

GoldRush2.0
a techtacular musical

book and lyrics by Anne Nygren Doherty
music by Mark Mendelson

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CHARACTERS

JULES HAMMER - 50-60 - Job title: “CEO of Mediacritech.” This corporate rock star was once a venture capitalist who could spot earth-shattering technologies two blocks away. Dynamic and charismatic, he looks like he was born driving a Tesla, but can’t hum a tune to save his life.

JOSH - 22-26 - Job title: “Wild Man of Borneo.” This colorful, freewheeling “CEO” of the travel app start up is a second generation Silicon Valley rich kid, who lives with his mom while developing disruptive technologies and seeking world domination. Arrogant and quick thinking, he’s right about technology - wrong about love.

ASHLEY - 22 - Job title: “High Priestess of Marketing and Management.” This go-getter dropped out of college and moved west to cash in on the tech boom in order to care for her sick mom and make a dent in their collective college and medical debt. Focused and resourceful, she’s determined to fake it until she makes it.

ANDREW - 22-26 - Job title: “Code Shaman.” This brilliant Indian computer programmer is the “Woz” to Josh’s “Steve” in that he’s the genius responsible for coding BorNeo. Shy and sweet, with a touch of Asperger’s, he wears the same superhero t-shirt every day and feels more comfortable with computers than women.

NOTE: the REAL ASHLEY, JOSH and ANDREW appear in a video at the end of the story. Casting may or may not include separate actors to play the roles.

NOTE: The tech world is international and multi-ethnic. All of the characters, therefore, can be cast as any ethnicity. In this version, Andrew’s background is Indian. Alternate lines exist for Andrew to reflect myriad backstories of Silicon Valley coders, including from those from China, Africa or even rural Missouri.

NOTE: The company name “Mediacritech” is pronounced two ways. When one is making fun of the company, it’s called “MediAHcritech.” When one is taking it seriously, it’s “MediaCRIttech.”

SETTING

The present.

- The TED Talk-like stage of the annual Mediacritech convention “Techno-Spher-iverse,” an annual convention like MacWorld.
- The office of BorNEO, a start-up travel app, based in San Francisco.
- Other locations - a bar, the street, Stanford University - all of which can be simply indicated.

Synopsis

GoldRush2.0 is a 4 person musical satire with a hip electronic score that uses disarming humor to explore deceptively deep issues of the heart and allows audiences to laugh at how technology is changing the world. In it, 22 year old drop out Ashley lies her way into a job at Borneo, a San Francisco based travel app start up. She's desperate to pay off her college debt and care for the sick mom who raised her alone. Ashley's boss is Josh (22), whose job title is Wild Man of Borneo. When Josh's girlfriend dumped him on vacation in Borneo, he got the idea to create a disruptive app to eliminate all pain points in the travel biz. He's helped by shy coder Andrew (22) who fled the trauma of his family farm in India. Andrew copes through video games and secretly likes Ashley. The three team up to develop their app, pitch investors, trounce the competition, and make Borneo a household word. Their story is framed as GoldRush2.0, a corporate musical presented by hot shot VC turned CEO Jules Hammer at the annual expo of corporate giant Mediacritech. In GoldRush2.0, the team is so focused on eliminating customer pain points and changing the future, they suppress their own needs. After some success, Borneo implodes, splitting up the team and throwing Josh into emotional collapse. He realizes he created a travel app to avoid taking a painful inner journey after the loss of his father and first love. CEO Hammer, pained by a terrible singing voice, is so impressed by the team that when he takes over Mediacritech, he reunites them to launch an app that teaches him to sing and makes pain shareable by turning emotion to song.

Notes about tracks: Music exists for all numbers. Recording tracks exist for all songs, except #01, #10, #11, #13, #16, and #18. Discrepancies between script and score are noted. Where discrepancies appear, the script is current. Recordings marked Demo Recordings represent the intended musical style.

