Int. Projector Room</p> <p>Back to Speaker in projector room. Stands up and exits frame.</p>	<p>The point is, we're kind of experts in building channels in pretty much all the ways there are to do it.</p>	

<p>7. 00:00</p>	<p>Masterclass Backdrop #1</p> <p>Speaker enters frame, lands in Medium Shot. Maritime Masterclass Backdrop - as if giving presentation in online course.</p> <p>Zoom out from full screen to reveal video player embedded in an online course inter-face.</p>	<p>That means if you wanna pack-age your existing content into an online learning chan-nel, we can do that.</p>	
<p>8. 00:00</p>	<p>Masterclass Backdrop #2</p> <p>Corporate Masterclass Backdrop - as if giving pres-entation in online course.</p> <p>Video player embedded into a corporate compliance online course.</p>	<p>If you know a lot about a certain thing and want to turn that knowledge into an online learning channel, we can do that.</p>	
<p>9. 00:00</p>	<p>Masterclass Backdrop #3</p> <p>Arts Education Masterclass Backdrop - as if giving pres-entation in online course.</p> <p>Video player embedded into a music online course.</p>	<p>If you know you need to build an online learning channel but have no idea where to start, we can definitely help with that.</p>	
<p>10. 00:00</p>	<p>Masterclass Backdrop #1-3</p> <p>Intercut between all 3 backdrops/looks.</p>	<p>Now it's one thing to build a channel and another thing en-tirely to build a successful channel. Cause while we have fun with what we do we don't just do this for fun: we're not successful unless you're successful.</p> <p>And recently we've been pretty busy...</p>	

<p>11. 00:00</p>	<p>Ext. Port Walk and talk lead - Speaker enters frame, puts on safety vest and hard hat - exits frame.</p>	<p>We launched the U.S Navy's training channel and deployed it to fusion centers across the country and to the intel-ligence community across the world.</p>	
<p>12. 00:00</p>	<p>Ext. Port Wide shot of hustle and bus-tle - Walk into frame and land in Wide with workers go-ing about their business.</p>	<p>And that was only one small piece of how we support our nation's security. Courselaunch is the online training backbone for dozens of our nation's largest ports.</p>	
<p>13. 00:00</p>	<p>Ext. Port Hold up phone next to face (towards camera) to show off mobile platform. Cut to black Maritime Security Product - LMS sample, Course sample, superimpose onto screen plate</p>	<p>We've built a training infrastructure enabled what was once exclusively in-person to be completely digital, freeing up our port's leadership to focus on thwarting the dozens of terror threats they re-ceive every day.</p>	
<p>14. 00:00</p>	<p>Ext. Conference Room Slide left to right across corporate employees - land on Speaker after 3 people. Wide pull out - reveal "Last Supper" composition of corpo-rate employees at long table working as Speaker addresses camera.</p>	<p>The Florida Institute of CPA's, one of the nation's largest professional finan-cial associations, leaned into the power of online learning at the beginning of Covid and was able to convert their entire conference busi-ness into a digital product. Now, as the world reopens, they have a whole new way of serving their members.</p>	

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<p>15. 00:00</p>	<p>Ext. Arts Classroom</p> <p>Black frame - Student pulls off lens cap to reveal Arts Classroom of students playing guitar and staging a film scene. Speaker is frame right in Medium Wide.</p> <p>US Map highlighting all states where courses are de-ployed</p> <p>Video collage of hundreds of Student Guitar Performance submissions from the last decade (<i>so small no one can any one student's face</i>)</p>	<p>And since we're creatives at heart, our team helped launch accredited K-12 music and filmmaking education to the country's largest state and regional virtual schools.</p> <p>Over the last decade, that channel has taught tens of thousands of students how to play guitar.</p>	
<p>16. 00:00</p>	<p>Courselaunch HQ</p> <p>Walk and talk lead - Speaker walking through row of employees working at computers - Exits frame</p>	<p>And we're doing it all work-ing with people we like <i>for</i> people we like. A like-minded team from around the world who loves solving problems that scare other people away.</p>	
<p>17. 00:00</p>	<p>Enters frame by sitting back down in chair in front of computer from beginning</p> <p>Skype screen recording of Courselaunch team smiling and happy</p> <p>spins back around in chair, starts typing - leave Speaker where we found him)</p>	<p>On that note, I gotta get back to work.</p> <p>So shoot us a call and let's build something.</p> <p>We're Courselaunch. Talk to you soon.</p>	