



LOGLINE:

When a brilliant Black coder gets dumped for an AI girlfriend trained on her own data, she creates an app to expose toxic men but discovers that real healing requires connection, not revenge.

TONE:

Insecure meets *Silicon Valley* with the heart of *The Best Man* franchise. Sharp, authentic, emotionally grounded with moments of pure joy and sisterhood.

THEME:

Digital-age accountability, authentic Black sisterhood, healing vs. revenge, and finding love that celebrates rather than exploits your brilliance.

THE PITCH

In an era where dating apps dominate romance and social media shapes relationships, **THE BLACK GIRL'S GUIDE TO VENGEANCE** tackles the most relevant question of our time: *How do we hold people accountable in the digital age without losing our humanity?*

This isn't just another romantic comedy, it's a cultural moment waiting to happen. Set in Atlanta's thriving tech scene, it follows **Simone Carter**, a brilliant software engineer who channels her heartbreak into creating KARMA, an app where women anonymously rate their exes. What starts as digital revenge evolves into a journey about genuine accountability, sisterhood, and finding love that sees your worth.

The film combines the authentic voice of *Insecure* with the tech satire of *Silicon Valley*, wrapped in the warm community feel that made *The Best Man* franchise a cultural phenomenon. It's a love letter to Black Atlanta, Black brilliance, and the power of chosen family.

DETAILED SYNOPSIS

ACT I: THE DIGITAL DUMPING GROUND Simone Carter celebrates her three-year anniversary only to be dumped via video call for EVA, an AI girlfriend trained on Simone's own texts and voice memos. Her support system rallies: Lola (trauma therapist/former dancer) and Divine (drag queen royalty). In a vodka-fueled moment of genius, Simone creates KARMA, an anonymous rating app for exes. When Atlanta influencer Keisha Thompson uses it to expose her politician ex, the app goes viral overnight.

ACT II: WHEN THE INTERNET COMES FOR YOU Atlanta's male elite launch #DefendBroCode. Simone's conservative judge mother disowns her "radical antics." Complications arise when Lola secretly dates one of the app's most-roasted men, and mysterious neighbor Jameson Cole, revealed to be bestselling romance author "J.C. Love", has been using Simone as inspiration without her consent. The app's success breeds toxicity as women use it for petty revenge rather than genuine accountability.

ACT III: REBOOT YOUR HEART Brandon weaponizes Simone's past against her, leading to public humiliation. At Divine's legendary drag brunch, the sisterhood confronts their fractures and chooses healing over harm. At the Atlanta Tech Summit, Simone pivots KARMA into ACCOUNTABILITY, a platform for growth and genuine dialogue. Jameson's vulnerable essay about masculinity and love goes viral, leading to their first kiss live-streamed to 500K viewers. One year later, their platform partners with therapy organizations nationwide, Brandon leads a reformed toxic men program, and love wins.

CHARACTER BREAKDOWN

SIMONE CARTER (Lead Female, 29)

Brilliant, vulnerable, protective of her heart but ready to fight for others. Natural hair, vintage style, codes in multiple languages, speaks fluent sarcasm. Arc: Revenge → Healing → Authentic Love

JAMESON COLE (Lead Male, 34)

Mysterious novelist hiding behind a pen name, observant, emotionally intelligent but struggles with vulnerability. Grumpy exterior, romantic soul. Arc: Hidden → Authentic → Brave

LOLA JENKINS (Supporting Female, 32)

Former exotic dancer turned trauma therapist, wise beyond her years, fiercely loyal but afraid of judgment. Arc: Shame → Pride → Integration

DIVINE CARTER (Supporting, 45)

Drag queen royalty, Simone's chosen family, community mother figure, runs healing brunches. Arc: Caretaker → Vulnerable → Celebrated

BRANDON MATTHEWS (Antagonist, 30)

Tech bro gentrifier, emotionally stunted, represents Silicon Valley's colonial approach to Atlanta. Arc: Entitled → Humbled → Reformed

TALENT SUGGESTIONS

SIMONE CARTER:

