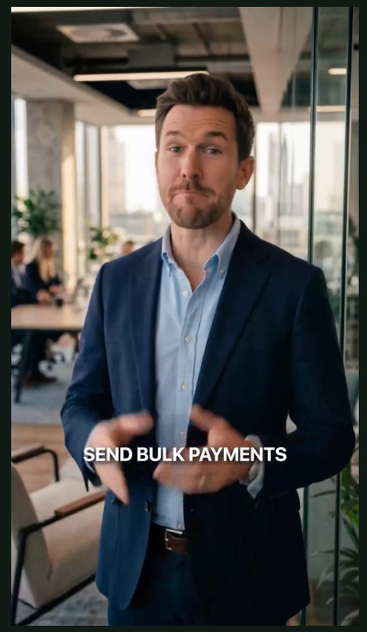
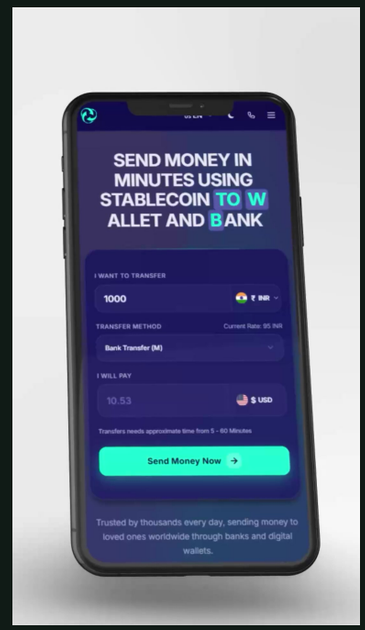
A TOWB BUSINESS FILM

Business in motion.

International payments.
A business case for TOWB.







A source-based storyboard with exact image timings, original frames, English dialogue and transition notes.

45.51 SEC / 9:16 VERTICAL / 29.97 FPS

SOURCE: ai-business-man.mp4 / 10 SOURCE SEGMENTS

01 / WHY THIS FILM WORKS

From a business problem to a next step.

A business presenter moves from frequent international transactions to TOWB's claimed capabilities and savings. The personal recommendation leads into a product view and a direct website invitation.

01

Name the pressure

Daily cross-border payments and their effect on profit give the opening a concrete business concern. Direct address keeps the problem immediate.

02

Explain the workflow

USDT funding, bulk payments and named recipient groups give structure to the pitch. Changes of framing sustain the pace of the explanation.

03

Make the next step clear

A savings claim closes the presenter section. The transfer interface and TOWB.COM endcard move the message toward an explicit action.

AUDIO / SOURCE & PROPOSED MIX DIRECTION

English speech continues over the phone graphic and final card. The audio remains active after the spoken invitation and decreases toward the ending. Suggested mix: keep the voice clear and use restrained transition accents. Exact music and effects are not specified.

02 / THE FILM AT A GLANCE

Ten source segments. One business pitch.

The closing graphics are shown in two storyboard parts: the phone interface, then the website invitation.

SEG.	IN / OUT	DURATION	FRAMES	VISUAL SECTION	PAGES
01	00:00.000 - 00:03.570	3.570 s	0000-0106	The business need	05
02	00:03.570 - 00:06.874	3.303 s	0107-0205	The cost of scale	06
03	00:06.874 - 00:09.776	2.903 s	0206-0292	Fees and profit	07
04	00:09.776 - 00:11.845	2.069 s	0293-0354	The TOWB choice	08
05	00:11.845 - 00:15.182	3.337 s	0355-0454	Funding and bulk payments	09
06	00:15.182 - 00:20.754	5.572 s	0455-0621	People and reach	10
07	00:20.754 - 00:24.825	4.071 s	0622-0743	The fee proposition	11
08	00:24.825 - 00:28.829	4.004 s	0744-0863	The speed proposition	12
09	00:28.829 - 00:34.635	5.806 s	0864-1037	The claimed savings	13
10	00:34.635 - 00:45.512	10.878 s	1038-1363	Product and next step	14-15

Time-range in points are inclusive; out points are exclusive. Frame ranges show the first and last included frame. Speech can bridge image edits; the spoken timings on page 04 are approximate.