TOTAL TIME OF RECORDED NUMBERS: 0:45:28

No Track, Song 01 - “BLOW THE WORLD AWAY”	p. 2
Josh, Ashley, Andrew - Piano Vocal	
Track 01, Song 02 - “GIVE BACK” (4:37)	p. 8
Ashley - Demo Recording - Script has correct dialogue.	
Track 02, Song 3 - “THE WILD MAN OF BORNEO” (2:29)	p. 12
Josh with Ashley - Demo Recording - dialogue mostly matches.	
Track 03, Song 4 - “THE CODING SONG” (4:35)	p. 16
Andrew - Demo Recording	
Track 04, Song 5 - “IF WE COULD CHANGE THE HUMAN RACE (3:01)	p. 21
(aka “THE PAST SUCKS”) Ashley Josh, Andrew - Piano Vocal with drums	
Track 05, Song 6 - “THINGS I WON’T DO” (3:42)	p. 26
Andrew, Ashley - Piano Vocal with drums	
Track 06, Song 7 - “NOT A HERO” (3:52)	p. 28
Josh, Andrew - Demo Recording	
Track 07, Song 8 - “SCORE” (7:04)	p. 32
Ashley with Josh, Andrew - Piano Vocal	
Track 08, Song 9 “A JOB’S A GAME” (3:18)	p. 41
Ashley, Josh, Andrew - Piano Vocal with Singers - The word “educational” has been replaced by “motivational.”	
No Track, Song 10 “EMILY”	p. 45
Josh with Ashley - Piano Vocal	
No Track, Song 11 - “THE PITCH”	p. 51
Josh, Andrew, Ashley - Piano Vocal	
Track 09, Song 12 - “I SEE IT NOW” (4:20)	p. 55
Josh, Andrew, Ashley - Piano Vocal with drums	
No Track (Reprise Track 6) - Song 13 “THINGS I WON’T DO” (REPRISE)	p. 63
Ashley	
Track 10 - Song 14 - “(ALMOST) A MILLION DOLLARS” (4:13)	p. 65
Andrew, Ashley - Demo Recording - change in intro dialogue; “Meth” has changed to “Heroin.”	
Track 11 - Song 15 - “HUMAN” (2:07)	p. 72
Josh - Demo Recording	
No Track, Song 16 “IF WE COULD SING” (aka “A MUSICAL”)	p. 74
Josh, The CEO - Piano Vocal	
Track 12, Song 17 - “TRANSFORMATION RAP” (2:10)	p. 76
The CEO - Demo Recording - Back-up singer lyrics correct in script.	
No Track (Reprise Track 1) Song 18 - “BLOW THE WORLD AWAY” (REPRISE)	p. 78
Josh, Andrew, Ashley - Piano Vocal	

GoldRush2.0
A Techtacular New Musical.

ACT I, scene i

Welcome to Mediacritech's Techno-Spher-iverse, a convention like MacWorld, devised to keep the stockholders, press and product groupies hyped up and informed. A Power Point slide appears with the Mediacritech logo and JULES HAMMER, CEO.

VOICE

Welcome to 20th annual Techno-Spher-iverse by MediaCRItech! Give it up for the newly appointed CEO of MediaCRItech – Jules Hammer.

THEME MUSIC. Enter the JULES HAMMER- a hip, handsome, greying man, in a crisp blue-buttoned shirt and khakis. A rock star, his appearance engenders applause. Pacing as he speaks on his headset mic, his goal is to woo everyone in the house.

HAMMER

Like my theme music? There's nothing as sexy or confidence building as walking in to personalized theme music. Remember that.

(transition to seriousness)

I admit I'm kinda nervous. I've seen the press. "How could a rain-maker from Eucalyptus Capital, famous for backing legendary startups, run a forty year old B2B tech corp like MediaCRItech?" Simple. Who better to drag this dinosaur into the 21st century and jumpstart its entrepreneurial vibe than a human who can spot earth-shattering technologies two blocks away? My one skill. Can't hum a tune. Can't talk a woman into a relationship. Maybe that's TMI. But...

He clicks. Slides verify his facts.

HAMMER

83.2% of Americans own more than one of the products I've launched. 47.8% of you in the audience are using one now. Please shut them off. You need to hear every word of my mesmerizing keynote. Just kidding... Post and text all you like... 'cause we've got some great stuff for you today. At the end of my talk, we'll unveil a technology that'll revolutionize the human experience by making it easier and more satisfying than ever to share what's in our souls and connect with other humans. To set the stage...

New slide: Context Through Storytelling

HAMMER

You'll experience the problems this technology solves by witnessing those of a short-lived start-up. Why? Because the high-stress start-up environment is a microcosm of our customers' pain points. And, because this story is an allegory for the great California Gold Rush. Not the 1849, "Gold in

them thar hills!” one. The second that started with the internet and roars on today. Some call it the Tech Revolution. I call it GoldRush2.0.

Screen changes to “GoldRush2.0.”

scene ii

MUSIC. A typical office - with desks, ergonomic chairs, a computer system, a dartboard, a white board and other paraphernalia - coffee, snacks, and an obscene amount of RedBull. A door leads to another office, where JOSH sleeps and ANDREW keeps his bike. JOSH, 22, is the company’s high energy, all-personality boss. In general, whenever JOSH does or says anything cool, he lets loose a Tarzan call and throws a dart. JOSH interviews ASHLEY, 22, an ambitious “grad,” overdressed in a business blazer and skirt. ASHLEY is strong, savvy, but, alas, desperate. Scruffy coder ANDREW, 22, hails from India, wears the same super-hero T-shirt everyday, sits at the computer and codes, oblivious to them.

<< NO TRACK - SONG #01 BLOW THE WORLD AWAY >>

JOSH

I WAS 20 YEARS OLD WHEN I STARTED TO WORK 22 HOURS A DAY.
FELL FOR A GIRL, TOOK HER ON A TRIP,
AND THAT’S WHEN NIGHT TURNED INTO DAY -
- IT SPARKED THE APP
TO BLOW THE WORLD AWAY.

See, we went to Borneo to get in touch with our primal selves. But the trip sucked! There was so much “suckage” between Emily and me she flew home. Without me. I was about to throw myself in an active volcano, when the light went on: make a travel app so intuitive that humans literally fall in love with their vacations.

