



15 YEARS OF AXIOM

Proposed Script

Note: We imagine the vocals read through an answering machine, or rendered with some effect so that it doesn't feel too polished or over-produced.

Hello to all you friends of Axiom.
This is Mark Harris.

When we started this firm in 2000, our distinguishing characteristics were enthusiasm and delusion. Our initial business plan was quickly abandoned, but our mission to drive more efficiency and more happiness into the staid legal profession remained.

15 years later, we are 1,500 people in 15 offices around the world. We're still a mere speck in the grand scheme of the industry, and a shadow of what we hope to be, but we're definitely doing something.

So on this, roughly our 15th birthday, I wanted to say thank you.

Thanks to the early clients who took a chance on this unproven idea.
Thanks to the attorneys who took career risk to help us invent a better way.
Thanks to the investors who had the total lack of judgment to write a check to a startup in the legal industry.
And thanks to our HQ team members who traded longer hours just to be a part of this adventure.

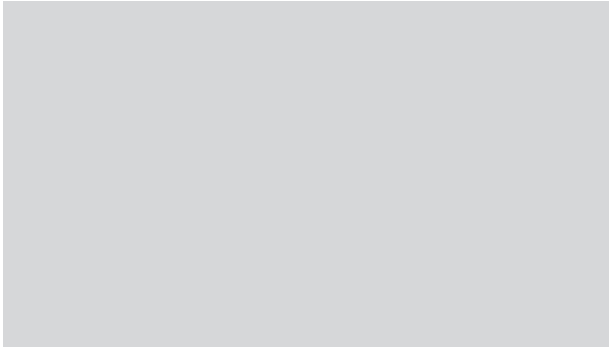
The only way we can repay these kindnesses is to actually succeed in helping the industry be happier, and more efficient. And thanks to our team, technology, the capabilities we've built and the partnership and support of so many of you, I can honestly say, I've never been more confident in our ability to change things for the better.

So thanks again.

Looking forward to doing some good together.

(End of message)

01



VO: Hello to all you..
(Screen starts blank.)

02



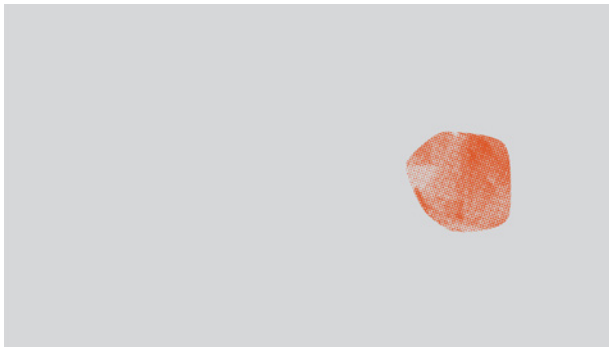
VO: ...friends of Axiom.
(A orange dot types on the initial message.)

03



VO: This is Mark Harris.
(The orange dot scales down to the period of the statement and reveals the message 'Friends of Axiom.')

04



VO: When we started this firm in 2000, our distinguishing...
(Starting from the period of 'Friends of Axiom.' More dots beginning forming into an image of Mark and Alec from the early years.)

05



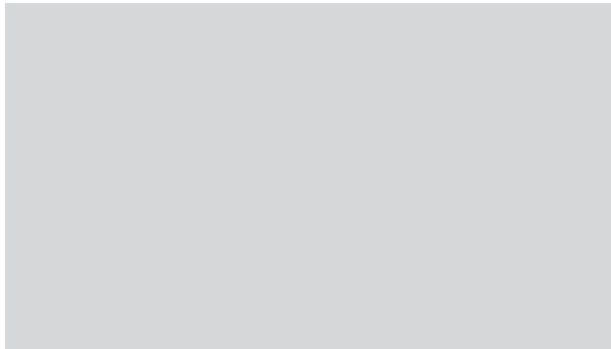
VO: characteristics were enthusiasm and delusion. Our initial

06



VO: ..business plan was quickly abandoned, but our mission to drive more efficiency and more happiness..
(The image falls down and off the screen.)

07



VO: ...into the staid legal profession remained.

08



VO: 15 years later, we are 1,500 people...
(A map slowly fades in as loctions of Axiom pop into view.)

