

## General Overview

Mockumentary of a doomed e-business during the peak of the web-boom era. Mixes styles from movies like "Man Bites Dog" and "Office Space" and occasionally from the Batman TV series (e.g., during the VC pitch scene).

Two plot lines are inter-twined:

- 1) Rise and fall of the Pet Rocks dot com business during the peak of the web boom and the experiences of its key figures.
- 2) Farcical socio-political essay about the extinction of (worthless) suburban Americana as told by a greasy-spoon donut coffee shop owner in a stereotypical strip mall.

Film coverage of all goings on are done primarily through the perspectives of cameras scattered around the workplace and environs (e.g., web cameras in the office, security cameras in the parking lots, stores, ATMs, and other digital devices like voice over IP).

Several movie props are significant:

- Lattes: Main characters always have them and drink them with the regularity of a chain smoker smoking cigarettes.
- Cell phones: Whether there is a land line based phone near or not, the main characters talk exclusively through cell phones and are fanatical about keeping up with their constant advancements. The cell phone is the badge of honor and represents the slave like commitment they pledge to PetRocks.Com.
- Razor scooters: The favored form of transportation around the general office premises. Represents the unflappable, free wheeling, wise guy attitude of the new economist.
- Sushi boats: Gluttony and excess is measured by the number of sushi platters consumed a week.
- Foosball tables: The preferred form of amusement by all the tech workers. Everyone wants their own.
- Fish tanks: Employees are awarded these "serenity focal points" by the HR department to build morale and maintain a balanced company culture.

## Character Bios



Shea Reechin, CEO: the main character; grew up in Sunnyvale California and enjoyed early fame as an adolescent after he invented the "Punk Chia" kit, the first of several coifs Chia pet owners could buy to personalize the leafage for their terra cotta buddies. From an early age, Shea was determined to succeed building a business based on his creative inclinations and has a fascination with make-believe characters he is driven to

bring to life.

Hobart Bumbly, CMO: Shea's best friend; lived around the corner from Shea in Sunnyvale. Hobart gained the respect of Shea after Hobart started the first Atari 2600 support bulletin board network on Compuserve. Hobart brings Petrocks a "great product mind" and the confidence of a 3 time winner of the Cub Scouts Turtle race.

Steve Spinwheel, CTO: The New York "web-wiz" met Shea and Hobart at a Java Business Expo cocktail party. Previous to the Java wave, Steve developed interactive multimedia software for various unnamed exotic entertainment publishers. Steve believes in the integration of the electronic immersion of virtual reality and tactile world of highly accessorized action figures.

Fred Sharky, VC: The Menlo money man known for his quick decision making and network of "pulse-takers" in silicon valley. Fred's fortunes swelled after several big IPO pops for companies like E-Suntan.com and JavaBucks.com.

Bill Blasgut, Buffalo Bill's Donut store owner: Bill has been selling donut holes and bear claws to Shea and Hobart since they were kids, that is until, Starbucks opened up across the street in the old CopyMat building. Bill does not approve of the recent transformation of his neighborhood -- traditional strip mall business space being used for Dot Com office space.

## **Scenes**

### Scene 1: Java Business Expo

The 3rd day's keynote speech is given by CEO, Arash Dweeble, from moderately renowned dot com first known for its "web condo" business model.

The short, energetic man comes on stage wearing a wireless mic and headset, booming, "Is everybody ready to start a business on the hottest language of our time?"

Shea and Hobart looked at each other surprised but excited since they expected a speech about technology. Arash began a slide show.

"Last year there was \$5 billion dollars available from venture capitalists. This year there's more than \$15 billion dollars."

The slide's inclined curve illustrated this to them. The last slide was a photo of a caribbean beach.

"Do you see this beach? Do you see your self in this picture? That's you! That's you after you flipped your first company!"

### Scene 2: The Petrocks business concept

Hobart meets Shea in the house Shea inherited from his mother in Sunnyvale. They leave for Starbucks, around the corner and across from Buffalo Bill's Doughnut Roundup to talk about Shea's new idea.

Shea: "...the untapped market of personality management for inanimate pets online is enormous!"

Proposed business stages:

Hobart: "...basic product: Virtual personalities for inanimate pets: pet home pages, chat lines, etc.

Hobart: "...extension products...franchisable product lines: e-chia pet, e-yamaguci pet, e-barbie, e-gijoe, etc."

[they find Steve's business card]

Scene 3: The VC Pitch

[Shea, Hobart, Steve meet Fred at his Menlo office]

[subtle use of super-villain overlay on Fred Sharky (compare to the Joker)]

[Shea gesticulates like a monkey while foaming at the mouth but delivers the spiel without a hitch]

Scene 4: The Business Launch

[financed for a 12 month "runway"]

[non-stop new business ideas cause confusion about company vision]

[the millionth user signs up after the first 2 weeks of operation]

[Buffalo Bill tries to talk sense to Shea and Hobart, "who even remembers pet rocks?"]

Scene 5: Success

[sushi, sushi, sushi]

[more users, more VC financing, more splurging]

[trouble building the technology side leads to over use of the morale reward policy (e.g., foosball and fish tanks)]

[the "singing in the rain" scooter ride in the parking lot (compare to similar scene in the Butch Cassidy and the Sundance Kid movie).]

[new vehicles in the parking lot. Buffalo Bill disapproves of employee parking choices.]

Scene 6: A Problem

[web hit accounting error was overestimating user account signup by 2 orders of magnitude (uh oh). There are really only several hundred user accounts.]

[tech guys get a serious lashing and lose sushi restaurant account rights]

[the office culture gets weird. The foot puppet fetish is revealed to some of the Petrocks staff (to their horror)]

[the new marketing effort begins: "PetRocks Bus or Bust...we'll take the message on the road!"]

Scene 7: Downward Spiral

[tech market crashes; most key tech employees ruined due to over leveraged positions]

[no interest in the petrocks franchise business model]

[the user accounting error found out]

[Steve gets a DUI in the PetRocks Bus]

[Shea barricades himself in his office yelling, "it's my idea...the VCs can't take it from me"]

End Scene:

[Shea gets a new even better idea!]

[Buffalo Bill opens up his 2nd business in the strip mall, a liquor store].