I’M 22 NOW AND I’M LOVIN’ MY WORK 22 HOURS A DAY.
GOT MY FEELERS OUT, MY EAR TO THE GROUND.
IF I DON’T SHIT MY PANTS, I SAY
I’VE GOT THE APP
TO BLOW THE WORLD AWAY.

JOSH gets a text and excitedly shows
ANDREW, who glances up only briefly.

JOSH

From vacation-o-rama.com. A year of schmooze, and they’re connecting us to their hotels!

ANDREW, keeping his eyes on the screen,
high fives JOSH. JOSH does a Tarzan call,
startling ASHLEY.

JOSH

That's how I celebrate great juju.
(to Andrew)
Right, Code Shaman?

ANDREW grunts. ASHLEY questions.

JOSH

Our innovative job titles reflect the innovative vibe of our app. As boss, I'm the Wild Man of Borneo - As Code Shaman, Andrew casts the spells that make BorNeo work.

HE WAS 22 BACK WHEN HE FLEW OUT WEST;
WE MET IN A MATTER OF DAYS.
I'D BE TOTALLY SCREWED WITHOUT A GENIUS LIKE HIM!
HE DOES NOT WRITE CODE - HE PRAYS!

(to Ashley)

So, tell me about *you*. You don't have any practical experience with start-ups... but you're a rare business undergrad from Wharton. Your mojo was marketing. Impressive grades. You could launch anywhere. Why technology? Why BorNEO?

ASHLEY hands JOSH a portfolio.

ASHLEY

Perhaps I *am* crazy interviewing at an unfunded, closet sized company, but I work best when I get my hands dirty. Besides, travel is a billion dollar industry. There's room for a brash new app with an innovative user interface. While other marketing types exploit preconceptions, I want to build something from the ground up.

I'M 22 NOW, AND I'M WILLING TO WORK 22 HOURS A DAY.
TOGETHER WE'LL GAME SOCIAL MEDIA TRENDS
AND DUES I'M WILLING TO PAY,
SO THAT ONE DAY I CAN SAY
I ROCKED THE APP
TO BLOW THE WORLD AWAY.

To properly represent BorNEO's values, I'd love to know what you mean by your customer is the "average guy."

JOSH

The underserved, underpaid, overworked millennial.
(meaning the three of them)

Us.

ANDREW may hum along, but never turns
from his screen.

SO WE CAN...

TREK THE HIMALAYAS,
JOG TO SAMARKAND,
ROW A BOAT TO MANDALAY BAY.
TAP THE BORNEO APP ON YOUR PHONE,
AND PEACE OUT FOR PENNIES A DAY.
WHOEVER YOU ARE,
WHATEVER YOU DO,
ESCAPE IS JUST MINUTES AWAY....

What do you know about Borneo? The island. Not us.

ASHLEY

It's the 3rd largest island in the world. It has three countries: Malaysia, Indonesia, Brunei...

JOSH

Wrong. Borneo is covered in rain forest. It's jungle. Until pretty recently, the native tribes shrunk human heads. It's a *primal* place. All intuition. If you're going to manage employees, plan our marketing, write our social media *and* our pitch presentation, you've got to know that Borneo is not just an exotic location to us. It's what we want our customers to *feel*. One click and our vacation juju should be flowing through their loins.

ASHLEY

How does it work?

JOSH

We're in
STEALTH MODE NOW.
CAN'T GIVE ALL OUR SECRETS AWAY.
YOU'RE NOT IN THE TRIBE -
OUR KIMONO IS CLOSED
'TIL YOU SIGN AN "NDA".

That's a non-disclosure agreement to the new kid on the block.

ASHLEY

I know what an NDA is. And I'll be happy to sign, *if* your offer meets my standards.

JOSH
AS A BOSS, I'M A JERK.

ASHLEY
(still pushing to persuade)
I WON'T PLAY NICE.

JOSH
IT'S BALL BUSTING WORK

I'LL PAY THE PRICE.

JOSH and ASHLEY
GONNA BLOW THE WHOLE WORLD AWAY.

JOSH
DO YOU WANNA ...?

ASHLEY
YES I WANNA

ALL
TREK THE HIMALAYAS,
JOG TO SAMARKAND,
ROW A BOAT TO MANDALAY BAY.
SLAP THE BORNEO APP ON YOUR PHONE
AND MONEY'S GONNA COME OUR WAY.

JOSH
WE'LL BE A HOUSEHOLD WORD
AND MAKE SUCH A PILE

ANDREW
(without looking up)
BUY A PRIVATE ISLE
ESCAPE FOR A WHILE

ASHLEY
(to herself)
HOW LONG CAN I HOLD
.... THIS FAKE SMILE?

JOSH looks through her portfolio.

Uh-Oh, flag on the play.

JOSH

MUSIC HALTS as if by command.

JOSH
You scrawled your thesis on Medi-AH-critech? The enemy?

ASHLEY
You mean MediaCRITech, the future of work and media systems research company? But they're not in travel...