SOURCE: ai-business-man.mp4 / 1080 × 1920 px / 30000/1001 fps / 1364 frames

Total duration: 45.512133 s. Frames 355 and 622 contain brief blends; segment 10 enters under a blur/flash. The phone-to-CTA wipe and the closing fade remain internal to segment 10.

03 / ENGLISH DIALOGUE

The spoken story.

Original wording with readable punctuation. Phrase timings are approximate and independent of image cuts.

00:00.0 - 00:03.5 / APPROX.

"Every day, my business requires multiple international transactions."

00:03.6 - 00:09.5 / APPROX.

"At this scale, if you don't use the right payment solution, fees can eat a huge part of your profits."

00:09.6 - 00:11.6 / APPROX.

"That's why I use TOWB."

00:11.9 - 00:19.6 / APPROX.

"I can deposit USDT, send bulk payments, and pay my employees, clients, and partners anywhere in the world."

00:19.6 - 00:20.7 / APPROX.

"The best part?"

00:21.1 - 00:24.7 / APPROX.

"Lowest transfer fees to any currency."

00:24.7 - 00:28.8 / APPROX.

"And payments usually done less than five minutes."

00:28.8 - 00:34.7 / APPROX.

"Over the past few months, TOWB has reduced my transaction costs by up to 30%."

00:35.0 - 00:39.9 / APPROX.

"TOWB. Send money in minutes using stablecoins to wallet and bank."

00:40.1 - 00:43.1 / APPROX.

"Start for free now on TOWB.com."

TOWB and USDT spellings follow the visible captions. Source grammar is retained. Fees, timing and savings are statements made in the supplied film.

04 / STORYBOARD **SEGMENT 01**

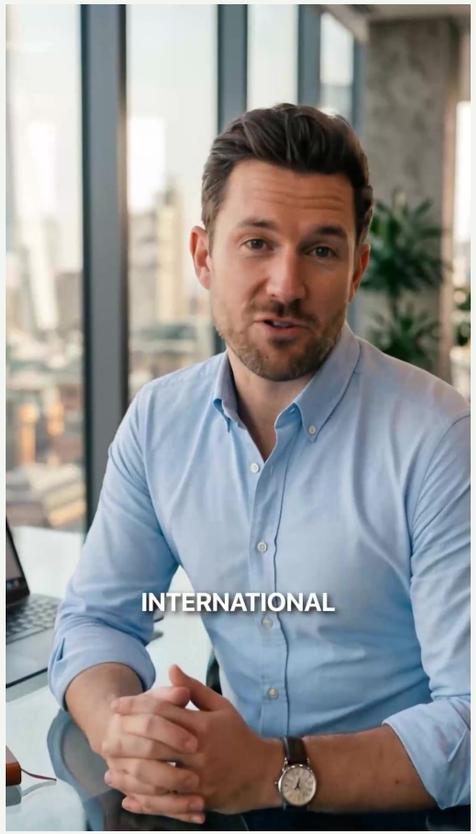
00:00.000 - 00:03.570 / 3.570 SEC

The business need.



Frame at 00:01.001

Source frame 0030 / 29.97 fps



Frame at 00:02.836

Source frame 0085 / 29.97 fps

ACTION

Seated at a glass desk, the presenter addresses the lens and gestures with both hands. A laptop at frame left, a plant and the city view establish his working environment.

FRAMING & MOVEMENT

A seated medium portrait holds his face, hands and desk reflection. The windowed background gives the opening a bright business setting.

STORY FUNCTION

Open with a recurring business problem. The direct address makes international transactions feel part of a daily routine.

