



TECHSTAR WESTERN

Corporate Video Storyboard Proposal

Proposed by Thy Cao - May 2025

SCENE 1

(Scene 1: 0-5 seconds)

Visual: Wide, sweeping aerial shot of a wind farm with towering turbines against a dramatic sky (sunrise/sunset).

Text Overlay: "The Future of Wind Turbine Maintenance."

Audio: Soft, inspiring, futuristic music begins.

Purpose: Establishes the setting and introduces the industry.

Footage Source: Stock

Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL



SCENE 2

(Scene 2: 5-10 seconds)

Visual: Close-up shot of a drone taking off, ascending rapidly, showcasing its sleek design. Transition to a close-up of the drone's high-resolution camera.

Text Overlay: "Drone-Based Precision."

Audio: Music builds slightly, with a subtle whirring sound of the drone.

Purpose: Highlights the drone technology and its capability.

Footage Source: Stock

Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL



SCENE 3-1

(Scene 3: 10-15 seconds)

Visual: Dynamic shots of the drone flying automatic flight paths around a turbine blade, capturing detailed imagery. Show a close-up of a damaged blade area. Compare with manual pilot (flying slowly, inconsistently and potentially crashing the drone). Ideally we show a drone with an automated flight path around the wind turbine. Track the drone flight path with a 3D pointline (point for each image). to show the consistency of capture. [Optional bonus] do the same thing with manual.

Text Overlay: "Detailed Blade Inspections."

Audio: Music continues, adding a subtle "scanning" sound effect.

Purpose: Demonstrates the drone's ability to capture detailed visual data, the improved quality of capture with an automatic flight (more pictures from more angles, consistent distance from asset, faster speed of capture, no gaps in the data).

Footage Source: Stock

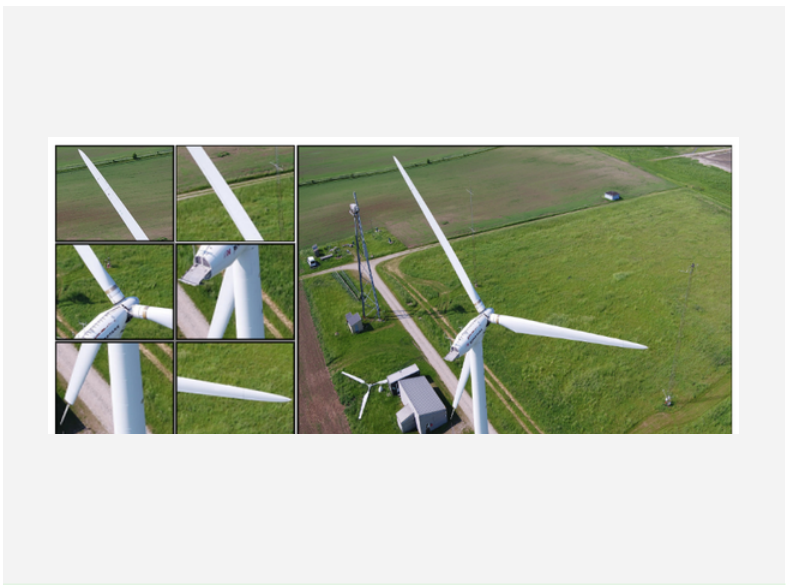
Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL

AUTO FLIGHT



Zoom-in and detect small damage
Add camera shutter effect



Slideshow of captured images from different angles

SCENE 3-2

(Scene 3: 10-15 seconds)

Visual: Dynamic shots of the drone flying automatic flight paths around a turbine blade, capturing detailed imagery. Show a close-up of a damaged blade area. Compare with manual pilot (flying slowly, inconsistently and potentially crashing the drone). Ideally we show a drone with an automated flight path around the wind turbine. Track the drone flight path with a 3D pointline (point for each image). to show the consistency of capture. [Optional bonus] do the same thing with manual.

Text Overlay: "Detailed Blade Inspections."

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Purpose: Demonstrates the drone's ability to capture detailed visual data, the improved quality of capture with an automatic flight (more pictures from more angles, consistent distance from asset, faster speed of capture, no gaps in the data).

