

# SPM CREATIVE COMPANY

May 2026

## Audiovisual Script — Full Production

Project: FiberLytic | Client: Provium Tech Inc.

# AV Script

## "The Work Is Still His" — Institutional + 50 Editorial Pieces

Director / DOP: Joao Paulo Faria / Production: SPM Creative Company

Confidential 1.0

## The thesis

### WHAT WE'RE SELLING

FiberLytic is not an "AI-first SaaS." That positioning loses the buyer this product was built for: the owner of a fiber subcontractor, mid-50s, twenty-five years in the trade, conservative, family-rooted, allergic to pitches that promise to replace him.

What he buys is **amplification**. His twenty-five years of know-how, suddenly going further. The brain stays his. The judgment stays his. The trade stays his. The friction between his decision and its execution disappears.

|"You're not being replaced. You're being amplified."

### REFERENCE

Anthropic's "Keep Thinking with Claude" campaign. AI as cognitive partner, never as protagonist. Quiet cinematography, real people, real

work, real time. The product appears in use, not in demonstration.

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## **Three legs. None dominates.**

This piece is a hybrid. It works because three purposes hold each other up. Strip any one, the whole thing collapses into either pretty manifesto or another tech demo.

01

### **Positioning**

Sell time back. Dignity of the trade. Twenty-five years amplified, not replaced. Carried by the institutional film + manifesto cuts.

02

### **Demonstration**

Show the app doing real things. Each feature → one focused clip. Carried by App-in-use library (the heaviest category).

03

### **Conversion**

More clients. Investor confidence. Social proof. Carried by CTA + testimonial overlays + steady editorial cadence.

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## **Technical sheet**

PROJECT

Title	<b>"The Work Is Still His" — FiberLytic Institutional</b>
Format	1 institutional film + 50 editorial pieces
Institutional duration	~90s master
Editorial duration	15–30s each (50 pieces)
Aspect ratio	16:9 master + 9:16 social + 1:1 feed
Resolution	4K (3840×2160) capture / 4K + 1080p delivery
Frame rate	24fps cinema / 60fps slow-motion inserts
Color	LOG / RAW → cinematic grade, warm, natural
Audio	External narrator (3rd person) + ambient + minimalist score (piano / strings)
Subtitles	English hardcoded, clean sans-serif
Reference	Anthropic "Keep Thinking with Claude" / Apple "Misunderstood" / Google "Loretta"

#### CREW (3 PEOPLE)

Director / Camera (DOP)	<b>Joao Paulo Faria</b>
Creative Direction / Lights / AC	Gabriel Arevalo — SPM Creative Company
Assistant (props, drone, continuity)	Christian Kot — Provium Tech Inc.
Executive Production	SPM Creative Company USA LLC
Client	Provium Tech Inc. (FiberLytic)

#### EQUIPMENT

Main camera	Cinema camera (4K, LOG)
Lenses	Prime 35mm + 50mm + macro 100mm + zoom 24-70mm
Drone	DJI (low-altitude registration shots — Gabriel's own)
POV / B-cam	GoPro

Audio	Wireless lavalier × 1 (ambient) + on-camera shotgun
Stabilization	3-axis gimbal + tripod
Lighting	Natural (golden hour) + 1 practical LED panel (Aputure 200d or similar)

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## The guy

ARCHETYPE, NOT IDENTIFIED

**~50 years old.** ~25 years in fiber. Owner of a small American subcontractor. Hair starting to gray, light belly, hands that show the trade. Still in his prime — not winding down.

He's been building fiber since the FTTH boom. He saw the industry mature, the bids tighten, the paperwork pile up. He's the man who carried his trade on his back and never had software that respected the way he works.

*The piece never names him. Never names his company. Never names his location. He is every fiber owner in the United States.*

WHAT HE CARRIES (REAL THOUGHTS CAPTURED 2026-04-22)

"I need a crew to build twenty thousand feet in Knoxville by Friday."

"I need to fix the invoices the linemen sent."

"The last invoice came back rejected. I have to find what's wrong."

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**AV Script**  
**— Institutional**

Two-column format: VIDEO (visual description) and AUDIO (narrator, ambient, score, overlay). Timecodes are indicative — final adjustment in edit. Narrator is external, third-person, recorded in Brazil during post.

