

PANEL 1: Intro



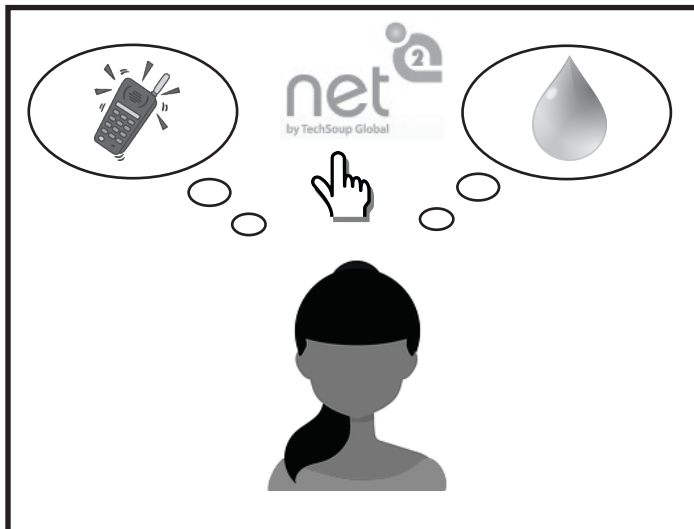
## DIALOGUE:

Have a great idea for using technology for social change? Let NetSquared help you get it out in the world!

## ACTIONS / FX / NOTES:

Introduce N2 identity. The squared element of identity changes to lightbulb idea symbol.

PANEL 2: Blane



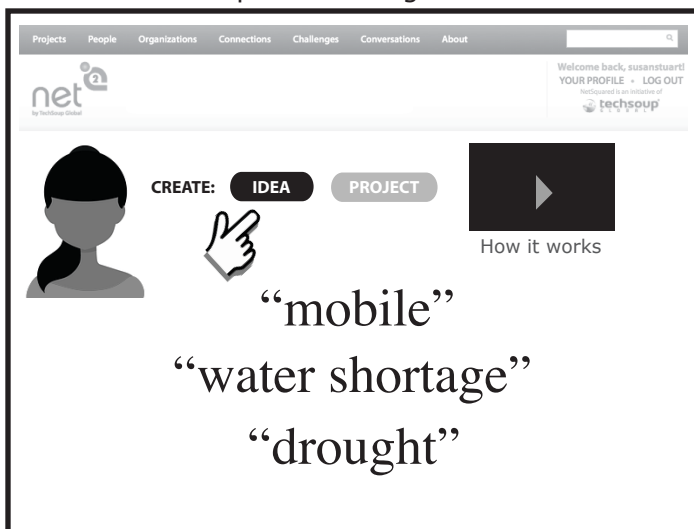
## DIALOGUE:

This is Jane. Jane has an amazing idea for using cell phones to help people affected by droughts to get the water they need. She has the idea, but needs some help. So, she uses NetSquared to get the word out.

## ACTIONS / FX / NOTES:

Phone, water drop appear first. Animate drawing of thought bubbles. Pointer/ N2 identity appear last.

PANEL 3: Blane posts and tags idea



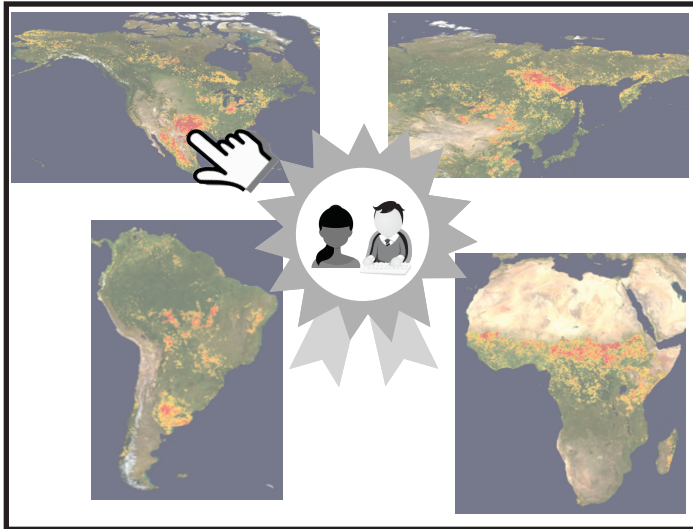
## DIALOGUE:

Jane posts her idea on NetSquared with the topic tags “mobile”, “water shortage”, and “drought”.

