

THIS IS ME NOW

She was their joke. Until she took the mic.



LOGLINE

"When a quiet tech-savvy high schooler becomes the subject of a viral scandal, she must fight to reclaim her voice—not with violence, but with the truth, spoken out loud in front of the people who tried to silence her."

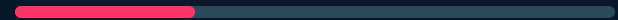
A Gen Z coming-of-voice drama for the digital age, where one click can destroy a life, and one performance might save it.

🔴 Brynn_private_video.mp4 [LEAKED]



Video paused

Content leaked without consent

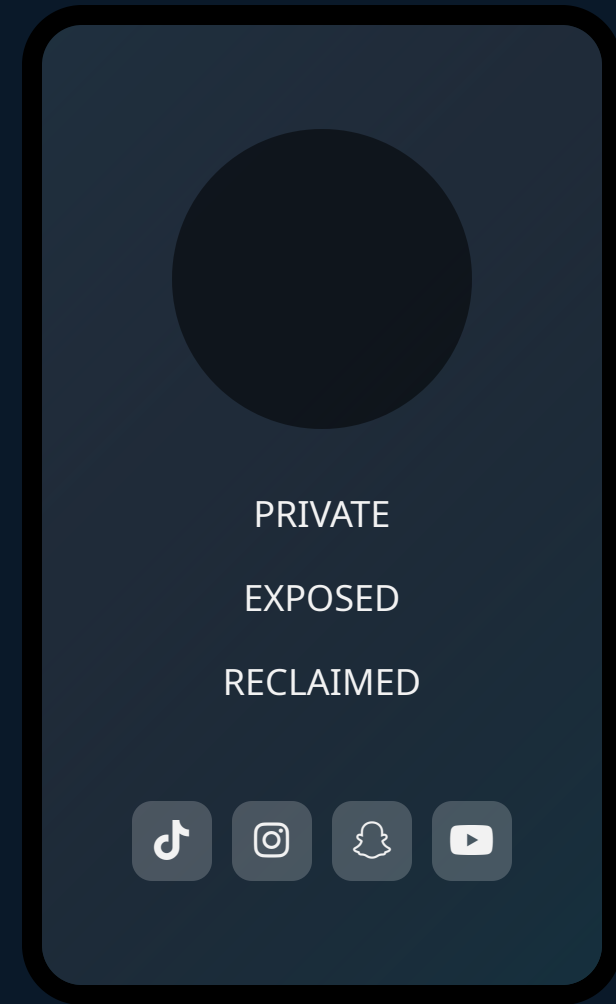


THE HOOK

One click destroyed her life. One performance might save it.

- A Gen Z coming-of-age drama for the digital age
- Grounded high school setting meets viral stakes
- Authentic exploration of digital identity and vulnerability

Think *Eighth Grade* meets *Do Revenge* with a *Dead Poets Society*-style climax.



MARKET OPPORTUNITY

WHY NOW? THE PERFECT STORM FOR SUCCESS

GEN Z MEDIA DOMINANCE

📈 Gen Z devotes 6.6 hours to media consumption daily

📺 59% of Gen Z's TV screen time is spent streaming

🎬 Netflix captures 28.8% share of teens' daily video time

AUTHENTIC REPRESENTATION MATTERS

👥 68% of teens feel "seen" by Netflix characters vs. 42% for traditional TV

💬 Digital-first storytelling resonates with digital-native audiences

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42%

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Netflix TV



6.6 hours
to media consumption daily

Sources: Statista (2025), Comcast Advertising (2024), Marketing Charts (2024), Vocal Media (2023)

TARGET NETWORKS & AUDIENCE

PRIMARY TARGETS



Netflix

Leading platform for teen content with proven track record in diverse storytelling.



HBO Max/Max

Home to Euphoria with focus on high-quality, culturally relevant programming.



