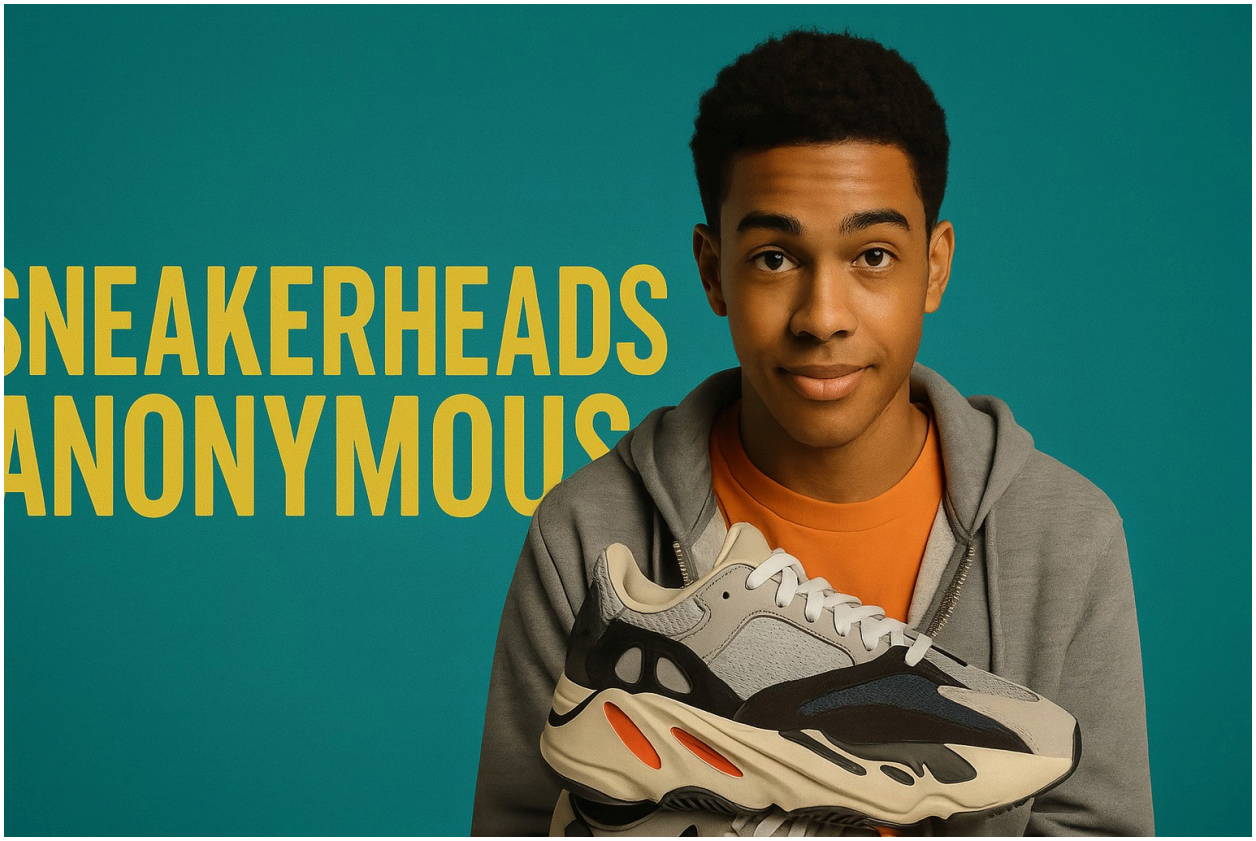


LOGLINE

A humiliated teen who was scammed out of his savings turns his sneaker "support group" into a viral verification movement, only to risk everything—and everyone he cares about—when the line between clout and community blurs.

TONE

Gritty, authentic, and emotionally charged with the propulsive energy of a tech thriller. Think The Social Network meets Creed meets Atlanta.

THEME

Authenticity in a Hype-Driven World: The search for what's real—in the products we buy, the stories we tell, and the people we become.

PITCH

Sneakerheads Anonymous is a coming-of-age drama for the Gen Z era, set in the high-stakes, billion-dollar world of sneaker culture. It’s the story of Jayden, who turns his public shame into a mission to protect his community from the fakes and frauds that prey on them. But as his movement explodes, he must confront a dangerous rival, internal betrayal, and his own compromises, learning that building something real is harder than spotting a fake pair of Jordans. This is a story about the cost of integrity, the weight of leadership, and the scars we hide behind the hype.

