

INT. FACEBOOK OFFICES - DAY

An EXEC sits at a laptop working. A MANAGER blusters in.

MANAGER

Right, our Facebook Dating launch has been postponed because of some EU Data Protection bullshit. So, we need a new idea and it needs to be good. Zuckerberg is watching us. Literally.

EXEC

What kind of thing is he looking for?

MANAGER

Something that brings people together but that's never been done before.

EXEC

What about funerals?

MANAGER

How the hell are we going to monetise the dead?

EXEC

Well, someone posts about a cough they can't shift, a weird tingle in their arm or even a risky holiday they might be going on, we show their nearest and dearest a few coffin adverts, and before you know - 'kerching!'

MANAGER

I'm not sure. It doesn't sound very...

EXEC

Ethical?

MANAGER

Innovative.

EXEC

We could offer Premium Add-ons.

MANAGER

Like what?

EXEC

Live-streaming, although technically it'd be 'dead-streaming'.

MANAGER

Hmmm, I'm still not sure. Funerals are meant to be...

EXEC

Solemn occasions?

MANAGER

Boring occasions. How do we make them more exciting?

EXEC

What about a VR experience? With casket-mounted cameras. 360-degree video from dear Aunt Edna's point of view as she's lowered into the ground.

MANAGER

I love it. But would people really go for it?

EXEC

We just have to pitch it right. "Facebook Funerals. You've spent your life online, why stop at the end?"

MANAGER

Genius. I'll send it up to corporate and see what they think.

EXEC

(Sneezes)

Bless me. I think I might be coming down with something.

His mobile phone makes a notification noise. He takes it out and looks at it.

EXEC

Oh, it's just an advert... for cremations.

END