## ACTIONS / FX / NOTES:

Use actual (TBD) UI for new Create Idea/ Project CTA on Home page. Animation of pointer/ click optional. Show topic tags last, one by one.

PANEL 13: Global impact of project



## DIALOGUE:

Now the project is in full swing and making a real impact in drought-hit areas. Jane and Blaine continue to keep their followers up-to-date of all the exciting advances via their Project page.

## ACTIONS / FX / NOTES:

Pointer points to one drought-stricken area of the world at a time.

PANEL 14: Get started



## DIALOGUE:

Ready to make an impact? Create an idea or project now!

## ACTIONS / FX / NOTES:

Pointer points to Create Idea/ Project UI positioned next to demo.

## PANEL 10: Jane and Blaine win Challenge



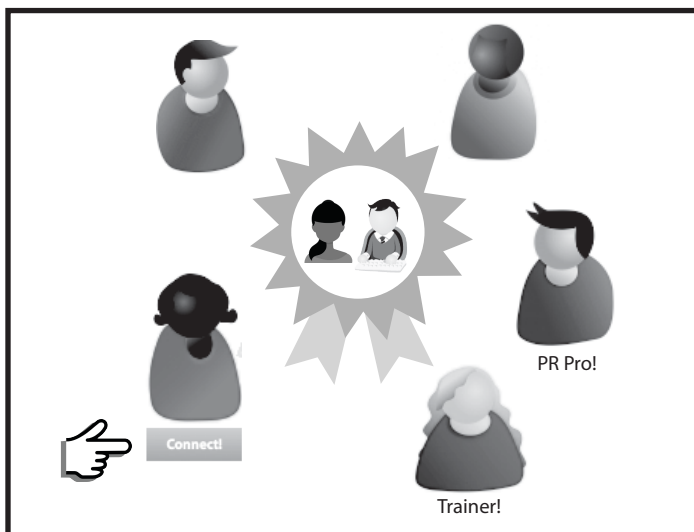
## DIALOGUE:

... and win!

## ACTIONS / FX / NOTES:

FX: winner sound (bell, "boing", etc)

## PANEL 11: Making connections



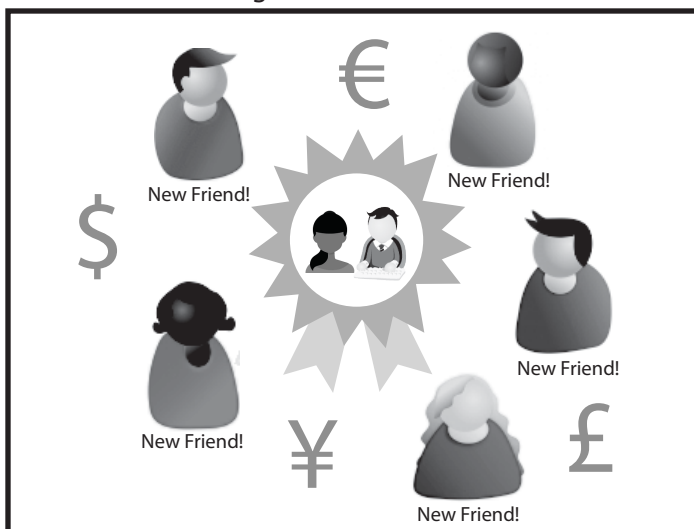
## DIALOGUE:

Through the connections they made on the site, Jane and Blaine found someone to help with marketing and training, and a tech team to make the program work.

## ACTIONS / FX / NOTES:

Challenge fades and ribbon with Jane/ Blaine shrinks to center. Mouseover and click connections one by one. Onclick label changes to team title.

## PANEL 12: Getting funds



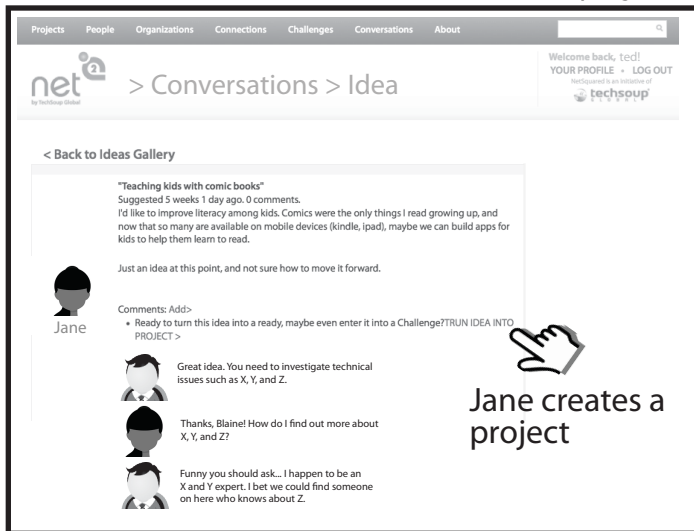
## DIALOGUE:

