REGIS MEDIA

Independence ADVISORS, LLC

Project Storyboard
Independence Advisors - Jake DeKinder Series

Video 1
Prices reflect information

1

Script
Central to our philosophy is that prices reflect information.

Scene description
A coin, represnting "price" hovers mid air. A line thorough the middle of the screen acts as a mirror, createing a "reflection" of the coin. The reflection is an information icon.

2a

Script
We experience prices every day. Take groceries, for example.

Scene description
Everyday items appear on screen. (e.g razor, shaving cream, steak, wine, shampoo, apple)

2b

Script
Buyers and sellers come together and agree on a fair price.

Scene description
Two hands appear above the items and shake hands.

3a

Script
If say, there's a poor potato harvest, we expect potato prices to rise. It's simple supply and demand.

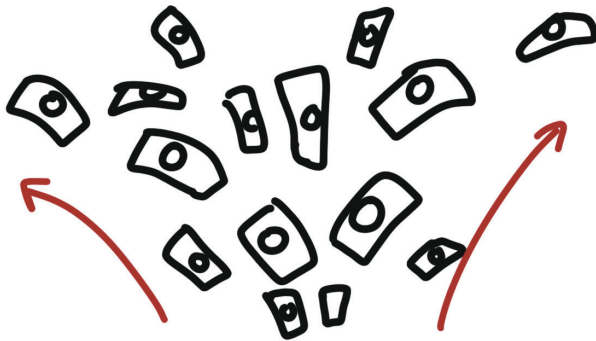Scene description
We can see three potato sacks on screen.

3b

Scene description
Suddenly, two potato sacks on the sides disappear, leaving only the middle one, representing the "poor harvest".

3c

Scene description
Then, the last potato sack "explodes", into dollar bills, visualizing the "rising prices".

4a

Script
The financial markets are no different and like the grocery market, they function pretty well. So what does that mean in practice?

Scene description
The dollar bills from the previous scene fall to the ground, revealing a graph.

We zoom into the graph, focusing on an area with three turning points.

4b

Script
First, a well-functioning market means prices incorporate information very quickly.

Scene description
We can now see three squares sitting on top of the graphs turning points. The three squares show scenarios that can have an influence on the markets.

Scenario 1: Torando destroying house = natural disaster
Scenario 2: Number of potato sacks reduces = poor harvest
Scenario 3: A factory icon multiplies = growning economy

The sceanrios showing a negative event start flashing red, the one that is positive, green. We zoom into one of the negative events.

5a

Script
If something happens on the other side of the world you can learn about it within moments.

Scene description
During the zoom, the negative scenario turns into a graph showing a downwards trend. A map of e.g. Japan appears next to the stock price graph.

The map turns red.

5b

Script
Traders act on information almost instantaneously.

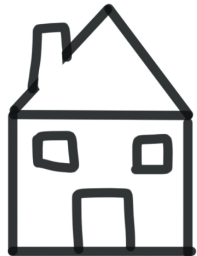Scene description
The camera zooms out to reveal a world map.

5c

Script
See panel 5b

Scene description
We can see how the information of the negative event in Japan "spreads" to other countries within seconds, turning them red as well.


6

TODAY

TOMORROW

Script
Secondly, prices are forward-looking. They're an expectation of what you're going to earn in the future by owning a particular security.

Scene description
A new scene appears. We can see a normal looking house on the left half of the sceen and three alternative futures on the right. These demonstrate how the current situation could develop. An arrow randomly points to the future three possible future scenarios.

normal house -- mansions
normal house -- normal house
normal house -- decayed house

7
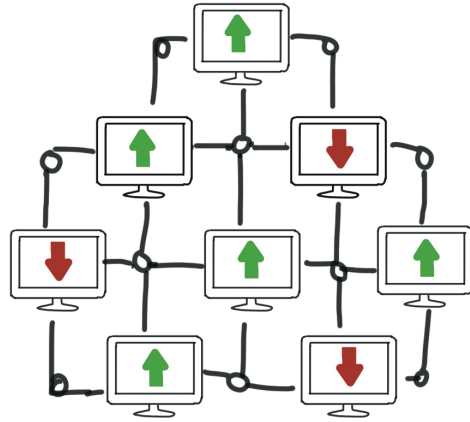
Script
And thirdly, markets are competitive, so it's very hard to identify and profit from miss pricing. With more than eighty million trades placed every day, it's unlikely any one person has more information than the collective wisdom of the market.

Scene description
A new scene is introduced: One computer on the left side of the screen (the "one person" and a computer cluster on the right ("wisdom of the market")

Green and red arrows appear an fast succession on the copmputer screens, represneting postive or negative market bets The single coputer has more bad bets. The scene is supported by audio effects.

