

SOLVE FOR HER



Meet 12-year-old Leyla Hassan. She doesn't know it yet, but her world is about to get turned upside down when her parents announce that they are relocating the family from their small-town home in Canada to a high-rise apartment in the urban centre of Istanbul, Turkey. A former science & math champ, the only way for her to fit in is by joining her new school's innovation club. When she botches the tryouts, she lets this setback affect her grades. She quits what she is good at to avoid any future failures. Struggling to fit in and unable to shake her homesickness, she finds inspiration and strength in the most unexpected places. When Leyla musters the courage to dust herself off and try again, she gets into the club as the members are preparing to compete in a prestigious global science & tech tournament. With only three months to upskill, she has to solve for every variable in the book.

SYNOPSIS

Inspired by real events, Solve for HER is a 110-minute feature with an on-screen formula unlike any we've seen. With a diverse cast of relatable characters, this scripted dramedy shares a spirited narrative of global competition and the quest for belonging with co-viewing comparables like Paper Planes, starring Sam Worthington, and Queen of Qatwe, the Disney movie directed by the brilliant Mira Nair and starring Lupita N'yongo about the chess champ from Uganda.

COMPS

Caught between cultures, expectations, and coming-of-age conundrums, Leyla sets out on a fish-out-of-water journey to prove to the naysayers (and herself), that she's got what it takes to win.

THEMES

At the intersection of art and science, where East meets West, ancient customs melt into new ones, Leyla's story welcomes a fresh new generation of relatable nerds to the screen in one of the oldest cities in the world. Created by Zeynep Güler Tuck, a Turkish-Canadian storyteller and producer, Solve for HER is for every person who is learning to fall down, get back up, and bravely carve out their own path.

WOMEN IN STEM

In Leyla's world, STEM superheroes leap off textbook pages, posters, and billboards, ready to inspire her to step into her creative genius. When she's feeling fearless, she channels their daring spirit. But on days when she's flying solo, Leyla's adventures turn into miscalculated mayhem!



Zaha Hadid - The Iraqi-born architect who designed curvy structures and shattered glass ceilings nudges Leyla to be brave and aim for impossible feats. Her design-driven mind helps Leyla see the creativity and artistic strengths she can bring to the club.



Dr. Joy Buolamwini - The ethical AI advocate, computer scientist, and poet knows a thing or two about embracing your creative talents to make the world a better place. She coaches Leyla to get involved with designing the software from the get-go so that she is represented on screen.

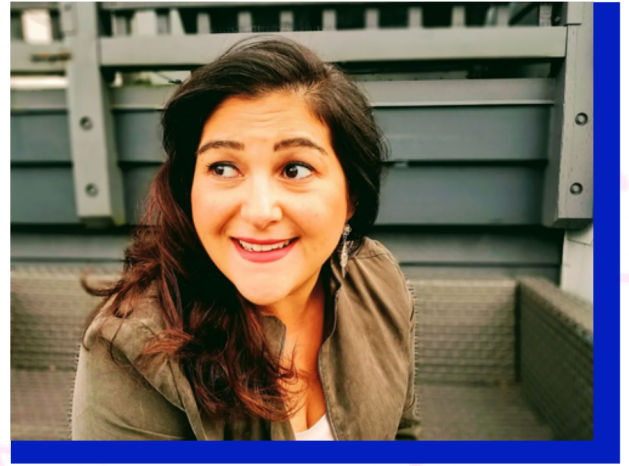


Dr. Mae Jemison - The trailblazing astronaut and doctor teaches Leyla about overcoming the challenges of bringing different people - especially artists and scientists - together to make great things happen.

Notable women in STEM have communicated their interest in being a part of this project.

**STEM stands for the fields of science, tech, engineering, and math.*

MEET THE CREATOR



Zeynep Güler Tuck is a sucker for a good story. Naturally, storytelling has become the compass for her career. As a brand storyteller, media producer, and social entrepreneur, she has engaged, entertained, and activated audiences across multiple markets in collaboration with media organizations like Microsoft News, ABC, NBC, Time Out, Lonely Planet, and Corus Entertainment for the last two decades. Today, her work as a creator and independent producer focuses on elevating equity-deserving voices and underheard stories.

Born in the Scarborough district of Toronto, Canada, Zeynep's family moved back to her parents' homeland of Turkey when she was 11. It's no wonder that her slate of creative projects captures the not-fitting-inness that comes with having lived in both North American and Middle Eastern societies - something those with lived experience can authentically pen and bring to the screen. What made Zeynep's journey even more interesting was that her media career veered into the tech space, and she found herself "in between" once again, as a creative in this digital world. When she recognized that she could help other women in these spaces feel empowered and find belonging with her content, she knew she had to keep that creative momentum going. Zeynep reimagines on-screen stories about being caught between two (or more) spaces through an intersectional lens that is funny and relatable.

For her first film, *Solve for HER*, Zeynep wanted to engineer a world that bridged different cultures and where her characters could blur the lines between diverse passions, strengths, and identities.

"So many of us have felt like we didn't belong, caught between different places, cultures, interests, friends, parents, identities, the list goes on. I wanted to make a film where characters embraced that not-fitting-inness like a super power."

-Creator, Zeynep Güler Tuck

THE CASE FOR SOLVE FOR HER

With only 2.5% of leads from Middle Eastern backgrounds across 1,500 network shows, according to Nielsen, *Solve for Her* champions representation of girls and women+ in STEM on screen with its West Asian/Middle Eastern lead. These positive role models use their emotional intelligence and lived experience as super powers when taking on the myriad triumphs and challenges of the field. *Solve for HER* promises to engage and entertain global audiences from 8 to 80 with its authentic storytelling and relatability.

According to the 2022 study by the Geena Davis Institute on Gender in Media and Lydia Hill Foundation, here's why this feature matters:

82.7%

Nearly 4 in 5 women and girls said it was important to see women STEM characters in film and TV.

The vast majority of girls and women who plan to pursue STEM said that popular STEM characters in entertainment media inspired them to pursue a STEM major or career.

52.7%

Women STEM characters in kids' programming were adequately represented in the life sciences, but underrepresented in other STEM fields.

Only 23.5% of women STEM characters were Black, 8.3% were Asian/Asian American, 6.4% were Latinx, and less than one percent were Middle Eastern.

SETS

Join Leyla on a journey through the chaotic halls of junior high in Istanbul, Turkey, where she'll face countless trials and tribulations, from toppling structures and tech glitches to skeptics and sneaky saboteurs.



The Science Lab



The Tech Hub



The Nucleus: The Science & Math Club's hangout spot



The New School



The Tournament



$$\vec{v} = \vec{\omega} \times \vec{r} \quad v = \omega r \sin \delta = \omega \rho$$
$$\vec{a} = \frac{d\vec{v}}{dt} = \frac{d\vec{\omega}}{dt} \times \vec{r} + \vec{\omega} \times \frac{d\vec{r}}{dt} =$$
$$= \vec{\alpha} \times \vec{r} + \vec{\omega} \times \vec{v} = \vec{a}_t + \vec{a}_n$$

SOLVE FOR HER

THANK YOU!

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