NOT FOR SALE

coming-of-age

Ann Kim

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2025

1. INT. DINING TABLE - NIGHT

Ann sits at desk in front of computer. Aggresivly tapping finger.

ANN (V.O)
College.

$40K tuition. Close up on anxious Ann.

Staring at Neel's "Cluely is hiring 50 growth interns. For $50/hr"

ANN (V.O)
I need to pay for it somehow.

FADE TO: BLACK

SUPER: CHAPTER 1: Move. (n.) A decision or action.

MUSIC CUE: Larnell Lewis' EPIC Drum Solo from Drumeo @ 1:41 or 2:32 or 3:36 or 4:13

Large motivational poster taped above desk: "*Purpose*: Get hired by Cluely"

Looking at view counts across social media posts

ANN (V.O)
How would I market myself?

ROY
(soundbite)
...take more risks...

NEEL
(soundbite)
...bias for action...

2. INT. WHITEBOARD - NIGHT

Ann does a trick with Expo marker.

ANN (V.O)
The plan: 1. Film commuters sharing funny interview stories.

Daniel Min's content flashes on screen.

ANN (V.O)
2. Hand out prizes

Close up on Powerbanks

ANN (V.O)
3. Position Cluely as relief from awkward pauses, blank stares, and second guesses.

ANN (V.O)
The motto? Speak confidently, speak clearly, speak with Cluely.

Ann CIRCLES "CLUELY" using marker with pizazz

3. INT. COMPUTER - NIGHT

Typing: "Didn't wait to get hired. Already started working." on Cluely application portal.

ANN (V.O)
Submit an app that said: "Didn't wait to get hired. Already started working. " If they wanted self-starters, this was me proving it. If they didn’t like my content? I wasn’t the right culture fit.

SUPER: Risky? Yeah.

ANN (V.O)
Any other company, I wouldn't have dared. But Cluely?

ROY
(soundbite)
All press is good press.

Controversial tweet flashes across screen.

ANN (V.O)
Permissionless growth was on brand. And with a filming date locked in--

Ann circles May 24th with sharpie on calendar.

ANN (V.O)
I started preparing.

MUSIC CUE: "Foot On The Gas" by Swaizy, Arrow

FADE IN:

4. FLASHBACK: INT. ROOM - NIGHT

ANN (V.O)
It was a battle between AP exams and high school graduation.

WIDE SHOT: Sticky notes and Sharpie-scrawled plans everywhere. A LAUNDRY BASKET in the middle.

ANN (FLASHBACK)
...My stupid ass still has to do laundry. Look at all this. Ah...

ANN (V.O)
For nearly a month, I hustled quietly.

CUT TO:

ANN (FLASHBACK)
...It is five in the morning. I woke up 'cause I can't sleep...

5. EXT. SIDEWALK - NIGHT

Ann walks briskly under streetlights.

ANN (FLASHBACK)
I just need to do something to get all this energy out of my system

6. EXT. PARK - DAY

FLASHBACK: Ann climbs from a tree.

ANN (V.O)
Cluely was controversial. I had to prove I was serious before letting others in.

MUSIC END

FADE TO: BLACK

7. INT. ROOM - NIGHT

MUSIC CUE: "Sanctuary" by Joji

Ann sits alone. Slower pacing. "Calm reflection before the chaos".

ANN (FLASHBACK)
I took my walk outside. Kinda ran a little bit too...
(beat, staring off into space)
Really just tryna calm down.

ANN (V.O)
But I was happy because I was racing with *purpose*. Or so I thought.

~LYRICS: something I wanted to feel~

FADE TO BLACK:

SUPER: CHAPTER 2: Melt. (n.) When things fall apart.

SUPER: D-1

8. INT. ROOM - NIGHT

May 1-22 is crossed out on calendar.

Gear clicks. Stopmotion.

ANN (V.O)
I needed help filming, so I told my family about Cluely. That's when the cracks started showing.

