

## HOW THE WEB WAS WON - OVERVIEW

From a idea by Adrian Lord

Overview and treatment ©Paul Green & Adrian Lord

**LOGLINE:** It's 1995. Four unlikely Lancashire lads begin riding rough-shod along the Super Information Highway, making up the rules along their iconoclastic way to success.

### OVERVIEW:

1995. In the unlikely setting of a small Lancashire mill town in decline, four young men create a pioneering UK internet start-up - almost by accident. Jobbing builder Adam prefers promoting gigs for The Facelifters, fronted by his friend Wayne, who views his day job as an estate agent simply as a stepping stone to stardom. Wayne's bandmate, cerebral Tom, is attracted to the emerging cyber-culture (as well as anything esoteric) and suggests they buy an Apple Mac computer to design their own posters. But when Adam views primitive websites he immediately grasps the wider potential of this new medium. He decides to risk all and start a web design company, with Wayne as salesman, Tom as creative director and new recruit Jared, a reclusive nerd and talented designer, to do the actual coding. Thus Trip/S/Witch is formed.

Their devil-may-care attitude, fortified by pot and LSD, soon wins them clients, especially after they've blagged their way into a top London ad agency and branded themselves as 'The Sex Pistols of the Cyberweb'. But the anarchic energy of being 'early adopters' - their great asset - is also a hazard, as personal projects spiral off in different directions, especially for Wayne who still yearns for rock'n'roll glory.

Private lives are also chaotic. Adam, still dealing with the aftermath of divorce, swings between sensual sorceress Yvonne, who initiates him into Lancashire witchcraft, and pragmatist Jenny, who reports for a sensationalist tabloid. Wayne squabbles with his alcoholic but adoring girl friend Debbie, while aspiring mystic Tom is becoming detached from wife Imogen and family, especially after bonding with bizarre new programmer Jamie, a schizoid conspiracy theorist. The pair explore visionary drug trips and encourage Adam

to take part in 'Cyber-Masonic' rites. Meanwhile Jared is pining for his dream girl Lorraine in the office along the corridor.

Their money-spinning Cyberotic Zone gets the hits but Tom's deteriorating marital situation finally unravels when he learns that his neighbour Julie is modelling for it - and then discovers his wife's lesbian liaisons with her. A scandalous article about Trip/S/Witch appears under Jenny's byline. This eventually alienates some of Trip/S/Witch's clients and potential backers. Matters come to a head when Jamie has a breakdown, Wayne is fired after trying to poach clients for his breakaway business and Adam's relationship with Jenny nose-dives. There's now fierce competition from rival outfits and Trip/S/Witch is unhappily amalgamated with a bigger business. Yvonne warns Adam to expect great change.

On 9/11, watching the Twin Towers fall, Adam intuits it's the end of an era - and of the company.

Aftermath: Wayne's band is touring but he 's not coping with stardom. Tom embarks on a spiritual quest - and encounters erstwhile psychonaut Jamie, now a Hare Krishna disciple. Jared marries his girl Lorraine. Adam reflects on it all - and goes off with old mate Will, working on his window cleaning round.