SOURCE DIALOGUE

"Every day, my business requires multiple international transactions."

EDIT / CONTINUITY NOTE

White, uppercase captions appear phrase by phrase over the lower torso. The original captions remain embedded in both stills.

04 / STORYBOARD **SEGMENT 02**

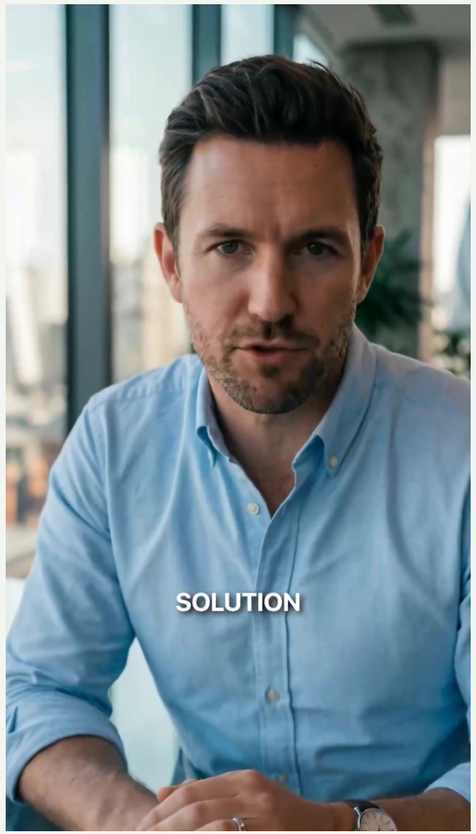
00:03.570 - 00:06.874 / 3.303 SEC

The cost of scale.



Frame at 00:04.338

Source frame 0130 / 29.97 fps



Frame at 00:06.340

Source frame 0190 / 29.97 fps

ACTION

A closer seated take continues the explanation. He leans forward and uses a raised hand to emphasize the importance of choosing a payment solution.

FRAMING & MOVEMENT

Tighter seated framing brings the face and hand closer. The same windows and desk keep the location continuous across the cut.

STORY FUNCTION

Narrow attention from the daily task to the choice that affects its cost. The closer view increases emphasis.

SOURCE DIALOGUE

"At this scale, if you don't use the right payment solution,"

EDIT / CONTINUITY NOTE

Clean cut at frame 107. This spoken sentence continues through the next visual segment.

04 / STORYBOARD **SEGMENT 03**

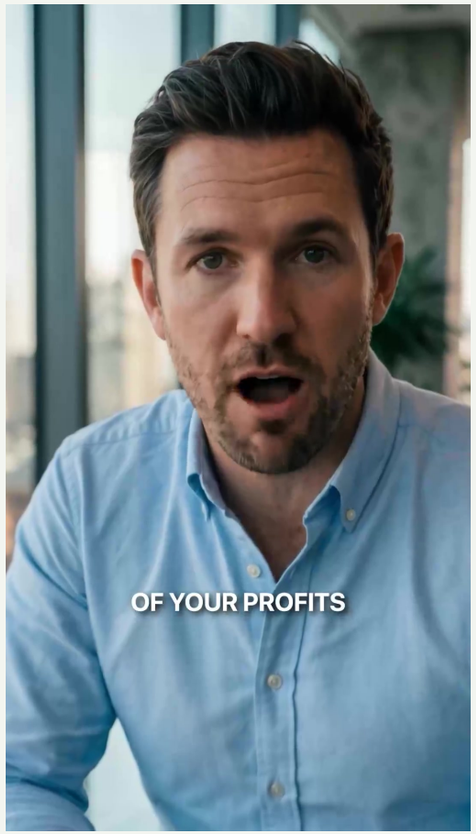
00:06.874 - 00:09.776 / 2.903 SEC

Fees and profit.



