



SECOND FIRST DATE

Genre: Romantic Comedy

Format: TV Movie (Lifetime Original)

Setting: Atlanta, GA

Tone: Witty, heartfelt, contemporary

Tagline: *Sometimes you need a second look to find your first love.*

TREATMENT

This is a story about timing, technology, and the kinds of exes you never really get over.

Ava Campbell is a 30-year-old rising tech star and co-founder of a sleek dating app called **Heartbeat**. Smart, polished, and emotionally risk-averse, she's built her brand on

efficiency, especially when it comes to love. Ava believes compatibility is math, love is timing, and her algorithm is foolproof.

Across town, **Daniel Brooks**, 32, runs a beloved old-school record store passed down by his uncle. Daniel is an analog guy in a digital world. He's soulful, charming, and still a little bruised from his breakup with Ava back in college, where their young love burned hot and then blew up just as fast.

They haven't spoken in seven years.

So when **Heartbeat's new "Soul Match" feature** pairs Ava with Daniel at **95% compatibility**, both are horrified. Even worse, their mutual friends, **Tasha** (Ava's bestie and business partner) and **Malik** (Daniel's hilarious cousin), dare them into a "Three-Date Challenge" for kicks and closure.

Ava agrees, mostly to prove her app works. Daniel agrees, mostly to prove it doesn't.

ACT ONE:

The first date is a public disaster: a flashy tech launch party where Daniel sticks out like a sore thumb. They trade barbs, surface old wounds, and nearly walk out... but something unexpected lingers: attraction. Date two, a dive bar open-mic night, goes better. Ava sees Daniel in his element, and Daniel gets a glimpse of the Ava he once loved.

ACT TWO:

Their third date is spontaneous, a walk through Little Five Points that turns into a daylong detour. They eat street food, revisit their old campus, and even laugh. They admit how scared they were back then. Daniel opens up about losing his mother. Ava talks about her fear of failing, at anything. The chemistry is undeniable.

But when Ava's board finds out she's dating an ex through the app, they pressure her to spin it as a publicity stunt. Daniel, unknowingly, becomes a brand talking point. When he finds out, he feels used. They fight. She tells him it was just PR. He tells her she's still hiding behind a pitch deck.

ACT THREE:

Ava spirals. But for the first time, she doesn't bury her feelings at work. Tasha helps her realize she's still protecting herself from heartbreak. Meanwhile, Daniel prepares to sell the store, he's tired of fighting for things that don't last.

But Ava shows up, at closing time. No cameras, no promo. Just her, a cracked phone, and a mixtape of songs from their college days. She tells him the truth: she didn't want a second first date... because she never wanted the first one to end.

FINAL BEAT:

They kiss. The store stays. The app thrives. And in a post-credits scene, a couple in the background gets a new match notification: **"95% Match — Based on Ava & Daniel's Story."**

WHY IT WORKS

- A high-concept *hook* (exes matched by dating app) with low-budget, high-heart execution
- Built-in modern relatability for audiences navigating love, apps, and second chances
- Celebrates Atlanta's culture and dating scene
- Black-led, charming, and warm, perfect for Valentine's or Spring-themed rollout on Lifetime
- Embraces both nostalgia and the digital now ideal for cross-platform promo