**Total length:** ~90 seconds.

TC	VIDEO
AUDIO	
00:00	<p><b>EXT. SMALL OFFICE — DAWN.</b></p> <p>Faded sign on a brick facade. Small-town American South. An older sedan parked by the door. The guy walks up, unlocks the door with a key he's carried for 20 years. The door creaks. He steps in.</p> <p><i>Camera: handheld, slow. Natural light. Wide shot pulling to follow him.</i></p> <p><i>SFX: Wind. Footsteps on concrete. Key in lock. Door creak.</i></p> <p><b>NARRATOR (low, contemplative):</b></p> <p>"He's been building fiber for twenty-five years. Back when nobody knew what fiber was."</p>
— ACT I: THE TRADE —	
00:08	<p><b>INT. OFFICE — MORNING.</b></p> <p>Natural light through a single window. Stacks of paper. Manilla envelopes, some opened, some not. Yellowed post-its on a tired monitor. A BIC pen with no cap. A blue lunchbox, untouched. A photo of family behind 4 post-its.</p> <p><i>Close-ups, ECU. Texture-led. Camera observes — never demonstrates.</i></p> <p><i>SFX: Paper. AC unit hum. Distant AM radio.</i></p> <p><b>NARRATOR:</b></p> <p>"Now he builds fiber and he builds spreadsheets. Only one of those pays him."</p> <p><i>SCORE: Piano enters — minimal, low.</i></p>
— ACT II: THE PRESSURE —	
00:22	<p><b>CU: Fiber route map on desk, pen marks scattered.</b></p> <p><i>Cutaway 2-3s. Camera holds.</i></p>

**NARRATOR:**

"Twenty thousand feet of fiber in Knoxville by Friday."

**OVERLAY: 20,000 FT.**

00:28

**CU: Stack of paper invoices, red-circled corrections.**

*Cutaway 2-3s. Hand flips a page.*

**NARRATOR:**

"Five invoices to fix from yesterday's crew."

**OVERLAY: 5 INVOICES.**

00:34

**CU: Invoice stamped DECLINED in red.**

*Cutaway 2-3s. The guy stares at it.*

**NARRATOR:**

"And one of them came back rejected."

**OVERLAY: 1 REJECTED.**

— ACT III: THE TOOL —

00:42

**MS: The guy at desk. He opens the laptop. The FiberLytic app fills the screen.**

*The screen is the only clean plane in the frame. No flare. No effect. Camera holds. The product is not "introduced" — he already uses it. This is his daily.*

*SFX: Soft tap. Quiet.*

*SCORE: Piano grows, a single string layer joins.*

00:50

**ECU: His finger taps the screen. Crew assigned to Knoxville.**

**ECU: He scrolls. Approves the lineman's data with a tap.** Photo, snowshoe count, coil count — all already there.

**ECU: He taps once more. The corrected invoice goes out.**

*Three taps. Each one matters. Each one is small.*

*SFX: Tap. Tap. Tap. Three soft confirmations.*

01:08

**MS: He leans back in the chair. Takes a breath. The screen still on, calm.**

*Camera holds him. We see the office around him — same chaos, same texture. But he is at rest.*

**NARRATOR:**

"He still makes every call. He still reads every job."

"He just doesn't write it down three times anymore."

**OVERLAY: THE WORK IS STILL HIS.**

— ACT IV: HOME EARLY —

01:20

**WS: He closes the laptop. Picks up the lunchbox. Takes the family photo. Turns off the desk lamp.**

**EXT: The door closes. Sun still high. His sedan pulls out of the lot.**

*Camera holds the empty office for one beat. Then cuts.*

*SFX: Lamp click. Door closes. Engine starts.*

*SCORE: Resolves to a single piano note. Holds.*

01:28

**BLACK SCREEN.**

Logo enters, white on black, clean type animation.

**FiberLytic.**

*Tagline below: The Operating System for Fiber Construction.*

*CTA: fiberlytic.com*

*SILENCE. 2 seconds with logo on screen.*

## Descriptive storyboard

Six key frames of the institutional film. Use as framing reference on set and as a guide for motion graphics in post.

FRAME 01





EXTERIOR  
SMALL OFFICE  
DAWN

Faded sign, brick facade, sedan, key in door. Natural light. Establishes universe of the trade.

TC 00:00 — 00:08

FRAME 02



INTERIOR  
DESK + TEXTURE  
MORNING

Manilla envelopes, post-its, BIC pen, lunchbox, family photo. Texture before action. Where 25 years live.

TC 00:08 — 00:22

FRAME 03



3 PRESSURES  
CUTAWAYS  
MAP / INVOICES / DECLINED

Three quick close-ups, each with text overlay (20,000 FT / 5 INVOICES / 1 REJECTED). The weight of the day arrives.

TC 00:22 — 00:42

FRAME 04

THREE TAPS  
ECU APP  
CALM

Finger on screen. Three taps execute three decisions. Most important shot: the work made simple, but never automatic.

TC 00:42 — 01:08

FRAME 05

HE LEANS BACK  
BREATH  
OFFICE STILL

He takes a breath. The chaos is still there. So is he. Overlay: THE WORK IS STILL HIS.

TC 01:08 — 01:20

FRAME 06

DOOR CLOSES  
SEDAN PULLS OUT  
SUN STILL HIGH

He leaves while the sun is still up. Logo cuts in. FiberLytic. The Operating System for Fiber Construction.