Hulu

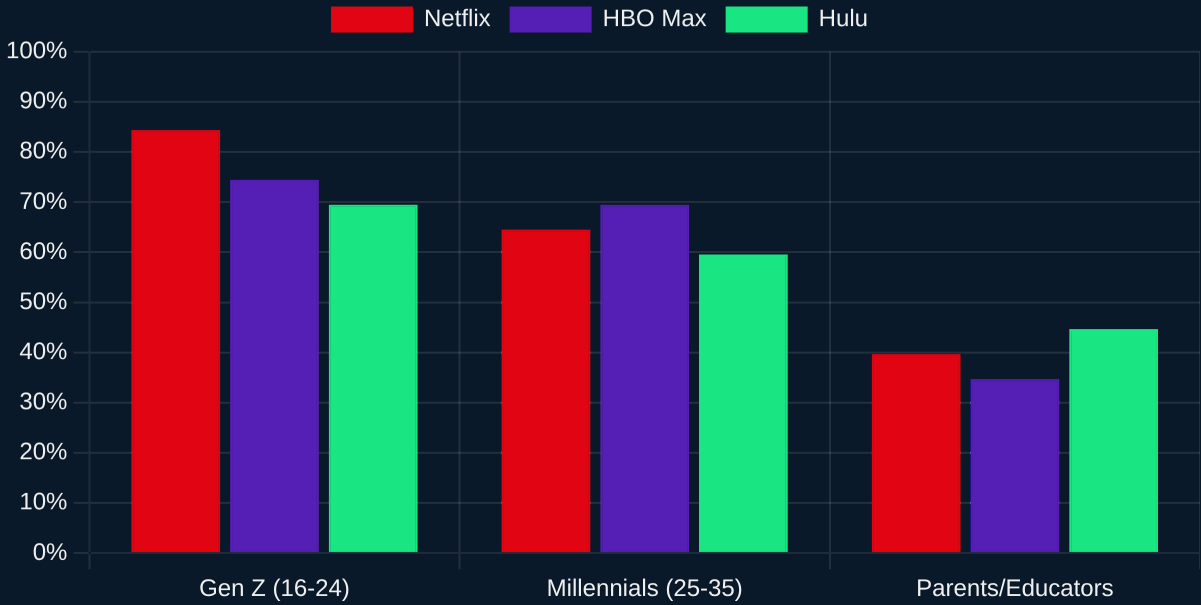
Growing teen audience with success in authentic, contemporary narratives.

AUDIENCE DEMOGRAPHICS

- Primary: Gen Z (16-24), particularly female viewers
- Secondary: Millennials (25-35) who connect with digital themes
- Tertiary: Parents and educators interested in teen experiences



Target Audience Engagement by Platform



tone & comparables

MARKET VALIDATION

"This Is Me Now" shares DNA with these critically acclaimed and commercially successful projects that resonate with Gen Z audiences.

Emotional and intimate

Hyper-current, digital aesthetic

Raw, grounded performances

Subversive, poetic, empowering



EUPHORIA

Emotional teen drama with contemporary themes

feel something

premiere
june 16 at 10pm
HBO



EIGHTH GRADE

Authentic coming-of-age with digital elements



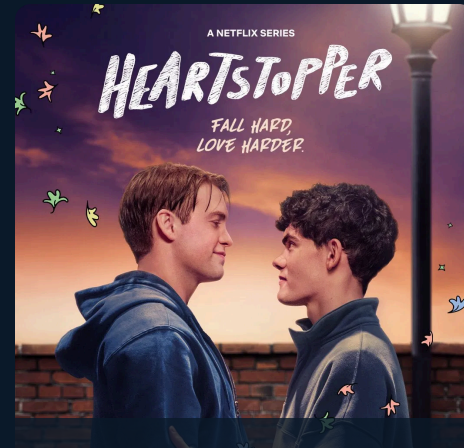
DO REVENGE

Subversive teen thriller with social commentary



NEVER HAVE I EVER

Coming-of-age with authentic voice



HEARTSTOPPER

Authentic teen storytelling with heart

ONLY ON NETFLIX | OCTOBER 3

MAIN CHARACTER

BRYNN CARTER (17)

- 🧠 Top of her class, invisible until the internet made her infamous
- 💻 Brilliant, reserved, tech-savvy, underestimated
- 🎤 Learns to wield words like weapons

CHARACTER ARC

From **silent victim** to **powerful truth-teller**. Brynn's journey represents every young person who has been misunderstood, betrayed, or silenced by those they trusted. Her transformation from someone who hides behind technology to someone who uses her voice as her greatest weapon is both deeply personal and universally relatable.



