

(Name of Project)
by
(Name of First Writer)

(Based on, If Any)

Revisions by
(Names of Subsequent Writers,
in Order of Work Performed)

Current Revisions by
(Current Writer, date)

Name
Address
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1

BLACK.

1

JAY FENTON (V.O.)

Nobody thought it would work. But I believed in it. When you believe in something, you have to follow it through. You have to give 100%.

ALI MELDRUM (V.O.)

It was ludicrous. I thought he was insane. But he was serious. He was going to do it.

DAVE ARGYLL

The thing about it was, it was original. I was convinced it was going to go all the way. It was an opportunity to be involved in something different. Something special.

FADE IN:

2

INT. STUDIO INTERVIEW WITH JAY FENTON. DAY.

2

JAY sits back on a comfortable chair, relaxed, with the trace of a wistful smile.

JAY

We didn't go into this blind. We had to take risks, and we had to know what we were getting into. Two thirds of new businesses fail in their first year. That's the statistic. And we were newcomers to the game.

FREEZE FRAME.

TITLES: JAY FENTON, MANAGING DIRECTOR, WALK-IN-WARDROBE.COM

FADE TO BLACK EXCEPT TITLE: WALK-IN-WARDROBE.COM

FADE OUT.

TITLE CARD: "Around 20,000 new businesses are launched in the U.K. each year. This documentary follows the progress of one of these fledgling companies."

FADE OUT.

FADE IN:

3 EXT. OFFICE BUILDING. DAY. 3

NARRATOR (V.O)

In July 2003, Jay Fenton, a final year undergraduate at Edinburgh University, entered a competition run by The Midlothian Enterprise Commission to find the most promising young entrepreneurs in the region.

DISSOLVE TO:

4 PHOTOGRAPH: 4

An awards ceremony.

NARRATOR

Jay's business plan for an online furniture company was one of five runner-up prizewinners and he received a cheque for £5,000 towards the start-up costs of his business concept, walk-in-wardrobe.com.

DISSOLVE TO:

5 PHOTOGRAPH: 5

JAY being presented his cheque, shaking hands with an obese man with a grotesque smile.

NARRATOR (V.O.)

Our documentary team has followed Jay and the fortunes of walk-in-wardrobe.com since its incorporation.

DISSOLVE TO:

6 EXT. MONTAGUE STREET. EDINBURGH. 6

A slightly untidy urban residential street with a shabby-looking shop on its corner.

NARRATOR

The germ of walk-in-wardrobe.com originated here, in a student flat on Montague Street, in the Newington area of central Edinburgh.

CUT TO:

7 INT. MONTAGUE STREET FLAT. DAY. 7

The camera moves slowly around the cramped hallway of an empty flat. Off the hallway are a kitchen, two double bedrooms and two single bedrooms.

NARRATOR (V.O.)

This was where Jay wrote the initial business plan that was to set the wheels in motion for what was to prove a rough and bumpy ride.

DISSOLVE TO:

8 PHOTOGRAPH: 8

JAY at his desk, poring intently over a sea of writings and crumpled papers.

JAY (V.O.)

I was supposed to be studying for my finals! But I spent all my time working on that business plan.

DISSOLVE TO:

9 PHOTOGRAPH: 9

JAY looking out of his window, the light catching the top half of his face.

JAY (V.O.) (CON'T)

It was the idea that drove me. How to make that vision a reality. That's what I had to figure out.

DISSOLVE TO:

10 PHOTOGRAPH: 10

JAY sitting on the couch in the kitchen with his head in his hands, the consolatory hand of a friend on his shoulder.

JAY (V.O.) (CON'T)

Never mind that I failed my exams!

SLOW ZOOM into head-and-shoulders framing of JAY's flatmate.

TITLE: "ALI MELDRUM, JAY'S FLATMATE, MONTAGUE STREET."

DISSOLVE TO:

11 INT. STUDIO INTERVIEW WITH ALI MELDRUM. DAY. 11

ALI's eyes are dipped and he rubs his temple gently, reminiscing.

ALI (V.O.)
 Montague Street... yep, that was where it all began.
 (with a little chuckle)
 When we moved in, Jay and I had to toss a coin to see who would get the bigger room.

DISSOLVE TO:

12 PHOTOGRAPH: 12

An empty double bedroom with desk and wardrobe.