09



VO:...in 15 offices around the world.
(All 15 offices are shown.)

10



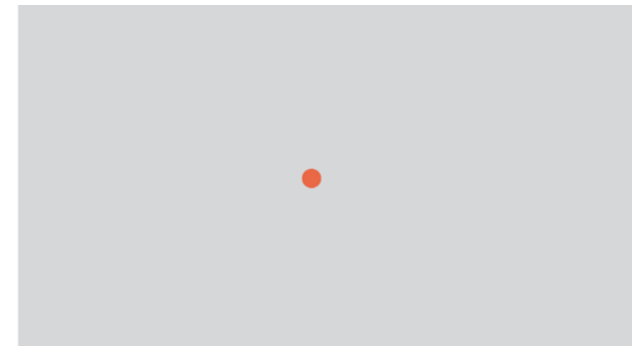
VO: We're still a mere speck in...
(The script continues and the begin to fill the map in new locations—hinting at potential growth.)

11



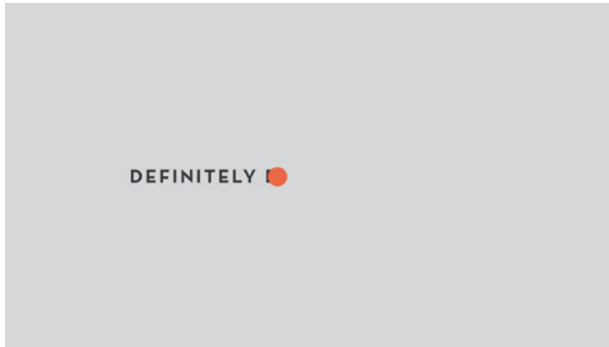
VO: ...the grand scheme of the industry...
(The dots continue to fill as our view pans out and the map fades away.)

12



VO: ...and a shadow of what we hope to be,
(The dots compile to form a unified dot.)

13



VO: but we're definitely...
(The dot types in a new message.)

14



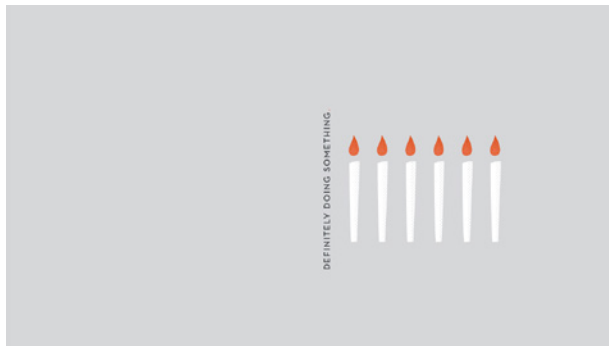
VO: ... doing something.
(The dot scales down to the period and reveals the message 'definitely doing something.')

15



VO: So on this..
(Our view pans out and the message turns counter-clock-wise.)

16



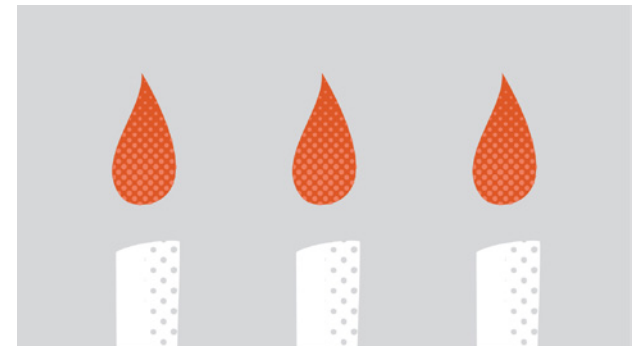
(The message wipes across the screen to real candles.)

17



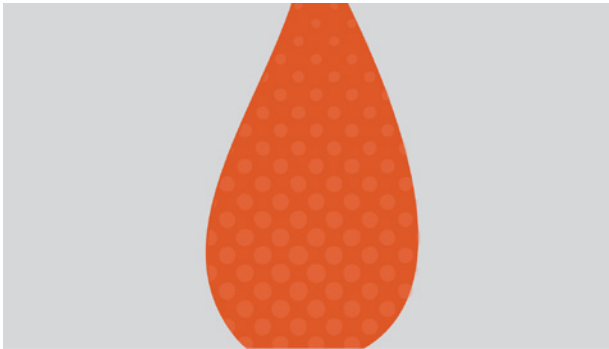
VO: ...roughly our 15th birthday
(15 candles flicker for the 15 years of Axiom.)

