ARRAY COIN INFORMATIONAL VIDEO SCRIPT DRAFT V1.0	
120 SECONDS	
Image suggestions	**Script Text**
Image of coins popping up, slowly at first then more quickly until there's a pile	Cryptocurrency has exploded in popularity in recent years, moving from obscure to mainstream. New blockchains and cryptos pop up all the time, each with a different mission, purpose or goal. But they all underestimate the power Blockchain can have on social change.
"Array Coin" pops out of the pile	Array Coin is a cryptocurrency specifically designed to stimulate economic growth in underdeveloped communities. It is the official cryptocurrency of Urban Array, a decentralized social enterprise that provides technological solutions to neighborhoods that are underserved by the government and the marketplace.
DIfferent people - some carrying shovels, others holding hoes, other with pain brushes, receive credit from "Urban Array" piggy bank	Urban Array uses the power of the community to grow and rehabilitate neighborhoods. Using Array Coin, Urban Array distributes credit to members for their contributions to local communities through the Urban Array platform. Members are then free to use Array Coin at any service provider within the organization.
Introduce Naya	What does that look like in action?
Naya farming with others, produce growing, Naya pockets Array Coin	This is Naya. Naya just helped Urban Array build a community farm in her neighborhood. She was one of many neighbors who contributed time, money and tools to help get this lot ready to grow fresh, local produce. For her time and effort, Naya is rewarded with Array coin.
Produces ships to Farmers market, Naya shows up	Meanwhile, the farm produces fresh fruits and vegetables, which are sold at the local Urban Array farmer's market.
Naya exchanges coin for for produce, coin flips into bank. Quick zoom out from "market" showing neighborhood, with coin traveling on between them	Naya can spend her Array Coin on all the fixings for a fresh, organic salad. Naya gets a delicious meal, and the wealth generated by Naya, the farm, and the market all stays within the community. In this way, Urban Array wants to create thousands of new, hyper-local economies.
Image of Naya within groups of businesses. Pop up airbnb style apartment rental (interior). pop up product productions (eco friendly/recycled) pop up shopping at different businesses	Naya can spend her coin way beyond the project she worked on. Every social enterprise or community project within the ecosystem benefits its our members. Nights Stay at a Urban Array rehabbed condo, products from Urban Array shops, services from sponsoring community businesses.
"in the current economy" switch to greyscale, money travels out of neighbhorhood/offscreen, buildings decay. "With the Array Coin economy" back to color, coins exchanged within network mentioned above and coming into community. Buildings start to grow to illustrate growing economy	In the current economy, poverty is a vicious cycle, draining the resources from a community until it's starved and impoverished. With the Array Coin economy, resources - including wealth, time and tools - all stay within the network, thus growing the community and lifting entire neighborhoods out of poverty.
Peel back buildings to reveal Urban Array foundation on lower layer	By encouraging investment in local communities, Array Coin will help establish foundations built by the community, for the community.
Urban Array logo	Go to urbanarray.org to learn more. Urban Array: Empowering people serving people.
#blockchain4good	Join our Blockchain for good Movement