

*Keep
it
Casual*

LOGLINE

Fuckboy definition from urban dictionary:

"Asshole boy who is into strictly sexual relationships; he will lead a girl on and let her down"

Tired of Netflix and chill, two friends in their mid-20s, ANA-MARIJA and JORDANNE, decide to take the carnage that is their dating lives into their own hands; to give the guys they date a taste of their own medicine. In a dating landscape where it always seems to be about competing to see who cares less, the two girls are the farthest thing from cool. They decide to change all this by becoming the stone-cold "Fuckgirls" they think they need to be to survive. Turns out it's hard to do when you're compassionate human beings with your own dating hang-ups. A tale of friendship and self discovery.

COME ON IN - YOU CAN KEEP YOUR SHOES ON

This show focuses on positive female relationships. It's through this lense that we experience the world. And that is unique as hell. OF COURSE it still involves boys because how can we get around them, they're literally everywhere, and we are so goddamn attracted to them. But we don't need them. Unlike traditional rom coms (nothing but respect), where the friendships are secondary to the romantic relationships, Ana-Marija and Jordanne's relationship is always primary. Ana-Marija and Jordanne are always working on their friendship, having intense friendship chats to figure out what the other is lacking in the relationship or why someone feels slighted. They will always put each other first. In a world where women are often pitted against each other and we're told that we should always be jealous/ infighting/ competing with one another, these two friends show that you can get further in life together. It is the honest world that we live in, but is greatly underrepresented in media.



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⁴ We. Are. So. Casual.
Honestly. It's. Like.
We. Haven't. Even.
Just Checked. Our.
Phones. A Couple.
Thousand. Times.
To. See. If That Guy.
Texted. Back. It's.
Like Totally. Chill.

CHARACTER

BREAKDOWNS

ANA-MARIJA (24) Chronically lonely, Ana-Marija is a spontaneous, and curious, serial monogamist with a quick turn-over rate. The girl FALLS IN LOVE ALL DA TIME. If cupid was a wild twenty four year old who only shot herself with the arrows, and only sometimes wore diapers that would be Ana-Marija. Reeling from yet another break-up, Ana-Marija decides to go against her therapist's advice (who is actually just Jordanne, a skilled listener) to take time for herself and instead decides sleep with as many people as she can, convincing Jordanne to come on this quest with her. Ana-Marija works three days a week at a daycare centre where it seems the kids sometimes take care of her more than she takes care of them. They love her anyways, because who wouldn't?

JORDANNE (22) - With the stature and sexual energy of a beanstalk, Jordanne is an awkwardly charming twenty-two year-old with a big heart, and an even bigger fear of intimacy. She would hold the door for everyone if it meant she might meet the love of her life, but that has never worked, and probably never will. Tired of letting her fear control her, Jordanne feels inspired to take on the new emotionally detached lifestyle with her best friend ANA-MARIJA in the hopes of shedding her self-doubt and finding a meaningful relationship. Jordanne spends her days writing what she is sure will one day be a ground-breaking autobiography, and putting herself in bizarre situations she will be able to write about. For example, delivering free muffins to people in neighbouring apartments and then asking for a muffin in return days later. Interesting stuff like that. At night, to subsidize the cost of muffin batter, she works as a bouncer at CLUB NIGHT. Easily the least intimidating bouncer, she relies on the honesty and lack of desire to go into the club of the patrons. For her it is rewarding work, and a nice glimpse into the party lifestyle.

THE DUO - Ana-Marija and Jordanne really only have each other, and Ana-Marija's grandma, and their fish who is so close to death all the time. Ana-Marija and Jordanne are very close, they both went through all of school Theatre school together although Ana-Marija never really finished. They once read a book about different ways people express love and they use it to articulate feeling hurt or under appreciated. Turns out Ana-Marija NEEDS compliments or else she'll suffocate in doubt. And Jordanne NEEDS hugs at least once a day. They even play therapist for one another, it can be a bit much sometimes. They love to play pretend and will often role play scenarios for each other to try to deal with them in real life. "I'm a guy" "Oh hi there" "I think we should break up" "Nope". Some would say they're codependent,

others would say they're an unstoppable duo, we have yet to decide.

