**VO SCRIPT (One Minute):**

1.

Do you have an idea for a business?

One with huge growth potential

or one that is tied to a greater cause?

2.

How about a product or service that’s completely unheard of -

something so cool that it’s going to knock the socks off customers!?

3.

Entrepreneur and UPS store wants to know about it!

Here’s your chance to compete with college students across the US

for the most prestigious award for aspiring entrepreneurs.

4.

You can win $5k in startup capital

mind-blowing coverage in Entrepreneur magazine

and a serious kickstart to your great idea!

5.

The College Entrepreneur of 2014 contest rules are pretty simple,

you must be in college,

your idea must be original and show growth potential,

it can’t already be a company,

and that means no employees and no sales yet!

Thats it!

6.

Enter today and show Entrepreneur how your business idea is the next big thing that’s going to change the world!

College Entrepreneur of 2014 presented by UPS Store.

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VO SCRIPT on left (same as above) with GRAPHIC VISUALS description on the right:

|  |  |
| --- | --- |
| Do you have an idea for a business?  | Man icon appears and a bubble / light bulb or idea icon -pops up above his head. |
|  One with huge growth potential | The bulb grows huge! and reveals some motion inside - Charts or growth upward |
| or one that is tied to a greater cause? | imagery of someone giving back? (this one is tough) inside the bulb <<<show two people shaking hands>> |
| How about a product or service that’s completely unheard of - | - dotted lines around a box, lightbulb, or question mark. |
|  something so cool that it’s going to knock the socks off customers!?  | show a one or a few people with their socks blowing off! and we follow the socks over to.. |
| Entrepreneur and UPS store wants to know about it! | Entrepreneur logo and UPS Store Logo and socks fly past. |
| Here’s your chance to compete with college students across the US  | icons of the top schools in the US appear in “popping” motion - including flags and or colors popping up |
| for the most prestigious award for aspiring entrepreneurs. | “bap duh da bap!” trumpets ring and a giant gold trophy is raised glowing in glory - could be using collegiate flags  |
| You can win $5k in startup capital | Stack of cash slams on the floor Just show 5k |
| mind-blowing coverage in Entrepreneur magazine | photographers staring at the viewer flashing cameras “pop” “snap” “shutter” and a persons face shows up on the cover of entrepreneur magazine - breaking the 4th wall |
| and a serious kickstart to your great idea! | A giant foot comes swinging down kicking man up into the air as he flys through the clouds arm pointed up like superman - alluding to moving upward 👍 |
| The College Entrepreneur of 2014 contest rules are pretty simple,  | Title “College Entrepreneur of 2014 contest rules” and a scroll unravels revealing the rules |
| you must be in college, | .... not sure yet on this one Person with graduation hat on?Person with stack of books landing next to them? backpack? books? papers? |
| your idea must be original and show growth potential | Back to the idea  |
|  it can’t already be a company | transition |
| and that means no employees and no sales yet!  | Image of a boss with a few employees below him disappearing in a puff of smoke, and $$$ signs popping away as well |
| Thats it!  | title saying “That’s it!”thumbs up or check markzoom into dude with thumbs up |
| Enter today and show Entrepreneur how your business idea is the next big thing that’s going to change the world! | Our host is standing there very proud with his submission filled out and sending off into Entrepreneur, slide over to the world and see the earth spinning - idea icon popping up around the world |
| College Entrepreneur of 2014 presented by UPS Store. | Ending title with “College Entrepreneur of 2014 presented by UPS Store - show both logos  |