

"NIGHT FRIDGE" CHARACTER (BACKSTORY/STAKES)

Sean Nucleamos (aka "Nuke"), is about to become famous -- if he doesn't die first.

To his YouTube followers his persona is known as "Nuke," named simply after a popular appliance in the kitchen -- which is where we meet him: in an underground late night kitchen, carved out of a space in his parents' garage.

Tonight, after a long shift at the grocery store, Sean has brought home a bag of damaged grocery items he will use for his first cooking episode.

His series, *Night Fridge*, is quite literally named after a quest -- and need -- to satisfy his late night appetite after work. Staring into a hopelessly vacant fridge has ignited more than hunger, but a curiosity leading to Sean's inventiveness with leftovers, packaged food, and the rare grocery item that is allergen-free.

Given the curious nature of his freestyle "cooking" techniques, and his viral "recipe remix" strategy, Sean has garnered quite a following of viewers, who often submit questions, comments, and sometimes even requests that Sean pursues in his recorded cooking escapades. (*This fictional episode assumes this to be the case.*)

Oh yeah, you should probably know that a good part of Sean's creativity stems from scarcity, or lack. The inability to eat as his peers do, including most fast food, convenience products, dine-in, etc., and what most everybody else eats in his family -- is countered by a genuine desire to turn an everyday problem into a food puzzle that he attempts to solve with applied creativity.

This is what we will be witnessing. A food genius, solving a unique problem, in his own environment, that also happens to be entertaining for just about any age group.

We see the emergence of Sean into the character Nuke, whose flaw (a genetic deficiency) becomes his virtue (inventing new foods).

ORIGIN EPISODE / RECIPE MECHANICS (SYNOPSIS)

Sean gets off work, finds a note from his mom, orients himself to his food choices, and then launches into cooking three unrelated foods. Based on improvisational recipe concepts, Sean discovers, while experimenting in his kitchen, a new cooking style.

Some of these concepts will come from graphics (the packaging or another visual inspiration), from the array of items he brings home (groceries damaged or unfit for the shelf), from something he hears on the radio (like an audio clue), etc. -- but in every way, the fragmented source of his inspiration, is also a signature of his style -- what differentiates him from other YouTube channels.

AN ORIGIN STORY (PREMISE)

We don't already know Nuke, and that he is part of a larger IP, StomachMovie.com. Nevertheless, we will be meeting him before his epic transformation (in the feature film) -- as just an ordinary college-aged guy, a "gastropunk," eating against the social grain, to survive the severe allergies he is prone to.

Sean will tease this more evolved version of an "instant cuisine" that is percolating under the skin of his food hardships -- but it hasn't quite set into a concrete cooking style yet.

It's all still very experimental -- and that's the fun of this stage of the story -- that we are watching him come to life, before he becomes a brand name on YouTube (a so called "Unicorn").

WRITER/DIRECTOR (NOTES)

Based on our meeting notes yesterday, it appears that there may be two layers I can pull out of shooting a three to five minute short.

The first level is a teaser film anticipating the *Night Fridge* YouTube series, featuring Sean becoming Nuke. And the second level is a sizzle reel that handles more of the mechanics of a next-generation version of *Night Fridge*, where Nuke is an established YouTube character.

Both, to some degree, offer an introduction to Nuke (and the story he comes from), but the sizzle may be more focused on playing out the mechanics of the "recipe remix" format -- designed (in the pitch materials already presented) to be played with movie fans, movie characters, celebrities, etc.

SERIES PITCH (LOGLINE)

Sean "Nuke" Nucleamos is about to discover that having food allergies is not a weakness that separates him from the rest of the world -- but a force that will change the direction of his life.

By using his creativity to challenge a life threatening condition, Sean begins broadcasting himself on a YouTube channel that allows him to experiment with new food concepts intended to replace the ready-to-eat, fast food, and dine-in restrictions he is now facing.

In developing the "Nuke" persona, Sean is able to reinvent the very thing most people take for granted (in the developed world) -- a variety of convenient food choices for the on-the-go lifestyle.