JOSH
They're the enemy because they're a powerful company that kills innovation. Look at their douche-y products! What they call Mobile Cloud is just a hard drive with douche-y marketing. Right, Andrew?

The guys high five. JOSH throws a dart.
Tarzan call!

ASHLEY
(changing her tack)
Yes, Mobile Cloud is...douche-y. Wharton's cut throat. One of my profs is on their board, so I felt I had to...

JOSH
...Do what it takes? Well, that's what I'm looking for - a killer ambitious, marketing-head-slash-manager-slash-person-who-gets-the-coffee.

ASHLEY

Oh, I'm not open to menial chores...

JOSH

Didn't you just say you liked getting your hands dirty?

(scoffing)

You do realize that, in addition to the awesomeness of bearing the title "High Priestess of Marketing and Management," you'd hold 1.5% of the stock when we go IPO.

ASHLEY

Future gains are hypothetical. I'd like a minimum guarantee of...

JOSH

(incredulously)

Our ultimate competitors are billion dollar companies; 1.5% of the investment capital could be a tech-tacular amount of money!

ASHLEY

But what's the starting salary?

JOSH scribbles a note and hands it to her.

ASHLEY

Isn't that just...minimum wage?

JOSH

If you're not serious... we have 723 other applicants for this job.

ASHLEY

Good luck in your search.

Without a handshake, JOSH texts on his phone. ANDREW looks up to watch her go. Desperation passes over ASHLEY's face. An idea! She pulls out her phone charger.

ASHLEY

Oh, darn. My phone's dying.

Suppressing a knowing smirk, JOSH points to an outlet. Ashley bends over to plug in her phone. JOSH looks over at ANDREW who shakes his head "no." JOSH nods "yes;"

JOSH

Uh, Ashley, it's Ashley, right? For a buck more an hour, you're in.

ANDREW throws up his hands and goes
back to coding. JOSH shakes Ashley's hand.

ASHLEY
I'M SCARED, BUT I WON'T LET YOU FALL.

JOSH
IF YOUR DREAMS DON'T MAKE YOU SCARED,
THEY'RE TOO SMALL!

IT TAKES A 22, 22 MONTHS TO CRACK BEFORE SHE QUILTS AND STARTS UP AGAIN.
SO HAVE A PLAN, LIVE AS CHEAP AS YOU CAN. WHO KNOWS WHEN YOU'RE GONNA
SAY "WHEN"?
JUST SO YOU KNOW, IT'S THE BEST WAY TO GO IF BY 30 YOU WANT TO BE FREED.

ANDREW
(not looking up)
IF I MAKE A PILE, I'LL BUY MY OWN PRIVATE ISLE, AND FINALLY CATCH UP ON
ASSASSIN'S CREED.

ALL THREE
IT'S A 22-22-22 WORLD; IT TAKES 22 YEARS TO EXPLAIN.
WE'RE GONNA KICK EXPEDIA'S BUTT, PUT A BULLET THROUGH PRICELINE'S
BRAIN.
BUT WE GOTTA PAY, YEAH, WE GOTTA PAY.
WE GOTTA PAY IF WE'RE GONNA PLAY,
AND WE GOTTA PLAY,
WE GOTTA PLAY,
WE GOTTA PLAY
TO BLOW THE WORLD AWAY
BLOW THE WORLD AWAY!

scene iii

Lights up on HAMMER.

HAMMER
Not your average blah-de-blah keynote, right? By capturing the present day suffering of our
customers, our "blast from the past" corporate musical demonstrates the need for our revolutionary
new product. Note the "sucky" reputation MediaCRItch has with the post-adolescent CEO. FYI
Nobody's going to think that about us after today.

scene iv

Ashley moves to a "street" area, fishes out
her phone and dials.

ASHLEY
Hey, Mom, how you feeling?

(concerned)

Haven't you been taking your meds? Call the doctor, okay?

(cheerily)

Guess what! I got the job! See? I told you it would be like this! Steve Jobs, Mark Zuckerberg... all the big people in tech are just like me. They're all college drop-outs. My boss care didn't ask about my education...much. I got hired because I'm a born marketer.

(aside, ironically)

...who really knows how to market herself...

(defensive)

No, it wasn't my only interview...OK, it was. So what? Everything's going as planned, and once I've got experience, I can get a better job at a bigger company, and then...

(pause)

Look, you raised me alone, Mom. Now I'm going to take care of *you*. If this goes how we planned, you won't have to worry about a thing.

<<TRACK #01 - SONG #02 - GIVE BACK >>

(firmly)

I BELIEVE IN BORNEO, MOM.
BESIDES, I BELIEVE IN MYSELF!
I RESEARCHED THE FIELD, AND SOMEDAY SOON
I CAN JUMP TO A HIGHER SHELF.

WE'VE GOT TO STICK TO OUR PLAN.
CAN'T FOLLOW THE RULES AND BE GOOD,
'CAUSE IT'S BAD TO WRACK UP MORE COLLEGE DEBT
IN A WORLD WITHOUT "MUSTS" OR "SHOULD'S."

