

THE ELEVATOR PITCH - 8 VÅNINGSVERSIONEN

INTERIÖR. HISS, BOTTENPLAN. GULDHEDENS VATTENTORN - DAG.

Ingen av er minns riktigt hur, men plötsligt befinner du dig i en hiss tillsammans med Stephen Hawking. Stephen ser lite goofy ut, men låt dig inte luras. Han är smart som en kaffeindopad bergsuv. För att bryta den pinsamma tystnaden - och få tankarna på annat än det faktum att han just upplevt ett spektakulärt kvantumhopp och plötsligt befinner sig teleporterad till en hiss tillsammans med en vilt främmande person - bestämmer sig Stephen för att konversera

STEPHEN

(genom sin digitala  
röstmaskin)

Hey, what is "Hey It's Enrico  
Pallazzo?"

DU

Well, Stephen. For one we believe passionately in the power of ideas as a driver for change. So much in fact that we built our whole existence on the idea that we need to live what we preach in order to be successful.

STEPHEN

Uh?

DU

Look. How do you persuade people that your ideas is worth considering? You need 'proof points' - quick and simple evidence that supports your positioning right? Well, we are storytellers. So naturally we tell our own story the way we would if we were asked to tell yours. The first rule is you can't take yourself too seriously or you'd bore people into quadriplegia.

STEPHEN

Ha-Ha

DU

Sorry man. I didn't mean it to be insulting. I just wanted you to get my point. Ok, it was an epic fail to make fun of your situation and all, but sometimes you have to stretch the boundaries.

You must embrace the risk of failure or you will never ever come up with a novel concept or thought. People worry to much about suggesting stupid ideas because of what others think.

STEPHEN

Talk to the ha-and.

DU

Come on Stephen! Don't be like that. Deciding to jump into unchartered waters shouldn't even be a discussion for us. It should be mandatory practice. Being "right", "knowledge", "experience". It's so safe. So lame. It's also hopelessly out of date. You know - old solutions to old situations and problems. The enemy of being creative.

STEPHEN

You said lame.

DU

This is not a very productive discussion Stephen.

STEPHEN

Duh...!

SFX: PLING!

INTERIÖR. HISS, CAFÉ-VÅNING - DAG.

Hissen har nått sin våning. Det hade varit kul att snacka vidare med Stephen men eftersom du har lite brådis tränger du dig förbi hans permobil och går ut.

DU

Ok take care now...

STEPHEN

Asshole.