

THE FUTURE HAS FINALLY LEARNED
HOW TO MONETIZE BEING HUMAN.

AUTHENTIC™

AN 8 x 30 MINUTE SATIRICAL DRAMA-COMEDY SERIES

REAL FOOD.
REAL PEOPLE.
REAL MESS.
NOT FOR
THE ALGORITHM.

NØURISH
OPTIMIZE. PREDICT. PERFECT.
PROFIT.

ANTI-
TWEEZER

AUTHENTICITY ASSET



ENGAGEMENT:
98.7%

EMOTIONAL VOLATILITY:
HIGH

CONVERSION POTENTIAL:
OFF THE CHARTS

STATUS: ACQUIRED



HE COOKS



THEY MEASURE



THEY MONETIZE



HE REFUSES

"IN A WORLD OF PERFECT PREDICTIONS,
HE'S THE ONLY VARIABLE THEY CAN'T CONTROL."

AUTHENTIC™

Created by Scott Quinn

The future has finally learned how to monetize being human.

Format

8 x 30 Minute Television Series

Genre

Satirical Drama-Comedy

AUTHENTIC™

The future has finally learned how to monetize being human.

A satirical drama-comedy about authenticity, algorithms, and the last man who refuses to become a product.

LOGLINE

After a foul-mouthed Australian pub chef goes viral for an anti-authenticity rant, he is recruited by a powerful London tech conglomerate as their new "Chief Human Officer," only to discover the company isn't interested in preserving his humanity—it wants to replicate, refine and monetize it at scale.

THE HOOK

Martin Brayshaw believes some things cannot be measured.

The algorithm disagrees.

When Martin accidentally becomes the internet's newest symbol of authenticity, he is offered the opportunity of a lifetime by NØURISH, a futuristic food-tech company determined to solve humanity itself.

What begins as a chance to prove real cooking still matters becomes a battle for ownership of his identity.

The company doesn't want to silence him.

It wants to commercialize him.

WHY THIS SHOW

Every year technology becomes better at predicting us.

Every year our lives become more optimized.

Every year our personalities become more valuable data.

AUTHENTIC™ asks a simple question:

What happens when the last thing technology cannot replicate—human authenticity—becomes the most valuable commodity on earth?

At its core, the series is a collision between human instinct and algorithmic certainty.

MARTIN BRAYSHAW

Lead Character

40s. Australian.

Pub chef. Old-school.

Fiercely independent.

Martin trusts instinct over data.

Experience over theory.

Heat, noise and human chaos over optimization.

He doesn't want followers.

He doesn't want influence.

He doesn't want a brand.

Which is exactly why the system decides he is the perfect brand.

Martin is not trying to save the world.

He just wants people to stop turning everything into bullshit.

PIERRE WATSMITH

Lead Character

Founder of NØURISH.

Visionary.

Brilliant.

Curious.

Pierre is not a villain.

He genuinely believes optimization improves life.

To Pierre, technology is liberation.

To Martin, technology is replacing reality.

Pierre doesn't want to destroy authenticity.

He wants everyone to have access to it.

The problem is that he plans to achieve that by turning it into software.

THE WORLD

NØURISH

The world's most advanced dining ecosystem.

AI-generated menus.

Biometric wine pairing.

Algorithmic ambiance.

Predictive customer behaviour.

3D-printed cuisine.

Emotion tracking.

Sentiment analysis.

In this world:

Imperfection is a premium subscription.

Rebellion is a product category.

Authenticity is intellectual property.

Humanity has become a service.

TONE

AUTHENTIC™ lives at the intersection of:

Black Mirror

The Menu

Silicon Valley

Office Space

The Bear

The world is absurd.

The characters take it seriously.

The comedy comes from people behaving rationally inside an irrational system.

The emotional core comes from Martin's refusal to compromise.

SEASON ONE

After becoming an accidental viral sensation, Martin is recruited to London by NØURISH founder Pierre Watsmith.

Initially convinced he can bring real humanity back into the system, Martin slowly discovers that every act of rebellion simply teaches the algorithm how to imitate him.

His pub food becomes a luxury product.

His personality becomes a brand.

His outrage becomes marketing.

His authenticity becomes scalable.

As NØURISH expands globally, Martin finds himself fighting a system capable of turning even resistance into profit.

THE SERIES ENGINE

At the heart of AUTHENTIC™ is a simple cycle:

Martin introduces something genuinely human into the system.

The system studies it.

Replicates it.

Improves it.

And sells it back to the world.

Every victory creates a new problem. Every act of rebellion becomes data. Every attempt to restore authenticity only increases its commercial value.

This allows the series to continually generate fresh stories while escalating the central conflict between Martin and NØURISH. As the system becomes better at imitating humanity, Martin is forced to continually redefine what authenticity means and whether it can survive in a world determined to monetize it.

FUTURE POTENTIAL

Season One:

The system discovers how to monetize authenticity.

Martin's rebellion becomes a product.

His cooking becomes a premium experience.

His identity becomes intellectual property.

Season Two:

Martin fights back.

Determined to prove real human experiences still matter,
Martin leaves NØURISH and opens his own old-fashioned pub.

No algorithms.

No optimization.

No subscriptions.

Just food, people and chaos.

For the first time, Martin controls the game.

Until the culture he helped create follows him there.

Season Three:

The movement becomes bigger than Martin.

What began as a fight against a corporation evolves into a
battle over the future of food culture itself.

As competing companies, influencers, politicians and consumers
all attempt to define what "real" means, Martin finds himself
leading a revolution he never wanted.

The world wants authenticity.

Martin is the only person refusing to sell it.

CREATOR

Scott Quinn

Australian writer based in Sweden.

Interested in stories where deeply held human beliefs collide with powerful external systems.

AUTHENTIC™ combines satire, comedy and science fiction to explore one of the defining questions of our time:

What happens when humanity itself becomes a market?