DETAILED SYNOPSIS

ACT I: After being brutally scammed at a sneaker con, Jayden is broke and humiliated. To save his grades, he pitches a "support group" for sneaker obsession, a safe space for teens to confess their "retail sins." He’s joined by the pragmatic Shay, who sees the group's stories as valuable data. They formalize their unique skill set into "Sneakerheads Anonymous," a verification system where every pair and every story must be real. A viral video makes Jayden an underground hero, but also draws the ire of the establishment and a shadowy figure from the past, Big Tony.
ACT II: The group's success is its downfall. The community fractures under new rules and the pressure of being a public watchdog. A heartbreaking mistake—verifying a fake pair for a sick kid—shatters their credibility. Simultaneously, they are threatened with legal action from sneaker brands and shutdown by the school. Big Tony, a kingpin of the fake circuit, infiltrates the group, exploiting their chaos to launch his own corporate, sanitized version of their idea. Jayden's relationships with Shay, his uncle Greg, and his members fracture under the pressure.
ACT III: Exposed, suspended, and alienated, Jayden must dismantle what he built. Guided by his uncle Greg—a former Nike designer with his own regrets—Jayden reconnects with his core crew. They abandon the hype and return to their roots: authentic, human connection. In a final confrontation, they expose Big Tony's manipulation not with clout, but with cold, hard proof. The group reboots, smaller and quieter, no longer a movement but a true community, having learned that trust isn't a viral metric—it's built one honest step at a time.

CHARACTER BREAKDOWN

Character	Age	Description & Arc

JAYDEN	17	The idealistic, passionate, and flawed protagonist. His arc is from seeking external validation to understanding internal integrity. A natural leader who must learn humility.
SHAY	18	The strategic, ambitious tech-brain of the operation. Her arc is from seeing people as data points to valuing their stories. She represents the tension between growth and ethics.
GREG	40s	Jayden's uncle and guardian. A former Nike designer who left the industry disillusioned. He is the moral compass, haunted by his own past compromises.
BIG TONY	30s	The antagonist. A charismatic and ruthless kingpin of the fake sneaker world. He doesn't want to destroy S.A.; he wants to corporatize and own its credibility.
KEV	18	The heart of the group. Loyal and funny, he keeps the group grounded. His financial struggles provide emotional stakes.

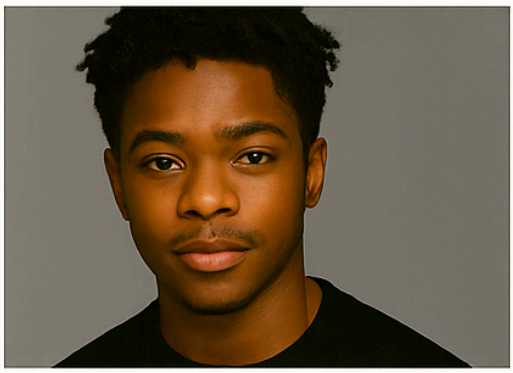
TALENT SUGGESTIONS & CASTING GRID

Character	Suggested Talent	Rationale
JAYDEN	Miles Gutierrez-Riley (The Fosters, Mayans M.C.) or Jahi Di'Allo Winston (Charm City Kings, We Have a Ghost)	Brings raw emotional depth, vulnerability, and the ability to portray a compelling, natural leader.

SHAY	Chloe Bailey (Swarm, Praise This) or Iman Vellani (Ms. Marvel)	Possesses the intelligence, wit, and magnetic screen presence to make Shay both formidable and relatable.
GREG	Sterling K. Brown (This Is Us, Waves) or John David Washington (BlacKkKlansman, Tenet)	Embodies the gravitas, warmth, and deep-seated history of a man who has been in the game and carries the scars.
BIG TONY	Damson Idris (Snowfall) or Mustafa Shakir (Luke Cage, Bingo Hell)	Exudes the perfect blend of slick charm, quiet menace, and undeniable authority needed for a formidable antagonist.
KEV	Miles Brown (black-ish) or RJ Cyler (Me and Earl and the Dying Girl)	Expertly delivers comedic timing and genuine heart, perfect for the group's loyal best friend.

