



You can sell
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and everything
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SEP
... about a group of college students
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SERIES LOGLINE

A comedy series about a group of college students entering the weird world of summer sales, where opportunities abound, both technically legal and definitely illegal.



SERIES INTRODUCTION

ConGo is a fictitious internet-based, e-commerce enterprise and the title of our series.

ConGo (like other river-named e-commerce enterprises) is a massively successful, always-expanding operation that sells anything and everything, to anyone. But most importantly, ConGo never loses sight of its true product: convenience.

ConGo (the series) follows an ensemble of college students as they navigate the company's "summer sales" program, a program that sets loose a ragtag force of door-to-door salespeople peddling the ultimate convenience: your wishlisted items offered right at your doorstep. Our ensemble stumbles through the oddly distinct "bro" culture dominating the summer sales program, until they stumble a bit too far, when they discover that ConGo's predictive algorithms are being used to enter a whole new world of competition: the black market.

Fun, heartwarming, and just a little dark, *ConGo* is an ode to the ensemble comedy powerhouses of the past twenty years with a careful mix of *Black Mirror*-like uncertainty guiding its exploration of e-commerce and our future in an increasingly data-driven world.

BACKGROUND & OPERATION

The series is inspired by our
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... These programs
... college students "sell" their
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... services is expensive,
... While it seemed innocuous
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... earned a
... with lesser muscle cars,
... self-help
... "always probing" mindset,
... parenting
... a culture too reticent
... to



... @rossesuffol

MEGA INCENTIVES

BACKGROUND & INSPIRATION

The initial concept for *ConGo* was inspired by our exposure to popular summer sales programs during our college years in Utah. These programs consistently promised college students “six-figure summers” for just three months of selling products like solar panels, pest control services or expensive, warranty-backed knives. While it seemed innocuous enough, if not a tad hyperbolic, the culture surrounding these summer programs painted a unique picture: college kids with leased muscle cars, over-indulgent retreats in the desert, self-help enthusiasts pushing their “always grinding” mindset, pseudo-intellectual investment pros parroting Buffett-isms. In other words, a culture too ridiculous to leave untouched.



More inspo: @aptivesales / @the___grit / @hawxsalesofficial

STORY & STRUCTURE

We envision *ConGo* as a plot-driven, multi-season comedy series with each season consisting of roughly ten half-hour episodes (other than the hour-long pilot). The overarching series plot revolves around the ensemble's discovery of ConGo's involvement in the black market and consists of five general stages:

- 1 Introduction to ConGo and the summer sales culture,
- 2 Discovery and initial exploration of ConGo's algorithm-led black market dealings,
- 3 Moral conflict and dissonance in reconciling own involvement in lucrative black market dealings,
- 4 Personal and consequential aftermath of black market dealings,
- 5 Ensemble-led dismantling and exposure of ConGo.

MAIN CHARACTERS

Tom Winters

Kind-eyed and even-keeled, but probably a bit too even-keeled for a junior at UCSB who's already declared four too many majors. Tom's aimlessness has him wondering if he let all the benefits of college pass him by, or if college never really had many benefits to begin with. Instead of a needed soul-searching session, we find Tom doomscrolling LinkedIn, recklessly hoping for a miracle internship to appear. One that somehow fulfills his Economics internship credit and fully fills his empty, college-drained pockets. He sounds fun, right? But we all know a Tom. And for some reason, they're one of our best friends, because we know what they're capable of.

(continues on back)

MAIN CHARACTERS (CONT.)

Giovanni Trelli

Son of a highly-successful record label founder and heir to Trelli Records, Giovanni 'Gio' Trelli is a nepo baby (just calling it like it is). And sure, on paper, he's the guy you love to hate. Tough thing is, he's so endearing that the hate you once harbored for trust fund kids melts away into an easy embrace of his genuine, fun-loving personality. He may take family vacations to Morocco, have a secret handshake with Sting, and never have to worry about his future, but Gio is still best friends with his childhood buddy Tom Winters (and a damn good one at that).

Marley Phillips

A bit of a motormouth with a heaping dose of social awkwardness, Marley's having a tough time finding friends in her freshman year at UCSB. So you wouldn't be the first to write her off as the common room oddball, but that's your loss, because you'd be missing out on Marley's latest adventure. To her, life is a playground of unsolved mysteries waiting to be uncovered. So when her mother Diane starts dating a ConGo delivery driver, Bob, Marley can't help but notice some things aren't adding up. Like those weird predatorial animal sounds coming from the back of his delivery truck. Relentless as ever, Marley embarks on a mission to figure out exactly what those things might be.

Becca Lynde

A headstrong force that repels and attracts people like a rotating magnet. The fact that she may not be everyone's cup of tea bothers her very little, and truthfully, serves as a small source of pride. Becca's flaw, though she'll never admit it, includes wrapping up all her perfectly normal insecurities and storing them away in her latest boyfriend. As of this morning, that convenient storage unit was Chad, the reigning "king" of ConGo summer sales. But when Chad ends things unexpectedly, Becca's forced to face those bubbling insecurities once again. Or, you know, maybe just find another storage space!

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- Cooper "Coop

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Written by:
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**"PERSONABLE SELLING
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THEIR PERSONAL DATA."**

– Cooper "Coop" DuBois, Midwest Lead



TONE & STYLE

At its core, *ConGo* will be a comedy-first production with a lighthearted/playful commentary on the 'all-powerful corporation'. However, *ConGo* will also dip into the drama-rich dystopian side of this same world, presenting an eerily recognizable reality (similar to *Black Mirror* or *Westworld*). The show aims to cultivate a strong and relatable ensemble, with particular emphasis on the close friendship of Tom and Gio (like Shawn and Gus of *Psych* or Troy and Abed of *Community*).

The visual style of *ConGo* will be reminiscent of other modern ensemble comedies (i.e., *Arrested Development*, *It's Always Sunny in Philadelphia*). In general, the camera will aim to be an unobtrusive observer, though it may shift to more dynamic camera movements when needed to heighten dramatic sequences.



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SECOND SKYE SELLING