TC 01:20 — 01:30

# Editorial library (50 pieces)

Short-form pieces (15–30s each) captured from the same 5-day shoot, distributed across LinkedIn, Instagram, WhatsApp, email — fueling 3–4 posts per week for ~3 months without exhausting the well.

Each piece has a defined theme, composition discipline (wide + close + ECU on every gesture), suggested overlay, and downstream use.

#	THEME	COMPOSITION	OVERLAY	USE
<b>APP IN USE — 25 PIECES (ANCHOR CATEGORY)</b>				
01	Crew assignment — tap to deploy Knoxville crew	ECU app + MS guy at desk	"One tap. Crew on the way."	LinkedIn / IG
02	Lineman data approval — scroll + tap	ECU finger on screen	"Field, verified."	LinkedIn
03	Generate invoice — auto-billing flow	ECU app + insert paper invoice	"Three days → three seconds."	LinkedIn / IG
04	Dashboard overview — owner's morning view	MS app on monitor	"Your operation, on one screen."	LinkedIn
05	Splicing module — TML port log	ECU + macro app	"Every port. Every light level."	LinkedIn (splicers)
06	Splicing module — closure photo capture	ECU phone + ECU enclosure prop	"Snap. Logged. Done."	IG / LinkedIn
07	Splicing module — DTAP marker	ECU app	"DTAP, marked and gone."	LinkedIn
08	Redline editor — drawing on plan	ECU stylus on screen	"Redlines, in real time."	LinkedIn (PMs)
09	Prime portal — sub view	MS desktop	"Primes see the work as it happens."	LinkedIn (Primes)
10	Closeout ZIP — one-click export	ECU app + paper folder insert	"Closeout. One click. Done."	LinkedIn
11	Audit log — every action recorded	ECU app scroll	"Every action, written down."	LinkedIn (Primes / legal)

12	Rate cards — auto-applied billing	ECU + paper invoice	"The math, already done."	LinkedIn
13	Feeder filter — Prime drill-in	MS app	"Find the job. Find the dollar."	LinkedIn (Primes)
14	Jobs aggregated — multi-org view	ECU app	"All your work, one place."	LinkedIn
15	Time clock — punch-in	ECU phone in field-ish setting	"Payroll starts when you do."	IG / LinkedIn
16	GPS-stamped photo	ECU phone + paper map insert	"Proof. Timestamped."	LinkedIn (Primes)
17	Map progress animation — pole turns green	Screen rec	"Real-time. Every pole."	IG / LinkedIn
18	Material stock indicator	ECU app	"Run low? It tells you."	LinkedIn
19	Subcontractor onboarding	MS app	"New sub. Onboarded in minutes."	LinkedIn (Primes)
20	Splicing billing report — debrief status	ECU app + paper insert	"Splicing. Billed straight."	LinkedIn
21	Hung / handhole asset capture	ECU phone + prop insert	"Hung. Handhole. Logged."	LinkedIn (underground)
22	Conduit billing codes — dynamic	ECU app	"Code. Right. The first time."	LinkedIn
23	Light level capture (TML port)	ECU app + macro fiber insert	"Eighteen ports. One screen."	LinkedIn (splicers)
24	Production tracking — daily log	MS app	"Today, in numbers."	LinkedIn
25	Service order — customer summary	MS app + paper SO insert	"From job to invoice. One thread."	LinkedIn

#### **CUTS FROM THE INSTITUTIONAL — 10 PIECES (RE-EDIT ONLY)**

26	15s teaser — three taps + tagline	Re-edit Frames 04+06	"Three taps. Done."	LinkedIn / IG / WhatsApp cold
27	20s opening — guy walks into office	Re-edit Frames 01-02	"Twenty-five years."	LinkedIn
28	25s pressures — three pressures cut	Re-edit Frame 03	"And one came back rejected."	LinkedIn
29	20s closing — he leaves while sun is high	Re-edit Frame 06	"The work is still his."	LinkedIn / IG
30	15s — the breath shot (Frame 05 alone)	Single sustained shot	"Built on years of know-how."	LinkedIn

31	30s — texture montage (envelope, post-it, pen, photo)	Re-edit ECUs from Frame 02	"This is where it lived. Until now."	IG / LinkedIn
32	20s — three taps in slow motion	Re-edit Frame 04	"Decision → done. No paper."	LinkedIn
33	15s — door closes / sedan pulls out	Re-edit Frame 06	"Home before sundown."	IG / LinkedIn
34	30s — full short cut (manifesto edition)	Tightest re-edit of full institutional	"FiberLytic. The work is still yours."	LinkedIn / Investor decks
35	15s — logo + tagline + CTA only	Re-edit Frame 06 outro	"fiberlytic.com"	Email burst / WhatsApp

