
BRONX,
INC.
A ROMANTIC COMEDY
WRITTEN BY FRANK PICCIOTTO
ALARMAS SECURITY
PROTECTING WHAT MATTERS
THE BRONX
Family is complicated.
Love is unexpected.
Business is a whole other story.

He wants out. He wants more. Then everything collides.

LOGLINE

Rico Russo loves his father—but wants nothing to do with the crooked Bronx security business he runs. When Vanessa inspires him to aim higher, Rico lands a job at a Fortune 500 company, only to stumble into a conspiracy that looks disturbingly familiar. His street smarts may be the one thing that can save the corporation, his family, and the future he wants with Vanessa.



> TONE
>
> The family-first New York romance of Moonstruck, with a contemporary corporate-crime twist.

Meet Rico Russo: the underdog who reads people.

RICO RUSSO

He loves his father. He rejects the life his father represents.

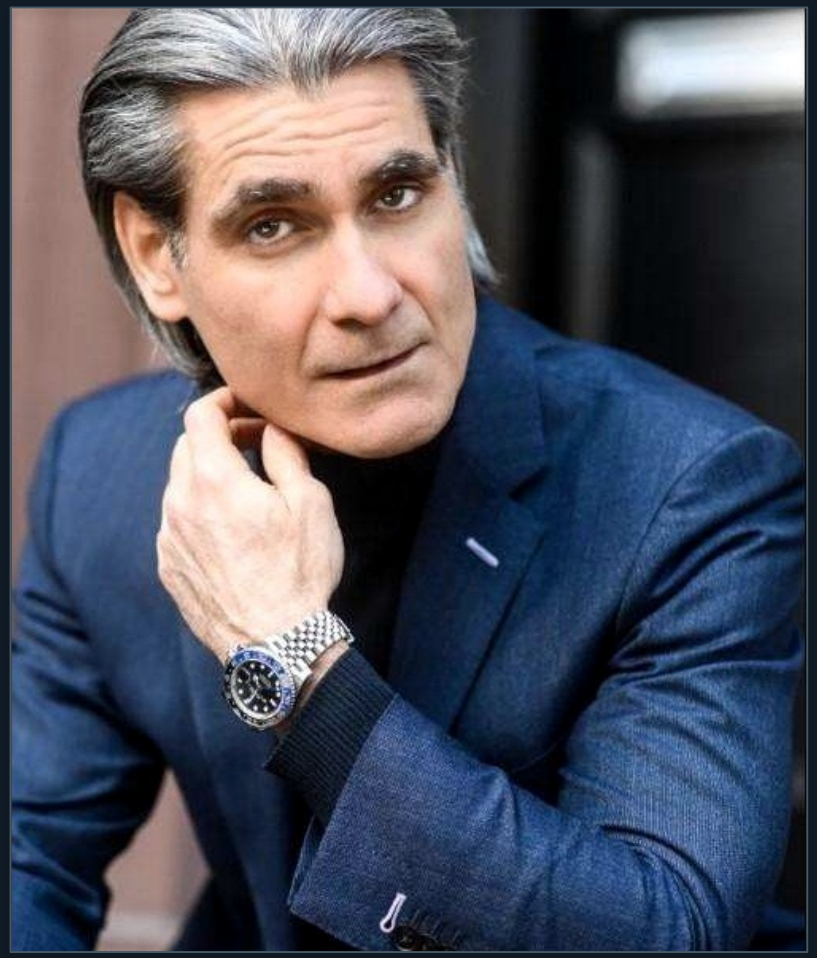
Rico has little formal education and few obvious advantages—but he has survived the Bronx by reading people and trusting his instincts.

He wants to build a future on his own terms, not become another Frank Russo.

> *“Maybe, I can become president of a corporation.”*



The father he loves—and refuses to become.



FRANK RUSSO

Charming. Opportunistic. Used to getting his way.

Frank built Alarmas Security into a family business with a criminal edge. Rico knows his father can be loving and resourceful—but also sees the future waiting for him if he stays.

> *“Dad, I want more than this.”*

Vanessa gives Rico a reason to imagine more.



A SPARK

Rico meets Vanessa, a captivating, tough medical tech who is tired of being overworked and undervalued.

A NEW MOTIVE

At first he wants to impress her. Then he begins to want a life—and an identity—he can be proud of.

A new world. Familiar corruption.



ALARMAS SECURITY

The crooked family business Rico wants to escape.



GARCOM

The Fortune 500 opportunity that seems to offer a clean start.

The break Rico needs—on paper, anyway.