ALI
 One was big enough to fit in a double bed, and the other was narrower, but more elongated...

DISSOLVE TO:

13 PHOTOGRAPH: 13

An empty single room with a tiny adjoining box room.

ALI (V.O.)
 ... and... with with a walk-in-wardrobe. Jay got the double bed, I got the walk-in-wardrobe. A fair trade-off.

DISSOLVE TO:

14 INT. STUDIO INTERVIEW WITH ALI MELDRUM. DAY. 14

ALI
 Because the bedroom area was small, I liked to keep it free of clutter. Just my bed and my most immediate possessions on the bookshelf. Everything else, I kept in that wardrobe.

CUT TO:

15 INT. STUDIO INTERVIEW WITH JAY FENTON. DAY. 15

JAY
 He had a spare mattress in there, along with all his clothes, boxes of junk...

(MORE)

(CONTINUED)

CONTINUED:

JAY (CONT'D)

I mean, the room's barely two square metres! And on top of everything else, he's got his desk in there! His desk, his laptop, internet connection, printer, filing system, the works!

CUT TO:

16

PHOTOGRAPH:

16

Slow ZOOM IN from a wide angle from the window on ALI sitting at his desk in his walk-in-wardrobe, looking at his laptop screen. The space is so limited that the back of his chair squashes everything on his clothesrail back against the wall.

ALI (V.O.)

That was where I worked. I was a conscientious student. That was the base from which I conducted my affairs. We referred to it affectionately as "the office". Just a bit of fun.

DISSOLVE TO:

17

PHOTOGRAPH:

17

A comedy snap captures ALI posing at his desk, a phone cradled to his ear, one hand typing on his computer, the other pressing a button on his printer, an over-the-top manic expression on his face.

ALI (V.O.)

You know, we'd joke about installing a fax machine, or opening up branches of the franchise in other wardrobes...

CUT TO:

18

INT. STUDIO INTERVIEW WITH JAY FENTON. DAY.

18

JAY

I'd go through and Stair would be having an essay crisis. He'd look up at me, broken and bruised, "I think I need take on another member of staff!!"

CUT TO:

19

INT. STUDIO INTERVIEW WITH ALI MELDRUM. DAY.

19

ALI

We were just kidding around, having a laugh.

(MORE)

(CONTINUED)

CONTINUED:

ALI (CONT'D)

But somewhere along the line, the distinction between comedy and reality became blurred for Jay...

CUT TO:

20 INT. STUDIO INTERVIEW WITH JAY FENTON. DAY. 20

JAY

I just realised: you know what? You really *could* run a business from a wardrobe. And then: why not *sell wardrobes*, walk-in wardrobes, *from* a walk-in wardrobe!?

CUT TO:

21 INT. STUDIO INTERVIEW WITH ALI MELDRUM. DAY. 21

ALI is shaking his head to himself and laughing partly in amusement and partly in disbelief.

ALI

... Walk-in-wardrobes...

FADE TO BLACK.

FADE IN:

22 EXT. MONTAGUE STREET FLAT. DAY. 22

NARRATOR (V.O.)

Jay's flash of inspiration had transformed a harmless running joke into a genuine business concept. But few people took him seriously. Least of all his flatmate, Ali Meldrum.

DISSOLVE TO:

23 INT. STUDIO INTERVIEW WITH JAY FENTON. DAY. 23

JAY

I offered a piece of the pie to Ali. I told him, "I'm going to *do* this, and this is going to work!". But the problem with Ali was... still is... he fails to see the bigger picture.

CUT TO:

24 INT. STUDIO INTERVIEW WITH ALI MELDRUM. DAY. 24

ALI

I had my exams coming up, I had my life to sort out. I was thinking ahead to interviews, getting a job, finding somewhere to live. I didn't have time to help him with his ridiculous plan and no, I wasn't interested in going into business with him.

CUT TO:

25 INT. STUDIO INTERVIEW WITH JAY FENTON. DAY. 25

JAY

Our lease was up on the flat, we didn't see eye to eye on the business initiative... it wasn't meant to be with Ali. I needed someone fresh, someone who wasn't afraid of innovation, someone who was willing to take a *take a chance*. And I needed someone with a walk-in-wardrobe.