#### TEXTURE / ATMOSPHERE — 10 PIECES (FEED SUPPORT)

36	Office exterior — golden hour PM	WS + drone	"Where the trade lives."	IG
37	Knoxville skyline drone — sunrise	EWS drone ascend	"Tennessee. Built by hand."	IG / LinkedIn
38	Hands typing on tired keyboard	ECU	"Twenty-five years on these keys."	LinkedIn
39	Family photo on desk, post-its peeling	ECU rack focus	"What the work is for."	IG / LinkedIn
40	Coffee mug, ring stain on paper	ECU	"Mornings of the trade."	IG
41	Faded sign on facade	WS + tilt	"Decades. One door."	LinkedIn
42	Empty utility poles against sky	WS + drone follow	"Behind every signal."	IG
43	Knoxville rural road, golden hour	EWS drone	"The country runs on what you build."	IG / LinkedIn
44	Manilla envelope opens, paper unfolds	ECU slow motion	"Paper used to be the only proof."	LinkedIn
45	Lamp clicks off, desk in shadow	MS	"Done for the day. Finally."	IG

#### APP ON MOBILE (GENERIC) — 5 PIECES

46	Hands on phone — app open in parking lot	ECU phone + WS context	"Wherever the work happens."	LinkedIn
47	Phone on truck dashboard, app open	ECU + MS truck interior	"From the driver's seat."	LinkedIn
48	Screen recording — quick assignment flow on phone	Screen capture mobile	"Seconds, not minutes."	IG / LinkedIn

49	Hand by a utility pole, phone tap	ECU + WS pole	"Logged where it happens."	LinkedIn (foremen)
50	Screen recording — invoice send + confirmation	Screen capture desktop	"One tap. Money on the way."	LinkedIn / Investor

## Shot list

All required shots, grouped by day. Priority CRITICAL = mandatory for the institutional film + anchor editorial pieces. HIGH = needed for editorial library coverage. NICE = enriches B-roll bank for future use.

**Golden rule:** wide + close + ECU on every key gesture. Edit decides which usage in which piece.

SHOT	DESCRIPTION	FRAME	CAMERA	MOVE	DAY	PRIORITY
S00	Office exterior — sign, door, parking, facade	WS / MS	Main + drone	Static + tilt	D0	CRITICAL
S01	Knoxville skyline + Henley Bridge — drone ascend	EWS	Drone	Ascending	D0	CRITICAL
S02	Tennessee landscape, rural — drone	EWS	Drone	Lateral	D0 / D2 / D4	HIGH
S03	Empty utility poles against sky	WS	Main	Tilt up	D0	HIGH
S04	Faded sign — close-up, weathered	ECU	Main	Static	D0	CRITICAL
S05	Old sedan parked, low angle	WS / MS	Main	Static	D0	HIGH
S06	Office interior empty — pre-actor texture	WS / CU	Main	Handheld	D1	CRITICAL
S07	Manilla envelope on desk — opening, papers spilling	ECU	Main + macro	Static	D1	CRITICAL
S08	Post-its on monitor — peeling, layered	ECU	Main + macro	Rack focus	D1	CRITICAL
S09	Family photo behind post-its, on desk	ECU	Main	Rack focus	D1	CRITICAL
S10	Lunchbox, untouched, beside laptop	CU	Main	Static	D1	HIGH

S11	BIC pen with no cap — desk detail	ECU	Main + macro	Static	D1	HIGH
S12	Wedding ring on hand at keyboard	ECU	Main + macro	Static	D1	HIGH
S13	HERO: Guy unlocks door, enters office	WS → MS	Main	Handheld follow	D1	CRITICAL
S14	HERO: Guy sits, opens laptop, begins day	MS	Main + tripod	Static	D1	CRITICAL
S15	CUTAWAY: Fiber route map, pen marks	CU	Main	Static	D1	CRITICAL
S16	CUTAWAY: Stack of paper invoices, red corrections	CU	Main	Static	D1	CRITICAL
S17	CUTAWAY: Invoice stamped DECLINED in red	CU	Main + macro	Static	D1	CRITICAL
S18	HERO: Three taps on the app — finger to screen	ECU	Main + macro	Static + tracking	D1	CRITICAL
S19	App screen — crew assignment confirmation	Screen rec	Mobile	—	D1 / D2	CRITICAL
S20	App screen — invoice flow with rate card	Screen rec	Desktop	—	D1 / D3	CRITICAL
S21	HERO: Guy leans back, takes a breath	MS	Main + tripod	Static, hold	D1	CRITICAL
S22	HERO: Guy closes laptop, gathers things, exits	WS → MS	Main	Handheld	D1	CRITICAL
S23	Lamp clicks off — desk in shadow	MS	Main	Static	D1	CRITICAL
S24	EXT: Door closes, sedan pulls out, sun still high	WS	Main	Static	D1	CRITICAL
S25	App-in-use — features 1-10 (assignment, approval, invoice, dashboard, splicing, etc)	Various	Main + macro	Various	D1	CRITICAL
S26	App-in-use — features 11-25 (prime portal, redline, closeout, audit, rate cards, etc)	Various	Main + macro	Various	D2	CRITICAL
S27	App on mobile generic — phone in neutral environments × 5	ECU + MS	Main + GoPro	Handheld	D2	CRITICAL
S28	Knoxville urban texture — streets, signs, shops	WS / MS	Main	Handheld	D2	HIGH
S29	Drone PM golden hour over fiber route	EWS	Drone	Ascending / lateral	D2 / D4	CRITICAL

