

# Pitch: Promo Video Storyboard

## Drop — Promo Video Storyboard

### For Sparebanken Partnership Pitch

**Duration:** 90 seconds **Tone:** Warm, modern, trustworthy **Music:** Upbeat ambient electronic, builds gradually **Format:** 1080p, 16:9 (LinkedIn/email) + 9:16 version (mobile)

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## Scene 1: The Problem (0:00 - 0:20)

**Visual:** Split screen — left: young man in Oslo apartment looking at phone, right: his mother in Sarajevo checking her old phone.

### Voiceover (EN):

“Every month, people in Norway send money home. They pay too much. Wait too long. And use apps that weren't built for them.”

**Text overlay:** "5.7 billion NOK sent abroad from Norway every year"

**Cut to:** Quick montage — Western Union storefront, confusing bank app, cash in envelope.

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## Scene 2: Introducing Drop (0:20 - 0:35)

**Visual:** Phone screen showing Drop landing page. Clean, green interface. Finger taps "Open App".

### Voiceover:

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"Meet Drop. One app. Two superpowers. Enklere betalinger. Lavere gebyrer."

**Text overlay:** Drop logo animates in. Tagline: "Enklere betalinger. Lavere gebyrer."

**Visual:** App transition to dashboard — linked bank balance visible, two big buttons: "Send penger" and "Skann QR".

## Scene 3: Remittance Flow (0:35 - 0:55)

**Visual:** Screen recording of the app (or animated mockup):

1. Tap "Send penger"
2. Select recipient: "Mama Jasmina" with Serbian flag
3. Enter amount: 2,000 NOK → shows "23,400 RSD" with fee "10 NOK (0.5%)"
4. Confirm. Green checkmark animation.

**Voiceover:**

“Sending money home takes 30 seconds. Your mom doesn't need an app — money goes straight to her bank account. Fee? Half a percent. Not five. Not ten. Half.”

**Text overlay comparison:**

Western Union: 5-10%

Wise: 0.7-1.5%

Drop: 0.5%

**Cut to:** Mother in Sarajevo smiles, picks up phone with SMS notification.

## Scene 4: QR Payments (0:55 - 1:10)

**Visual:** Young man walks into a kebab shop in Gronland, Oslo. QR sticker on the counter.

**Voiceover:**

"Back in Oslo, pay at your favorite local shop. No card. No cash. Just scan."

**Visual:** Phone camera opens, scans QR code. Shows: "Ahmet's Kebab — enter amount". Types 129. Tap "Betal". Instant confirmation. Merchant's phone buzzes.

**Text overlay:** "Merchant fee: 1% — half of what Vipps charges"

**Voiceover:**

“The merchant saves on every transaction. You pay in a second. Everyone wins.”

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## Scene 5: The Partnership Opportunity (1:10 - 1:25)

**Visual:** Clean white background. Animated infographic builds:

- 5.7 billion NOK remittance market
- 30,000+ local businesses paying high fees
- Millions of transactions waiting for a better solution

**Voiceover:**

“Billions in transactions. Thousands of businesses paying too much. An entire market — underserved by traditional solutions. Drop is the bridge. And we're looking for the right banking partner to build it with.”

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## Scene 6: Call to Action (1:25 - 1:30)

**Visual:** Drop logo, centered. Below: "Drop x [Sparebanken logo]"

**Text overlay:**

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"Let's talk." alem@alai.no

**Voiceover:**

“Drop. Enklere betalinger. Lavere gebyrer.”

**Music fades out.**

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## Production Notes

### Option A: AI-Generated Video (Budget: ~\$50-100)

- **HeyGen** or **Synthesia** — AI avatar reads the voiceover
- **Screen recordings** from the actual Drop app (localhost:3001)
- **Canva** or **CapCut** for animations and text overlays
- Timeline: 1-2 days

### Option B: Screen Recording + Voiceover (Budget: \$0)

- Record Drop app walkthrough on phone/browser
- Record voiceover (Alem or ElevenLabs AI voice)
- Edit in CapCut/iMovie
- Timeline: Same day

### Option C: Professional (Budget: 5,000-15,000 NOK)

- Hire videographer for 1 day in Oslo
- Real locations: apartment, Gronland kebab shops
- Professional edit + color grade
- Timeline: 1-2 weeks

# Recommended: Option A + real app footage

Best balance of quality and speed. The app is live — record real screens. Add AI-generated scenes around it.

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## Voiceover Script (clean, for recording)

"Every month, people in Norway send money home. They pay too much. Wait too long. And use apps that weren't built for them.

Meet Drop. One app. Two superpowers. Enklere betalinger. Lavere gebyrer.

Sending money home takes thirty seconds. Your mom doesn't need an app — money goes straight to her bank account. Fee? Half a percent. Not five. Not ten. Half.

Back in Oslo, pay at your favorite local shop. No card. No cash. Just scan. The merchant saves on every transaction. You pay in a second. Everyone wins.

Billions in transactions. Thousands of businesses paying too much. An entire market — underserved by traditional solutions. Drop is the bridge. And we're looking for the right banking partner to build it with.

Drop. Enklere betalinger. Lavere gebyrer."

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