



*Innompic Planet of Loving Creators*

sMusical-Inn

**Startup**  
**'Romeo & Juliet'**



Libretto by  Vadim Kotelnikov

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**'Romeo & Juliet'**

Libretto

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**EMOJIS:** *Alarmed emojis cross the stage.*

*Enter family members of both houses Montague and Capulet and start fighting using KoRe 10 Innovative Thinking Tools (10 KITT) as weapons.*

**Mr. Montague**            Hey, Capulet, I'm gonna sue you!

**Mr. Capulet**            Montague, I'm gonna kill your brand!

**Mercutio**                Tybalt, you'll see your business ruined!

**Tybalt**                    Mercutio, shut up, my 'friend'!

*Exeunt all. Enter two NARRATORS.*

**Narrator 1**            Two brands are fighting like two Rambos.  
They have been fighting days and nights

**Narrator 2**            For ages, though no one remembers  
Who, when and why provoked the fight.

**Narrator 1**            Full of empowered self-leaders,  
The brands are skilled in making war.

**Narrator 2**            So innovative, strong and speedy  
They fight indoors and outdoors.

**Narrator 1**            Romeo and Juliet are the only  
Who strive to build a lasting peace.

**Narrator 2**            Though they may seem to be too lonely,  
Let's see what happens... Romeo, please...

**EMOJIS:** *Curious emojis cross the stage.*

*Enter ROMEO and JULIET*

**Romeo**                All wars are ugly and unhuman.  
I know, we were born to love.  
I love the world, all men and women.  
I want to be a white peace dove.

**Juliet**                Oh, Romeo, I'm so delighted!  
Me too, I pray for love and peace.

Let's put the end to all that fighting –  
We all deserve to live in bliss!

**EMOJIS:** Joyful emojis cross the stage.

Romeo and Juliet sing the **INNOMPIC ANTHEM**

**Romeo** To others “winning” means “defeating”,  
To me “Win-Wins” are greater deals.  
While always with myself competing,  
I strive that everybody wins.

**Juliet** Though many preach, “It doesn't matter.  
Don't question it, don't cause a wake”,  
I always strive to make things better –  
I have a difference to make!

**Romeo & Juliet** ***We have difference to make!***

**EMOJIS:** Inspired emojis cross the stage.

**Romeo** Jul, I admire your creations –  
Your texts and drawings so nice!  
I'm web designer. Our passions  
Could be, for sure, synergized.

I hope that our joint venture  
Would stop this ugly dirty war.  
Startup 'Romeo & Juliet'! This creature  
Would bring peace, love and much-much more!

**Juliet** Oh, Romeo, what you say is brilliant!  
Love and startups will save this world!  
Our folks are kind, they are not villains.  
We two can bring them in accord.

Two wonder notions 'joint' and 'venture'  
Will conquer notions 'fight' and 'hate'.  
Our noble 'R&J' adventure  
Will cease the war. And this is great!

**EMOJIS:** *Passionate emojis cross the stage.*

Rome and Juliet sing the **INNOMPIC ANTHEM**

**Romeo**

Though many guys have great ideas,  
Unacted on they turn to dust.  
But I don't let mine disappear –  
I work on them – and really fast!

**Juliet**

Let other guys be safer sailors  
Afraid of making a mistake,  
But I take risks and learn from failures –  
I have a difference to make!

**Romeo & Juliet**

***We have difference to make!***

**EMOJIS:** *Creative emojis cross the stage.*

**Narrator 1**

They know, the road ahead is thorny  
And not so easy – not at all!

**Narrator 2**

To simulate their startup's journey,  
They play, like crazy, 🎮 INNOBALL.

**Romeo**

Your dad my use some robust ties  
To keep you by his side for life.



**Juliet**

I'll hug him, whisper some sweet lies  
And cut the rope – I have a knife.



What if Tybalt, my dear brother,  
Assaults you some unlucky day?



**Romeo**

I'll get prepared for this hassle  
And find a way to fly away.



What if big problems with cash flow  
We face one day – or even week?



**Juliet**

I'm sure, we will make them go –  
We are so smart, so brave, so quick!



**EMOJIS:** Playful emojis with 10 KITT cross the stage.

*Exeunt Romeo and Juliet.*

**Narrator 1** It's done! Startup 'Romeo & Juliet'  
Is registered by two big hearts.

**Narrator 2** They do believe that they can do it  
And have required skills and arts.

**Narrator 1** Startup they launched is lean and pretty  
And cute – like any child of love.

**Narrator 2** But their folks are angry critics.  
To them, it is a must-die stuff.

*Enter Tybalt and Mercutio from two opposite sites*

**Tybalt** Peace with an enemy is dirty!  
This startup is a shame for us.  
Whatever are the founders' motives,  
I'll cause their firm to hit the dust!



