JOSEPHSON ENTERTAINMENT
COVERAGE REPORT

DETAILS:

Title: Hatching Twitter	**Genre: Drama**
Script By/Author: **Nick Bilton**	**Length: 65**
Story By:	**Format: Pilot**
Setting: **California**	**Script Date: 7/31/19**
Time: **2006/Present Day**	**Elements:**
Submitted By (Company):	**Submitted To: Dan**
Date of Coverage: 7/31/19	**Analyst: Harrison von Bargen**

RECOMMENDATION:

WRITER: Pass / Weak Consider / Consider / Strong Consider / **Recommend**
STORY: Pass / Weak Consider / Consider / Strong Consider / **Recommend**

QUALITY GRID:

QUALITY:	Poor	Fair	OK	Good	Great
Writing:					X
Concept:					X
Characterization:					X
Dialogue:				X	
Structure:					X
Commercial:					X
Title:			X		
Visual Elements:				X	
Originality:				X	

LOGLINE: The year is 2006; there is no iPhone or Snapchat, Facebook is still a college directory, uber is still just a prefix, and tweeting is something only birds do… but all that's about to change. Filled with lying, backstabbing, and way too many big egos, this is the story of Twitter.

SYNOPSIS: In 2010, we see a disheveled man (but not his face) riding a bike on the Venice Beach Boardwalk with a small dog; he finds an unopened bag of chips in a trashcan and shares them with the dog. We then jump to Twitter HQ, where we find CEO, EV WILLIAMS, vomiting in his office as his coworker, BIZ STONE, and his wife, SARA WILLIAMS, draft an email that needs to be sent out immediately. CRYSTAL TAYLOR, clearly someone important, approaches them demanding they send out the email NOW.

The email is sent out to all the employees as confusion spreads across their faces. They all gather in the office cafeteria as Ev finally stops vomiting in his office. He enters the cafeteria and grabs the mic to speak. Elsewhere, JACK DORSEY, dressed lavishly in his $30 million mansion, yells at PETER FENTON, his assistant, for not getting his statement sent out at exactly 11:30 AM.

NOTE: Each act from this point forward follows a different Twitter founder's perspective: Ev's, then Noah's, then Jack's, then the rest of the office. Often times they cover the same events, but are still slightly different due to the unreliability of each of the narrators.

We jump back to four years prior, and rejoin Ev in his office as he records a personal podcast for his current business, Odeo, a podcast service. Sara enters and they try having sex but are interrupted by the entrance of millionaire investor, GEORGE ZACHARY. He tells Ev he has till the end of the week to show some growth of Odeo, or else he's pulling his funding.

Ev exits his office, reluctantly tells Noah that he can organize his "Hack Day" as he wanted, informs Crystal that she's been promoted from secretary to secretary AND customer service rep, and runs into a much different looking Jack, sporting blue dreads, a nose ring, and zero confidence. Ev is impressed with Jack's work, so he invites him to a dinner party at his house that night.

Various employees start researching ideas for their Hack Day pitches, but don't really come up with anything too great; mainly just complaining that they can't sign up for "The Facebook" since none of them have college degrees. Noah and Crystal try to organize it the best they can, but it's a huge mess; a disappointed Ev watches from his office as he unsuccessfully tries to find new investors.

Once at home, Ev calls his mother and sister as he gets dressed, while Sara entertains their guests; she's disappointed because none of them seem to like her artwork. Eventually Ev comes out and is chatting with some other CEOs, lying about how well his company is doing, when Jack arrives, very nervous; Ev introduces him to everyone, but it's clear he doesn't fit in here.

After the rest of the guests leave, Ev and Jack chat on the balcony. Jack gets a call from Noah and declines it, leading to Ev shit talking Noah for his "incompetence and lack of organization," surprising Jack, who thought they were

good friends. He debates whether or not to defend Noah but decides against it; Ev tells him, "there's no such thing as friendship in business."