INSERT - ON SCREEN:

Shots of branded cluely swag: shirts, powerbanks, tripod, ND filters

ANN (V.O)
I was so focused on the swag...

INSERT - NOTION DOC SCREEN:

A table labeled "Interview Questions" appears

ANN (V.O)
...that I sidelined the content.

ANN (V.O)
How would I bridge into Cluely?

INSERT: NO wifi/hotspot symbols

ANN (V.O)
How would I make this entertaining?

ANN (V.O)
What was my call to action?

ANN (V.O)
I couldn't answer simple questions.

ANN (V.O)
So we called off the shoot, and I hunkered down to research use cases.

Footage of me testing cluely on my laptop.

Pacing around the kitchen

The audio begins to layer -- V.O. thoughts bleeding into each other. Multiple ANNs arguing at dining table.

//

ANN (V.O) (OVERLAPPING)
If the main use case was sales calls, maybe consultants at McKinsey or Bain would use it. If you were targeting large firms, the biggest issue to mass market adoption would be getting past confidentiality laws. No consultant in their right mind would use this tool at risk of getting fired.

(Maybe remove this) Diagram of how wrapper applications work, with Cluely as the metaphoical "bridge" between user and OpenAI floats across screen.

Voiceover intensifies -- thoughts rushing

ANN (V.O) (OVERLAPPING)
But let's say we somehow get past that hurdle. Because Cluely itself doesn't remember information long-term, you have to keep feeding it context to get useful answers. That defeats the purpose — if the goal is to help non-technical users with technical questions, someone technical still has to spend time documenting and maintaining all that info.

9. INT. LIBRARY - DAY

Ann calculates user base furiously across a whiteboard.

ON SCREEN: $3 million ARR ÷ 12 months = $250,000/month

$250,000 ÷ $20/user = 12,500 users (est.)

ANN (V.O) (OVERLAPPING)
...user retention, product-driven growth, competitive advantage...

CUT TO QUICK SHOTS:

- ChatGPT's new transcription features on a laptop screen

- Notion's meeting transcription in action

- ThirdLayer app interface (Regina Lin/Dex referenced)

MAIN ANN tries to wave away the thoughts.

ANN (V.O)
Okay. Fine, fine, what about students?

10. INT. LIBRARY - DAY

STUDENT 1
It's cool but I wouldn't pay $20 a month for this

SUPER: Price-Value Disconnect

11. INT. DINING TABLE - NIGHT

All ANN copies sigh/make disgruntled gestures.

MUSIC comes to hard stop.

FADE TO: BLACK

ANN (V.O)
People warned me Cluely was a dumpster fire.

FLASH - SCREENSHOT OF ROY'S POST: "We will fire anyone who doesn't perform."

FLASH - INSTAGRAM POSTS: Questionable content

ANN (V.O)
Maybe I was just chickening out. But the focus was gone; I'd lost faith in the product.

Soundbite from: "Notion's lost years, near collapse during COVID, staying small to move fast, building horizontal" by Lenny's Podcast

IVAN ZHAO
(soundbite)
Whenever I feel down, I just go to sleep and next day I'm just reset. So...that's kinda lucky for me. Umm...

ABRUPT MUSIC END

JUMP CUT TO:

SUPER: CHAPTER 3: Mire. (N) a messy situation that is difficult to escape

Ann sleeps in broad daylight. Raw, unedited footage. No music. No color grading. Just silence. The shot lingers -- uncomfortably -- for 15 to 30 seconds.

ANN (V.O)
When my summer hopes of working at Cluely melted, so did my sense of purpose.

Quick cut to "Purpose: Work at Cluely" paper.

ANN (V.O)
4 weeks of sleeping through meals, skipping showers, binging webcomics. My muscles wasted away; my back ached from lying still.

Soundbite from: "Blitzscaling 18: Brain Chesky on Launching Airbnb and the Challenges of Scale"

BRIAN CHESKY
(soundbite)
It's like, no one actually kills you, you just fade away. You stop working on it.