WE CAN'T HELP THAT TIMES ARE CHANGING,
THAT IT'S TIME FOR ME NOW TO GIVE.
WE DON'T MAKE THE RULES, WE DON'T SET THE CLOCK.
WE JUST DO WHAT WE NEED TO LIVE.

I WANT TO GIVE BACK
'CAUSE ALL I'VE EVER DONE IS TAKE.
YOU'VE BEEN ON YOUR OWN,
GIVING ALL TO ME.
IF I DON'T GIVE BACK, I'M A FAKE.
WHAT ON EARTH WAS THE GIVING FOR
IF I NEVER STAND ON MY OWN?
I WANT TO BE STRONG, REACH FOR THE SKY,
MAKE YOU PROUD OF THE SEED YOU'VE SOWN.

I WANT TO GROW UP.
I WANT TO FACE EVERY CHALLENGE I CAN.
I WILL PICK YOU UP,
AND RAISE YOU HIGH.
IF I LET THE SHIT HIT THE FAN,
WHAT ON EARTH WAS THE GIVING FOR
IF I NEVER STAND ON MY OWN?

I'LL BE STRONG FOR YOU. I'LL REACH FOR THE SKY...

Sudden comic sound of cell phone dying.

ASHLEY

Fuck the connection on this phone!

Frantically, she redials.

ASHLEY

Mom? Mom? Did you hear anything I said? Where did it cut out?

(speed singing/talking to catch up)

I've got a great job...? I want to give back...?

(pause, defensive)

Okay, so the salary's not what I'd hoped. But I found an affordable place to share with 3 other girls... 2 guys, a non-binary, a chihuahua and a pit bull. It's all good, Mom. The climate's perfect, and everybody says earthquakes are no big deal.

(pause)

Look, what if you're not able to work again? If you send a check, I'll rip it up! Call the doctor, okay? Bye.

(hangs up, to herself)

I BELIEVE IN BORNEO, MOM.

WHAT ELSE CAN I DO BUT BELIEVE?

I LIED THROUGH MY TEETH SO YOU'D NEVER GUESS

THERE'S NOTHING LEFT UP MY SLEEVE.

I'M GOING TO GIVE BACK,
AND IT WOULDN'T HELP HER MUCH TO KNOW
ALL THE WAYS WE'RE SCREWED,
THAT OUR FUTURE SUCKS.
I PUT ON A REALLY GREAT SHOW,
SO SHE NEVER ASKS "WHAT WAS THE GIVING FOR?"
SHE'S GOTTA THINK I CAN STAND ON MY OWN.
SHE'S GOTTA THINK I'M STRONG, I CAN REACH THE SKY,
THAT I CAN PUT HER ON A THRONE.
THAT'S HOW I GIVE BACK.
I WANT TO GIVE BACK.

scene v

Morning. ANDREW, in the same super-hero shirt, coding. ASHLEY rushes in with her Starbucks and bagel. Her attire is less formal, but still business-like.

ASHLEY

Uh...Hail, Shaman. Up all night casting spells?

No “Hello” back. Frustrated, ASHLEY stays positive, while pulling from her bag mock ups of logos and more post-its, which she arranges on a board - her organization central.

ASHLEY

It’s bad to hunch over all night. Even worse to go without sleep. Did you eat?

(pointedly, after catching a waft)

Or take a shower? Who’d have thought Josh’d go off to a trade show only one day after I started...?

ANDREW

His job title is Wild Man.

ASHLEY

(trying to be cheerful, bringing him her post-it map)

Great! You’re talking! I need communication about our agreed-upon time-line. I have no idea where you are in the process. J..., uh, Wild Man said I needed to crack the whip while he’s gone.

ANDREW glares. His phone rings. He looks at the caller. Ashley doesn’t see the expression on his face: fear. He drops the call and codes on.

ASHLEY

Andrew...Shaman... I’m talking to you...

Suddenly, JOSH enters - bleary-eyed, brief case in hand, covered in lanyards, sporting something like a Google Glass and an electronic shirt featuring a moving eyeball.

ASHLEY

Finally!

JOSH

Hail, digital natives! I come bearing swag.

JOSH dumps tech swag on ASHLEY: coffee mugs, caps, bags - all with company logos.

JOSH

(referring to his eye-ball shirt)

Check it out - latest in wearable technology.

(ignoring Ashley, to Andrew, rapid-fire report)

Dude! I had the most tech-tacular idea over the Grand Canyon. Mules. It could be like ZipCar but with mules... We could have mules in the Andes, in the Alps... You just take one and bring it back

when you can. But obviously we couldn't think about adding *that* to the business plan until Phase 4, so it's *way* down the line.

(collapsing in a chair and pops a pill.)

God, I love red-eyes! You get so much work done. But the trade show was far from tech-tacular.

(to Ashley)

Priestess, the supervillains at MediAHcritch were darkening their Mobile Cloud with homeostatic innovation in the form of "front loading" middle ware.

JOSH and ANDREW, still glued to his screen, laugh. Hard. Ashley's lost.

