



# PITCH DECK

FLORENZANO FILMS & MICHAEL HOWARD PRODUCTIONS

# CANDY POP LIFE

CANDY, CANNABIS, AND THE  
CHALDEAN LIFE

STARRING TIKTOK SENSATION DANIELLA SHABA [5M FOLLOWERS]



# WHAT TO EXPECT

## FORMAT

Candy Pop Life is a single camera reality show

## SIZZLE REEL PILOT

<https://youtu.be/OvbFP147GJo>

<https://filmfreeway.com/CandyPopLife>  
pwd: theNextBigShow!

## LOGLINE

When TikTok sensation Daniella Shaba (5M followers) launches a freeze-dried candy business, she must contend with her cannabis-king brother who insists on enforcing their Chaldean tradition of being head of household and demanding respect - even as he dates employees at the dispensary he owns.

Intense | Dramatic | Emotional

# TONAL COMPS

## Keeping up with the Kardashians meets Vanderpump Rules

Combining the raucous family drama of Keeping Up With the Kardashians with the work-place intrigue and ego of Vanderpump Rules.



# THE WORLD

ALIEN BRAIN FREEZE FREEZE DRIED CANDY AND  
HELLO CANNABIS CANNABIS DISPENSARY





# THE PILOT

In the pilot episode, DANIELLA SHABA tells the origin story of Alien Brain Freeze, the freeze-dried candy company she founded when she was 21-years old in the face of a global pandemic.

Daniella's sister DARLENE SHABA and brother DANNY SHABA, both of whom she claims pick on her and treat her poorly even while she yells, disrespects and chastises them throughout the episode, introduces themselves and shares their version of Daniella's rampages.

During the pilot, Daniella breaks the freeze-dryer, storms out of meetings, auditions and is rejected for an actress role, and is fired as Darlene's maid of honor. SHAKRA HURMIZ learns Danny has been dating one of the budtenders, making a mockery of the high-minded integrity he has preached to her as her mentor.

# KEY CHARACTERS



## **Daniella Shaba (22), Social Media Star**

With over 4 million followers on social media, Daniella has a voice. Online, and in person, her personality is big, proud and loud.

But it doesn't impress her siblings who still see her as the youngest in the family.

Determined to be heard, Daniella navigates how to have a voice in the family-business she founded, even while her voice online continues to grow.

## **Danny Shaba (34), Cannabis King**

The reigning patriarchal boss of the Shaba family, Danny must quell his sister Daniella's demand for attention in an effort to keep peace in the family and grow the candy business she started.

A successful cannabis dispensary owner and entrepreneur, Danny brought his operational and business knowledge to the candy game, and it has flourished as a result.

Not one to miss out on the good life, Danny balances business with an active dating and night life.

## Darlene Shaba (26), the Smart One

Known as the smart one of the family, Darlene was in college studying to be a biologist when her younger sister Daniella began selling freeze dried candy online.

When the candy business began to flourish, she helped out for a while, for what was meant to be at the time just a side-hustle until the pandemic of 2020 ended.

Four years later, she finds herself managing the day-to-day operations and clashing with her younger sister who demands to be heard.

But with her boyfriend soon expected to propose, she is beginning to look beyond the candy game.

## Shakra Hurmiz (26), the Childhood Rival

As a close cousin to Daniella by marriage, the two have a storied history growing up as children, where neither one liked the other.

When her dad partnered with Daniella's brother Danny in the cannabis business, Shakra was only mildly interested -- until she ended up working at the dispensary as the manager.

Working for Daniella's brother has drawn her closer to the Shaba family orbit, where she and Daniella have mended fences and get along just fine now.

Except for the occasional unavoidable spat here and there of course.





# A WORD FROM THE PRODUCERS

This is a powerfully evocative glimpse into three evolving and rising subcultures that intersect within one show: the Chaldean refugee community blending into America, the explosion of freeze-dried candy and gig economy spurred by powerhouse social media platform TikTok, and the wild-west business operations of newly formed cannabis dispensaries.

# CONTACT US

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THANK  
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