CUT TO:

26 INT. CAR. DAY. 26

From the passenger side, on DAVE ARGYLL in the driver's seat. The opposite lane of city bypass traffic can be seen zipping past through the windows.

DAVE is in his mid twenties and is dressed in a suit. Although it isn't the finest cut, it still looks like it cost more than the car.

DAVE

When he came to me all he had was a mission statement. Two pages. A company that sells walk-in-wardrobes, over the internet, from a walk-in-wardrobe.

Dave turns to the camera and laughs.

FREEZE FRAME.

TITLE: DAVE ARGYLL, EXECUTIVE DIRECTOR, WALK-IN-WARDROBE.COM
RESUME.

(CONTINUED)

CONTINUED:

DAVE (CONT'D)

I'll tell you one thing about Jay, he was a character at university. Always involved in some kind of scheme. But this one... this one just seemed to have that certain something.

(with a wink to camera)

Something I like to call 'The 'IT' factor.

DISSOLVE TO:

27 INT. CAR. DAY.

27

Another fragment from the same interview.

DAVE

My degree was in business studies, so he realised I had the requisite *business acumen*, as they like to call it. I think Jay was doing Biology... I forget... I gave him a hand with his business plan, and when he asked me if I wanted to come in on it... I had to think about it, of course. And the more I thought about it, the more it made sense.

A slightly unpleasant clashing of gears interrupts DAVE's flow.

CUT TO:

28 EXT. STRATHEARN ROAD. DAY.

28

A well-kept street of regular residential buildings.

NARRATOR

By convincing Dave Argyll to come on board, Jay found not only a business partner, but also a premises for the new company. We contacted Jay shortly after his success at the Midlothian Young Enerprsie Awards, and came to meet him and Dave for the first time here, at number 62 Strathearn Road.

CUT TO:

29 INT. STAIRWELL, 62 STRATHEARN ROAD.

29

A doorway. A Charles Rennie Mackintosh style plate on the door is inscribed: 1F2.

(CONTINUED)

CONTINUED:

A hand reaches into frame and knocks on the door.

There is a pause, during which a faint clatter can be heard from inside, before:

JAY FENTON opens the door.

JAY
 Alright chaps. Hello, how are you
 all doing? Come on in.

JAY turns to lead the crew inside the flat, through the high-ceilinged hallway and into a bedroom.

DAVE MELDRUM is waiting for them.

DAVE
 Gentlemen, welcome! Welcome to casa
 del walk-in-wardrobe.com!

DAVE extends his arm to direct the camera.

The camera swivels to the doorway into the walk-in-wardrobe and then moves in for a better view.

The wardrobe is far roomier than its counterpart at Montague Street, but there is still only enough working room for one person. A desktop computer has been set up as well as some funky lighting. There is a whiteboard and a corkboard on the wall, both bearing a wide selection of notes, print-outs and logo designs.

There is room enough too for a cheap-looking filing cabinet.

Also on the wall: the oversized cheque for £5,000.

They have used the space well, and the effect is impressive.

JUMP CUT TO:

30

INT. DAVE'S BEDROOM. DAY.

30

JAY and DAVE are sat side by side on the edge of DAVE's bed for a proper to-camera interview.

JAY
 This is just the beginning. We've
 got a lot of ideas. A lot of ideas.
 The forms are all signed, we go to
 submit them tomorrow, and we're all
 set.

DAVE
 Then of course a few admin issues to
 take care of. Company bank account.
 (MORE)

(CONTINUED)

CONTINUED:

DAVE (CONT'D)

Stationery - business cards,
letterheads, what have you.

JAY

Once that's all in place, that's
when we get out there and start to
market our service.

DAVE

The most important thing about
starting a business is getting the
details sorted. The devils's in the
detail, and the better prepared you
are, the better you'll do.

JAY

(with a confident grin)

I think we'll do just fine. I think
we'll find a niche for ourselves.
No-one else specialises in walk-in-
wardrobes. I checked online today.

CUT TO:

31 EXT. STRATHEARN ROAD. DAY.

31

Outside the flat.

A NEIGHBOUR comes out of the main door of the building next
door with a bin bag, and takes it up the path deposit it in
his wheely bin.

NARRATOR (V.O.)

Focused on their mission and armed
with confidence and optimism, Jay
and Dave took the plunge into the
uncertain world of running a start-
up business.

(MORE)