S30	Insurance pickup — Day 1 retakes	Various	Main	Various	D3	HIGH
S31	Texture deep-dive — paper, ink, post-it close-ups (no actor)	ECU	Main + macro	Static	D3	CRITICAL
S32	App screen recordings — mobile + desktop sequences × 5-7	Screen rec	—	—	D3	CRITICAL
S33	Text-manifesto pieces — black background, kinetic type × 8-10	—	Post / camera	Static	D3 (capture) + post	CRITICAL
S34	Drone master shot — TN landscape last golden hour	EWS	Drone	Ascending	D4	CRITICAL
S35	Crew shot — Joao + Gabriel + Chris (BTS for SPM portfolio)	WS	Main	Static	D4	NICE
S36	Logo close — FiberLytic outro on screen	CU	Screen rec	—	D4	CRITICAL

Frame legend: EWS = Extreme Wide Shot / WS = Wide Shot / MS = Medium Shot / MCU = Medium Close-Up / CU = Close-Up / ECU = Extreme Close-Up / OTS = Over the Shoulder / INSERT = Detail / POV = Point of View

## 5-day shoot plan

Joao Paulo arrives Knoxville (TYS) **Mon May 4 AM**, departs **Sat May 9 AM**. Five productive days = Day 0 (Mon PM) + Days 1-4 (Tue→Fri).

**Sun data Knoxville TN:** Sunrise ~06:30 EDT / Sunset ~20:25 EDT / Golden hour AM 06:30-07:30 / Golden hour PM 19:25-20:25 / Daylight ~14h.

**Weather check protocol:** Gabriel checks [forecast.weather.gov/MapClick.php?lat=35.9606&lon=-83.9207](http://forecast.weather.gov/MapClick.php?lat=35.9606&lon=-83.9207) on the AM of May 1, May 3, and every shoot day at 06:00. Adjust golden hour and rain plan accordingly.



# DAY 0 — ARRIVAL + B-ROLL + ACTOR PREP

Mon May 4, 2026

☀️ FORECAST: SUNNY, HIGH 68°F, LOW 44°F. CLEAR SKIES. PERFECT FOR EXTERIORS. (NWS CONFIRMED)

CALL TIME PM

14:00

WRAP

19:30

TALENT

None (3-person crew only)

TIME	ACTIVITY
LOCATION	OUTPUT
09:00	Joao lands at TYS (McGhee Tyson Airport)
TYS	—
09:30–11:00	Pickup + transfer to lodging + check-in + short rest
Knoxville	—
11:00–12:30	Lunch + briefing rapid-fire (script review + week plan)
Restaurant	—
12:30–14:00	Gear check: camera, lenses, gimbal, drone (4 batteries), GoPro, 2x external HDs, clean SD cards
Base	—
14:00–16:00	<b>Block 1: Office exterior.</b> Sign, door, facade, parking, urban angles. Wide / medium / close on every element.
Office (exterior)	~15-20 clips

16:00–18:30

**Block 2: Drone + Knoxville landscape.** Skyline downtown, Henley Bridge, TN River, rural/peri-urban, empty utility poles on quiet roads.

Knoxville center + east/north

~20-25 drone + 10-15 ground

18:30–19:25

**Block 3: Golden hour PM.** Sunset shots — silhouettes, poles against orange sky, TN landscape, office facade side-lit.

Pre-scouted spots

~15-20 clips

19:25–20:30

Wrap + transfer to dinner

—

—

20:30–22:00

**Dinner with the actor.** Informal prep (~30 min): explain he doesn't need to act, just do his work with the camera there. Confirm 2 wardrobe options.

Neutral restaurant

—

**Day 0 expected output:** ~60-80 raw clips. Categories: textures/atmosphere + office establisher.

**Equipment:** Cinema camera + prime 35mm + zoom 24-70mm + gimbal + drone + GoPro + tripod. No lavalier today.

**Rain plan B (unlikely):** Pivot to textured interiors — B-roll inside the office (no actor), old café, garage/workshop, lodging with practical light.

# 01 DAY 1 — OFFICE + INSTITUTIONAL CORE

Tue May 5, 2026

 FORECAST: CONFIRM 06:00 DAY-OF. MAY PATTERN: PARTIAL SUN + PM RAIN RISK.

