

PITCH

THIRD SHIFT

Wendell Wright struggles to fit in taking late night calls for The Stuff Network alongside his outrageous colleagues while secretly dreaming of one day inventing a product he can showcase to the world.

Third Shift is a half hour comedy series about a Shark Tank like inventor who dreams of selling his products on the Stuff Network however he lacks the self-confidence to become an entrepreneur. The closest he could get to his dream is working late-night taking infomercial calls. While on his quest to find entrepreneurial spirit, he works around a team of outcasts each on their own journeys of self-confidence and purpose.

Third Shift is an ensemble half hour comedy series about a product inventor. Comparable shows are Silicon Valley and Mythic Quest. We see it on any network streaming platform such as Showtime, Netflix, or Amazon.

Our target audience is broad, but the show is very relatable to entrepreneurs and salespeople. Sales jobs are one the most common jobs in the world and Shark Tank wields an audience of 3 million plus every week. Entrepreneurs, inventors and salespeople want to see a comedic show we can relate to in a natural way.

Every episode is ripe for opportunity for guest stars creative plots because each episode follows a new silly product invention. In the pilot episode it's the Swiss Army Lighter.

The pilot begins with a regular caller Jerry at home preparing for his late-night ritual of watching the Stuff Network. A segment featuring the Swiss Army Lighter sparks him call to call in and chat up our hero Wendell. Wendell is in a huge sales slump and his co-workers can't stand it when Jerry calls in because he rambles on forever and never buys.

Next is the weekly sales huddle. The insecure tiny sales manager Alec brings in a new studly Team Leader, Jackson, whose old school manipulative sales techniques instantly clash with hippie mother Willow who sells with kindness. The rest of the office gets stuck on the fact that he's the X stepson of Suzanne Somers.

The mood sours when the newly appointed GM, Ian, who took the job after accidentally burning down his frat house, hits the team with an impossible sales goal. He wants to automate the product segments onto social media so he can get back to that late night club life.

Damien, as a nonbinary person, struggles to fit in. He has ambitions to be an advertising executive for the Stuff Network and sees an opportunity to side with Ian to advance his career while he's vaping outside the building. Unbeknownst to them, Mike, the office protector, and former military special ops, secretly listens with a parabolic microphone.

It's the final night to meet the sales quota. Alec, in a rare moment of brilliance, sets aside his insecurity and finds inspiration through a framed photo of Ric Flair. He stomps down the hall and gives an inspiring motivational speech that fires up the staff to accomplish the sales goal. The inspired staff closes a record number of purchases but is short of the quota.

When all hope is lost in the final minutes of the shift, Timewaster Jerry calls back in and Wendell answers. Jackson tells Wendell to manipulate, but Wendell decides to use Willow's honest style and tells Jerry they're all losing their jobs. Jerry won't stand for it. He buys enough lighters for them to meet the sales quota. The staff celebrates. Even Jackson and Willow hug.

Ian and Damien secretly strategize their next move to bring down the Third Shift. Secretly listening in again, Military Mike has finally found a new mission; stop them.

Throughout the first season Ian imposes his master plan of annihilation involving an elite team of Digital Zoomers hired to make the Third Shift obsolete.

- A marketing competitor, Motherload Industries uses spies, tricks, and deception as they go head-to-head with the Stuff Network's latest product line.
- QTV and the Stuff Network also battle it out for late-night cable ad space.
- Finally at the end of the season Wendell gets to pitch his invention on a Shark Tank like show called Sell Me Baby!

This show can sustain over the course of 5 seasons because we comment on important social issues like alcoholism, gender identity, and PTSD. We also look into the worlds of entrepreneurial inventing, motivational seminars, televised shopping programs, zany products, the metaverse, and dark web. All this allows us to bring in a number of guest stars and interesting relatable topics as we watch the characters of the third shift find their confidence, unity, and purpose.