And through the Challenge, they received much-needed funding to really get the project off the ground.

## ACTIONS / FX / NOTES:

Currency symbols appear one by one, starting with US dollar sign.

## PANEL 7: Jane and Blaine turn idea into a project



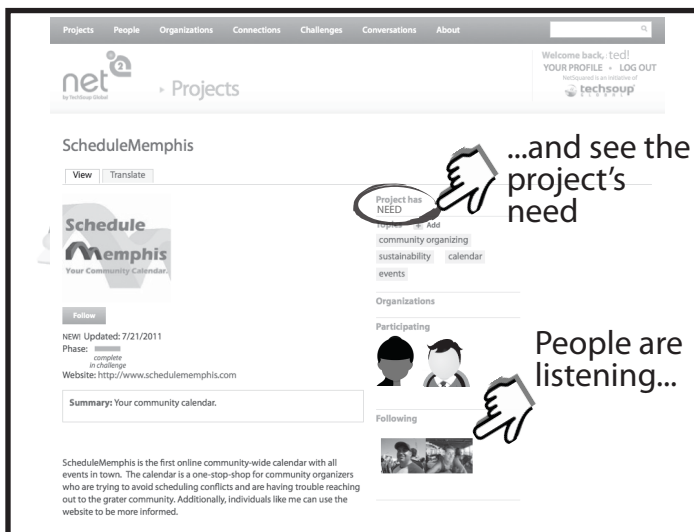
## DIALOGUE:

... and getting the word out. They create a project on NetSquared for even more visibility.

## ACTIONS / FX / NOTES:

Jane creates a project point/ click appears last.  
FX: highlight TURN IDEA INTO PROJECT, click sound.

## PANEL 8: Project page



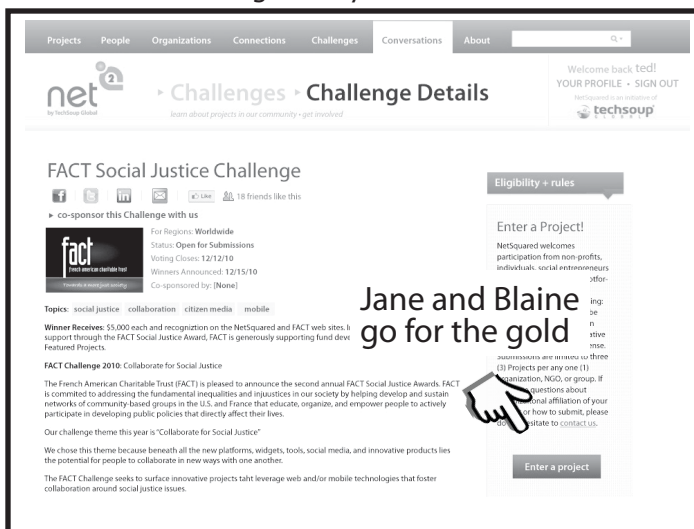
## DIALOGUE:

Jane and Blaine get more feedback and ideas from friends and strangers. They make connections. They get resources they need.

## ACTIONS / FX / NOTES:

"People are listening" first, then "And see the project's need". Need popup with FX click sound optional.