Frame at 00:07.674

Source frame 0230 / 29.97 fps



Frame at 00:09.176

Source frame 0275 / 29.97 fps

ACTION

A same-setup jump edit resets his pose. He continues speaking directly to the viewer as the captions emphasize fees and the effect on profits.

FRAMING & MOVEMENT

A close seated portrait with the face prominent. The pose changes abruptly while the surrounding office remains similar.

STORY FUNCTION

State the financial pressure that motivates the recommendation. The framing keeps the concern personal and direct.

SOURCE DIALOGUE

"fees can eat a huge part of your profits."

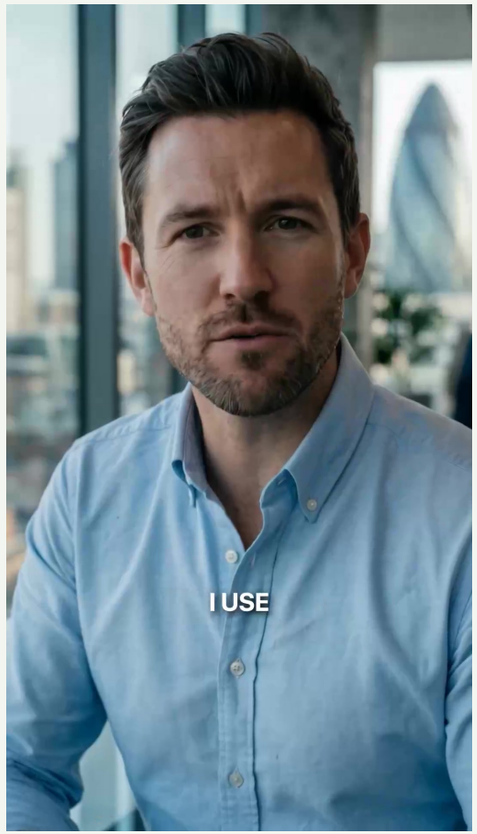
EDIT / CONTINUITY NOTE

The small pose reset at frame 206 is an actual visual edit. Caption changes within the segment are separate from that edit.

04 / STORYBOARD **SEGMENT 04**

00:09.776 - 00:11.845 / 2.069 SEC

The TOWB choice.



Frame at 00:10.344

Source frame 0310 / 29.97 fps



Frame at 00:11.245

Source frame 0337 / 29.97 fps

ACTION

A fresh close portrait changes his placement against the windows. Maintaining eye contact, he names TOWB as his chosen payment service.

FRAMING & MOVEMENT

A tight chest-up view from a slightly changed position. The TOWB caption makes the brand name explicit beneath his face.

STORY FUNCTION

Turn the problem into a named recommendation. The brief brand statement becomes the bridge to the service explanation.

SOURCE DIALOGUE

"That's why I use TOWB."

EDIT / CONTINUITY NOTE

The sentence begins across the preceding cut. The source caption confirms the spelling TOWB.

04 / STORYBOARD **SEGMENT 05**

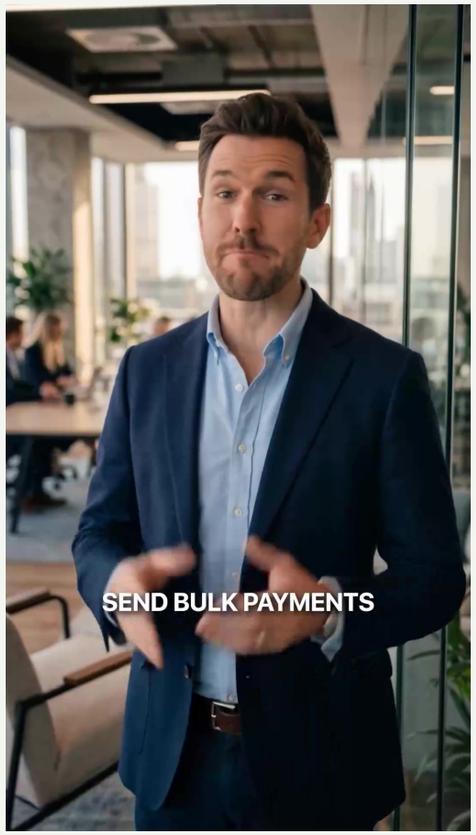
00:11.845 - 00:15.182 / 3.337 SEC

Funding and bulk payments.