18



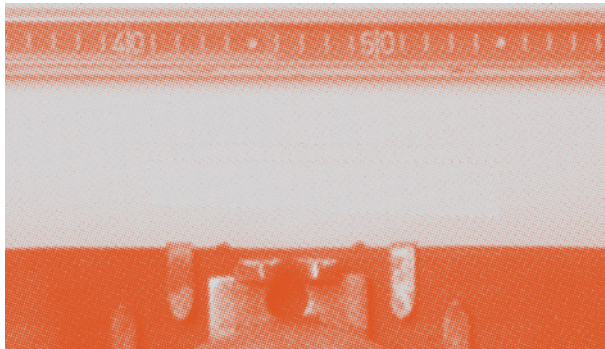
(Zoom in to candle flame.)

19



(Continues to zoom in.)

20



VO: I...
(A blank type writer appears.)

21



VO: ...wanted to
(A message begins to type in.)

22



VO: ...say thank you.
(The message 'thank you' appears.)

23



VO: Thanks to the early clients who took
a chance on this unproven idea.
(Illustration of clients slides comes into view.)

24



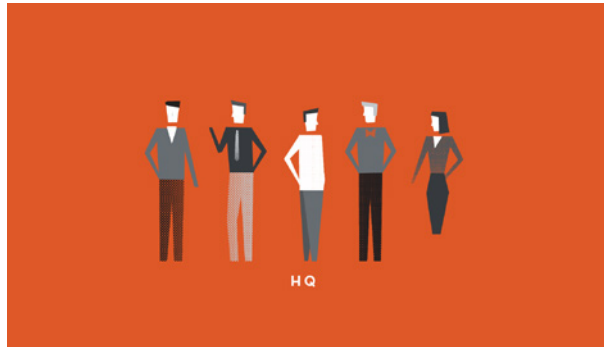
VO: Thanks to the attorneys who took career risk
to help us invent a better way.
(Attorneys quickly cut into view.)

25



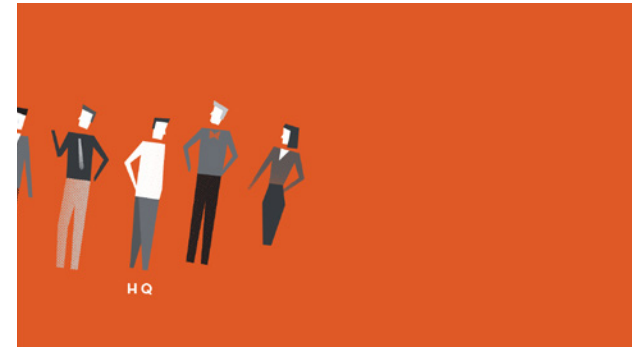
VO: Thanks to the investors who had the total lack of judgment to write a check to a startup in the legal industry.
(Investors quickly cut into view.)

26



VO: And thanks to our HQ team members who traded longer hours just to be a part of this adventure.
(HQ quickly cuts into view.)

27



VO: The only way we can repay these kindnesses..
(HQ is pulled off the screen and the people react to motion.)

28



VO: ... is to actually...
(Quick cut to clouds floating in the air.)

29



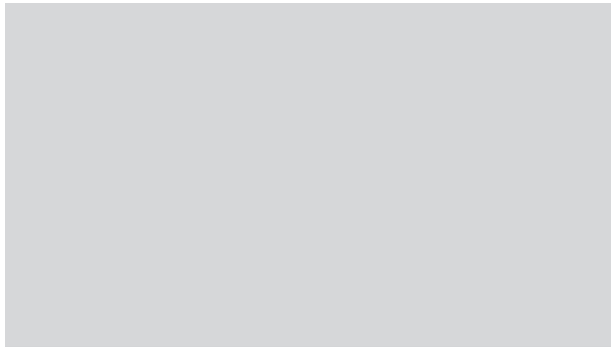
VO: ...succeed in helping the industry be happier,
(The clouds push out of the way as 'succeed' ascends.)

