



Swipe Right

LOGLINE

↳ They say that a man is as faithful as his options, but what happens when he has millions of them?



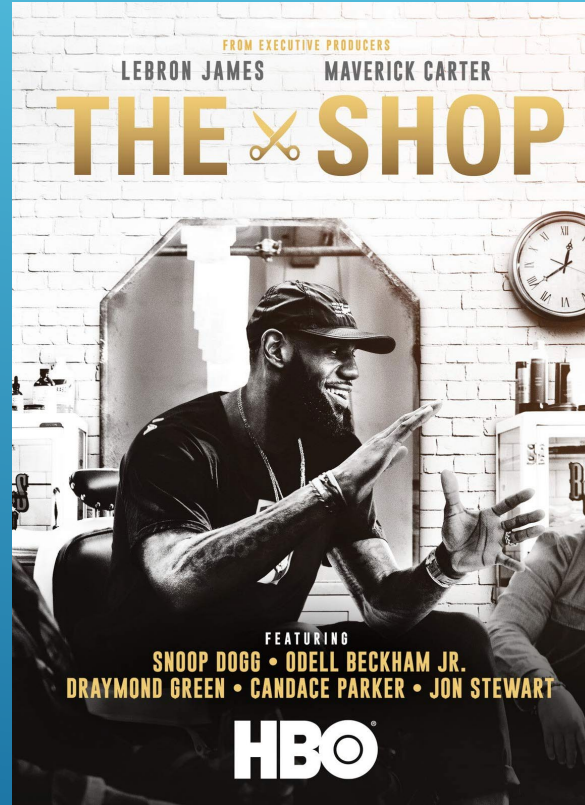
SYNOPSIS

- ▶ Dating apps and social media are a billion - dollar industry. In 2020, there were over 270 million users on dating apps & over 4 billion users on Facebook, Instagram, Twitter & Snapchat.
- ▶ Because of this we have access to everything and everyone, literally in the palm of our hands. Unfortunately, sometimes more is less, especially in dating.
- ▶ So, while the idea of online dating or meeting people from "the internet" would be considered taboo, that is no longer the case.
- ▶ This story centers around men, aged 18 – 45 who live in this short attention spanned, fast food, instant gratification generation. Even though some of them strangers, they share their different dating experiences out here in this digital world and find out that they are more similar than they realized.

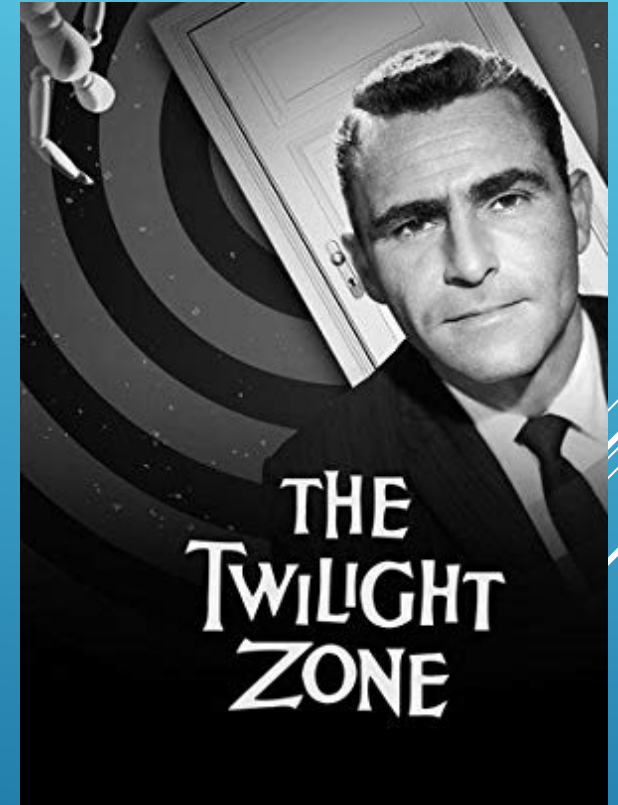
SHOW CROSS



MEE
TS



MEE
TS



PILOT

Swipe Right takes place in a barbershop in Washington, DC. For better or worse, men use the barbershop, barber and other clients as a place to vent and have a more primitive form of "therapy."

The owner Dame is sort of looked at as the "therapist" and the topic that seems to come up most often in the shop is women and interacting with them.

Three clients and the other barbers Nate, and Keon come into the shop and discuss the new form of dating or meeting women. Which is by using social media and dating apps. They share some quite interesting stories.

The first client shares how he met a woman on an app and after sex finds out that she is married.

The second client shares how he went to pick up his date, only to have her request that they drop her children off to their dad.

The third client shares how he found a woman on social media who happened to have an onlyfans account and how he eventually was able to meet her and have sex with her,

The conversation not only shows how easily accessible people are but it also shows just how deceptive, delusional and casual people can be when dating. It also shows just how tough dating is nowadays.

The episode concludes with another client in asking if anyone knows about sex groups on Facebook.

EPISODE CONCEPTS

EPISODE 1: "ONLINE DATING"

The shop discusses how to meet women and their experiences from dating apps and social media.

