

THE SOCIAL CONTRACT

“The Social Contract”:

noun A term, originating in 1792, the implied moral duty that should govern interactions between individuals that form a society.

...but in 2020, only one man seems to care.

Genre: Comedy/Mockumentary.

Format: 6 x 30 minute episodes.

Log-line:

On the brink of success, a self-made entrepreneur's plans to create a media empire are repeatedly held back by his idiotic friends and the sudden re-appearance of his inept long-lost brother.

Premise:

THEO is a man with a lot of self-belief, but not a lot else. No money, no experience, no luck. But Theo has a dream.

What is that dream? To build a media empire. How? Through blood, sweat, toil and tears... lots of tears. Oh so many tears.

Why does he want a media empire? Theo believes he can fix the world, if only he can get the world to listen.

Our entry-point into this surreal story is a documentary crew, who try to keep up with Theo and his friends attempts to chase success in London... and possibly even some happiness.

Globally, magazine sales are declining. Theo's launching a magazine anyway. Creating a major brand takes a whole lot of cheddar, but Theo only has 'Laughing Cow'.

It takes a dedicated team of experts to conceive a business. Theo has his... friends.

Theo's faithful sidekick is his business and PR manager, PATRICK, whose professional achievements are countered only by his “personal shortcomings”... which are currently the subject of multiple litigations.

Least but not last is ADAM, a failed stand-up comedian whose “genius” ideas are as terrible as his jokes. He's always there. Just there. Right there. Always there.

Balancing out some of the ineptitude is the magazine's staff-writer HANNAH. Her big heart is her strength but may also be the obstacle from achieving her own professional ambitions. Unfortunately facing the same odds as the Christians against Nero's lions.

And then there's MARK, who is Theo's long-lost step-brother. The problem with being long-lost is that you can still be found again. He's everything that Theo isn't: unfocused, ungainly and unreliable. He's the Mount Vesuvius to Theo's Pompeii.

Each episode will follow Theo's attempts to understand modern society, and finally get his magazine and weekly podcast off the ground. These efforts are hindered by the mayhem that follows his friends wherever they go, with Theo trying not to get dragged along for the ride.

By the end of the first season, Theo is forced to choose between a life-changing business deal that would require drastic changes to his friendships, or sticking by his self-imposed principles.