SNEAKERHEADS ANONYMOUS

MILES GUTIERREZ-RILEY
JAYDEN



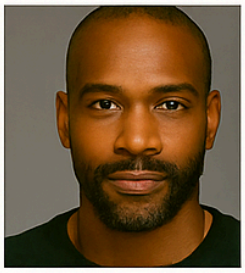
JAHI Di'ALLO WINSTON
JAYDEN

CHLOE BAILEY
SHAY

IMAN VELLANI
SHAY

STERLING K. BROWN

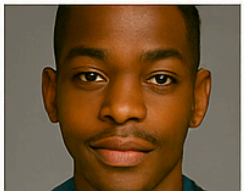
JOHN DAVID WASHINGTON
GREG



MUSTAFA SHAKIR
BIG TONY

MUSTAFA SHAKIR
BIG TONY

MILES BROWN
KEV



RJ CYLER
KEV

DIRECTOR MATCH SUGGESTIONS

- Ryan Coogler (Creed, Black Panther): Master of blending gritty, personal stories with high-stakes drama and impeccable aesthetic.
- Boots Riley (Sorry to Bother You): For his satirical, absurdist, and brilliant take on capitalism and youth culture.
- Ava DuVernay (Queen Sugar, When They See Us): For her unparalleled skill in crafting deeply emotional, character-driven narratives about community.
- Liesl Tommy (Respect, The Walking Dead): Brings a powerful visual style and a focus on strong character perspectives.
- Angel Manuel Soto (Blue Beetle, Charm City Kings): Excels at directing vibrant, authentic stories about youth, identity, and community.

LOOKBOOK & MOOD REEL REFERENCES

- Visual Aesthetics: The neon-drenched, cinematic style of Atlanta and Creed. The intimate, kinetic energy of Charm City Kings. The curated, hype-beast visuals of Complex YouTube channels.
- Key Visuals: Macro shots of sneaker stitching and labels under blacklights. Crowds at sneaker cons filmed with wide-angle lenses. The stark contrast between sterile malls and gritty community centers. The intimate, warm glow of the group's meetings.
- Mood Reel Songs:
    - "SICKO MODE" - Travis Scott (for the hype scenes)
    - "ELEMENT" - Kendrick Lamar (for Jayden's determination)
    - "The Revolution Will Not Be Televised" - Gil Scott-Heron (a modern cover for themes of authenticity)
    - A somber, lo-fi beat (for introspective moments)

MARKETING HOOKS & TAGLINES

- Promo-Ready Taglines:
    - In a world of fakes, trust is the rarest drop.
    - Their verification was flawless. Their story wasn't.
    - Before you check the shoes, check the story.
- Marketing Hooks:
    - #NoFakesSurvive: A social campaign challenging users to post their own sneaker checks.

    - Virtual Sneaker Con: Partner with real sneaker cons for interactive pre-release events.
    - Authenticity Talks: Panel discussions with cast and real-life sneaker authenticators.

TARGET AUDIENCE & WHY IT SELLS

- Core Audience: Gen Z & Millennials (16-35), sneaker enthusiasts, fans of hip-hop culture, and viewers of character-driven dramas.
- Demographics: Ethnically diverse, urban and suburban, socially conscious, and digitally native.
- Why It Sells:
    1. Built-In Audience: Taps into the massive, global sneakerhead community.
    2. High-Concept, Character-Driven: A unique hook that is both commercial and critically appealing.
    3. Timely Themes: Explores authenticity, influencer culture, and community in the digital age.
    4. Franchise Potential: Spin-offs, documentaries on sneaker culture, and brand partnerships are inherent.

COMPARABLE FILMS & SERIES

- The Social Network (Film): A story about young outsiders building a world-changing platform that fractures under pressure and betrayal.
- Atlanta (Series): A tonally unique, gritty, and surreal look at youth culture and hustle in the city.
- Charm City Kings (Film): A heartfelt story about boys, bikes, brotherhood, and the temptation of fast money.
- Queen Sugar (Series): A family drama that explores legacy, community, and the fight to keep something real alive.

PRODUCTION VALUE

Mid-level budget capable of securing authentic locations (Atlanta warehouses, sneaker cons), licensing a strong hip-hop/indie soundtrack, and featuring a mix of real and expertly crafted replica sneakers. The visual style is paramount, requiring a DP skilled in both intimate drama and dynamic, crowd-filled sequences.

STORY & HOOK – WHY THIS STORY MATTERS NOW

In an algorithm-driven world of curated feeds and influencer marketing, Gen Z is fiercely seeking authenticity. They are the most brand-wary generation yet, valuing transparency and real human connection over hollow hype. Sneakerheads Anonymous uses the microcosm of sneaker culture—where identity, commerce, and art collide—to tell a macro story about this generational shift. It's not just about shoes; it's about the desperate, universal need to find something true to believe in.