## CALL TIME

05:30

## WRAP

20:30

## TALENT

The guy (~50, confirmed)

TIME	ACTIVITY
LOCATION	OUTPUT
05:30	Crew arrives. Setup, camera config, angle scouting.
Office	—
06:00–06:30	<b>Pre-actor.</b> Empty interior, paper/post-it close-ups, photo on desk, props in close. Natural light entering.
Office (interior)	~10 clips B-roll
06:30–07:00	<b>Golden hour AM.</b> Window with sun, desk angles against light, empty chair silhouette.
Office (interior)	~5-8 clips
07:00–07:30	Actor arrives. Coffee + relax with camera there. Joao captures "arriving" as natural B-roll.
Office	~5-8 clips
07:30–09:00	<b>Scene Block — Opening / Routine.</b> Actor unlocks door, enters, sits. Multiple takes wide + close + ECU on every gesture.
Office	~30-40 clips

09:00–10:00	<b>Scene Block — Three Pressures.</b> Cutaways: map, invoices, DECLINED. Multiple angles each.
Office	~15-20 clips
10:00–11:30	<b>Scene Block — FiberLytic Enters.</b> The three taps. Hands on phone/laptop, app screen, tap, scroll. Multiple takes.
Office	~25-30 clips
11:30–12:30	Lunch break.
—	—
12:30–13:30	<b>Scene Block — Closing.</b> Actor closes laptop, picks up lunchbox, photo, turns off lamp, exits. Multiple takes.
Office	~10-15 clips
13:30–15:30	<b>App-in-use Block — pieces 1-10.</b> Actor using app: assignment, lineman approval, invoice, dashboard, splicing, redline, etc.
Office	~20-25 clips
15:30–17:00	<b>Owner moments — editorial.</b> Specific close-ups: hands on laptop, tap on app, photo on desk, coffee, paper tossed, pen put away.
Office	~15-20 clips
17:00–18:30	<b>Insurance takes.</b> Re-shoot of any scene that came out flat. Extra "breath" shots (actor at window, thinking, standing up).
Office	~10-15 clips
18:30–19:25	Wrap with actor. Pay / thank / dismiss (negotiate Day 2 return).
—	—

19:25–20:30

Joao captures alone: golden hour PM exterior of office (insurance for Day 0).

Office (exterior)

~10 clips

20:30

**BACKUP #1.** Day's footage to external HD. Never sleep without backup.

Base

—

**Day 1 expected output:** ~120-150 raw clips. Covers: institutional 100% + 10 App-in-use + 15 Owner moments + textures.

**Equipment:** Cinema camera + prime 35mm + 50mm + macro 100mm + zoom 24-70mm + gimbal + tripod + 1 practical light + lavalier (ambient capture).

**Rain plan B:** Scene 1 is 100% interior. Rain doesn't kill the day. Lose only golden hour exterior — replace with rain-on-window (works melancholically for the tone).

**Critical props (Gabriel pre-stage):** 3-5 manilla envelopes, real paper stacks, post-its (5-10 spread), tired laptop or PC, BIC pen no cap, blue lunchbox, family photo in frame, wedding ring, reading glasses, printed fiber route map with pen marks, invoice stamped DECLINED in red, desk calendar, old keyring.

# 02

## DAY 2 — APP-IN-USE DEEP DIVE + KNOXVILLE ATMOSPHERE

Wed May 6, 2026

 FORECAST: CONFIRM AM. PLAN A = MIXED. PLAN B RAIN = 100% INTERIOR.

### CALL TIME

06:30

### WRAP

20:30

### TALENT

Actor AM only (~3-4h)

TIME	ACTIVITY
LOCATION	OUTPUT
06:30–07:30	Golden hour AM exterior — Joao alone, new angles.
Office exterior	~10 clips
08:00–12:00	<b>App-in-use Block — pieces 11-25.</b> Each feature = 1 focused clip: prime portal, redline, closeout ZIP, audit log, rate cards, feeder filter, splicing TML/closure/DTAP, jobs aggregated. ~20 min/piece × 15 pieces.
Office	~30-40 clips
12:00–13:00	Lunch. Final dismiss for actor.
—	—
13:00–15:00	<b>App-on-mobile generic.</b> Joao + Gabriel + Chris go out with phone. Hands holding phone with app open in neutral environments: sidewalk, parking lot, in front of any utility pole, inside the car, late afternoon. 5 clips.
Knoxville (various)	~10-15 clips

15:00–17:30	<b>Knoxville atmosphere.</b> Urban/rural textures: empty streets, poles, wires crossing sky, signs, old shops, workshops.
Knoxville (various)	~15-20 clips
17:30–19:25	Drone + golden hour PM. Different skyline angle from Day 0, TN landscape, sunset over urban fiber route.
Knoxville	~15-20 drone + 10 ground
19:25–20:30	Wrap.
—	—
20:30	<b>BACKUP #2.</b>
Base	—

**Day 2 expected output:** ~90-110 clips. Covers: 15 App-in-use + 5 App-on-mobile + 10 atmosphere.

**Rain plan B:** AM with actor stays interior (features happen on screen — irrelevant to rain). PM substituted by café/diner/workshop interior with rain on window as texture, drone CANCELED, ground texture with rain as cinematography (reflections). Rain redirects, doesn't kill.

