

INT. MIDWEST HARDWARE STORE - DAY - FLASHBACK

A teenage RICK (16) stands behind the counter of his father's hardware store, showing an antique brass door handle to a NEIGHBOR.

YOUNG RICK

See how the patina catches the light? They really don't make them like this anymore.

The neighbor nods, mesmerized.

YOUNG RICK (CONT'D)

And we just so happen to have a whole matching set...

EXT. MODERN ELECTRONICS STORE - DAY - FLASHBACK

RICK (40s), now stands in the same position but behind a pristine counter in an Apple-esque store. He is smoothly demonstrating an iPhone to a customer.

RICK

With the latest A18 Pro chip, you'll never have to wait for anything to load ever again!

Impressed, the customer eagerly hands over their credit card.

RICK (V.O.)

Some people are just born to sell. My father taught me that confidence and charm were all you needed. That's what got me employee of the month for three times in a row. Then one day, I got this brilliant idea...

INT. RICK'S APARTMENT - NIGHT - FLASHBACK

A modest one-bedroom apartment. Rick sits at his desk, illuminated by his MacBook's glow. His search history shows "Fastest growing markets 2024" and "How to become an international entrepreneur."

RICK

(to himself)

There's got to be somewhere that needs what I'm selling...

Rick googles: "Untapped markets." He clicks through several pages, then straightens up when a website showing Mexican market statistics catches his eye.

RICK (CONT'D)

Bingo.

RICK (V.O.)

I thought I'd found the perfect opportunity. A whole country, waiting for premium tech...

Rick opens multiple tabs: sites showing beautiful Mexican markets, stock photos of people on phones, economic growth charts, etc. He misses an article titled "Why Budget Phones Rule Mexico's Market."

Rick's phone RINGS. It's labeled "DAD."

RICK (CONT'D)

(answering)

Hey Dad! You'll never believe what I'm about to do.

DAD (V.O.)

(through phone)

Ahh, you're finally asking Sarah from accounting out?

RICK

What? No! I'm going international. Remember how you always said a good salesman could sell anything to anyone?

DAD (V.O.)

Son, I said that about selling snow shovels in summer. What are you planning?

RICK

(pacing excitedly)

Mexico, Dad! Think about it - beautiful weather, growing economy, and get this: their smartphone market is "untapped"!

DAD (V.O.)

(concerned)

Did you do any market research?

RICK
 (gesturing at his laptop)
 Of course! I'm looking at these numbers and cellular adoption's through the roof! And in these pictures, everyone's got phones!

Rick points to stock photos that, if he looked closer, show people mostly using Android devices.

DAD (V.O.)
 Rick, maybe you should-

RICK
 (interrupting)
 Look Dad, trust me on this. This is my moment.

DAD (V.O.)
 (sighs)
 You're just like your mother. Once you get an idea...

RICK
 (softening)
 Hey, Etsy just wasn't ready for her personalized pickle jar business.

Rick opens his Amazon cart. It contains a language book called "Beginning Spanish." He clicks "Buy Now" on the bottom of the page.

RICK (CONT'D)
 I'm telling you, by next month, I'm gonna be selling iPhones faster than... tacos!

Rick pulls up a flight booking site and, with a dramatic flair, purchases a one-way ticket to Mexico.

He closes his laptop, revealing a "Think Different" Apple sticker on its cover - an ironic touch.

EXT. STREET MARKET - MORNING - PRESENT DAY

A vibrant Mexican street market buzzes with life. Local vendors sell everything from handmade crafts to street food. CARLOS (40s), wearing a casual button-down and straw hat, arranges Android phone cases at his stall while observing the market's newest addition.

Across the way, Rick sets up his Apple product display.