GRANDMOTHER (86) - Ana-Marija's grandmother is traditional eastern european, often plucking a chicken, or massaging a chicken, or putting a chicken in the oven. Their laundry hangs on clothes lines throughout her house. A strong woman with a vendetta against the local racoons who are always digging up her flowers.

LUCY (6) - Lucy is a very smart kid who was raised by scientists. Both her mom's are scientists and she is always looking at Ana-Marija, who is supposed to be her teacher, with the wonder of someone watching a monkey in a cage. She doesn't understand how this adult has made it so far in life. Lucy likes to make inventions to solve world problems. Ana-Marija has been her project for a while.

"AS SEEN ON TV GIRLS" (18-21): They're the meanest girls in the mall. They work in the "AS SEEN ON TV" store where they sell all the products you can see on TV infomercials. With trust fund lives, their parents made them get a job to learn the value of a dollar earned. They have a pack like attitude, so if one of them decides they don't like you they all turn against you. Unlucky for Jordanne, they've decided to target her and her lack of experience (eh-em) ... in the bedroom.

OSKAR (30): Jordanne's boss at the mall who constantly gives Jordanne the benefit of the doubt only to have her disappoint him yet again. He enjoys quiet things like playing video games on mute and solving the sudoku in the bathroom.



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TYPICAL EPISODE FORMAT

The series is made up of eight, two-to-three-minute long episodes with quick cuts and absurd twists, telling the story of an odd pair who come to see their friendship for how important it truly is. The pair experiment with trends like one-night stands and ghosting, growing closer together in their failures. As the series progresses we learn that it doesn't matter how big of a mess they make in their romantic relationships as long as they have each other's support - as weird and misguided as their support may be.

We see Ana-Marija and Jordanne presented with an everyday dating challenge, as they decide how to deal with it within their newfound ideology; guys are just a number they don't have time to remember. In each episode, their predicament is heightened by their own unique and special shitty baggage. Ana-Marija's tendency to fall too quickly, and Jordanne's fear of falling at all take the characters to strange places. They're gonna prove to the world that they don't care about anything or anyone, they just first have to convince themselves.