Frame at 00:12.679

Source frame 0380 / 29.97 fps



Frame at 00:14.348

Source frame 0430 / 29.97 fps

ACTION

The presenter now stands in a navy blazer over the blue shirt. He gestures in a glass-walled office while introducing USDT deposits and bulk payments.

FRAMING & MOVEMENT

A three-quarter standing portrait opens the frame to the surrounding chairs, glass partitions and softly visible office activity.

STORY FUNCTION

Refresh the visual rhythm and move into practical capabilities. The wardrobe and setup change mark a new chapter in the pitch.

SOURCE DIALOGUE

"I can deposit USDT, send bulk payments,"

EDIT / CONTINUITY NOTE

Frame 355 briefly blends the seated and standing views; frame 356 is clean. The blended frame is assigned to this incoming segment.

04 / STORYBOARD **SEGMENT 06**

00:15.182 - 00:20.754 / 5.572 SEC

People and reach.



Frame at 00:16.350

Source frame 0490 / 29.97 fps



Frame at 00:19.186

Source frame 0575 / 29.97 fps

ACTION

A new standing take continues with broad hand gestures as he lists employees, clients and partners. He opens the message toward international reach, then introduces the next benefit.

FRAMING & MOVEMENT

A standing medium portrait keeps his hands active in the lower foreground. The same blazer and office background connect the takes.

STORY FUNCTION

Make the use cases specific, then widen their scope. The final question prepares the fee and speed claims.

SOURCE DIALOGUE

"and pay my employees, clients, and partners anywhere in the world. The best part?"

EDIT / CONTINUITY NOTE

Clean cut at frame 455. The benefits question closes this 5.572-second segment before the next transition.

04 / STORYBOARD **SEGMENT 07**

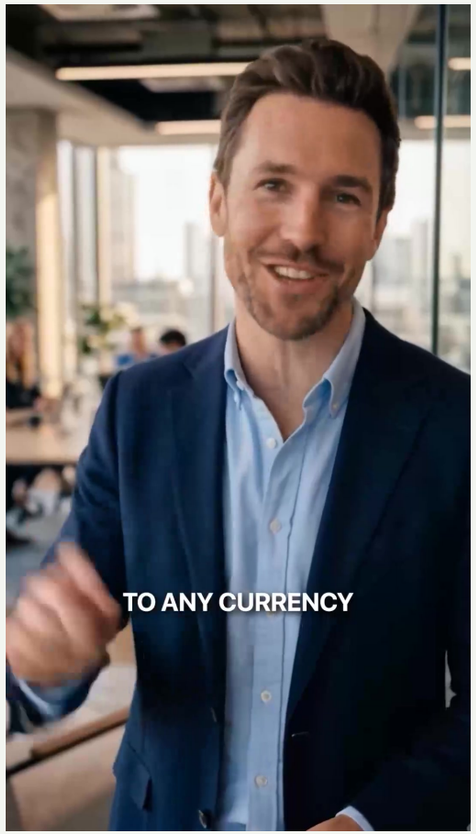
00:20.754 - 00:24.825 / 4.071 SEC

The fee proposition.



Frame at 00:21.688

Source frame 0650 / 29.97 fps



Frame at 00:24.024

Source frame 0720 / 29.97 fps

ACTION

Another standing take begins after a brief blended transition. He raises and separates his hands while the captions present the fee and currency proposition.

FRAMING & MOVEMENT

A medium-close portrait retains space for hand movements, with the glass office and ceiling structure behind him.

STORY FUNCTION

Deliver the film's comparative fee message as a short, emphatic benefit statement.