8a
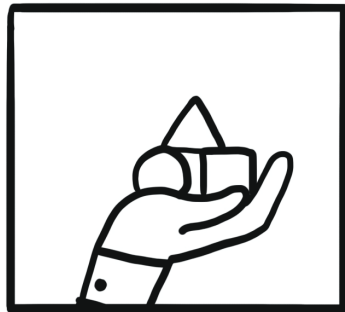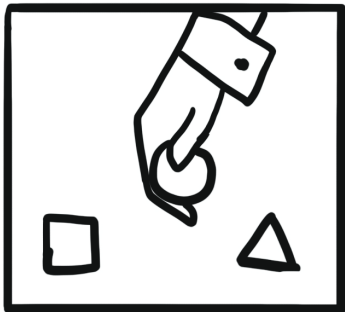
Script
There are two main types of fund manager — the active stock picker and the index manager.
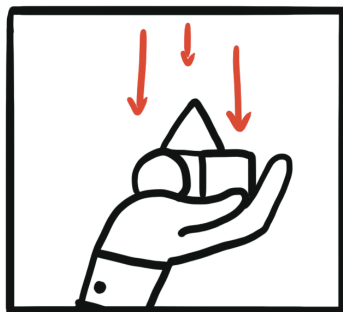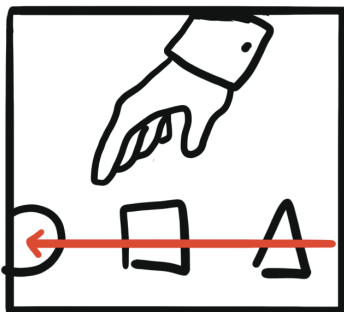
Scene description
Two icons appear in the shot.

The left displays the scenario of an 'active stock picker' picking securities, and the right displays the scenario of an 'index manager' holding all the securities.

8b

The stock picker buys securities they think will outperform and sells those they consider overvalued. But because their decisions are based on predictions, it's very difficult.
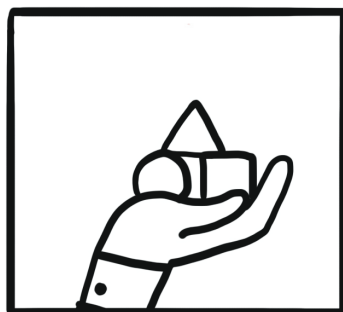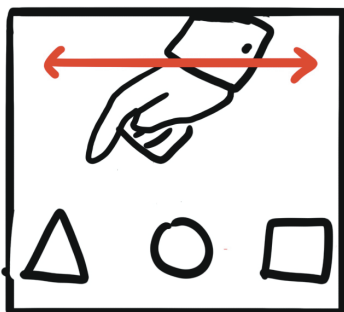
Scene description
The icons begin to move.

On the left, the hand begins to pick securities as they move across. sometimes the hand drops the security.
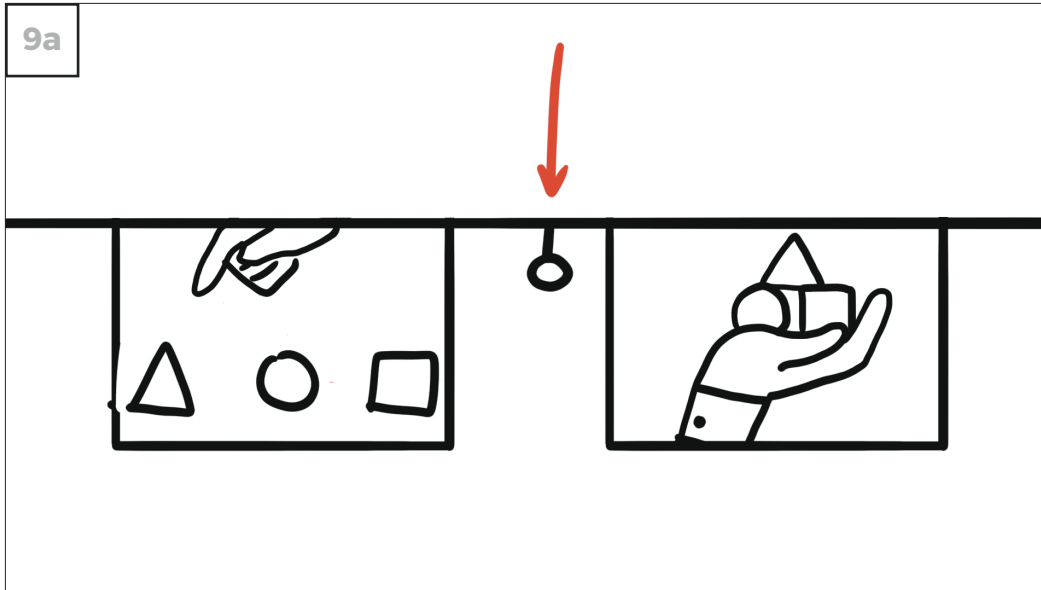
On the right, the securities falls onto the hand.

