

INT. COFFEE SHOP - DAY

NATHANIEL THE EXCITABLE WEB HIPSTER, who looks just like Sam Siskind, obliviously marches up to SOMEONE reading.

NATHANIEL

Hey, have you heard of Kickstarter?

The person looks at Nathaniel, and tries to follow his eye line, not sure if he's talking to him.

Nathaniel blandly barks his pitch at the person.

NATHANIEL (CONT'D)

Basically, like, now, you can go on the internet and ask for money.

PERSON

I'm sorry, who are you?

NATHANIEL

Let me back up. It's more than just asking for money. You're like, (does "robot arms") hey I've got this doc, or this book, or this song, or this photograph, that I thought of, but I need money.

The two stand in silence for a moment.

PERSON

Why would you need money to shoot a photograph?

NATHANIEL

Travel. Other expenses. Making art costs money man.

CRUNCHY (O.S.)

So people will just give you money?

Reveal a crunchy looking chick on the other side of the cafe.

NATHANIEL

Yeah. Like, before, you could only get your parents to give you money, but now, the whole internet will.

CRUNCHY

NICE. That's so validating.

NATHANIEL

Yeah. Really can't make art nowadays without a Kickstarter page.

The person goes back to their book.

PERSON

You're an idiot.

Nathaniel extends his hand.

NATHANIEL

Nah man. I'm Nathaniel. The excitable web hipster.

A Looney Tunes-esque toon plays on a title card that reads, "NATHANIEL THE EXCITABLE WEB HIPSTER in KICKFARTER."

He pops up into a small, cartoony oval in the bottom right corner and addresses the camera.

NATHANIEL (CONT'D)

(bland)

I like things.

INTERVIEWS AGAINST WHITE, NEW AGE SPACE.

The animation turns into a sort of case study documentary featurette, about Nathaniel and Crunchy and their crowdfunding campaign.

Visual aids are interjected throughout the interview, especially slick little screen grabs of how Kickstarter works.

TITLE CARD: WHAT IS CROWDFUNDING?

NATHANIEL (CONT'D)

Crowdfunding has made my life possible.

CRUNCHY

When Nathaniel and I met, he had an idea for an amazing documentary - an all-talking heads doc, that interviews random people and tells the collective story of humanity. He'd call it, "OUR DOCUMENTARY." But right away, we started to think of budgetary constraints.

NATHANIEL

Now you might think, what constraints? Can't you just drive around with a camera? Well, there's air fare, we have to pay our crew...

CRUNCHY

And you might think, what crew, isn't it just the two of you? Well, you have to pay yourself a salary.

NATHANIEL

And not just one salary. For instance,  
(counts on fingers)  
I'm the writer, director, producer, and assistant to Mr. Web Hipster.

CRUNCHY

And I'm the AD, second AD, co-producer, line producer, DP, and double DP.

NATHANIEL

See, on a union documentary, each one of the positions would have a salary, so, yeah. We should too. So we ask for money.

CRUNCHY

And above all, a movie's not real unless it's validated by an excessive budget. THAT'S crowdfunding.

TITLE CARD: HOW DOES KICKSTARTER WORK?

CRUNCHY (CONT'D)

You start with a goal. Ours was a conservative thirty thousand dollars.

NATHANIEL

If you don't make the goal within 30 days, all the donators get their money back.

CRUNCHY

So you incentivize - for instance, if you donate a hundred dollars to Our Documentary, we'll make you watch it when it's done.

NATHANIEL

And if you don't donate, we'll make you watch it twice.

CRUNCHY

Also, Nathaniel gets really excited about free web things, and there's this new thing called Google Kick -

Definitely some visual aids on this one.

NATHANIEL

Which you can sync to your phone, and it allows you to charge your own credit card, which goes straight to your Kickstarter. And you can take pictures of people, then click and drag the pictures onto your Kickstarter page, and it automatically makes them donate, and then, they can use the playback feature, and collaborate, and invite me back to my own kickstarter page, and play Angry Birds, and it's all in like, one sleek interface, and it's free, but you pay. This morning I became a Google Kick partner.

TITLE CARD: How did you Kickstart your Kickstarter, you lil' Kickstarter you?

CRUNCHY

Nathaniel doesn't do anything if he can't do it right, and expensively.

NATHANIEL

So I figured, we should set up a pre-production Kickstarter, to raise money to hire a guy who can tell us how to create a successful Kickstarter campaign.

TANNER STANWICK is now interviewed - he looks like his name. Like a prep kid all grewed up. He's played his share of lacrosse.

TANNER

My name is Tanner Stanwick, I'm an independent filmmaker, and I'm a Kickstarter advisor.

(MORE)

TANNER (CONT'D)

Most people think a few tweets and a few facebooks will get them to their goal, but you have to sit at the computer, 8 hours a day, to raise that money.

CREW PERSON (O.S.)

So, kinda like, a job?

TANNER

Yeah, it's basically gonna be their job.

CREW PERSON (O.S.)

So, why not just GET a real job? Then you'll have money to live on, you won't have to pay yourself or whatever, and you can take vacation time to make the movie?

Tanner sits in silence.

TANNER

Nah.

CRUNCHY

Tanner had some really helpful do's and don'ts.

Little graphical numbers pop up with each item he lists.

TANNER

Make a pitch video. Show them why you're worth spending money on.

NATHANIEL

You're watching it.

TANNER

Find loud, excitable internet addicts who retweet everything.

NATHANIEL

You're watching him.

TANNER

Don't make a Kickstarter for every project. Use it sparingly, or you'll overwhelm your contacts.

NATHANIEL

Crap.

TANNER

Finally, charge for your services  
as a Kickstarter expert, with a  
contract that guarantees nothing.

TITLE CARD: WHAT'S THE FUTURE OF "OUR DOCUMENTARY?"

Crunchy now has a "Line Producer" hat on. It could be a dunce  
cap.

CRUNCHY

Well, we still have five days  
before our deadline, but we're  
within \$25,000 of our goal.

CREW PERSON (O.S.)

Within? Meaning, you have to raise -

CRUNCHY

(optimistic)

We have to raise \$25,000, mmmm!

CREW PERSON (O.S.)

Who donated five grand?

CRUNCHY

That was me and Nathaniel paying  
ourselves a salary. You have to  
respect yourself.

NATHANIEL

If we don't reach our goal? Well,  
we're definitely willing to  
compromise a little. If need be, we  
could make a flipbook version of  
the doc. Our bookkeeper tells us  
that should only cost about 20  
grand.

Crunchy has a "BOOKKEEPER" hat on.

CRUNCHY

That's right.

INT. HOME OFFICE - DAY

An old lady sits at her desk and opens an e-mail.

The e-mail reads:

Hey grandma,

I need 25K. Can you get this one?

Nice,

Nathaniel

Grandma smiles, goes to the Kickstarter page, and begins entering 25 grand.

BACK TO INTERVIEWS

Nathaniel's phone buzzes up. He takes it out of his pocket and looks at the display.

KICKSTARTER GOAL REACHED

NATHANIEL

Nice. Google Kick downpopped my up-to-date RSS with PatchMe straight to my phone. We reached our goal.

Nathaniel looks up at the camera.

NATHANIEL (CONT'D)

I knew the internet would wanna give me money.

END OF SCRIPT.