## PANEL 9: Challenge entry



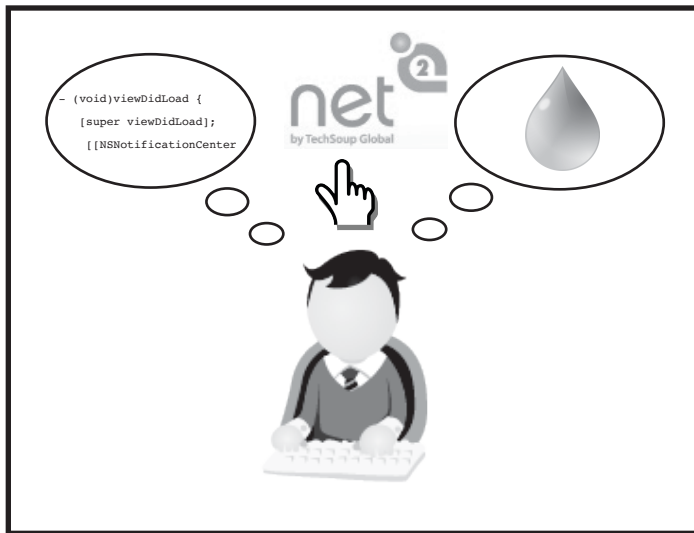
## DIALOGUE:

Jane and Blaine enter their project into an innovation Challenge... and win!

## ACTIONS / FX / NOTES:

FX: highlight Enter a project button and click sound.

## PANEL 4: Blaine



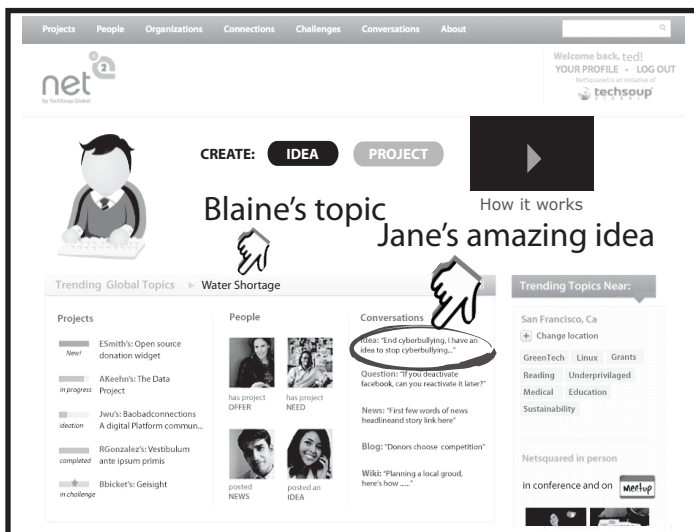
## DIALOGUE:

This is Blaine. Blaine is a mobile developer with a keen interest in “water shortage” – a phrase he has saved to his topics in his NetSquared profile.

## ACTIONS / FX / NOTES:

Code, water drop appear first. Animate drawing of thought bubbles. Pointer/ N2 identity appear last.

## PANEL 5: Blaine finds Jane’s idea



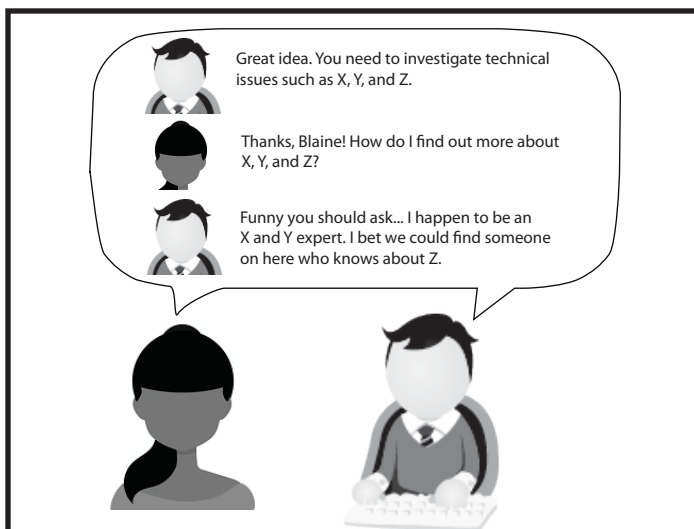
## DIALOGUE:

Because Blaine’s topics appear right on his NetSquared Home page, Blaine easily discovers Jane’s idea there. He gives Jane feedback.

## ACTIONS / FX / NOTES:

Use actual (TBD) UI for new Home page. Show “Jane’s topic” then “Blaine’s amazing idea” with circle. Optional animation of pointer/ click optional with FX of click sound.

## PANEL 6: Jane and Blaine communicate



## DIALOGUE:

Jane and Blaine trade ideas through comments and direct messages. They become so inspired they decide it’s time to start building and designing...

## ACTIONS / FX / NOTES:

Show dialog strips one at a time starting from top. FX (optional): typing.