Footage Source: Stock

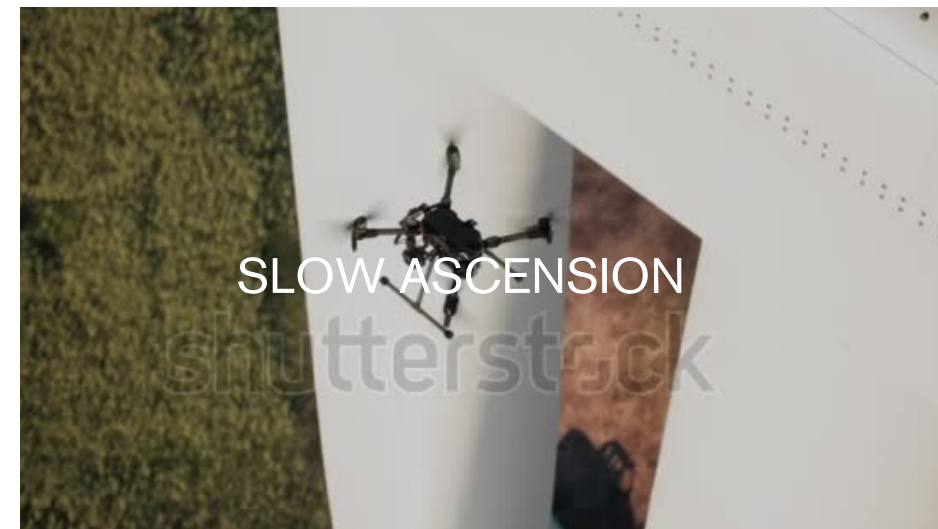
Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL

MANUAL PILOT



Apply shaking effect for footages



SCENE 4

(Scene 4: 15-20 seconds)

Visual: Screen recording of the AI software analyzing the drone footage. Show highlighted areas of damage on the blade with data visualizations (graphs, charts).

Text Overlay: "AI-Powered Analysis."

Audio: Music becomes more focused, with a "data processing" sound effect.

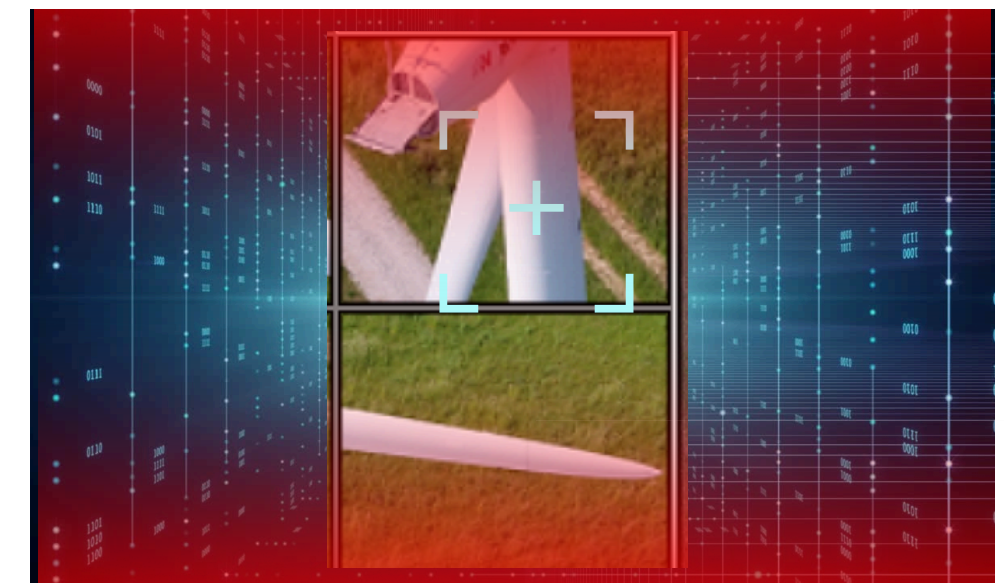
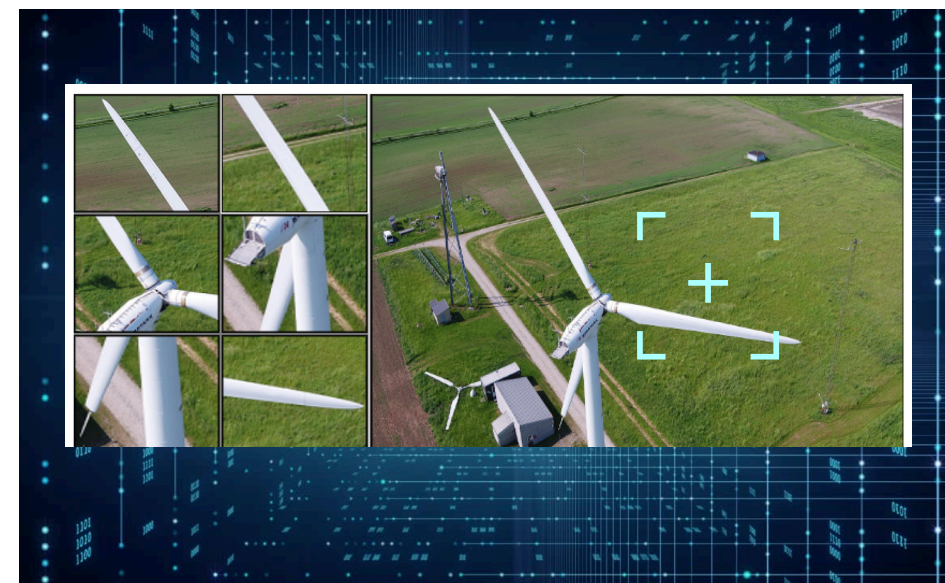
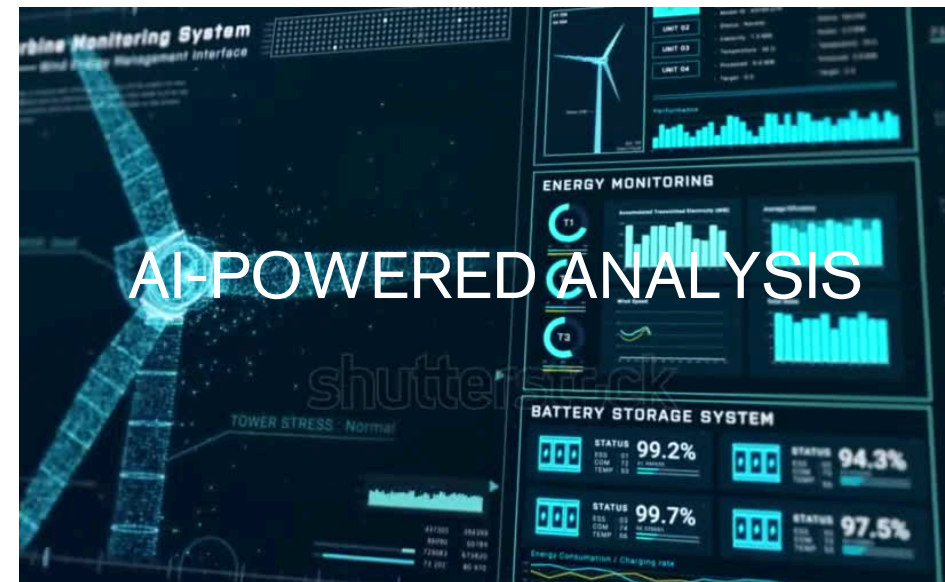
Purpose: Showcases the AI's analytical capabilities and the speed & accuracy of processing.