JOSH

(back to Andrew)

The good news is I finally- finally!- got ExpenseVulture.com to share flight schedules. We'll have to kick back into their system, but we knew that going in, *and* they asked for less bank than I thought. So we're broke, but we can go live the second you're ready. Are you ready?

ANDREW shakes his head.

JOSH

Why not?

ANDREW rolls his eyes toward ASHLEY.

JOSH

(sotto voce)

Farm Boy having trouble with our hen?

ANDREW

(sotto voce)

Don't call me "Farm Boy," you misogynistic jerk.

JOSH flashes through Ashley's artwork.

JOSH

(veiled sarcasm)

Good work by the way.

ASHLEY

(proud)

Thanks! You like them?

JOSH

Monkey? Really? Is this a kids' app? No. I mean good work slamming the morale of this company while I was gone. The most important thing at BorNEO is morale.

ASHLEY

By company, I assume you mean Andrew...All I did was ask him about the timeline. I haven't even been here a week. You could've told me what I was up against before abandoning me to him for four days. Do you realize how long it's been since he's slept? Or eaten? Or showered?

JOSH

(pulling rank)

You know how Steve Jobs said, “Stay hungry. Stay foolish”? Our version is: “Stay wired. Stay sleep deprived.” You can’t mess with that. And he doesn’t talk because he’s not comfortable with you yet.

ASHLEY

But the smell!

JOSH

OK, sometimes he gets gamey. But he doesn’t shower or wash his clothes for the environment. You do care about the environment?

ASHLEY

Of course...

JOSH

Then leave him alone. Priestess, I’m not questioning your business acumen, just your “street smarts.” I wasn’t kidding when I said “primal” is what BorNeo is about. To get Andrew to be productive, you’ve got to tap into his natural juju. I mean, as my dad once said to Steve Jobs...

ASHLEY

(impressed)

Your dad knew Steve Jobs?

ANDREW

(still coding, but wanting to avoid the inevitable)

Don’t ask!

MUSIC UNDER.

<<TRACK #02 - SONG #03 - THE WILD MAN OF BORNEO >>

JOSH

(Tarzan call)

Oh.....

Oh.....

ANDREW rolls his eyes and shakes his head.

ANDREW

Here it comes.

JOSH

MY DAD HAD THE VISION,
BUT STEVE HAD THE TRIBE.
DAD SAW THE STORY
THE NEWS WOULD TRANSCRIBE
AS A CIRCULAR TREK
TO BOTH FUTURE AND PAST.

THEY'D FREE THE WHOLE WORLD,
WHILE HAVING A BLAST.
"IT'S ALL IN THE GUT,"
HE TOLD APPLE'S REGIME,
"THE DREAM
IS THE PRIMAL SCREAM."

JOSH
(Tarzan-call) AH...

ASHLEY
What's he talking about?

ANDREW
(without looking up)
His dad was an early player at Apple.
But he died. Leaving his wife and only son a
shit pile.

JOSH
IF MY DAD WAS ALIVE,
HE'D SAY, "NEVER FORGET
TRAVELERS FEEL.
THEY DON'T WANT TO FRET,
HAVE ANY THOUGHT
OR UNNATURAL SWEAT -
WELL, EXCEPT AS THEY'RE FRISKED
ON THE WAY TO THE JET -
THAT CUTS OFF THEIR FLOW
OR STIFLES THEIR DREAM,
'CAUSE THE DREAM
IS THE PRIMAL SCREAM.

AH!

ASHLEY
His dad obviously meant a lot to him.

ANDREW
I'm stunned a guy like him even had a
dad.

TIME TO GET PRIMAL!

Dance break.

DAD'S DEATH WAS SO TRAGIC,
A VERY SAD SCENE.
HE SAID, "SON, I PRAY
YOU CARRY THE GENE
TO SHAKE THE WHOLE WORLD
RIGHT DOWN TO ITS TOES.
TELL ME YOUR VISION.
SAY HOW IT GOES."

“DAD, I’M THE VISIONARY.
HERE IS MY VIEW.
ALL OF MY ROADS
LEAD BACK TO YOU.”

ASHLEY

That’s beautiful.

ANDREW

(without looking up)
Not after you’ve heard it half a dozen times.

JOSH

MY DAD WAS A HUNTER,
A MEDICINE MAN.
I DO THIS FOR HIM
MY PLAN IS HIS PLAN.
SO WE’LL TORTURE EACH OTHER
ON A HILL OF RED ANTS
‘TIL WE CONQUER THE WORLD
BY THE SEAT OF OUR PANTS.

NOW I’M THE WILD MAN OF BORNEO!
BACKWARDS THINKING’S GOT TO GO.
IT’S ALL ABOUT THE PRIMAL FLOW.
CAN’T WAIT TO GO IPO...
OH! WHOA!

ASHLEY

HE’S THE WILD MAN OF BORNEO
BACKWARDS THINKING’S GOT TO GO
IT’S ALL ABOUT THE PRIMAL FLOW.
CAN’T WAIT TO GO IPO!