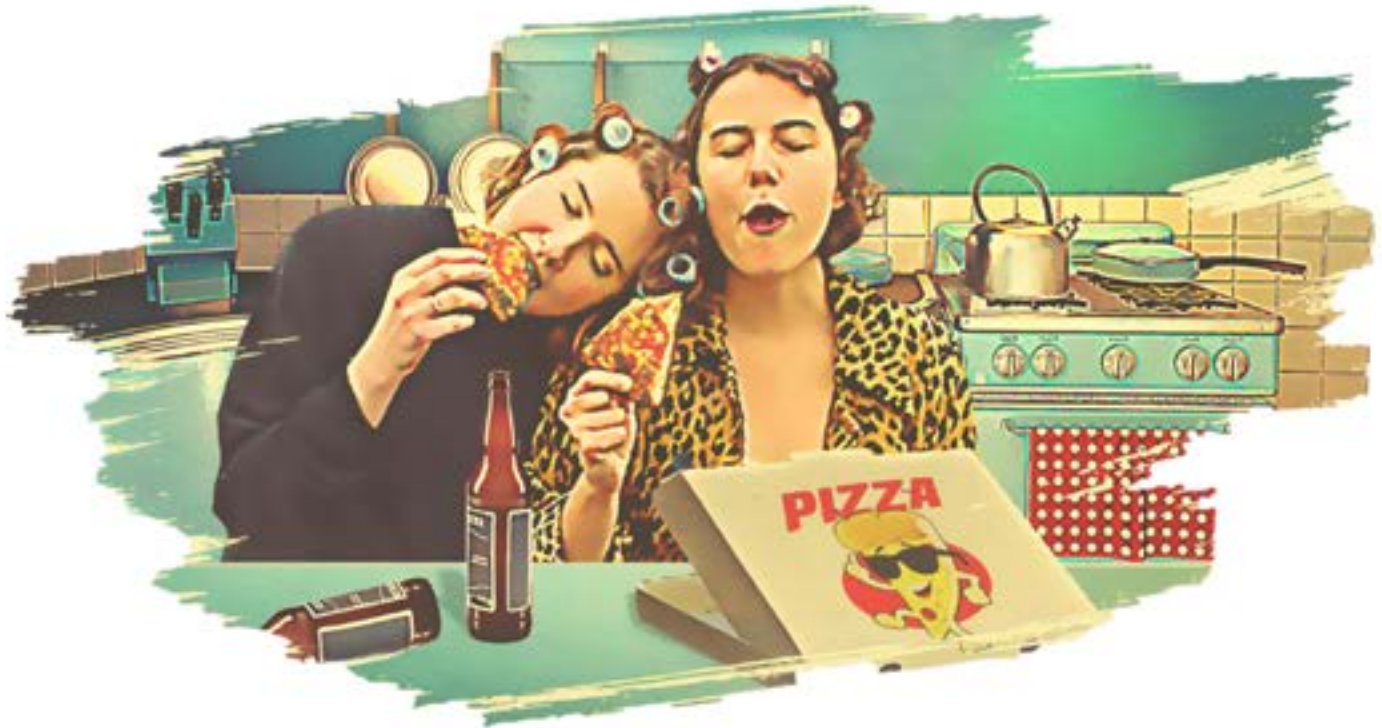
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SEASON 1 OVERVIEW

Ana-Marija and Jordanne decide to become what has always hurt them the most: the blasé lovers. They struggle to apply this to their relationships, with Ana-Marija being more gung ho and Jordanne having a hard time committing to it. The season comes to a head when Jordanne is faced with the decision to recommit to her friendship or choose a new love.

SEASON 2 OVERVIEW

Ana-Marija and Jordanne's ideology comes under fire from the press. The two friends inadvertently become the poster girls for a new extreme movement they never intended. All of a sudden they have to deal with public backlash they weren't prepared for. They are going to need to play therapist for each other much more often, thank god it's our favourite thing to do.



STORY ARC OVER SEASON

EP 1: MANIFESTO EPISODE

Burned too many times, Ana-Marija and Jordanne get ramped up on a philosophy they just created where they vow to be forever detached and aloof in their relationships. Throughout the course of the night, and through many too many red bulls, too many coffees, just enough drugs and oh yeah, also too much alcohol, they write their manifesto on a blog they call the F*ckgirls Manifesto.

EP 2: HIGHSCHOOL FRIEND

When they run into an old highschool friend who seems to have the ideal love life, Ana-Marija is reminded of an ex, while Jordanne must commit to being so nonchalant despite how depressing everything seems in comparison to love and marriage or whatever.



EP 3: LAST NIGHT

The two friends are nursing the worst hangover of their lives in an unfamiliar kitchen when Ana-Marija remembers that in her drunken stupor, she had the most romantic night of her life! The girls look around confused about where they are only to realize that Ana-Marija LIVES HERE NOW. In the blur of a magical evening she managed to go on a romantic walk, take a midnight pottery class and move in with what was supposed to only be a one night stand!

EP 4: BABYSITTING

On the job babysitting, Ana-Marija gets asked “what is love?” by the kid she’s taking care of. Yikes. She struggles to define it within the scope of her new found ideology.... Or at all.