ANN (V.O)
I told myself I deserved this rest after graduating. But really I was punishing myself. "I was happy because I was racing towards purpose?" Please. That wasn't purpose.

12. MUSIC CUE: "GOD'S LONELY MAN" BY CURTIS WATERS
Lonely man, bitch I'm God's lonely man.
(4x)
Growing up I wanted fame. Always dreamin' 'bout the A-list. All this shit drove me insane. I'd rather kill me than be nameless... Get my family outta the basement, from all the "ifs" I was chasing. They'll finally afford a vacation, fix all-of-the guilt I was facing. I was prayin' God would come'n save me.

ANN (V.O)
I was a lonely teen, desperate for redemption.

MONTAGE - FLASHES OF PAST AND PRESENT

Close-up of rejection letters:

"...I'm sorry to inform you..."

"...The committee has made a difficult decision..."

"...This year's applicant pool was especially competitive..."

"...We wish you the best of luck..."

ANN (V.O)
Roy and Neel launched Interview Coder, Cluely's precursor, during college season.

ANN (V.O)
While everyone around me was asking "Did you hear back from them yet? What are your summer plans? " with vacations and hoodies lined up, they simply went "Fuck it, you don't need college."

INSERT: Social media post about "don't need college"

ROY
(soundbite)
...take more risks...

NEEL
(soundbite)
...bias for action...

ANN (V.O)
It was a breath of fresh air. So when they started hiring, I thought "Maybe if **I** landed a role at some hot startup in San Francisco, started saving for the debt I knew was coming...

INSERT: Purdue cost of tuition

ANN (V.O)
--I **too** could have the summer of a lifetime."

13. INT. ROOM - NIGHT

ANN (V.O)
I got distracted by the wrong things...

Cluely's pay, benefits, parties flash across screen

Big tech lost 'dream job' status:https://www.cnbc.com/2024/05/03/ai-engineers-face-burnout-as-rat-race-to-stay-competitive-hits-tech.html

ANN (V.O)
...the fantasy of carving my own path outside the rat race--**that's** what pushed me to apply for Cluely.

14. INT. ROOM -- DAY

Ann tears a paper taped to the wall: "Purpose: Get hired by Cluely" and throws it in the TRASHCAN.

EXT. SKY - Time-Lapse

Helen hot air balloons rise and fall.

ANN (V.O)
My delusions were over,

ANN (V.O)
but weirdly, I mourned the adrenaline rush. Now, I was tethered to the same spot, recycling the same tired question: "What's the point of creating...when it all turns to trash?"

MONTAGE - DYSTOPIC IMAGERY

- Movie rotten tomato ratings

- Deforestation to build cookie cutter suburban homes

- Data centers consuming energy

- Trash compactors rolling landfills

the drop out, glass onion, the social network, inventing anna, elizabeth holmes, FTX?/sam banks, elon musk

Elizabeth at iPhone launch?

Cult followings

ANN (V.O)
In a world that never shuts up, I didn't want to add to the noise. I wanted to give people a reason to pause.
(beat)
So I searched for purpose.

SUPER: Chapter 4: MOON (n.) a celestial body that orbits a planet

Ann sets up her tripod under a soft night sky. The sound of a camera click.

Beat.

MUSIC CUE: "Rises the Moon" by Liana Flores

ANN (V.O)
I didn't find it. But I did take a few pictures recently. There's one I want to show you.

A blurry, overexposed moon photo flashes on screen.

ANN (V.O)
Oop. Not that one.

Another "bad" shot.

ANN (V.O)
Nope.

She flips through a couple more "bad" frames.

ANN (V.O)
Argh.

Finally, lands on the right one.

ANN (V.O)
There.

Music is timed perfectly to land on lyrics: *"Rises the moon."*

ANN
I took it with this.

Labeled on screen: Canon zoom lens 20x

ANN
I wouldn't have captured this shot without this tripod.

