

Analysis of StartUp Ep. 02

Minutes	Narration	Interview	Music/ Other Audio
0	General Intro :02-:22		Intro/outro :00-1:27
	Intro to Ep :23-:28	Chris Sacca pitch:42-1:07	
1	Recap previous ep :28-1:21		(only music from 1:21-1:26)
2	Alex explaining 1:36-1:58	Alex practicing pitch (fades in and out b/t narrations) 1:27-4:24 <i>Wife 1:54-1:56</i> <i>Josh 1:59-2:00</i>	
	Alex explaining 2:10-2:29		
	Alex (name) 2:41-2:44		
3	Alex (successful pitch/ tagline) 3:14-3:29	<i>Wife & Josh feedback 2:56-3:14</i> <i>Alex giving taglines w/ wife & Josh (3:30-4:24)</i>	
	A recaps pitch 4:25-5:05		
5	A sponsor spot 5:09-5:21		Ad music 5:06-6:32
	A introduces Nerd Wallet CEO 5:23-5:31	Interviewing Nerd Wallet guy 5:22-5:35	
	Defines what Nerd Wallet is 5:36-5:45		
6	A introduces woman 5:53-6:01	Nerd Wallet woman 5:46-6:18	
	Explaining talk with woman & gives NW contact info 6:19-6:29		
7	A-Back to show 6:33-6:36	A explains setting 6:37-6:48	
	A continues describing 6:49-7:22		
	Explains context of what Matt is saying 7:24-7:50	Pitch to Matt (fades in & out) 7:22-7:59	
	Continues explaining 7:52-8:00		
8			The Landlord clip 8:01-8:29

A explains the video context 8:05-8:19

Discussing affects of Landlord video 8:30-8:44

A connects Matt to video 8:45-8:54

A beginning to pitch 8:55-9:05

9

A summarizes his pitch 9:06-9:12

A & Matt pitch conversation 9:13-13:42

A big reveal 9:21-22

A explains emotions 9:38-9:44

10

A explains how he's doing & difficulty of scope 10:08-11:19

11

12

A says what Matt is doing/ explains his questions 12:35-12:49

A build larger audience 12:56-13:22

13

A explains Matt's thoughts 13:42-14:49

14

Matt discusses podcasting 14:49-15:05

15

A rephrase Matt 15:05-15:27

Matt wants name change 15:28-16:07

16

A discusses fixing problems 16:08-16:35

Wife phone call 16:36-18:30

A describes calling wife from hotel 16:40-16:44

17

A continues describing 16:57-17:05

18

