

FADE IN:

INT. HORSE STABLE - DAY

A pristine stable with natural lighting streaming through wooden beams. CHASE, mid-30s, wearing business casual attire, approaches a magnificent horse. The camera focuses on a brass nameplate reading "THE MARKET" mounted on the stall door.

CHASE
(with confidence, patting the
horse's neck)
Today's the day I finally master
you...

The horse snorts and shifts restlessly.

EXT. TRAINING RING - DAY

QUICK MONTAGE - FAST CUTS

- Chase chases the horse around the dusty ring
- The horse gallops wildly, unpredictably changing direction
- Chase stumbles, looks increasingly frustrated and exhausted
- Sweat beads on Chase's forehead as he/she struggles to keep up

NARRATOR (V.O.)
(calm, authoritative)
Many investors spend years chasing
the crypto market...

Chase collapses against the fence, breathing heavily.

EXT. TRAINING RING - DAY (CONTINUOUS)

ABRUPT CUT

RIDER, also mid-30s but with a composed demeanor, enters the same ring through the gate. Dressed in a sharp business suit but wearing cowboy boots and a cowboy hat - a hybrid look that suggests comfort with both trading and wrangling. They move with purpose and understanding, carrying themselves with quiet confidence.

NARRATOR (V.O.)
(continuing)
...when they could be riding it
instead.

Rider approaches the same horse, which immediately calms at their presence.

EXT. TRAINING RING - DAY (CONTINUOUS)

Rider smoothly mounts the horse in one fluid motion. They ride with perfect control and minimal guidance. The horse responds beautifully to subtle cues.

CLOSE-UP: Rider's face shows mastery and satisfaction.

WIDE SHOT: The Market and Rider move in perfect harmony around the ring.

NARRATOR (V.O.)

That right there is the power of
index investing with DTFs.

EXT. TRAINING RING - DAY (FINAL SHOT)

Rider brings the horse to a gentle stop. They dismount gracefully and pat the horse affectionately.

The camera pulls back to reveal the entire scene.

TEXT OVERLAY APPEARS:

"RIDE THE MARKET, DON'T CHASE IT"

Beat.

RESERVE LOGO APPEARS

TEXT OVERLAY:

"DTFs built on Reserve"

Final beat.

FINAL TAGLINE:

"Like ETFs, but for crypto. Available 24/7, worldwide."

FADE OUT.