

MENTALLY CHILL (UNLESS I FORGET)TM — PROJECT OVERVIEW

Format:

Half-hour Animated Comedy Pilot

Genre:

Comedy / Mockumentary / Adult Animation

Written by:

Crystal Rollen

LOGLINE:

A forgetful, chaotic woman trying to reboot her life must survive her own ADHD, a relentless documentary crew, her brutally honest talking mug, and her burnt-out emotional-support dog therapist—while she attempts the glow-up era she keeps forgetting to start.

SHORT SYNOPSIS:

Crystal is determined to reinvent herself and prove she can hold her life together for more than six minutes. But between panic dialing agencies, forgetting entire conversations, losing sticky notes mid-speech, and spiraling into existential crises on camera, she's rapidly becoming the main character of a mockumentary she didn't ask to star in. Her emotional-support dog, ButtplugTM, delivers therapist-level wisdom with the energy of someone spiritually exhausted. Her best friend, MugslyTM, is a talking mug with the attitude of a tiny CEO who roasts her nonstop. Her boyfriend Ryan tries to stay sane while the documentary crew captures every embarrassing moment.

VERSUS THE WORLD:

Crystal isn't fighting villains—she's fighting her ADHD, anxiety loops, forgotten responsibilities, an intrusive documentary crew, and a world that keeps expecting perfection while she's just trying to remember where she put her keys.

CHARACTER BIOS:

• CRYSTAL – Chaotic, lovable protagonist trying to reboot her life. • BUTTPLUGTM – Emotional support dog & reluctant therapist. • MUGSLYTM – Talking mug & sarcastic best friend. • RYAN – Supportive boyfriend and the 'normal one' of the group. • MEGAN – Industry pro who shows interest in Crystal's project.

TONE & COMPARABLES:

'The Office' (mockumentary), 'BoJack Horseman' (absurd emotional humor), 'Broad City' (chaotic female lead), 'Inside Job' (fast comedic pacing).

PILOT BUDGET ESTIMATE:

\$85,000 – \$180,000 depending on animation complexity, voice talent, and post-production.

WHY THIS PROJECT / WHY NOW:

This show resonates with the mental health era, ADHD survivors, people rebuilding their lives, and anyone trying to glow up despite chaos. It's hilarious, heartfelt, and fully original—proving you can be a beautiful mess and still deserve a second season.