We now jump back in time to view these events from Noah's perspective, as he dances and sings for his own personal Odeo podcast as his wife, ERIN, yells angrily from the other room; he forgot her birthday. She screams that she's filing for divorce and storms out.

Noah goes into work and tries to convince Ev to let him do the Hack Day, but he's not having it. He knows that Odeo is Noah's baby and he wants it to succeed, but Ev is convinced no one wants to use it; he's waiting for it to die. Sara arrives soon after, so Noah goes back to work at his desk next to Jack's; they make fun of Ev for a bit until Noah starts telling Jack about his childhood. His dad left them when he was really young and they were super poor, so they had to live with his grandparents in a small, remote cabin; he had no friends, so his only joy came from repairing an old radio he found and starting his own pirate radio station (even though no one was listening).

Crystal approaches them, saying she needs their personal podcasts ASAP so she can post them, and then we skip ahead to Ev telling Noah to organize the Hack Day. All the employees pitch their ideas, but Ev is not impressed whatsoever; he goes off on Noah, saying no one even knows who he is. Upset by this, Noah leaves to go get drunk with Jack and Crystal.

After partying for a while, Crystal heads home despite the guy's complaints (they both kind of have a crush on her it seems). Noah and Jack sit in a car together drunk, passing vodka between them and moping, when they get the first idea of what would eventually go on to become TWITTER. Jack's mind swirls with all of the possibilities.

We jump back in time once again, this time from Jack's perspective as he records his own podcast. We follow him to a fashion school class he's taking in his free time where he eagerly listens to a lecture and impresses the professor with his sewing skills. At work later, Jack and Crystal discuss their plans for after Odeo inevitably fails; Jack wants to be a world-famous fashion designer and Crystal wants to be the CEO of a successful tech company. Both of them laugh at the other's ideas, thinking they're ridiculous and far-fetched.

Ev visits Jack at his desk and Jack kisses his ass a bit until he gets an invite to his dinner party that night. He already has plans with Noah and Crystal that night, but decides that this is more important. At his apartment later, Jack gets dressed in an overly-artsy outfit and checks himself out, imagining he's a famous fashion icon. At a nearby club a little later, Noah and Crystal wonder where he is so they give him a call…

…Which Jack promptly declines while talking with Ev on the balcony. Ev tells Jack that he only agreed to Noah's Hack Day plan to see what Jack would come up with, and invited him to the dinner party just so he could pitch to him in private, before presenting at the actual Hack Day.

We enter a montage of Hack Day pitches, each idea worse than the one before it, until Jack presents "Status" (a location check-in app) to thunderous applause. After this, we jump forward in time again to Jack awakening hungover in the car next to Noah. The ideas they had the night prior start to come back to him in his drunken haze, and he realizes something… he's about to stab his best friend in the back.

An angry Ev announces to his employees that none of their ideas are worth pursuing and to get back to work while they still have jobs. Crystal tries to talk to Ev about something urgent she found in the customer support emails, when she's interrupted by Jack barging in to pitch his new version of "Status," based on the ideas he had the previous night. He plans to sell it as his own idea, but before he can, Noah arrives out of nowhere and starts pitching with him.

Ev seems more interested in this idea than any of the others he's seen, but Jack and Noah clearly aren't on the same page with who came up with what ideas, leading to some awkward tension. This tension only rises when Ev tells Jack that he and a couple other developers will be building the prototype, while everyone else, including Noah, stays focused on Odeo. Ev states that he doesn't want Noah anywhere near this and tells Jack he's in charge since it's his idea; Jack remains silent as Noah stares at him, confused.

We now enter the perspectives of the rest of the office as they all record their personal podcasts for Odeo, then jump to Jack developing his new prototype. Over the following few days, development is going very well; Noah tries to help wherever he can, desperate to be included in the idea that he helped come up with, but Ev continues to blow him off, and his rivalry with Jack grows stronger.

