

PITCH DECK: GIGIS FOLLY

Genre: Black Comedy / Family Adventure

Format: 8 x 30-minute episodes

Target Audience: Global (Ages 10-35)

LOG LINE

A bored 12-year-old billionaire girl hires the world's worst gang to kidnap her for fun. But when chaos explodes into absurdity, a fake ransom turns into a real bond and the birth of a new criminal agency dedicated to glorious failure.

SERIES SUMMARY

When 12-year-old heiress Gigi posts a Dark Web ad offering \$300 million to anyone willing to incompetently kidnap her, she's not running away she's running into the kind of chaos her life's been missing.

Enter: the UK's most delusional gang of "mastermind" criminals five misfits whose combined IQ could barely launch a lemonade stand. But Gigi isn't the hostage she's the ringleader. From bank robberies turned theme park trips to food heists involving overpriced avocado toast, every misadventure spins further out of control.

What they don't know: Gigi's parents are secretly funding this madness, just happy to see her smile. And when the final twist drops the ransom is fake, just \$300 the gang is crushed... until Gigi offers them something more valuable: a purpose.

Together, they launch the Agency for Glorious Failures, where the plan is never perfect, but the journey is always hilarious.

tone & comparables

- Home Alone meets Babys Day Out with the wit of Wednesday
- Slapstick, satire, and sweetness for global audiences
- Visually bold and rich in physical comedy

Themes

- Family from Chaos: Found-family formed in the most dysfunctional way
- Freedom vs. Control: Gigis wildness clashes with the gangs weak leadership
- Failure as Power: The beauty of failing big and laughing harder

Main Characters

Gigi Smith (12): The mastermind who hired her own kidnappers. Bored, brilliant, chaotic, and surprisingly deep.

Siraj Al-Din: "The Boss." Thinks he's Al Capone forgets his own gun. Muscle-bound and confused.

Jackie OConnell: "The Enforcer." Agile but clumsy. A human wrecking ball with a heart.

Shuaib: "The Martial Artist." Fights shadows and loses. Gigis playmate and chaos ally.

Christina Cris Stone: "The Tech Expert." Cool with computers, awkward with humans especially kids.

Episode Guide (Season One)

1. "Kidnap on Installment Plan" Gigi posts her ad. The gang answers. Nothing goes as expected.
2. "The Hostage in Charge" Gigi flips the power dynamic. They're her prisoners now.

3. "Heist or Theme Park?" Their bank job turns into a chaotic tour of Disneyland.
4. "The Cursed Avocado" A snack run leads to an international incident.
5. "Mummy Ate the Gang" A museum heist ends with a mummy on the loose.
6. "The \$300 Truth" The ransom isn't \$300 million. Just \$300. Cue breakdown.
7. "Parents Behind the Madness" Gigi's family secretly backs the chaos.
8. "The Glorious Failure Agency" The gang forms their own agency. First mission? Kidnap a neighbor's yappy dog.

MOOD BOARD

- Visual Style: Colourful, kinetic, cartoonish realism
- Signature Shot: Gigi on a pizza-box throne, the gang crawling around like pet alligators
- Visual Gags: Stealing a coffee machine instead of cash from a bank vault

MARKET APPEAL

- Language Agnostic: Physical comedy travels well across borders
- International Distribution Ready: Dub-friendly, with global humour
- Merch Potential: Gigi + gang figurines, parody gadgets, books

PRODUCTION OUTLOOK

- Shooting Duration: 34 months
- Primary Locations: Apartment, mansion, streets of London (studio-friendly)
- Budget: Approx. \$500,000 (Season One)

CREATIVE TEAM (Suggested)

- Director: Ali El Gharbi ("Tash Ma Tash")
- Writer: Iman Al-Husseini ("Paranormal")
- Executive Producer: Mohamed Al Shehhi ("Diab & Omar")

NEXT STEPS

- Submit to Netflix, Disney+, Amazon, and Shahid Studios
- Translation-ready assets for global sale
- Licensing & co-production discussions welcome

"The funniest crime you'll ever love. Where failure **is** the plan!"