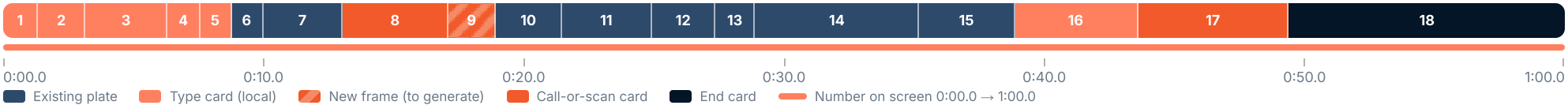
BillyRx :60 — “The Open Door” timed storyboard · 18 frames

Our proposed storyboard, for your approval · 18 frames, each timed to the read.

1:00.0
runtime, timed to the read





B01 DENIED
0:00.0 → 0:01.4 **1.4s on screen**
Type card + number band

L1 “Insurance said no?”
NUMBER BAND · QR



B02 THE SLAM
0:01.4 → 0:03.2 **1.8s on screen**
Type card + number band

L2 “A hundred and twenty-five dollars a month,”
NUMBER BAND · QR · + legal line



B03 WHAT IT IS
0:03.2 → 0:06.3 **3.2s on screen**
Type card + number band

L2 “for GLP-1 weight loss treatment from BillyRx.” (cont.)
NUMBER BAND · QR · Individual results vary. · + legal line



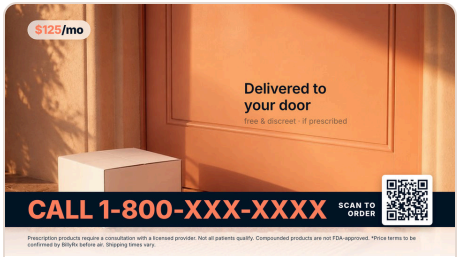
B04 NO INSURANCE
0:06.3 → 0:07.6 **1.2s on screen**
Type card + number band

L3 “No insurance needed.”
NUMBER BAND · QR · + legal line



B05 NO MEMBERSHIP
0:07.6 → 0:08.8 **1.2s on screen**
Type card + number band

L4 “No membership fee.”
NUMBER BAND · QR · + legal line



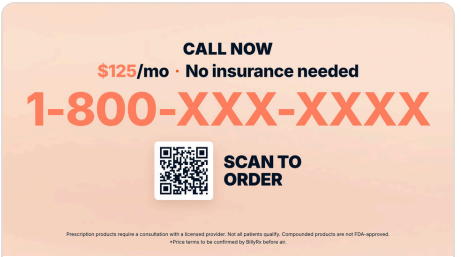
B06 DELIVERED
0:08.8 → 0:10.0 **1.2s on screen**
Existing plate + number band

L5 “Delivered to your door.”
NUMBER BAND · QR · Shipping times vary. · + legal line



B07 NOTHING TO DENY
0:10.0 → 0:13.1 **3.1s on screen**
Existing plate + number band

L6 “Nothing to claim. Nothing to get denied.”
NUMBER BAND · QR · + legal line



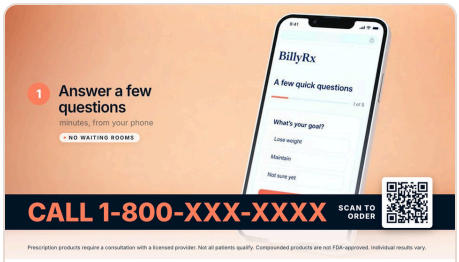
B08 FIRST ASK
0:13.1 → 0:17.1 **4.0s on screen**
Call-or-scan card · number + QR

L7 “Call 1-800-XXX-XXXX,”
NUMBER + QR CARD · + legal line



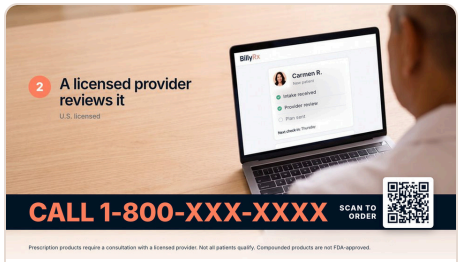
B09 SCAN IT
0:17.1 → 0:19.0 **1.8s on screen**
New frame · to generate + number band

L7 "or scan the code to order." (cont.)
NUMBER BAND · QR



B10 STEP 1
0:19.0 → 0:21.5 **2.5s on screen**
Existing plate + number band

L8 "Then answer a few questions from your phone."
NUMBER BAND · QR · Individual results vary.



B11 STEP 2
0:21.5 → 0:24.9 **3.5s on screen**
Existing plate + number band

L9 "A licensed U.S. provider reviews it. If it's right for you,"
NUMBER BAND · QR



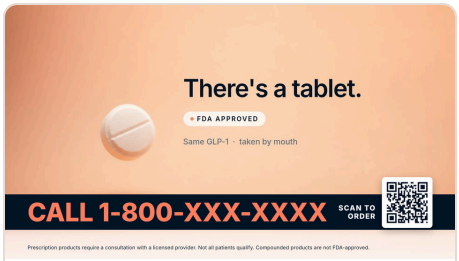
B12 STEP 3
0:24.9 → 0:27.4 **2.4s on screen**
Existing plate + number band

L9 "it ships in as little as two to three days." (cont.)
NUMBER BAND · QR · Shipping times vary.



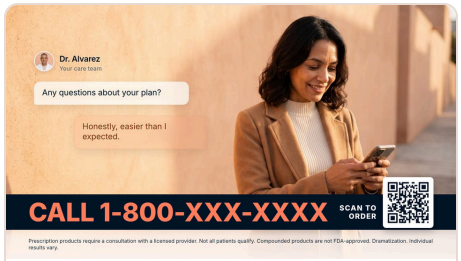
B13 THE NEEDLE
0:27.4 → 0:28.9 **1.5s on screen**
Existing plate + number band

L10 "If the needle stops you,"
NUMBER BAND · QR



B14 THE TABLET
0:28.9 → 0:35.2 **6.3s on screen**
Existing plate + number band

L10 "BillyRx now carries FDA-approved tablets. Same GLP-1. Taken by mouth." (cont.)
NUMBER BAND · QR



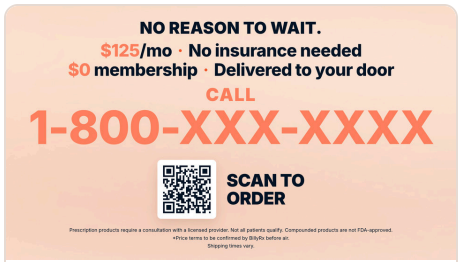
B15 WHAT YOU WANT
0:35.2 → 0:38.9 **3.6s on screen**
Existing plate + number band

L11 "You want to feel good in your clothes again. The door's open."
NUMBER BAND · QR · Dramatization. · Individual results vary.



B16 THE OFFER, AGAIN
0:38.9 → 0:43.6 **4.7s on screen**
Type card + number band

L12 "One flat fee. A hundred and twenty-five dollars a month. Medication included."
NUMBER BAND · QR · Shipping times vary. · + legal line



B17 FINAL ASK
0:43.6 → 0:49.4 **5.8s on screen**
Call-or-scan card · number + QR

L13 "No reason to wait. Call 1-800-XXX-XXXX."
NUMBER + QR CARD · Shipping times vary. · + legal line



B18 END CARD
0:49.4 → 1:00.0 **10.6s on screen**
End card

L14 "That's 1-800-XXX-XXXX. Or scan the code to order."
QR · + legal line