JOSH

I AM THE VISIONARY.
HERE IS MY VIEW.
IN THE FUTURE ALL ROADS
LEAD BACK TO YOU.

ASHLEY’s tough side has completely melted. JOSH pops a beer and a Redbull and drinks both simultaneously.

ASHLEY

I know how it feels to love a parent that much.

JOSH

Everything I do or think is because of my dad. You know how Sci-fi writer Arthur C. Clarke once said, “Any sufficiently advanced technology is indistinguishable from magic”? Behold!

JOSH pulls off his Google Glass-like headgear and puts it on ASHLEY

ASHLEY

(nauseated)

Ech, It's like it's reading my mind!

JOSH

(chuckling, taking it back, putting it on)

If only! I messed with the settings so it feeds me images at random off the web every 1/4 second. I use it to pan for gold from ideas I don't even know I have. Ultimately, a device like this is going to *be* me, take care of all my business, leaving me free to be my most basic primal self. My gut says the primal self business will save the world, and travel apps are the gateway to it. That's why, for my dad's sake, I've got to get BorNeo to market before somebody else beats me to it. Now, about Shaman...

He grabs her bagel out of its bag, puts it on a paper napkin and sets it next to Andrew. Without looking, Andrew eats it.

JOSH

Understand?

ASHLEY

I can't believe I'm saying this, but, yeah.

JOSH

Do it twice a day. Start-ups are high stress, so blow ups come with the territory. If you let his blood sugar drop, he loses his temper and walks out. *That's* bad for productivity.

ASHLEY

I guess it's not demeaning to do what works.

JOSH

Phone meeting in 60. Wake me in 45.

JOSH goes in his office. ANDREW codes like a monk at prayer, but occasionally plays with a can of RedBull. ASHLEY notices his can is empty. She pops a fresh one, replaces, watches. He drinks. JOSH'S method works!

ASHLEY

Sorry to, uh, crash you, Shaman... I'm doing a Whole Foods run. I'll be back to wake Josh. And sorry how I treated you. From now on, I'll be more open to the way you work.

MUSIC. ANDREW sits coding without looking up. But after ASHLEY leaves, he

stops, looks at the RedBull, looks at Ashley's
empty desk, sighs and codes on.

<<TRACK #03 - SONG #4 - THE CODING SONG >>

ANDREW

ON MY PATH TO BORNEO,
A WORLD OF MY DESIGN,
ASSEMBLED LINE BY LINE,
OUT OF BOOLEAN EXPRESSIONS
WHERE EVERY CHOICE IS TRUE,
AND VARIABLES ARE FEW,
ALL BALANCED AND CONTROLLED
BY ME
AND THE ONLY OBJECT IS
TO BE...
TO BE FREE...

slash, slash
LIFE IS SIMPLE HERE,
pah-rent
ON MY GRID OF ELEGANT LANES.
SPEEDING THOUGHTS TAKE
INDEPENDENT TRAINS:
NOT, OR, AND.
A FRIENDLY AMPERSAND
OPENS A UNIVERSE HERE.
WHERE IDEAS NEVER DISAPPEAR
BUT LOOP AND MERGE,
UNTIL THEY BUBBLE AND CONVERGE,
AND UNLIKE LOVE THAT'S JUST TOO PAINFUL,
OR LIFE THAT'S JUST A MESS,
THERE'S ALWAYS A SOLUTION,
ANOTHER WAY TO YES.
HERE NO ONE EVER LEAVES YOU
AND YOU DON'T HAVE TO GUESS...

slash, slash
BUT AM I REAL IN HERE?
pah-rent
CAN DREAMS EVER BE COMPILED?
IT JUST DEPENDS ON
HOW THEY CAN BE STYLED.
(stopping, looking at the Redbull Ashley gave him.)
BUT IF X GETS Y
WHY SHOULDN'T I?
I'D RATHER PICK UP AND GO
TO WHERE I COULD DROWN MY WOES IN FLOW,
TO EMBRACE THE DARE

AND BUILD A CASTLE FROM THIN AIR.

AND UNLIKE LOVE THAT'S JUST TOO PAINFUL
OR LIFE THAT'S JUST A MESS,
THERE'S ALWAYS A SOLUTION,
ANOTHER WAY TO YES.
HERE NO ONE EVER LEAVES YOU,
AND YOU DON'T HAVE TO GUESS...

ON MY PATH TO BORNEO,
A WORLD OF MY DESIGN,
ASSEMBLED LINE BY LINE,
OUT OF BOOLEAN EXPRESSIONS
WHERE EVERY CHOICE IS TRUE,
AND VARIABLES ARE FEW,
ALL BALANCED AND CONTROLLED
BY ME
AND THE ONLY OBJECT IS
TO BE...
TO BE FREE...

Finalize. Semicolon.

(sipping the RedBull, looking long and hard at the can)

I can't work in the daytime. It's too distracting.

He tosses the unfinished RedBull in the trash.

scene vi

LIGHTS UP on HAMMER.

HAMMER

Personal themes songs help us get out of our brains and connect to our customers' hearts.