30



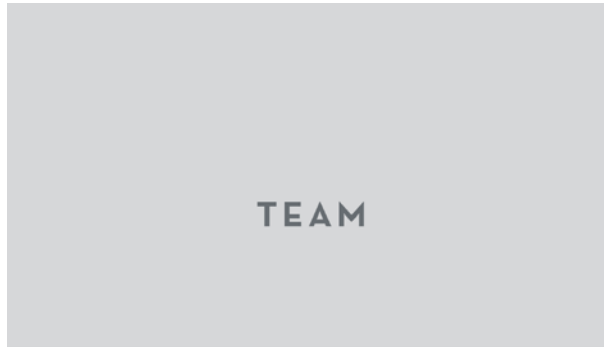
VO: and more efficient. And..
(The clouds continue to push away from view and 'succeed' drops out of our view.)

31



VO: ...thanks to our...

32



VO: team...
(Thank you ascends into place.)

33



VO: ... technology..
(Technology ascends into place in the list.)

34



VO: the capabilities we've built and the partnership
and support of so many of you, and also
'capabilities, partnership, and support'...
(The rest of the list ascends into place.)

35



VO: I can honestly say, I've never been more
confident in our ability to..
(Change starts to push the message out of view.)

36



VO: ...change...
(('Change' slides into place and becomes orange.)

37



(Changes continues to get pushed out of view by the rest of the message. These transitions happen very quickly.)

38



VO: ...for...
(‘For’ slides into place and becomes orange.)

39



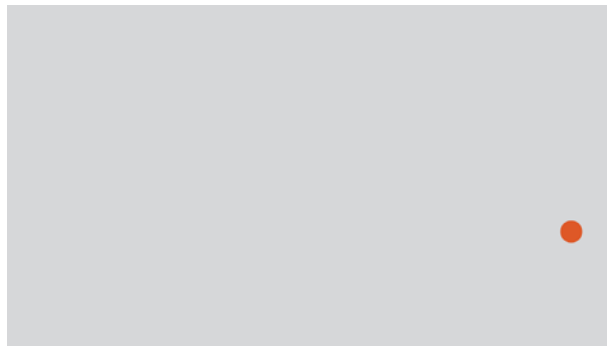
VO: ...the...
(‘The’ slides into place and becomes orange.)

40



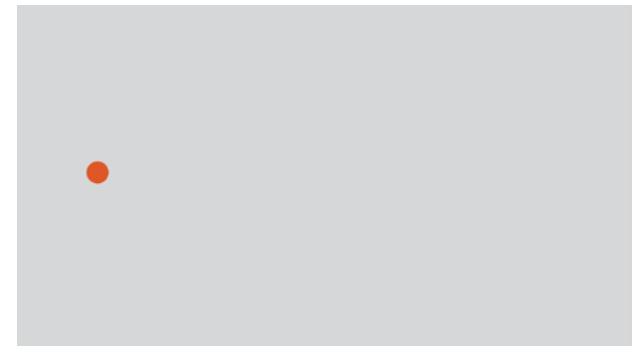
VO: ...better.
(‘Better’ slides into place and becomes orange.)

41



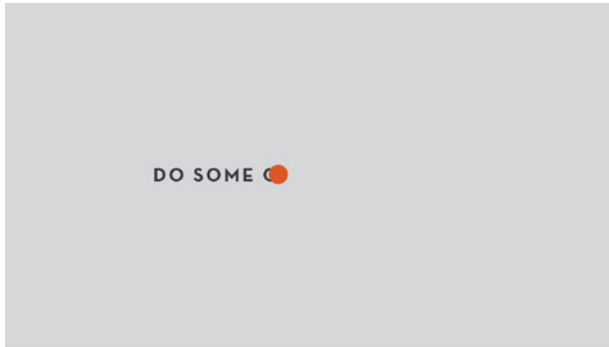
VO: So...
(‘Better’ cuts out of view and the period is left behind.)

42



VO: ...thanks again let's...
(Period jumps up to type on it's final message.)

43



VO: Do some...
(The message begins to type on.)

44



VO: ..good together.
(The message 'Do some good together' is completed
and the dot scales down to the period.)

Email