ANN
And I wouldn't have bought this tripod if I wasn't planning street interviews.

ANN
And I wouldn't have planned those if I hadn't stumbled on Cluely. Funny how the world works. Some random guys provoke Twitter with their AI startup...and a few weeks later, it leads to me photographing this:

Photo titled "In Between Phases"

ANN (V.O)
A symbol of old beginnings and new endings.

ANN (V.O)
Like the cycle of life.

SUPER: Chapter 5: MUSE (n.) A time spent thinking deeply

15. EXT. CEMETERY - DAY

ANN (V.O)
There's something humbling about walking through a cemetery.

MUSIC CUE: "Goodbye for now, Eisen" from Frieren

ANN (V.O)
It reminds me how fleeting life is--

Headstones of people who died young, old, rich, poor

ANN (V.O)
--and our hunger to make it all mean something.

Soundbite from : "Airbnb CEO: "Airbnb Was Worth $100 Billion & I was Lonely & Deeply Sad!" by The Diary of a CEO

BRAIN CHESKY
The problem is that we try to seek conditional love. We do something great, we get noticed, and then people show us love and admiration, but it's probably not love or admiration, it's probably adulation.

Tapestry from "Threads of Change" exhibit

ANN (V.O)
Most of us know...

Soundbite from: https://www.youtube.com/watch?v=sCG7fcl9Pbo

AAMIR KHAN
(translated to English)
Follow excellence. And success will follow you!

ANN (V.O)
We've heard the saying...

Soundbite from: https://www.youtube.com/watch?v=sCG7fcl9Pbo

INSERT: 22 and Joe

JOE
(soundbite)
Your spark isn't your purpose. That last box fills in when you're ready to come live.

ANN (V.O)
Yet we seek purpose through things like mastering a skill, accomplishing a dream, building a family. And when we arrive there we think

SUPER: "I've finally found my life's calling."

ANN (V.O)
But here's the uncomfortable truth: there will come a time when the thing that gives you purpose today...

Cluely

ANN (V.O)
...isn't there to give you purpose tomorrow. Your abilities might fade.

Before and after footage of Joao Carlos Martins, a classical pianist who lost mobility in his fingers.

ANN (V.O)
Your dreams will evolve.

Younger ann in cinderella dress

ANN (V.O)
Your loved ones will pass.

Photo of Bbomi, dog.

ANN (V.O)
Your kids will leave the nest.

Ann packs a bunch of boxes.

Music Cue: "An Admirable Doll" from Violet Evergarden

ANN (V.O)
Many of us don’t realize how much of our identity and self-worth we tie to careers, hobbies, and relationships. We literally say these things make us who we are. And because of that, even when noble anchors like love and family shift, we can feel just as lost as if we’d been chasing money or fame.

Ann's POV of driving on dark winding road.

ANN (CONT'D)

But just because the thing you once devoted your life to didn't last doesn't mean you failed.

Ann neatly packages the remaining Cluely shirts with tissue paper into an Amazon box. She writes "Bananazon: Ripe Deals Right Now" in sharpie on the sides. She tapes a paper that says "Ship To: Cluely HQ"

ANN (CONT'D)
Life is fleeting -- and valuable -- so why not treat our purpose the same way?

INSERT: playing abridged ending of Glimpse of Us, make a mistake, cue Ivan

https://www.youtube.com/watch?v=IIPKMixTMfE

IVAN ZHAO
(soundbite, timestamp 19:52)
Definitely don't wor-- don't be afraid to reset. I think courage is quite important.

ANN (CONT'D)
Purpose isn't permanent, it's fleeting. And that's the whole point. I'll keep losing and finding myself in phases. Like the moon. Isn't she beautiful?

TO BE CONTINUED...

FADE OUT: END CREDITS

16. WRITTEN, DIRECTED, FILMED, AND EDITED BY: ANN KIM

    Music: etc etc credits