(pause)

Who knew that was a love song? Andrew may let his passions get gummed up in terms like "Boolean Expressions," but his need for love is real. If only he could express how sexy Boolean Expressions really are! For you who never took Coding 101, they're the true/false valuations, the binary 0 or 1 option, that makes computer science possible. And they're sexy because they make technology feel like magic.

(pause)

Did you know there are only about 10 people in the world who understand binary code, and both of them are here tonight?

(chuckles at his little joke)

Seriously, without a device that could express his emotions for him, Andrew will have trouble acting on his feelings for Ashley. He's like that tone-deaf kid in your high school choir, who tries out for the musical year after year only to wind up on stage crew. Why? Because he knows there's no greater feeling of love than being in a kick line with his friends. Yet, without our characters' theme songs, we'd have no idea their prime motivation is love.

SCREEN: "Customers Love.

HAMMER

Ashley loves her mother; Andrew loves Ashley; and like most CEOs, Josh loves himself. I know what you're thinking. "This crazy new CEO is turning MediaCRItch into the company that 'loves.' He'll be out by day's end." Sorry, I'm as ruthless as I ever was, and because Mobile Cloud sucks like Josh says, we're pink slipping that whole department.

SCREEN: Sorry, guys!

HAMMER

But the rest of you go with me on this... The binary nature of technology has made our technology-dependent customers increasingly binary themselves. Nowadays, every interaction is an all or nothing proposition. People seek connection 24/7; but if their phones die, they're isolated - cut off. Remember when people lived *in* the present, *for* the future? Today, the future *is* the present. No planning. No consequences. No sacrifice. End result? Less connection. Less love. Now envision a future in which connection is the goal, where human beings matter - not as data points in a marketing plan, but to each other, as unique, valuable members of a world-wide kick line. That's a future I want to see; that's the future I mean to create.

scene vii

The office is subtly more organized and hip. Ashley appears with groceries. She puts a sandwich in Andrew's hand. He eats it, without looking up, as she hands Josh a coffee. Andrew and Josh face off heatedly.

JOSH

People don't randomly trust something they've never heard of. Products like BorNeo go global all at once.

ANDREW

Since BorNEO is the most innovative product out there, why take orders from some company grabbing venture capitalist? The safest and most ethical choice is post BorNEO on the App Store and let the masses decide.

ASHLEY

Wild Man, forgive me for crashing your juju; but what about Skyhook? I was in Starbucks, standing behind two guys talking about an innovation that sounded strangely like BorNeo. They called it Skyhook.

Panic! Andrew pulls out his phone, searches.

JOSH

(rapid grilling)
Which Starbucks?

ASHLEY

8th and Market.

JOSH

What did they look like?

ASHLEY

Dude in a hoodie. Greying guy in a blue button-down.

JOSH

Venture Capitalist!

ANDREW

Shit!!!

JOSH

(to Andrew)

Chill out, Shaman. Freaking out won't solve the problem. We gotta turn it to our advantage. Just like Jobs would do.

Josh surreptitiously pops a couple of pills,
then takes charge.

JOSH

(to Ashley)

What did they say? Exact words!

ASHLEY

...It's like a dating site, except for vacations. You get matched up to the vacation of your dreams.

ANDREW

(typing, searching)

Two years work! I should've been hitch-hiking to Europe.

ASHLEY

You can't hitch-hike to...

ANDREW

You can from India. Found it!

JOSH

Are they live?

ANDREW

Barely a presence.

JOSH

Good. Now, does it take a profile to match the user, like we do now, or does it know what you want on its own.

ASHLEY

I think... "profile."

ANDREW

(reading)
Profile.

JOSH

Wait...

Josh puts his Google Glass thing on, paces, closes his eyes, shakes his head.

JOSH

Gold! The solution is to add a few “features.” Enter your name, price range, and click “Escape.” BorNEO takes over your screen saver, and hyper-flashes photos of vacation spots while it takes over your camera. BorNEO reads your face and discovers which vacation you need, when and why. It scopes your calendar for free days. The itinerary appears. All you do is click "Yes."

Fast, heated banter.

ANDREW

It's too complex...

JOSH

But it's going to *seem* simple. Like Steve told my dad, “Bob, what seems simple is always complex...”

ANDREW

Who cares you took swimming lessons with Job's kids? Face reading will take time! We have a product that's ready to go NOW!

JOSH

So does somebody else. *Nobody* has *this*.

ANDREW

Parts of the code I'd have to invent!

JOSH

All the more earthshaking and impossible to steal!

ANDREW

What about the moral implications of reading people's minds?

JOSH

#1- It's faces, not minds. #2- Privacy is over. Deal with it. #3 - Face reading technology is old news. We're just applying it in a new way.

(to Ashley)

Code Shaman thinks people have psychic powers if they can tell he's happy when he smiles. Priestess, you're normal. More or less. How would *you* feel if you let your computer camera read *your* face? Would *you* feel like it was spying on you, like it was taking over *your* mind?

(pause)

People obsessed with privacy usually have something to hide. Right? And you *don't*, right?