Footage Source: Use stock footage for this scene.

TSW to create: Also include Duc scrolling through the sample report.

Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL



Zoom in, Zoom out animation highlighting blade damage detection

SCENE 5

(Scene 5: 20-25 seconds)

Visual: Side-by-side comparison: Traditional manual inspection (slow, risky) vs. your drone-based inspection (fast, safe). Show a technician struggling with ropes and a drone easily moving around the blade.

Text Overlay: "Faster, Safer, More Efficient."

Audio: Music becomes more energetic, emphasizing the benefits.

Purpose: Highlights the advantages of our service over traditional methods.

Footage Source: Stock footage for drone inspection on turbine.

Check with Mr Hai to see if he can share video of his team climbing on ropes.

[Optional] TSW to create: A video of the TSW team in uniform, taking off next to a turbine. Check whether Mr Hai can assist with that.

Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL



SCENE 6

FOOTAGE PROPOSAL

(Scene 6: 25-30 seconds)

Visual: Graph or visual representation of reduced downtime and increased efficiency. Try to find charts showing electricity or revenues generated by a wind turbine. For traditional methods show larger 'gaps' where there is more down time, and show the gaps getting smaller for TSW - give an indication of the efficiency saving in percent. Also include a reduction in maintenance costs.

Text Overlay: "Maximize Uptime, Minimize Costs."

Audio: Music reaches a peak, emphasizing the value proposition.

Purpose: Quantifies the benefits and shows the economic impact. (Value proposition)

Footage Source: Agency to create chart with gaps/revenue loss/efficiency visualised under TSW instruction.

Story script (Suggested by Techstar Western)



SCENE 7

(Scene 7: 30-35 seconds)

Visual: Shots of satisfied-looking wind farm operators reviewing reports on tablets or laptops.

Text Overlay: "Contact Us Today [Your Website]."