EPISODE 2: "SEX GROUPS"

A client brings talks about sex groups on Facebook and his crazy experiences.

EPISODE 3: "CHEATERS"

The shop discusses meeting married women on dating apps and the end results. Including an interesting story about Keon's new love of breast milk.

EPISODE 4: "BOTH WAYS"

The shop discusses meeting women who have recently got out of relationships with other women and sometimes women who go back to women after dealing with them.

EPISODE 5: "STD's"

Imagine finding out women you had sex with contacted you saying that they contracted an STD? Including the types that are incurable.

EPISODE 6: "CATFISH"

Imagine meeting a woman who lied about her looks and not finding out what she looks like until you meet her. Better yet imagine messaging a woman, only to later find out it's actually a man.

EPISODE 7: "SEX WORKERS"

Should all forms of sex work be legal? Better yet, would you pay for it?

EPISODE 8: "FLEWED OUT"

The shop discusses the art of the "flyout" and how to make sure that you don't say or do anything to mess it up.

EPISODE 9: "BAD SEX"

You ever just not perform up to par or their kids walk in on you? The shop discusses interesting and embarrassing sex stories.

EPISODE 10: "DEMON TIME"

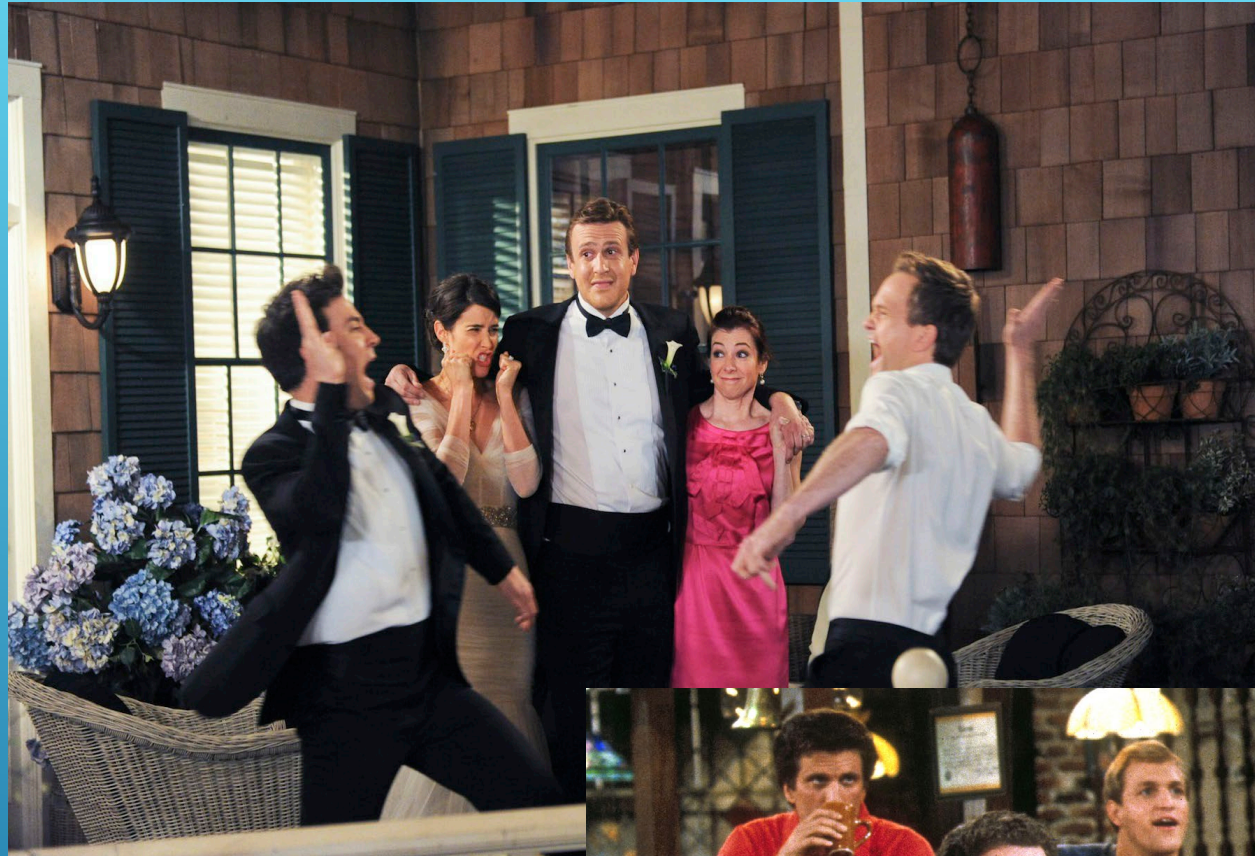
According to the Urban Dictionary, Demon time starts at 11 pm and ends at 3 am. It consists of nonstop fuckery and horniness. See the results of messaging a woman during this time frame.

TONE

The series is a comedy, ironically, so is dating for many people.

It takes place in a barbershop and it explores how people meet women, date and what happens on these dates. It also shows the crazy risks that we tend to take just to not be lonely. It also shows how often we all fail and how we tend to interact with similar types of people.

It will have visual styles of “Cheers” and “How I met your mother”



THE WORLD