# 03

## DAY 3 — INSTITUTIONAL CUTS + TEXTURES + MANIFESTO

Thu May 7, 2026

⚠️ FORECAST: NWS FLAGGED THUNDERSTORMS + COOLDOWN FOR THIS WINDOW. HIGH RAIN PROBABILITY — NATURAL BUFFER DAY.

CALL TIME

06:00

WRAP

20:30

TALENT

None

TIME	ACTIVITY
LOCATION	OUTPUT
06:00–07:30	Golden hour AM if sun. <b>If rain:</b> rain-on-window textures, roof, wet pavement — bad weather is CINEMATIC here.
Office area	~15-20 (sun) or ~10 (rain)
08:00–11:00	<b>Insurance Day 1.</b> Re-shoot any institutional angle. Joao accesses office (no actor) with key, captures environment in different light + new angles.
Office	~20-30 clips
11:00–13:00	<b>Texture deep-dive.</b> Paper / pen / post-it close-ups extra (no actor), photo on desk, generic hands (Gabriel or Joao) on keyboard, coffee spill, lunchbox open.
Office	~20-25 clips
13:00–14:00	Lunch.
—	—
14:00–16:30	<b>App screen recordings.</b> Direct screen capture (mobile +

desktop). No cinema camera needed. 5-7 sequences.

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Office / base	5-7 screen recs
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<b>16:30-18:30</b>	<b>Text-manifesto capture.</b> Short phrases on black background for library. Capture kinetic typography (After Effects in Brazil) or in-camera with printed signs. 8-10 pieces.
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Office / base	8-10 pieces
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<b>18:30-19:25</b>	Wrap.
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<b>19:25-20:25</b>	Knoxville golden hour PM atmosphere (only if sun).
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Knoxville	~10 clips
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<b>20:30</b>	<b>BACKUP #3.</b>
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Base	—
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**Day 3 expected output:** ~80-100 clips + 5-7 screen recs + 8-10 manifesto pieces.

**Rain plan (likely):** Day rolls 100% interior — office without actor + screen recs + manifesto + textures from car/café. **This is the natural rain-buffer day.**

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# 04

## DAY 4 — PICKUP + DRONE MASTER + WRAP + BACKUP FINAL

Fri May 8, 2026

 FORECAST: CONFIRM AM.

### CALL TIME

06:00

### WRAP

20:30

### TALENT

None

TIME	ACTIVITY
LOCATION	OUTPUT
06:00–07:30	<b>Drone master AM golden hour.</b> Open Knoxville landscape, distant fiber route, sunrise over TN. Skip if rain.
TN countryside / Knoxville	~15-20 drone
08:00–12:00	<b>General pickup.</b> Crew reviews material from Days 0-3, identifies what's missing, re-shoots what's flat. Could be exterior, interior, anywhere needed.
As needed	~20-30 clips
12:00–13:00	Lunch.
—	—
13:00–15:30	<b>Final manifesto + extra app close-ups.</b> Complete any missing editorial pieces.
As needed	~10-15 clips
15:30–17:30	<b>Full backup + organization.</b> Everything from 5 days into 2 external HDs. Folder per day (Day0/, Day1/, ...). Joao takes

1 HD to Brazil; the other stays with Gabriel.

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Base

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17:30–19:00

**Shot log + handoff notes.** Joao + Gabriel walk through every block, mark top picks (rating 1-5). Editor priority list.

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Base

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19:00–20:30

**Drone master PM golden hour.** Last cinematic landscape opportunity. Skip if rain.

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TN countryside

~15 drone

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20:30

Final wrap. Closing dinner Joao + Gabriel + Chris.

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Restaurant

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**Day 4 expected output:** ~50-80 clips + complete handoff notes.

**Rain plan B:** Drone canceled, pickup focuses on interior. Backup + organization don't depend on weather.

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# DEPARTURE

Sat May 9, 2026

TIME	ACTIVITY
LOCATION	OUTPUT
06:00-08:00	Joao packs. Confirms HDs (1 traveling, 1 staying).
Lodging	—
08:00	Gabriel picks up Joao, drives to TYS.
→ TYS	—
09:00	Goodbye.
TYS	—
10:00 →	Flight Knoxville → Miami → Brazil.
—	—

## TOTAL VOLUME EXPECTED

DAY	RAW CLIPS	DOMINANT CATEGORIES
Day 0	60-80	Atmosphere + office establisher
Day 1	120-150	Institutional 100% + 10 App-in-use + 15 Owner moments
Day 2	90-110	15 App-in-use + 5 App-on-mobile + 10 atmosphere
Day 3	80-100 + 5-7 screen recs + 8-10 manifesto	Institutional cuts base + texture + screen recs + manifesto

Day  
4

50–80

Pickup + drone master + extras

**Total 400–520 raw clips**

Enough for 1 institutional 90s + 50 editorial pieces + future B-roll bank

## Pre-production checklist

Gabriel must close every item below **before Joao arrives Mon May 4**.