EP 5: GHOSTING

After a hook-up, Jordanne practices the art of Ghosting [/'ɒst-ɪŋ/ the practice of ending a personal relationship with someone by suddenly and without explanation withdrawing from all communication]. Ana-Marija follows suit and the pair find a kind of game in deleting messages and people from their lives, until it is just them stranded on a boat in the middle of the ocean.



EP 6: WELFARE

At a regular appointment with her social worker, Ana-Marija gets confronted about the blog and her new lifestyle. It turns out her social worker just wants to make sure the girls are going about it in a financially responsible way.

EP 7: THE MOVE

Jordanne learns a new move from her and Ana-Marija's love guru, and tries it out on a neighbour. Thinking nothing of it she doesn't realize how catastrophically it affects his life.

EP 8: THE CONFRONTATION

Turns out Jordanne has been falling in love against her will. In the final episode, she is set to get married. The friends are on the precipice of everything falling apart. In the end, does Jordanne choose her friend or her fiancé?



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T A R G E T

A U D I E N C E

Our target audience is female viewers between 18-35 years old. They are independent and hard-working but like to relax after a long day with their cats (probably named Kitty Cat!). They are debating getting their first tattoo: likely a simplistic cactus tattoo or flower arrangement of some sort. They like to go see indie punk rock shows once a month when they feel like getting out of the house. Usually they'd rather be in the house. They are definitely feminists, and this is an important part of their identity. They like to be informed on what is going on in the news, but aren't necessarily going to take any action. But hey, no one is perfect, not even our viewers! If we had to narrow it down to one girl, and one finely curated Instagram account it would be @couduroyoveralls.

AUDIENCE ENGAGEMENT STRATEGY

Let's break this down. We have an Instagram @fck-girlsmanifesto and a Twitter @fckgirlsseries, that both link up to our website www.fckgirlsmanifesto.com.

The website is a platform comprised of satirical/ mockumentary style posts in which the characters of Ana-Marija and Jordanne get to create more content as the f*ckgirls.

Our engagement strategy is focused on loyalty and engagement time. Which is why the website is comfy as all hell. Viewers can browse satirical character blogs and short videos, submit their own writing and of course, watch episodes of the webseries.

Prior to launching we will be reaching out to Blogs such as Reductress, Unoriginal, and Jezebel, with content relevant to their audiences that also represents our brand.

We will publish vlogs and short Vine type videos on multiple platforms such as Instagram, our official website, Facebook, and Twitter. The Vlogs will be part promotional and part mockumentary style reporting on the characters lives. These, unlike our web series, will be filmed using our phones to give it that low budget and high realism feel.

The characters Ana-Marija and Jordanne will post brief videos from their lives as Fuckgirls. Part fiction part us really getting ourselves into awkward situations. It's all about the experience of watching real

people go through real things. The various REAL situations we will put ourselves in include: downing a shot of hot sauce if we break a f*ckgirl rule; explaining to our actual parents (Daryl, Sheila, Dana, and Alex) what a fuckgirl is; going on REAL AF tinder dates and interact with our dates as the Fuckgirls, but they KNOW WE'RE NOT SO ITS COOL IRL.

The Subscribe button on our website will allow viewers to receive email updates on posts as they go live, creating further audience engagement.

Regular posting on all social media platforms will also be necessary to ensure continued engagement and relevance to our audience.

It's. Time. For.
Bios. We're. So.
Freaking. Excit-
ed. This Team. Is.
¹⁴ Everything. We've.
Ever. Dreamed. Of.
Credits. Include.
"Black Mirror." CTV.
CBS. "The Girl-
friend Experience."

Co-Writer - Ana-Marija Stojic

Originally from Yugoslavia, Ana-Marija is living in Toronto doing comedy all over the city. She can be seen regularly at The Comedy Bar and the ALDdot Comedy Lounge.

Ana-Marija is currently in development with CBC comedy for an online short form webseries called Neighbours. She performs live stand up and improv all over the city. Past festivals include: JFL42 2017, All Jane Festival 2017, Crom Comedy Festival 2017 and Big City Improv Festival 2015-2017.

