

EXT. FOOTBALL FIELD -- TUESDAY EVENING

JIM is ready for a game of football, donned in football clothes, cleats, etc.

NARRATOR (V.O.)
Meet Jim.

Jim wants to play, but he's ALONE.

NARRATOR (V.O.)
Tonight is Tuesday.

Jim is in the middle of a TEXT when a PHONE CALL comes through.

JIM
Hey, man. No, it's tonight.

NARRATOR (V.O.)
Tuesday is game night.

JIM
Wait, Brian's calling on the other line.
(switches call)
Bri? Where are you?

NARRATOR (V.O.)
Texts, calls, emails... every Tuesday night Jim tries to organize games. Wires get crossed. Not enough people show, or the wrong people show.

Jim's friend SCOTTY arrives, in hockey gear.

SCOTTY
Where's the ice rink, dude?

(*Note, doesn't have to be hockey, can be basketball or baseball... another game to illustrate the mix-up).

JIM
Ice hockey is Thursdays, Scotty.

SCOTTY
(seductive)
Well, hello there...

The object of Scotty's attention is behind Jim. Jim looks turns around, and sees -

- THREE GIRLS IN BIKINIS...

The girls are angry. One of the girl's t-shirts reads in homemade letters: "You're name is 'Mud'"

SCOTTY (CONT'D)
Why didn't you tell me about mud
wrestling night, Jim?

CLOSE ON: SPORTBOX APP SCREEN

NARRATOR (V.O.)
Meet Sport Box.

WE SEE different screens of Sport Box as the user goes through the flow of the app.

NARRATOR (V.O.)
Jim downloads Sport Box and creates
"Lads Football."

SCREENSHOT: TIME/RECURRENCE FOR "LADS FOOTBALL" IS SET.

NARRATOR (V.O.)
Jim sets the time for 8:00 PM,
Tuesday.

CLOSE ON: "RECURRING EVENT" SCREEN

NARRATOR (V.O.)
Every Tuesday.

SCREENSHOT: PLAYER RANGE MIN/MAX SET UP.

NARRATOR (V.O.)
Jim sets requirements for the game,
including the minimum and maximum
number of players need to play.

SCREENSHOT: CONTACT LIST

NARRATOR (V.O.)
Jim scrolls through his contacts,
chooses the invites.

SCREENSHOT: PUSH NOTIFICATIONS

NARRATOR (V.O.)
After inputting the details of the
game and inviting his friends, Jim
sets up push notifications.
(MORE)

NARRATOR (V.O.) (CONT'D)
This will remind his friends about the game. This feature also lets him know in advance who won't be able to show. If the minimum number of players won't show...

SCREENSHOT: CANCELATION FEATURE

NARRATOR (V.O.)
... the cancelation feature is utilized. His friends will be updated in advance if the game is cancelled, saving them a trip.

SCREENSHOT: ADMIN FEATURE

NARRATOR (V.O.)
With the Sport Box admin feature, Jim can share the reigns with a friend.

SCREENSHOT: CONFIRMED EVENT "LADS FOOTBALL."

NARRATOR (V.O.)
Jim has set up the event and waits for his friends to respond.

SCREENSHOT: FRIEND'S PHONE WITH SMS PROMPT FROM JIM

NARRATOR (V.O.)
The first time Jim's friends receive the invite, they will be sent an SMS text from Jim asking to install the Sport Box app and join the event "Lads Football."

SCREENSHOT: FRIEND COMPLETES THEIR PROFILE AND INVITED TO THE EVENT.

NARRATOR (V.O.)
Jim's friends can join the event or decline. If they are the admin, they can invite their contacts or even edit the event.

SCREENSHOT: "THE WALL"

NARRATOR (V.O.)
Sport Boxers signed up for the
event can discuss game details or
talk smack on "The Wall."

EXT. FOOTBALL FIELD -- ANOTHER TUESDAY EVENING

Jim arrives. He's the first one to show up, but he isn't worried.

NARRATOR (V.O.)
With Sport Box, Jim knows what to
expect each Tuesday night.

Scotty arrives (in correct football uniform).

NARRATOR (V.O.)
And it isn't hockey.

The mud-wrestling girls show up, this time in football attire.

NARRATOR (V.O.)
Or mud-wrestling. That's Saturday.

They are joined by 9 other FOOTBALL PLAYERS.

SCREENSHOT: "LADS FOOTBALL MOVES INTO PAST SECTION"

NARRATOR (V.O.)
"Lads Football" event moves into a
past section, and another event is
automatically sent out to his
invites. The friends have a week
to reply. Next Tuesday, Jim is out
of town to watch Manchester, so
he'll miss the game. But his
friends won't!