

LONG FORM VIDEO

Zoom call between an FA and Mr. Krabs

Open on a Financial Advisor speaking to the camera.

FA: As a financial advisor, I use Envestnet to track everything all in one place to help clients live an Intelligent Financial Life. This one guy, Eugene... VERY complex finances.

Cut to a computer display where we see a video chat window open between the FA and Eugene Krabs.

FA: Hey, Mr. Krabs how's it going?

Krabs: My employees are overpaid, my expenses are pilin' up and I need to keep an eye on every last cent that I have.

We see SpongeBob and Patrick goofing around in the background of his video call.

FA: Alright, well, let's see what we're working with here. Starting with your assets: the house, your root beer cellar, and even the very first dollar you ever made.

We see clips of Mr. Krabs' Anchor House, including his root beer cellar, and Mr. Krabs' first dollar.

We see our FA input the value of the Anchor House, the root beer cellar and Mr. Krabs' first dollar into the dashboard. The dollar is valued at \$1.

Krabs: Hang on, there. Me first dollar is priceless.

FA: But it's really just worth \$1.

We see the value of the Krusty Krab factored in on Mr. Krabs' dashboard.

FA: The Krusty Krab, on the other hand... Now that's valued quite a bit higher.

We see clips of the Krusty Krab.

Krabs: MONEY!

FA: We should include taxes for you and your business.

Krabs: Let's file that under ten ninety not worried about it.

FA: We'll circle back to that. For your boats, we'll have to account for rust removal and maintenance, since everything you own is literally underwater at all times.

We see the S.S. Cheapskate and Mr. Krabs' boatmobile.

Krabs: A little rust never hurt nobody. Adds character, if you ask me.

We'll see Mr. Krabs washing his boatmobile.

FA: You save quite a bit on clothing.

We cycle through a few scenes of Mr. Krabs in the same clothes.

Krabs: Well, if it ain't broke!

FA: You've got a modest budget for evenings with Mrs. Puff.

We see Mr. Krabs out with Mrs. Puff.

Krabs: All those nights out really add up, 'specially with a generous, 3% gratuity.

Mr. Krabs nods enthusiastically.

FA: You've got a steady allotment for Pearl's allowance.

We see clips of Mr. Krabs with his daughter, Pearl.

Krabs: Looks like I've been allowin' a few too many spendin' sprees.

FA: Now, for your income.

Krabs: Onto the cold hard flippin' cash!

FA: The Krusty Krab is the busiest restaurant in Bikini Bottom and it seems you bolster those revenues by charging employees for food handling errors...

We see SpongeBob and Squidward working at the Krusty Krab, SpongeBob in the kitchen, Squidward at the front of the house.

Krabs: If I had a quarter for every SpongeBob mishap...Come to think of it, I do charge him a quarter, and I'm rich!

FA: Now, your insurance on the restaurant is on the higher end...

Krabs: Safety first.

FA: ...given how frequently the Krusty Krab completely explodes.

We see clips of explosions at the Krusty Krab before landing on Mr. Krabs stuffing multiple pockets with money.

Krabs: Well, safety's somewhere in the top ten.

FA: Let's talk about your future.

Krabs: I've had my palm read before... didn't work out too well.

(Holds up and clicks his claws)

FA: I was thinking more about your retirement plans.

Krabs: I'd like to travel more, maybe pick up the viola... wait a minute! Did Plankton put you up to this? He's not getting me formula, retired or not!

Mr. Krabs mimes playing an instrument.

FA: Of course not, Mr. Krabs. Have you put any thought into investing some of the cash you keep in your mattress?

Krabs: Well, I'd miss the lumbar support. Why?

We see a clip of Mr. Krabs' mattress, stuffed with money.

FA: If we set up a personalized portfolio... you live in the ocean, so maybe sustainable investing... the returns could add up over time.

We see Mr. Krabs' eyes turn to dollar signs.

Krabs: In that case we might have to invest in some new bathing trunks.

FA: Why's that?

Krabs: If I make a return on me mattress money, I'll be swimming in it! (laughs at his own Dad joke)

FA: Alright, anything else we should factor in?

We see a clip of Mr. Krabs selling SpongeBob's soul to the Flying Dutchman.

Krabs: Should we count selling SpongeBob's soul?

FA: I don't know that there's a dollar valuation...

Krabs: It was for 62 cents, if memory serves.

FA: Ok, here's a custom dashboard with everything all in one place.

We see the dashboard shared in the video chat window with Mr. Krabs' finances on display. The frame focuses on his net worth, \$1,000,001.62. Mr. Krabs reacts to his riches.

FA: Absolutely, and by managing your wealth the right... [Krabs cuts him off]

Krabs: Well, gotta go! It's time for Squidward's break and I gotta make sure he doesn't take it.

The FA continues working at his desk.

FA/VO: Play around with the interactive dashboard inspired by Mr. Krabs' finances, and see how you can help your clients live an Intelligent Financial Life with Envestnet.

LOGO CARD/VO: ENVESTNET. FULLY VESTED.