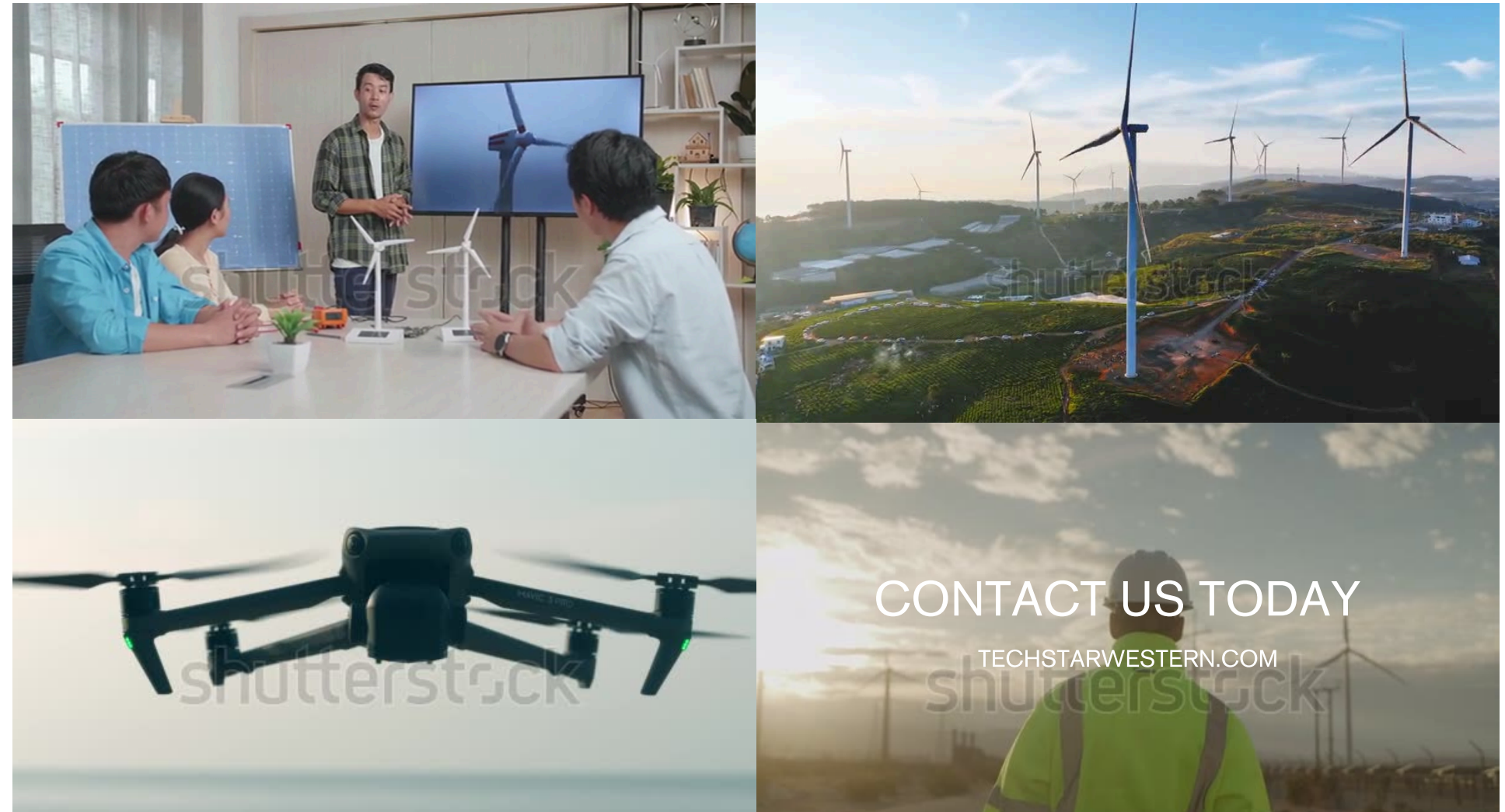
Audio: Music fades slightly, becoming more calm and confident.

Purpose: Provides a call to action and reinforces brand recognition.

Footage Source: Use stock footage for 'happy operators'.

Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL



SCENE 8

(Scene 8: 35-40 sec seconds Optional)

Visual: A fast montage of various wind turbine inspections, including shots of the inspection team on operations, highlighting the diversity and scale of our service. Add customer testimonials as text overlays. Use stock footage, but it must look like its in Vietnam or SE-Asia.

Text Overlay: "Trusted by Industry Leaders."

Audio: Music continues to a gentle conclusion.

Purpose: Adds credibility and expands the scope of the video.

Footage Source: Stock

Story script (Suggested by Techstar Western)

FOOTAGE PROPOSAL



SCENE 9

FOOTAGE PROPOSAL

Closing scene (40-45 sec). Show company logo and tagline (Safety - Integrity - Innovation), animated in some way for dramatic effect.



SAFETY - INTEGRITY - INNOVATION

Story script (Suggested by Techstar Western)



THANK YOU