Ev tries to pitch the concept to George Zachary and some other investors, but they laugh in his face, saying the no one would use it and that he's just grasping at straws, trying not to be a one-hit-wonder (he previously founded Blogger). Defeated, Evan leaves and heads back into the office, where the employees start thinking that their unemployment is imminent.

Meanwhile, a disheveled Noah paces around his messy apartment reading random words out of a dictionary trying to come up with a name for the new prototype (Jack seems to be the only one who likes "Status"), until he finally finds the word he's been looking for…Twitter! He storms into the office the next day and tells everyone the new name; everyone loves it except Jack, but he reluctantly agrees to it eventually.

Not wanting to give Noah anymore spotlight, Jack announces that the prototype is finished. Ev then emerges from his office and tells him to test it; it works flawlessly. Crystal then approaches Ev with many documents in hand, telling him that a mining company is trying to sue them after a former employee of theirs used Odeo to trash talk the company, leading to an employee walkout. But Ev just throws the papers in the trash, stating that they didn't make him say anything, they simply just gave him the tools to voice his thoughts.

Before leaving with Sara, Ev stops by Jack's desk to congratulate him on all his hard work and leadership over the past few days; he also tells him how much he LOVES the new name. Jack thanks him, saying he was up all night with his nose in a dictionary in order to find it… No mention of Noah whatsoever.

We then follow all the employees home after work, sequentially switching between their perspectives as they each send out their first "tweets". Jack goes to a club in celebration of his success, while Noah crashes at the office (having been kicked out by his soon-to-be ex-wife). Meanwhile, Ev reluctantly transfers the last of his personal money into the company account, using it to fund Twitter's further development.

We jump back to 2010 where Ev announces he's stepping down as CEO of Twitter. Still at his mansion, Fenton notifies Jack of this, but it's not enough; Jack tells Fenton he wants to take EVERYTHING from him… Finally, we rejoin the disheveled biker from the beginning as he gives the last of the trash chips to his dog, revealing that this nearly-homeless looking man is actually Noah…

COMMENTARY: Considering that this is based on a best-selling book that was very well-received, and the same writer of that wrote this script, I don't think it's necessary to talk about the writing too much; clearly its very good. The language is detailed and descriptive, the dialogue is snappy and realistic, the characterization of each of the main players is intriguing and seems to be based mainly in truth, and watching each of the characters interact and bounce off each other is an absolute joy. However, the main thing I do want to discuss is this show's structure, because I find it absolutely fascinating. As the writer explains in the script, each act is from the perspective of a different one of the three main co-founders of Twitter, allowing details of the plot to be slowly trickled out as we're given different viewpoints to watch from and catch new things. This is also super interesting because what you see through each of these perspectives might not actually be the truth, as each founder serves as an "unreliable narrator," with each of them remembering the events covered in the pilot in different ways; and this isn't only shown through major conflicting plots, but also through smaller details like what clothes certain characters are wearing on a particular day at the office, or what model of car a certain conversation takes place in, etc.

I think this is a super unique take on how to structure a TV show, and utilizing it to tell the origin of one of the biggest social media platforms to ever exist (as well as all the drama that led to it) is a super intriguing idea to me. And while the unreliable narrator schtick has been used before (mainly in books, as far as I know), I don't think anyone's ever done it too well on TV, and especially not with a story this big and well-known. I think through this creative and unique structure, it'd be much easier to differentiate this show from other properties with a similar subject matter, such as *The Social Network*. That all being said though, average viewers may find all the time jumps, multiple perspectives, and (especially) the unreliable narrators confusing and choose to not watch because of it, even if they still find the plot interesting. Therefore, even though the structure of this script is by far my favorite part about it, it also needs to be approached extremely cautiously so that it makes sense to all viewers, no matter who they are or how much they know about the actual true story. Finally, I know it's the name of the book on which this is based, but I think the title could be better; it just seems a little too on-the-nose to me. However, I did actually like the subtitles for each time the perspective switches, using the "@" names for each of the founders to state who's view we're watching, and I think this concept could be expanded upon in order to come up with a better main title, that's still in line with the Twitter theme.