

HSBC Pledge
Dale's Story – HSBC Pledge
Video Transcript

Time	Video Scene (Visual)	Script (Supers)
0:01	Close-up shot of a house wall with a childhood and school picture of Dale.	My name is Dale, and this is my story.
0:07	Close-up shot of Dale's school books.	After failing UPSR, I did not continue to secondary school.
0:13	Shot of Dale's room shelf with a ball in focus.	I have no higher education or qualifications.
0:19	Another shot of Dale's room shelf with a hanging quote stating "Nothing is impossible to a willing heart".	But I have a dream, to own my own business,
0:25	Close-up shot of Dale's trophies.	But I have a dream, to own my own business, even though the odds are against me.
0:31	Shot of Dale's room table with headphones and other items in focus.	So I push myself.
0:35	Moving shot of Dale's table showing his pens and some pictures while working.	Learning what I can online, I am determined to find a way.
0:40	Shot of some folded t-shirts and boxes.	I started with printing t-shirts, but that didn't go so well.
0:44	Moving shot of Dale's room showing some pair of shoes in focus.	One day a friend of mine came along, and gave me some footwear he wasn't able to sell.
0:50	Shot of Dale's hands while he is working and typing on his computer.	After doing some research, I started a Facebook page to sell them online.
0:53	Shot of some wrapped pair of shoes.	What happened next was unexpected.
0:57	Shot of Dale's working table with his phone, tripod and computer among other things.	I sold everything via Facebook Live.
1:02	Shot of Dale in his bedroom sitting on his wheelchair and hosting a Facebook LIVE on his phone using a tripod where he is showing a product towards the camera.	That was the beginning of my journey.
1:08	Close-up shot of Dale's printer pushing out a printout and Dale taking it to read.	Till today things haven't been easy.
1:13	Shot of Dale working on his computer and scrolling through his Facebook page.	Scammed, hacked, blocked, cheated.

1:17	Shot of Dale's parents sitting on the couch. Smiling and looking at each other.	Few will know the struggle, but with the help of my family,
1:24	Shot of Dale examining a pair of shoes.	I hold on to my dream of becoming a successful entrepreneur,
1:29	Shot of Dale preparing a package to dispatch.	to help others just like me.
1:31	Close-up shot of Dale's t-shirt showing his page logo in focus – scarpe negozio and then changing to close-up shot of Dale's face.	So they can have a chance,
1:37	Moving shot of Dale hosting the Facebook LIVE.	just like everyone else.
1:41	Close-up moving shot of Dale looking at his computer.	-
1:49	Shot of Dale sitting on his wheelchair turning towards the camera.	My name is Dale Adelric Teri, I have cerebral palsy.
1:57	Shot of Dale sitting on his wheelchair facing the camera.	Despite my disabilities, I will never give up on my dreams.
2:05	Shot of Dale in his bedroom being joined the coach, they shake hands and start talking.	To help Dale achieve his business goals, HSBC has engaged a professional business coach to provide him with six months of in-depth guidance on how to plan and grow his business, And also shared knowledge with him on how banking tools such as those offered by HSBC Fusion could help small businesses such as his.
2:19	Text based frame.	Nominate your hero now at HSBC.COM.MY/WECANWEDO
2:23	WECanWeDo Logo frame.	-
2:26 – 3:10	Mr Kenn closing narration.	I hope Dale's story ignites your Can-Do spirit and inspires you to keep working towards your dreams. There is a hero in all of us. Sourcing for stories right from the ground itself HSBC wants YOU, the Rakyat to nominate Can-Do heroes that you know and think, deserve to be recognized. So now, do you know any heroes who made you shed tears? Give you goosebumps? Made you spring into action! Share these stories, and nominate your hero at hsbc.com.my/wecanwedo and we

		could potentially help them achieve their dreams. Let's continuously remind each other that we can, when we do.
3:11 – 3:16	HSBC logo closing frame.	-