Items checked are already done as of May 2026 cycle.

- Office location confirmed** — access guaranteed for Day 1 (Tue May 5).
- Actor (~50yo) confirmed** — prep dinner scheduled for Mon May 4 evening.
- Drone** — Gabriel's own drone, low-altitude registration shots only.
- Critical props pre-staged** at the office (manilla envelopes, post-its, BIC pen, lunchbox, family photo, wedding ring, reading glasses, fiber route map with pen marks, invoice DECLINED, desk calendar, old keyring).
- Joao's lodging** in Knoxville reserved (5 nights — May 4 to May 8).
- Rental car** available for the 5 days.
- Snacks + water + sunscreen** for outdoor shoot blocks.
- External backup HDs** — 2× minimum 2TB each.
- Clean SD cards** formatted and ready (multiple per day).
- Drone batteries** charged (4× minimum).
- Practical light** available (Aputure 200d or equivalent) + diffusion.
- Lavalier mic** tested.
- Weather check** on Fri May 1 + Sun May 3 — adjust day plans if needed.

- Backup actor** — informal contingency if main actor falls through.
- Emergency contacts** list (lodging, rental, actor, restaurant for prep dinner, Plan B locations).
- Wardrobe options** requested from actor — 2 looks (worn polo + casual button-down).
- Office key** in Gabriel's possession for Day 1 early access (05:30) and Day 3 no-actor access.

## Post-production

Edited in Brazil — Joao Paulo

After Joao returns to Brazil with the master HD, post-production runs remotely. Two main outputs to deliver: **1 institutional film + 50 editorial pieces (categorized & tagged)**.

### PHASES

Phase 1 — Ingest + organize	Import 400–520 clips. Folder by day. Apply ratings 1–5 per Joao + Gabriel handoff notes.
Phase 2 — Institutional rough cut	Assemble 90s narrative from Day 1 hero shots. Lock structure with Gabriel before color/sound.
Phase 3 — Color grade	Cinematic grade — warm, natural, slight desaturation. LOG → final. Same look across all 51 outputs.
Phase 4 — Sound design	Ambient layer (office sounds, AM radio, AC hum) + minimalist score (piano + strings entering ~00:08, full at ~01:00, resolves to single piano note at outro).
Phase 5 — Narrator recording	External narrator, 3rd person, recorded in Brazil. Neutral American accent. Decide gender (male / female) with 2–3 demos before locking. Reference: Apple "Misunderstood" / Google "Loretta" / Anthropic "Keep Thinking".
Phase 6 — Editorial library cuts	50 pieces categorized: 25 App-in-use, 10 institutional cuts, 10 atmosphere, 5 app-on-mobile. Each tagged: category / use-channel / duration. Exports: 9:16 + 1:1 + 16:9 each.
Phase 7 — Subtitles	English hardcoded, clean sans-serif (Inter / DM Sans).
Phase 8 — Final delivery	Master 4K + 1080p + library exports + handoff folder structure for Gabriel to publish.

Filename pattern: {NN}\_{category}\_{theme-slug}\_{aspect}.mp4

Example: 03\_app-in-use\_invoice-flow\_9-16.mp4

Categories: app-in-use / institutional-cut / texture / app-on-mobile

Aspects: 16-9 / 9-16 / 1-1

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## Golden rules

Memorize before set. These rules define the quality of everything that comes out of this production.

**01.** Always be rolling. The best moments are unscripted.

**02. Wide + close + ECU on every key gesture.**

Edit decides which usage in which piece.

**03.** Audio > video on the day. Lavalier on the actor + ambient capture all day. Even with external narration, ambient sound lives in the mix.

**04.** Golden hour is sacred. 06:30–07:30 AM and 19:25–20:25 PM. Plan the day around it.

**05.** The screen is the only clean plane in the chaos. Never flare. Never effect. The product is observed, never demonstrated.

**06.** Texture tells the story. Hands. Envelope. Pen. Photo. Cable. Coffee. Paper. Close-ups sell.

**07.** Don't direct emotion. Authenticity > performance. The actor doesn't act — he works. Joao captures.

**08.** Shoot horizontal AND vertical when possible. Reels live in 9:16. Pivot the gimbal.

**09.** If a shot won't become a defined editorial piece, don't shoot it. Each take has a known destination.

**10.** Backup same day. Never sleep with footage on a single card.

**11.** The narrator is external. The actor never has to perform voice. He just does his work.

**12.** The piece never names him. Never names his company. Never names his location. He is every fiber owner in America.

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