- **Issa Rae** (Executive Producer potential)
- **Marsai Martin** (aged up)
- **Ryan Destiny**
- **Yara Shahidi**

JAMESON COLE:

- **Michael B. Jordan**
- **Lakeith Stanfield**
- **Stephan James**
- **John Boyega**

LOLA JENKINS:

- **Regina King** (Director/EP potential)
- **Tika Sumpter**
- **Sanaa Lathan**
- **Gabrielle Union**

DIVINE CARTER:

- **Billy Porter**
- **Shangela**
- **RuPaul** (cameo)
- **Alex Newell**

BRANDON MATTHEWS:

- **Lucas Hedges**
- **Joe Keery**
- **Glen Powell**
- **LaKeith Stanfield** (range play)

CASTING WISHLIST

Our dream cast brings together powerhouse talent to embody the complex, vibrant characters of *The Black Girl's Guide to Vengeance (and Vodka)*.



Zazie Beetz
as Simone



Trevante Rhodes
as Jameson



Teyana Taylor
as Lola



Billy Porter
as Divine



Glen Powell
as Brandon

DIRECTOR MATCH SUGGESTIONS

TIER 1 (Dream Directors):

- **Ava DuVernay** (Authentic voice, Atlanta connections, handles tech themes beautifully)
- **Regina King** (Proven with complex Black women's stories, directorial momentum)
- **Stella Meghie** (Rom-com expertise with *The Photograph*)

TIER 2 (Rising Stars):

- **Numa Perrier** (Authentic voice, Atlanta-based)
 - **Channing Godfrey Peoples** (*Miss Juneteenth* director)
 - **Radha Blank** (*The Forty-Year-Old Version* success)
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LOOKBOOK & MOOD REFERENCES

VISUAL AESTHETIC:

- *Insecure*'s authentic Atlanta (warm, lived-in, culturally specific)
- *Black Panther*'s Afrofuturism (tech meets tradition)
- *The Photograph*'s intimate romantic moments
- *Set It Off*'s sisterhood energy
- Atlanta's actual locations: Ponce City Market, BeltLine, Krog Street Market

tone REFERENCES:

- *Insecure* (authentic dialogue, real relationships)
 - *Silicon Valley* (tech satire without losing heart)
 - *Girls Trip* (sisterhood celebration)
 - *The Best Man* franchise (community, joy, authentic Black love)
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MARKETING HOOKS & PROMO-READY TAGLINES

PRIMARY TAGLINES:

- "Some codes are meant to be broken"
- "Love is the ultimate algorithm"
- "Revenge is a dish best served coded"

CAMPAIGN HOOKS:

- **#CodedLove** social campaign
- **Partnership with dating apps** for accountability features
- **HBCU campus tours** with tech literacy tie-ins
- **Atlanta culture celebration** with local businesses
- **Romance novel crossover** marketing with book clubs

FESTIVAL STRATEGY:

- **Sundance** (premiere platform)
 - **ABFF** (community celebration)
 - **SXSW** (tech angle)
 - **Atlanta Film Festival** (hometown love)
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TARGET AUDIENCE & MARKET

CORE AUDIENCE:

- **Black women 25-45** (primary)
- **Young professionals in tech** (secondary)
- **Romance/rom-com enthusiasts** (tertiary)
- **Atlanta culture fans** (geographic)

PSYCHOGRAPHICS:

- Values authentic representation
- Engaged with social justice issues
- Active on social media
- Supports Black-owned businesses
- Consumes content across platforms

MARKET SIZE:

- **Black women represent 13% of US population** but drive disproportionate cultural trends
 - **Romance genre generates \$1.44B annually**
 - **Atlanta market: 6M metro population, 54% Black**
 - **Tech professionals: Growing demographic, underserved in entertainment**
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WHY IT SELLS

CULTURAL ZEITGEIST:

- **Dating app fatigue** creates hunger for authentic connection stories
- **Tech accountability** conversations dominate headlines
- **Black Atlanta** as cultural capital gaining mainstream recognition
- **Revenge culture vs. healing** highly relevant post-#MeToo