SOURCE DIALOGUE

"Lowest transfer fees to any currency."

EDIT / CONTINUITY NOTE

Frame 622 is blended; frame 623 is clean. Keep the source wording "lowest" when quoting the fee claim.

04 / STORYBOARD **SEGMENT 08**

00:24.825 - 00:28.829 / 4.004 SEC

The speed proposition.



Frame at 00:25.692

Source frame 0770 / 29.97 fps



Frame at 00:27.861

Source frame 0835 / 29.97 fps

ACTION

The standing portrait moves closer. He gestures toward the lens and finishes with a compact hand gesture as the captions reach the five-minute statement.

FRAMING & MOVEMENT

A closer portrait places facial expression and the gesturing hand in the foreground. The office remains softly visible behind him.

STORY FUNCTION

Add speed to the benefit sequence. Short caption phrases build toward the timing claim.

SOURCE DIALOGUE

"And payments usually done less than five minutes."

EDIT / CONTINUITY NOTE

The source sentence omits "are" and "in"; its wording is retained. The product-screen timing text is documented separately on page 14.

04 / STORYBOARD **SEGMENT 09**

00:28.829 - 00:34.635 / 5.806 SEC

The claimed savings.



Frame at 00:30.030

Source frame 0900 / 29.97 fps



Frame at 00:33.367

Source frame 1000 / 29.97 fps

ACTION

The film returns to the seated desk setup without the blazer. He glances toward the laptop, then back to camera as he states a reduction in transaction costs.

FRAMING & MOVEMENT

A wider seated view reveals the laptop, glass tabletop, chair and more of the city backdrop. The returning setup connects the close to the opening.

STORY FUNCTION

Finish the presenter section with a quantified savings claim before handing attention to the product screen.

SOURCE DIALOGUE

"Over the past few months, TOWB has reduced my transaction costs by up to 30%."

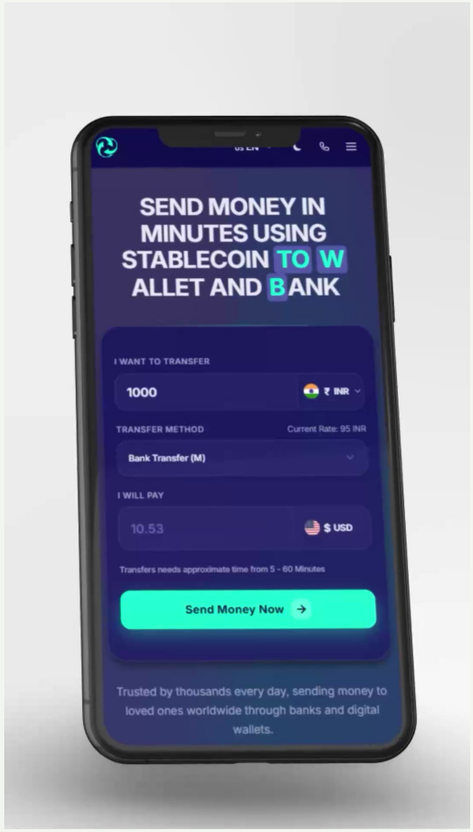
EDIT / CONTINUITY NOTE

Preserve the qualifier "up to". A blur and color flare develop near frame 1031, leading into the phone graphic at frame 1038.