8c

Script
See panel 8b

Scene description
On the left, the hand hesitates to pick a security as it does not know which one to pick.

Prices reflect information - Storyboard
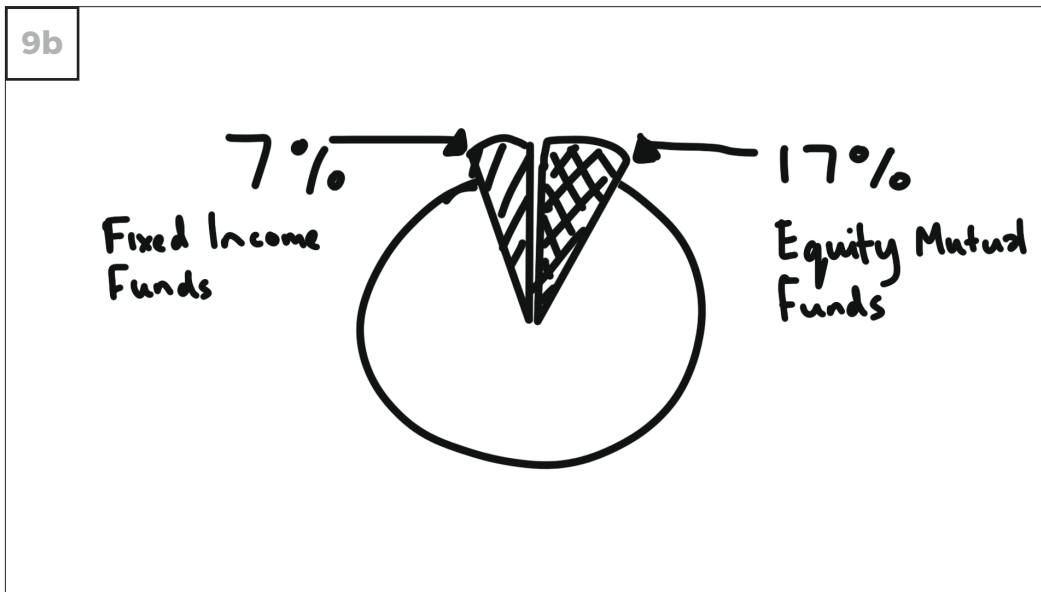
8

9a

Script
In the fifteen-year period to the end of 2015, only 17% of equity mutual funds beat their benchmarks. The figure for fixed income funds was just 7%.

Scene description
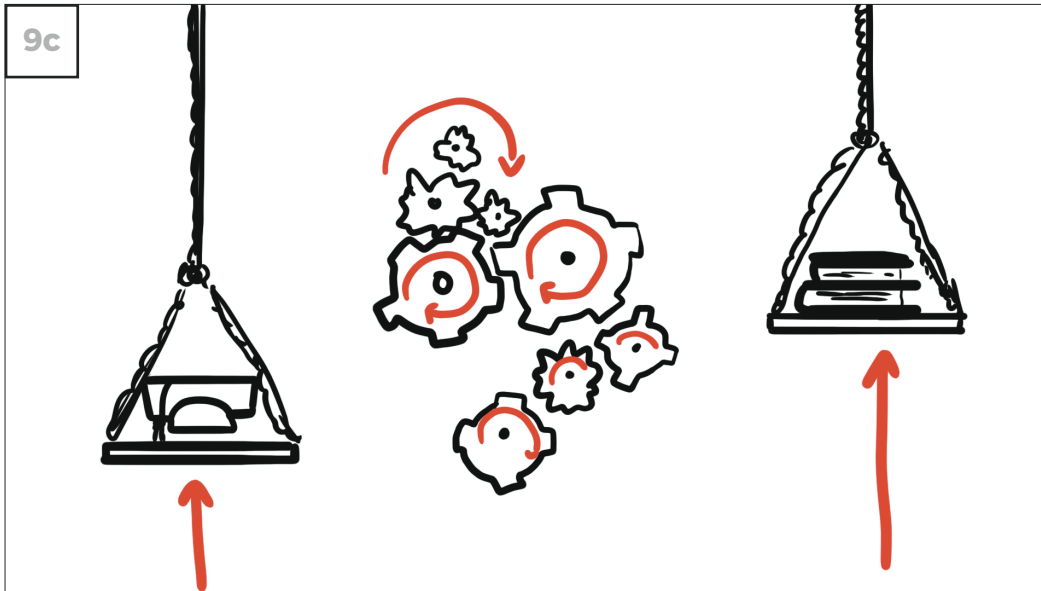A screen rolls down, covering the shot.

