Transcript of Full Video

VO	Visual
On March 10, 1876	On March 10, 1876
Alexander Graham Bell Made the First Phone Call	Alexander Bell Made the First Phone Call
<Music>	Timeline
140 years ago to the day we are launching	Timeline
Primo	Primo on Timeline
Setting a new standard in communication	Primo on Timeline
<Music>	Join us to make history
I became a telecommunications entrepreneur when I was living overseas and found it very expensive to call back home. I new that there had to be a better way of doing it.	David speaking to camera
So, for the past 20 years I've started several companies, whose sole purpose is making communcation easier.	Visual of company/ success
At Ultra, we redefined what it means to be a phone company in the biggest market in the world.	Ultra Mobile Logo (current reel logo and zoom)
In 3 years we were making over $100m in annual revenue,	$100m in annual revenue
had a growth rate of 100,000%	Show growth chart up to 100,000%
and ranked #1 on the Inc.500.	Move up to show Ultra in top spot of Inc.500 list
that gave us the 2015 title of fastest growing company in America,	# 1 fastest growing private company of 2015 (could be as is - or photos running across entire team - not just on brochure, or just stand alone without the photos & zooms in)
And I'm bringing our entire team and all our experience to Primo	David speaking to camera
So we can redefine communications at a global level	Phone with apps flowing in/out
Today we have a lot of choice. But international communication is either simple yet expensive, or free but complicated	Phone with apps flowing in/out
There a lot of apps you can get on your smartphone, and they all do something very well.	David speaking to camera
But they all have limitations, which means people use different apps to communicate with different people.	visual of lots of diffent app icons, replaced by Primo icon?

We wanted to design the perfect app.	Show using Primo
Primo is designed and built for everyone.	David speaking to camera (can we extend David time to camera for full section?)
We've combined video, voice, messaging and file sharing all in one app.	Show icons and show them all move into phone with Primo App
Plus with Primo you can call anyone on any device, whether it be to another Primo user	Diagram of phone to landline/mobile/smartphone/tablet
a mobile	Cut to guy on mobile phone
or a landline.	Vietnamese guy
And Primo connects you seamlessly, with HD quality sound	Globe with blue lines connecting
We are breaking down borders - making it free to call 4 billion people around the world.	Map of the world (Suggestion to make more dynamic: Show map as grey and then add the blue when we say "making it free")
Primo is an innovative company, which is why we are using the most innovative way to raise money	Crowdfunding page
Having grown 2 companies that have topped Inc. Magazines list of fastest growing companies in America, we know how to grow a company.	David speaking to camera / or 2 x inc logos with Justice Technology (1998)and Ultra (2015)
Download the app and we'll give you 500 mintues to call for free	show downloading using Primo
It's a great way to try Primo. We hope that you download it and try primo, and really get the full utilization of everything that primo has to offer	David speaking to camera
We're making global communication free, join us and make history.	Primo Logo with URL

Transcript of 30 Second Video

15 seconds	Visual
140 years ago	On March 10, 1876
Alexander Bell Made the First Phone Call	Alexander Bell Made the First Phone Call
	Timeline
Today, Primo is redefining communiciaion	Primo on timeline
We've combined video, voice, messaging and file sharing all in the one app.	Show icons and show them all move into phone with Primo App
and made it possible to call anyone	Diagram of phone to landline/mobile/smartphone/tablet
	Map of the world (Suggestion to make more dynamic: Show map as grey and then add the blue when we say "making it free")
	Crowdfunding page?
	Inc 500 logos?
We're making global communication free. Join us to make history	Primo Logo with URL