Ana-Marija was the only non alum to be invited to the final Shedot festival in 2018 and was featured in NBC Showcase show in the Women in Comedy Festival Boston 2018. She has participated and shone in a number of competitions across North America. She was a finalist in the Sirius XM's Next Top Comic Competition 2017. She was a semi-finalist in the Seattle International Comedy Competition in 2017 and a Finalist in Prove You're a Comic Toronto 2017.

She is the co-writer and co-star in an web series called F*ckgirls about two women who are trying to apply f*ckboy ideology to their relationships but have a hard time doing so because they're compassionate human beings. She has also appeared multiple times in the comedic series Torontopia broadcast on CBC Comedy.

Ana-Marija has been nominated for the 2018 I Heart Jokes Nominee for Best Breakout Comedian.

www.anamarijastojic.com

Co-writer Jordanne Brown

Jordanne Brown is a comedic writer and performer from Regina Saskatchewan, who moved to Toronto to pursue comedy in 2015. She is the proud owner of a Comedy Writing and Performance diploma from Humber College. She is also the recipient of the Eugene Levy 2017 Writing Award, the 2017 Tim Sims Encouragement Award, and the 2018 IHJ Newcomer Comic of the Year Award . Jordanne is a member of Boys Club, a comedy collective with a bi-weekly show at Comedy Bar, who have performed at The Toronto Sketch Fest. She is half of the sketch duo "I'm Coke and She's Cola", and a writer and performer on F*ckgirls, a new web-series! People have described Jordanne as "cool" and "funny" I swear.

www.jordannebrown.com

Production Company - Mind Refinery



The Mind Refinery is a production studio that specializes in character driven, multi-platform video content. We work from concept to final delivery, producing high quality documentaries, fiction and non-fiction series, branded content, and commercials.

Producer - Alastair Forbes

Alastair Forbes is a Second City Mainstage Alumni, Dora Award nominee and two-time nominee for the Canadian Comedy Awards Best Male Improvisor. You may have seen him on your TV (Insecurity and The Ron James Show, CBC's The Bridge, CTV's Breakout Kings, A&E's That's so Weird, YTV) on your big screen (My Ex Ex) on your stage near you (Theatre by the Bay, Thousand Islands Playhouse, Centaur) or have seen his voice on your radio (Go!, CBC Radio One). He has written for YTV's That's So Weird and is a story editor on a CTV development project Matt and Jeff. Oh, and yes, he's probably that guy from that commercial you saw. You can catch him almost every week performing at the Comedy Bar or with his critically acclaimed improv troupe Bonspiel!

Creative Consultant - Miguel Rivas

Miguel Rivas is an actor and comedian from Toronto, ON. A veteran of the Canadian comedy scene, Miguel studied acting at the University of Toronto and Sheridan College. He is a founding member of the Canadian Comedy Award winning sketch super troupe Get Some as well as Canada's dark-comedy darlings, Tony Ho. He is also the co-creator and co-host of the long-running, Canadian Comedy Award winning show Rapp Battlez. Miguel has appeared on Meet The Family, Odd Squad, The Next Step, Baroness Von Sketch Show and Space Riders: Division Earth, and has starred in and directed multiple award-winning short films and music videos with his sketch group Tony Ho. Miguel is best known for being the co-anchor of the satirical news program The Beaverton now in its second season, and recently nominated for 5 CSA's.

Tony Ho short film series (won NXNE Laugh Sabbath film festival award, featured in several festivals across North America), worked on Space Riders (CSA winner) as writing consultant and performer, acted in Pat Thornton's Kitchen Can be Anything on CBC shorts

Has music videos with million views (Tony Ho)

- "Brave Shores Never Come Down"

Creative Consultant. Helped with writing and design and acting. And general support. As an industry/creative/consultant