FRANCHISE POTENTIAL:

- **Series development** for streaming platforms
- **Book deals** (romance novel tie-ins)
- **Merchandise** opportunities
- **App development** partnership possibilities

Awards POTENTIAL:

- **Lead actress** showcase roles
 - **Original screenplay** recognition
 - **Ensemble cast** opportunities
 - **Cultural impact** awards consideration
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COMPARABLE FILMS & SERIES

BOX OFFICE COMPARISONS:

- *Girls Trip* (\$140M worldwide, \$20M budget)
- *The Best Man Holiday* (\$70M worldwide, \$17M budget)
- *Think Like a Man* (\$96M worldwide, \$12M budget)

STREAMING SUCCESS:

- *Insecure* (HBO's most successful half-hour series)
- *Love Is Blind* (dating format success)
- *Emily in Paris* (career woman abroad success)

CULTURAL IMPACT:

- *Black Panther* (representation matters)
 - *Crazy Rich Asians* (community celebration)
 - *To All the Boys* franchise (authentic teen/young adult voice)
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PRODUCTION VALUE

BUDGET RANGE: \$15-25M **SHOOTING LOCATION:** Atlanta (30% tax credit) **PRODUCTION TIMELINE:** 6-week shoot, 6-month post **KEY PARTNERSHIPS:**

- **Atlanta Mayor's Office of Film & Entertainment**
- **Georgia Film Commission**
- **Local Atlanta businesses** for authentic locations
- **HBCUs** for campus scenes and community support

REVENUE STREAMS:

- **Theatrical release**
 - **PVOD/Streaming rights**
 - **International sales**
 - **Merchandising**
 - **Music soundtrack**
 - **Book publishing tie-ins**
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STORY & HOOK – WHY THIS STORY MATTERS NOW

In 2025, as AI relationships become mainstream and digital accountability culture evolves, this story asks the essential question: *How do we maintain our humanity while navigating digital connection?*

THE BLACK GIRL'S GUIDE TO VENGEANCE matters because it:

- **Centers Black women's brilliance** in tech spaces where we're underrepresented
- **Explores digital accountability** without demonizing the pursuit of justice
- **Celebrates Atlanta** as a cultural capital during its tech boom moment
- **Redefines romantic comedy** for the algorithm age
- **Champions chosen family** and authentic community building
- **Balances humor with heart** while tackling serious themes

This isn't just entertainment, it's cultural commentary wrapped in joy, sisterhood, and authentic Black love. It's the movie Black women deserve and audiences didn't know they needed.

DEMOGRAPHICS & MARKETABILITY

PRIMARY DEMO: Black women 25-45 **SECONDARY:** Young professionals, rom-com fans, tech workers **TERTIARY:** General audiences seeking authentic, diverse content

SOCIAL MEDIA STRATEGY:

- **TikTok challenges** around coding and relationships
- **Instagram partnerships** with Black women in tech
- **Twitter conversations** about dating app experiences
- **YouTube collaborations** with relationship and tech content creators

DISTRIBUTION STRATEGY:

- **Theatrical release** in major markets
- **Atlanta exclusive premieres** with community celebration
- **Streaming platform** partnership for wider reach
- **International sales** leveraging rom-com appeal

MERCHANDISING:

- **"Code Your Love" apparel**
 - **Tech accessories** (laptop stickers, phone cases)
 - **Book tie-ins** with romance publishers
 - **Atlanta tourism partnerships**
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THE BOTTOM LINE

THE BLACK GIRL'S GUIDE TO VENGEANCE is more than a film, it's a cultural event waiting to happen. With authentic representation, timely themes, and genuine heart, it's positioned to capture both critical acclaim and commercial success while launching careers and starting important conversations.

In a marketplace hungry for diverse, authentic voices and stories that matter, this project delivers entertainment with substance, humor with heart, and representation with respect.

The question isn't whether this film will find its audience... it's whether the industry is ready for the conversation it will start.