9b

Script
See panel 9a

Scene description
A pie chart appears on the screen, displaying the two values which are mentioned in the voiceover.

Labels
17% - Equity Mutual Funds
7% - Fixed Income Funds

7% Fixed Income Funds

17% Equity Mutual Funds

9c

Script
That's why we use investment tools that base their investment strategy on academic evidence, rather than trying to predict the future.

Scene description
The screen rolls up displaying cogs rotating which reveals two platforms piled with books and a mortar board to symbolise 'academic evidence'.

10a
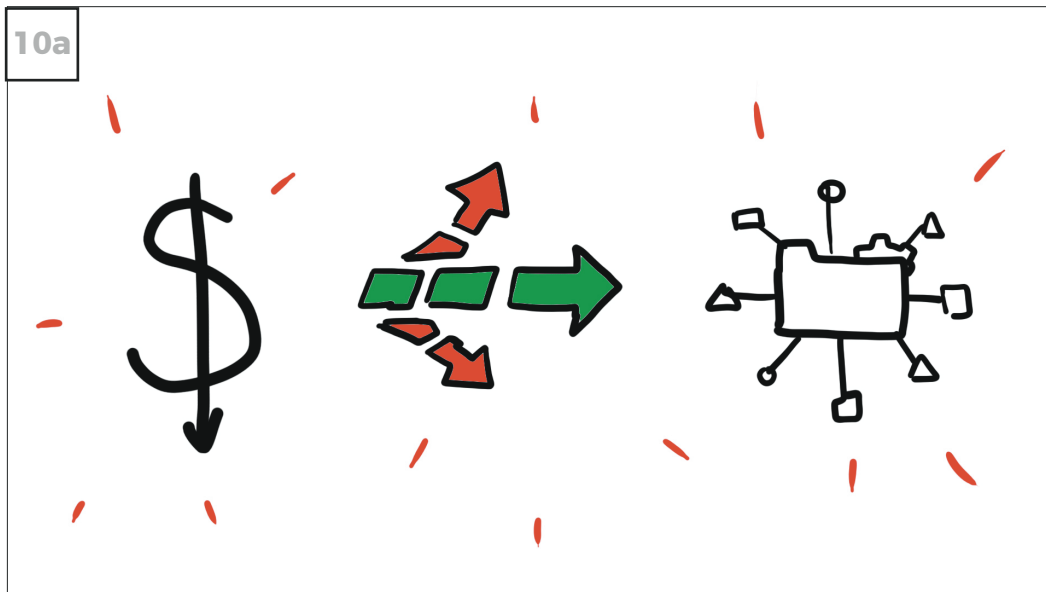
Script
This evidence has shown that keeping costs low, staying disciplined and maintaining a diversified portfolio is the best way to capture market returns.
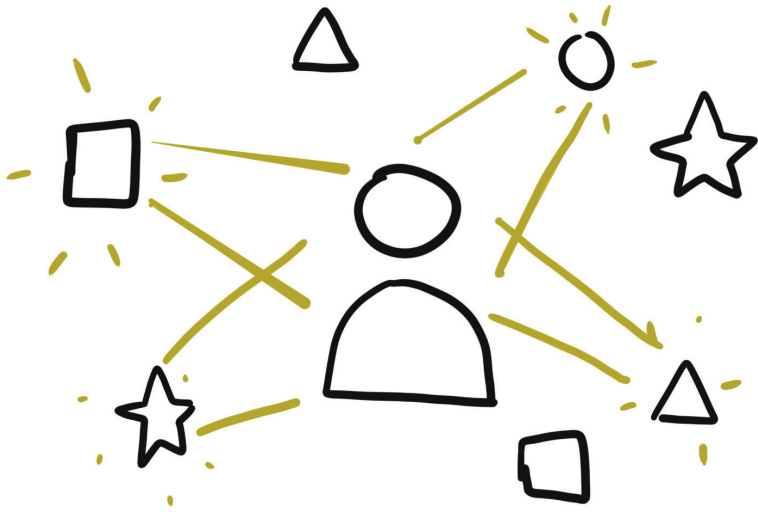
Scene description
Three symbols appear in shot.

Low cost = Dollar sign with downwards arrow through the centre.
Disciplined = A green arrow, with two red arrows veering off in two directions. This will blink in the same nature as direct lights on road signs, it will blink from left to right.
diversified portfolio = Folder with a cog and multiple securities branching out of the folder.

Script
By gaining exposure to the right combination of securities, our clients are able to achieve the best possible outcomes.

Scene description
Securities surround the client, some of them glow and shine light onto the client.