THE OPPORTUNITY

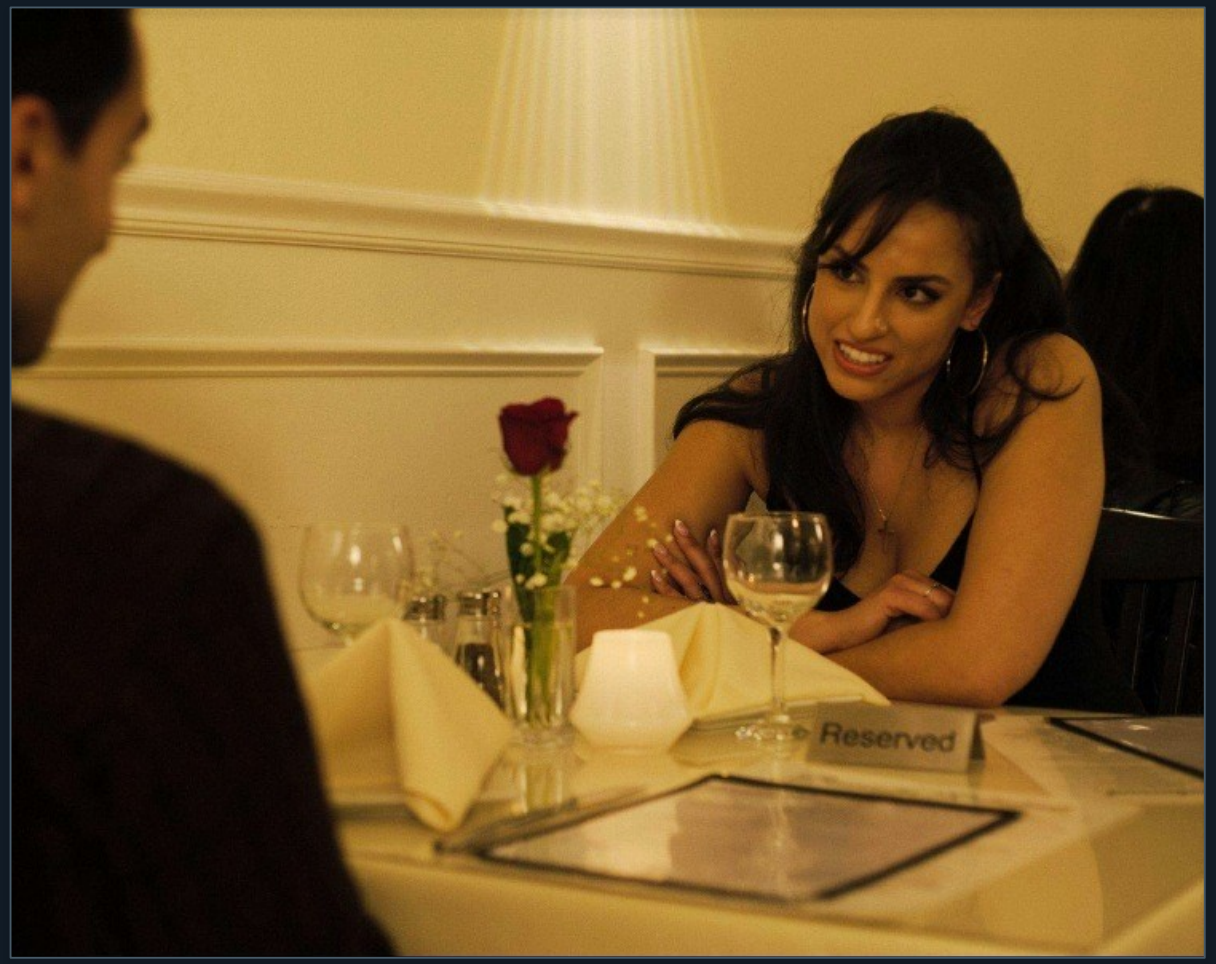
Rico gets hired at GarCom despite lacking the formal skills and experience the corporate world expects.

It looks like a lucky break. But Rico is entering a world whose rules he doesn't know—and whose power players are ready to underestimate him.

> *"Remember, there's no drinking or gambling here."*



Street smarts don’t automatically make him smooth.



RICO CAN READ A CON. CAN HE READ THE ROOM?

Rico’s blunt street logic and lack of social polish make for awkward—and often funny—moments with Vanessa.

As the romance deepens, Rico has to learn that becoming a better man requires more than getting a better job.

One service call changes everything.

DOUBLE DUTY

Rico is stretched thin juggling two jobs when his father sends him to service the security system at Alpha Wave—a mob-owned operation.

What should be a routine service call pulls him into a conspiracy and brings the world he’s trying to escape crashing into the future he’s trying to build.



Rico starts seeing what others miss.



THE STREET-SMART ADVANTAGE

Rico witnesses suspicious activity and begins connecting the clues.

The instincts that once made him feel trapped in his father’s world become the very skills the corporate players lack: he knows how to read people, spot a lie, and notice when a story doesn’t add up.

The people in power underestimate him.

STEVE

A polished corporate operator who mistakes Rico’s lack of credentials for a lack of intelligence.

As Steve uses his authority to corner Rico, the stakes rise. But he has misjudged one crucial thing: Rico may not speak the language of spreadsheets, yet he understands people.



Rico finally sees what he can do.



THE CHOICE

Once Rico understands what his suspicions mean, he volunteers to pitch an important presentation for GarCom.

For the first time, he isn’t simply trying to get out of his father’s shadow. He is stepping forward to prove the worth he has always had—but never knew how to use.

The win is bigger than the job.



A FUTURE ON HIS OWN TERMS

Rico proves he can be more than his father’s son.

His street smarts help him expose corruption, protect the people he loves, and begin to repair the relationship with the father he never stopped loving. And with Vanessa, he can finally imagine the better future he set out to build.

BRONX, INC.

A NEW YORK ROMANTIC COMEDY

Written & created by Frank Picciotto

CONTACT

201.819.0117

https://bronxincorporated.com/

SELECTED RECOGNITION

Finalist — Cambridge Script Festival (2024)

Official Selection — London International Screenwriting Competition (2021)

Official Selection — 100 Screenplays (2024)

Official Selection — International Puerto Rican Heritage Film Festival (2024)

CORPORATIONS ARE JUST AS CROOKED.