

RickTok

A smart comedy about dumb ideas.

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LOGLINE: Rick “Ricky” Prince is a middle-aged slacker. He’s out of shape, out of work, running out of money and ideas. When he hits rock-bottom, Rick embarks on an absurd journey of self-improvement by watching influencer videos on *TikTok*.

THEME: One man can change the world if he’s bold enough to change himself.

FORMAT: Network TV or streaming. Single camera. Sitcom, 30 min. 10 episodes per season.

STRUCTURE: Similar to *Seinfeld* in story structure and to *Curb Your Enthusiasm* in style and tone. Each episode of *RickTok* features short clips from inspirational *TikTok*-style videos. The video clips function as openers for the three acts of each episode, similar to the stand-up comedy openers used in the sitcom *Seinfeld*.

SERIES SYNOPSIS: Rick Prince wants to change the world with his wild and whacky ideas. Rick hits rock-bottom when his longtime girlfriend, Jackie, kicks him out of the house. This is what ignites his journey to self-improvement. In each episode Rick watches a popular *TikTok* video and then tries to apply what he’s learned to his life. Rick’s life changes dramatically, almost by *Slumdog Millionaire* happenstance.

CHARACTERS

Rick “Ricky” Prince: Middle aged dreamer, earnest and paunchy. Determined to contribute to the world.

Jackie Jacoby: Smart, tightly wound brunette and Rick’s ex. Newly single and looking for her man.

Dewey Johnson: Rick’s ride-or-die best friend and fellow slacker. Rick’s support network.

Chet Wheatley: Rick’s toxically masculine and sadistic personal trainer, an unapologetic laughable jerk.

Adobe Wan Kenobi: Rick’s nemesis, always trying to thwart Rick’s success. Recurring character.

EPISODE SUMMARY/BIBLE (scripts provided on request)

1. LOLFBA: In the pilot episode Rick is dumped by his girlfriend, kicked out of his house, and then assaulted by a *Star Wars* nerd named Adobe Wan Kenobi. But after watching a *TikTok* video about overcoming procrastination, Rick vows to start a new life. He joins a gym, hires a sadistic personal trainer, and he invents a new emoji (LOLFBA). After an embarrassing accident at the gym, Rick and his emoji become an overnight viral sensation. The entire world is talking about him.

2. No substitute for creativity: Rick and Dewey enroll in adult education and wind up in a primate research lab teaching monkeys how to talk. They meet a “monkeysexual.”

3. Body language: Using new power-posing body language, Rick lands a highly paid social media job where he’s paid to do nothing. And he excels at it. Jackie discovers her OB-Gyn is a pervert.

4. The Ugly Side of Beauty: Rick gets a full makeover, but his new look makes him more noticeable and memorable. He prefers being forgettable and invisible.

5. The Orgasm Episode: Rick joins an orgasmic meditation group, and falls in love with the married, foul-mouthed orgasm instructor. They hook up, but neither can reach orgasm. The cast wrestles with the question: is it really cheating if nobody orgasms?

6. Disconnected: The entire episode Rick, Jackie, and Dewey are looking at their phones, only half paying attention to the circumstances around them. This episode strives to be the most frustrating, unfulfilling episode of any show in television history. Boldly vapid and empty.

WHERE IS IT ALL GOING?

The Beginning Seasons: Rick's life takes off in the early seasons. He lands a great job, starts a popular restaurant franchise, and launches a revolutionary social media website that features an "enemies list." He contributes ground breaking ideas to science, and is nominated for several prestigious scientific prizes. He loses weight and shapes up. He becomes extremely wealthy and is widely celebrated. Rick creates a life of "significance." But as Eugene O'Neill famously said, "success is a stale finale." At the end of the early seasons, Rick remains unfulfilled despite his enormous success. He starts to question the significance of being "significant."

The Middle: In the middle seasons, Rick is now enormously successful, well respected, and wealthy beyond his wildest dreams. But he becomes increasingly disillusioned with material success. His daily *TikTok* videos become centered on the meaning and pursuit of "true happiness." He simplifies his life and begins a controlled demolition his prior successes. To outsiders, it appears that Rick may be losing everything, including his sanity. His closest friends beg him to seek professional help. Rick tries to find his sweet spot in life.

The End: Rick sells his mansions, his businesses, and moves to the remote jungles of Costa Rica where he encounters other wealthy but unhappy eccentrics. At the advice of his best friend Dewey, Rick goes to a therapist and ponders why true happiness seems to be so elusive. After reconnecting to religion, Rick becomes more centered, grounded and truly happy. As Rick becomes more content with his life, Dewey becomes more ethereal and spirit-like. Dewey essentially disappears in the final episode once Rick is truly happy. The audience will be left questioning if Dewey was just a figment of Rick's imagination -- his supportive alter ego. The series finale will feature Rick delivering his own viral *TikTok* videos about the meaning of life.

"RickTock" is not just Rick's journey. All characters share a journey of self-fulfillment. Jackie, Rick's ex-girlfriend, is searching for love and security and she ultimately finds it. Rick's sadistic personal trainer, Chet Wheatley, remains an unrepentant, egocentric jerk the entire series, but his meanness goes mainstream when he lands his own reality TV show. Rick's ride-or-die best friend, Dewey Johnson, represents unflappable happiness throughout the series. But as Rick's life becomes more fulfilling, Dewey fades into the background. Was he an apparition all along? Did Dewey truly exist? Does such happiness truly exist?

ONLINE SYNERGY

We will create a *RickTalk* channel on *TikTok*, *YouTube*, and *Instagram* featuring the full versions of our humorously insightful *RickTalks*. We will also feature actual and fictional *TikTok* videos in each episode.

DEMOGRAPHICS, PLATFORMS, SPECIAL TARGET AUDIENCES:

Men and women, working age, educated 15-70 year old, *TikTok*, *Instagram* self-improvement junkies.