05 / PRODUCT & CLOSE **SEGMENT 10 / PART A**

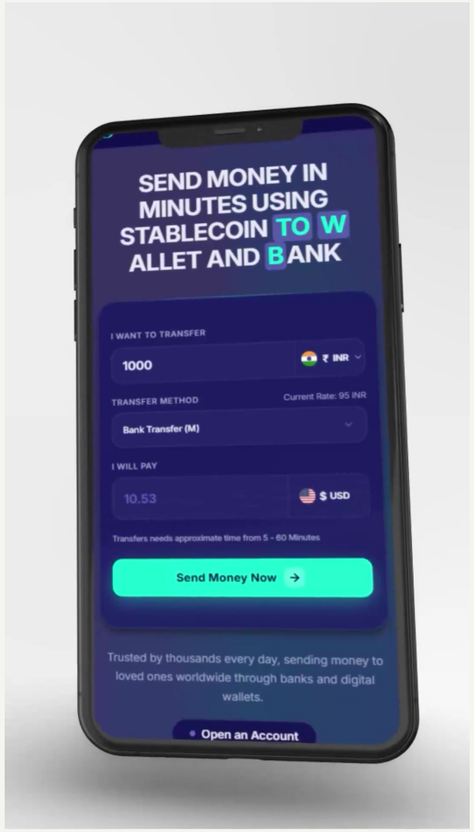
00:34.635 - 00:45.512 / 10.878 SEC

Show the payment interface.



Frame at 00:36.703

Source frame 1100 / 29.97 fps



Frame at 00:39.039

Source frame 1170 / 29.97 fps

ACTION & FRAMING

A floating smartphone turns slightly against a pale background. Its purple transfer interface, turquoise highlights and action button replace the office setting. The centered product view keeps the display as the main point of attention.

VOICE-OVER

"TOWB. Send money in minutes using stablecoins to wallet and bank."

VISIBLE INTERFACE COPY

SEND MONEY IN MINUTES USING STABLECOIN TO WALLET AND BANK

Send Money Now / Open an Account

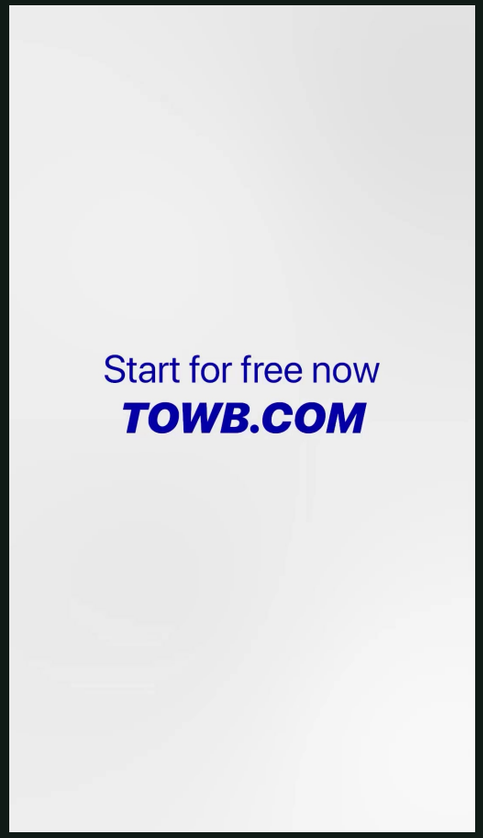
SOURCE / TRANSITION NOTE

The original line wrapping remains in the stills. UI fine print states "5 - 60 Minutes"; the spoken claim is "less than five minutes". A vertical wipe replaces the phone around 00:40.340-00:40.974.

06 / THE FINAL IMPRESSION SEGMENT 10 / PART B

00:34.635 - 00:45.512 / 10.878 SEC

A direct next step.



CTA hold / 00:42.042

Source frame 1260 / 29.97 fps



Fade in progress / 00:45.045

Source frame 1350 / 29.97 fps

VOICE-OVER

"Start for free now on TOWB.com."

ON-SCREEN CALL TO ACTION

Start for free now

TOWB.COM

ACTION & EDIT

The wipe reveals centered blue copy on the pale field. The card holds, then fades from 00:44.545 through the end of the source at 00:45.512. Audio continues into the fade. The source reaches near-black without a separate black hold.

All imagery, dialogue and timings come from ai-business-man.mp4. GAAJ supplies the storyboard identity; TOWB is the advertised brand.