

Visual**VO**

00	<p>Brady Bunch-style tiling of zoom recordings of our CS people silently talking as if they're giving a demo with the video title overlaid:</p> <p>Transition wipes away text and the Zoom boxes disappear to reveal the opening shot of simplified platform screens.</p> <p>Title options:</p> <ul style="list-style-type: none">• PitchBook's Customer Success Team is here for you• Get the most out of PitchBook with our Customer Success team• We're here for you: PitchBook's approach to customer service• Unlocking PitchBook's full potential with our Customer Success team• Your new PitchBook BFF: Meet the Customer Success team	
01	<p>Simplified graphic representations of platform screens.</p> <p>Fake email clicking on a link to set up.</p> <p>From the click, platform stuff pours out of your click.</p> <p>Transition to Our Products page (different platform pieces blip in)</p>	<p>PitchBook is the most comprehensive VC, PE and M&A database on the market—and you recently gained access to it.</p> <p>You now have a suite of tools at your fingertips designed to make your job easier.</p>
02	<p>Zoom into the platform with a few different use cases (Product Marketing to weigh in on 3 easily identifiable use cases based on general data-vis</p> <ul style="list-style-type: none">• E.g., Valuations (box and whiskers and such)	<p>With PitchBook's best-in-class datasets, there are endless ways to leverage the platform. We know that can feel overwhelming.</p>
03	<p>Advanced Search screen (simplified) with text overlay:</p> <ul style="list-style-type: none">• Filter out the noise with keywords• Adjust your search with real-time	<p>That can be especially true of our Advanced Search, a powerful feature for identifying companies, deals, investors and other pros. To get the best results for your firm, our search criteria and filtering options are</p>

	<p>updates</p> <ul style="list-style-type: none"> • Discover new companies with PitchBook suggestions • See your search results in seconds 	expansive.
04	<p>Soapbox-esque “zoom” out to show matt alongside.</p> <p>Matt Clear “breaks the 4th wall”</p> <ul style="list-style-type: none"> • Lower third that identifies him as an actual employee. (e.g., “Actual employee,” “Not just voiceover talent,” etc.) 	We know you’ll have questions. That’s why PitchBook’s Customer Success team— hundreds of dedicated pros, including me— are here for you.
05	<p>(Question: is there a standard way for engaging that can be visually represented?)</p> <p>B-Roll with overlay and text callouts if needed.</p> <ul style="list-style-type: none"> • If there isn’t a visual way, text can reinforce how to engage with CS 	<p>We work to understand your business and empower you to get the most out of the platform.</p> <p>We can be a second set of eyes and ears to help you accomplish the task at hand. Whatever the task is.</p>
06	<p>“We can’t wait” across people/offices</p> <p>Labeled as PitchBook’s Global CS Team</p> <p>Framing Zoom recording.</p> <p>Static lower third with First name and location</p>	<p>From our initial kick-off call, think of us as part of your team. We’ll develop trainings specific to your firm, dive in to understand your strategies and goals, fulfill custom requests with the help of our analyst team and provide amazing service.</p> <p>We’re truly here with you every step of the way.</p> <p>We can’t wait to get started with you.</p>