KEY RELATIONSHIPS

ZOE



The Loyal Ride-or-Die

Sarcastic, fierce, and always has Brynn's back. Represents unwavering friendship in a digital world of fake connections. The one person Brynn can truly trust.

"They mess with you, they mess with me. We're taking them DOWN."

COACH DOM



The Authority Figure

More worried about optics than kids. Embodies institutional failure to protect vulnerable students. Represents the system that prioritizes reputation over justice.



CALEB



The Betrayer

Brynn's crush who leaked the video. Insecure, manipulative, represents toxic masculinity and betrayal of trust. His actions set the entire story in motion.



THE VIRAL EVENT

THE INCITING INCIDENT

A private video of Brynn practicing a spoken word piece about her feelings for Caleb is **leaked without her consent**. Within hours, it spreads across the school and beyond, transforming her from invisible to infamous.



DAY 1: 8:15 AM

Video leaked to group chat by Caleb



DAY 1: NOON

Shared to entire school, memes created



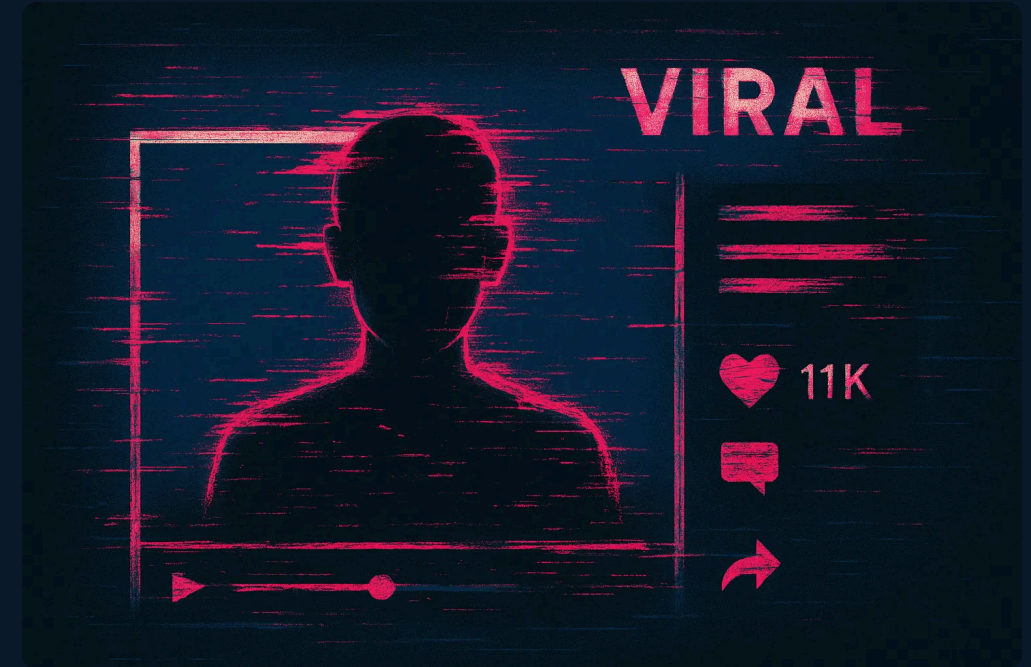
DAY 2

Reaches local social media, harassment begins



DAY 3

School administration fails to intervene



THE FINAL SCENE

After being humiliated online, Brynn takes the stage at the school talent show—not to sing or dance, but to **speak her truth**. In a powerful monologue that silences the room, she confronts her betrayers and reclaims her narrative.

"You thought you knew me from a video. But this is me now. Unfiltered. Unedited. Unmuted."