**Mercutio** I wish I could destroy their startup,  
But I'm the last one in this queue:  
My dad, my uncle and my grandpa  
Formed their senior killers crew.



*Exeunt Tybalt and Mercutio*

*Enters Benvolio.*

**Benvolio** My gosh! These guys are so revengeful!  
Oh, Romeo, as your friend in need,  
I'll rush to warn you: you're in danger,  
Your startup's bound to be killed!



**EMOJIS:** Scared emojis cross the stage.

*Exeunt Benvolio*

*Enter all Montagues and Capulets with ropes, knives and hammers.*

**Mrs. Montague** Our ropes are strong.  
**Mrs. Capulet** Our knives are sharpened.  
**Mr. Montague** Our hammers can crash any stones.  
**Mr. Capulet** Nothing can save this ugly startup –  
**All together** You'll see us dancing on its bones!



*Exeunt all*

**Narrator 1** Meanwhile startup 'Romeo & Juliet'  
Inspired by its noble cause  
**Narrator 2** Is growing faster than this couplet.  
It's excellent and grandiose.

**EMOJIS:** *Hard-working emojis cross the stage.*

Rome and Juliet sing the **INNOMPIC ANTHEM**

**Romeo** Some people spend their life in plazas,  
For others beer's the upmost goal.  
But I create great things for others –  
Their gratitude rewards my soul.

**Juliet** Let others yield in face of problems  
Though their dreams could be at stake,  
But I keep fighting till it's over –  
I have a difference to make!

**Romeo & Juliet** ***We have difference to make!***

**EMOJIS:** *Victorious emojis cross the stage.*

*Exeunt Romeo and Juliet.*

**Narrator 1** But suddenly all kinds of problems  
Extinguished their startup's flame:  
**Narrator 2** A ban emerged on pretty owners  
And 'Romeo' in a startup's name.

**Narrator 1** Their phones were found to be polluting,  
Their desks were found to be too grey,  
**Narrator 2** Fresh fruits were found to be too fruity...  
That's it. The startup's passed away.

**EMOJIS:** *Grieving emojis cross the stage.*

*Enter Romeo and Juliet*

**Juliet**                    Romeo, I loved our startup's mission,  
But our firm was born to die.  
And now, my dear, with your permission,  
I'm also going to expire.

**Romeo**                    Juliet, I read an old prediction  
By some wise person named Shakespeare.  
And now, I see it's not a fiction –  
We both are going to expire!

**Romeo & Juliet**            For never was a story of more sorrow  
Than this of our today without tomorrow!

**EMOJIS:** *Crying emojis cross the stage.*

*Exeunt Romeo and Juliet.*

**Narrator 1**                Juliet got ill. She scares her mother  
As her health goes from bad to worse.

**Narrator 2**                Romeo seems to be hopeless either:  
He's coughing, has a runny nose.

**Narrator 1**                Alarmed, the families stopped fighting –  
They realized: they'd went too far.

*Enter all Montagues and Capulets*

**Mrs. Capulet**              We are not dogs! Can't we stop biting?  
Let us remember who we are!

**Mrs. Montague**            Our kids are ill! They were knocked out  
By us – by you, by him, by me!

**Mrs. Capulet**              Let us brainstorm some good way out,  
For instance, over a cup of tea?

**Mrs. Montague**            Or, if you wish, a cup of coffee –  
I have a piece of a cheesecake.

**Mr. Capulet** Great! I am a coffee-drinking profi.  
What would you say, seignior Montague?

**Mr. Montague** I have a pipe of piece somewhere –  
It is a gift from some good guy.  
Tea and a pipe – great atmosphere  
To say our quarrel age ‘Goodbye!’

**Mrs. Capulet** Let us embrace! Let’s kiss each other!

**Mr. Montague** And eat, at last, that bloody cake!

**Mrs. Montague** You are my sister!

**Mr. Capulet** You’re my brother!

**ALTOGETHER** ***We have a difference to make!***

***EMOJIS:** Joyful emojis cross the stage.*

*Enter Romeo and Juliet.*

**Romeo** Juliet, God blessed our endeavour!

The Hell was turned to Paradise.

**Juliet** Our startup stopped the war forever!

It was an angel in disguise.

***EMOJIS:** Happy emojis cross the stage half-way and stay.*

Rome and Juliet sing the **INNOMPIC ANTHEM**

**Romeo** Though everyone has inborn talents,  
Most people let them die unlocked.  
I always swim against this current  
And every day create a lot!

**Juliet** Though many live without a vision,  
My way in life is not to fake.  
I’ll bring my big dreams to fruition –  
I have a difference to make!

**ALTOGETHER** ***We have difference to make!***