- ⚡ Transforms from victim to truth-teller in front of those who tried to silence her
- ⚡ Reverses the power dynamic by using her voice as her weapon
- ⚡ Cathartic moment that resonates with anyone who has ever been misunderstood or silenced



CASTING WISHLIST

Ideal actors to bring our characters to life



McKENNA GRACE

as BRYNN

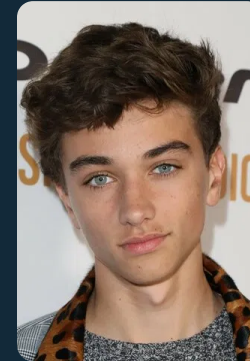
Known for her powerful performances in "The Handmaid's Tale" and "Ghostbusters: Afterlife." Brings emotional depth and authenticity to complex teen roles.



MARSAI MARTIN

as ZOE

Star of "Black-ish" and youngest executive producer in Hollywood. Brings sharp wit, confidence, and authentic teen perspective to every role.



GAVIN CASALEGNO

as CALEB

Breakout star from "The Summer I Turned Pretty." Can portray both charm and underlying toxicity required for Caleb's complex character.



STERLING K. BROWN

as COACH DOM

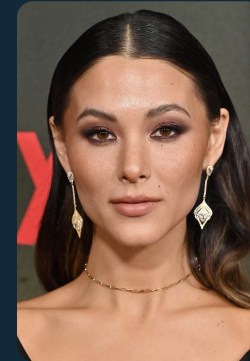
Emmy-winning actor known for "This Is Us." Brings gravitas and complexity to the authority figure who prioritizes institution over individuals.



WALTON GOGGINS

as PRINCIPAL HAYES

Versatile character actor known for complex, morally ambiguous roles. Perfect for the conflicted administrator caught between students and system.



FIVEL STEWART

as MS. RIVERA

Rising star from "Atypical." Brings youthful energy and authenticity as the young teacher who becomes Brynn's unexpected ally and mentor.

**All casting suggestions represent ideal targets and are subject to availability.*

BUSINESS CASE

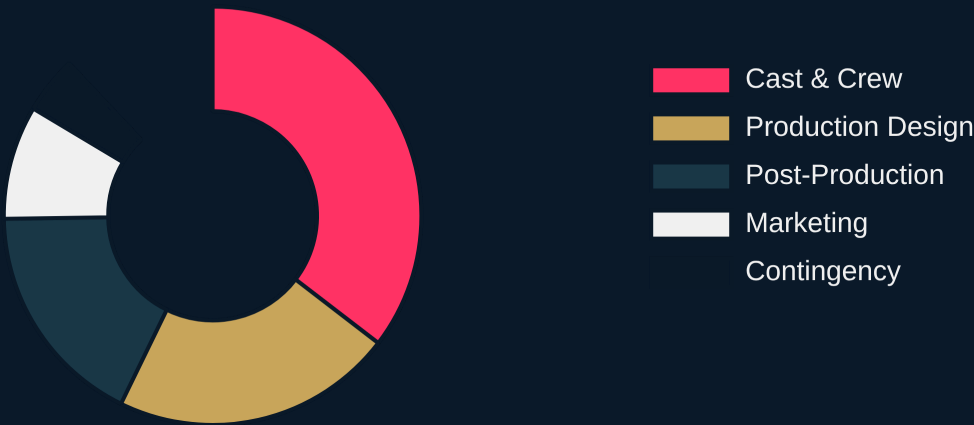
PRODUCTION ADVANTAGES

- Budget Range:** \$2.5-3.5M for 90-minute TV movie
- Location:** Atlanta, Georgia - 30% tax credit on qualified production expenditures
- Setting:** Single primary location (high school) reduces production costs
- Cast:** Emerging talent with 1-2 established names for marketing leverage

INVESTMENT OPPORTUNITY

- ROI Potential:** Strong international appeal with universal themes
- Franchise Potential:** Anthology series exploring different digital-age coming-of-age stories
- Social Media Integration:** Built-in marketing opportunities through platform tie-ins

Budget Allocation (\$3M Base)



Production Timeline (30 Weeks Total)



Sources: Georgia Film Office (2025), Variety Production Cost Reports (2024), Nielsen Streaming Data (2024)

THANK YOU



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Ready to bring **THIS IS ME NOW** to life?
Let's start the conversation.

