

IT'LL BE FINE.

Bad Ideas. Bigger Adventures.

A Scripted Dramedy Series

LOGLINE:

After two years of emotional chaos in a toxic "just friends" relationship, a woman finally says "That's a NO for me, dawg" - then accidentally sends a SWAT team to her ex's house, dates the prosecutor who charges her, and builds an empire where everyone who underestimated her becomes dependent on what she creates.

FORMAT:

Scripted Dramedy Series / 8 Seasons (70+ Episodes) / 25-60 minutes per episode

PREMISE:

Building connection through FaceTime. Story views as surveillance. Leaving someone on unread as a power move.

IT'LL BE FINE. is the true story of a two-year "just friends" situationship - from the yacht where it started to the swinger parties for entertainment to the SWAT team that ended it.

He watched her stories every day until she blocked him - and he noticed while dating someone else. She stalked the prosecutor on Facebook during her own court hearing. And when the chaos cleared, everyone who weaponized technology against her became dependent on the tech empire she built.

Yacht life. Swinger parties. Phone heists. A SWAT team. A prosecutor in cowboy boots. And an empire built from the wreckage.

The Twist: This isn't a love story. It's an origin story. Every play he made, she upped the ante - until the men who underestimated her became dependent on the empire she builds.

SEASON ARCS:

SEASON 1 - THE BEGINNING (Aug - Sep 2023)

A Vanilla Ice concert leads to a yacht, a swinger party, and a meddling marina neighbor whose lies sabotage what could've been love. The chemistry is undeniable; the betrayal, unforgettable.

Cliffhanger: Will Ryder believe her - or the friend who wants her gone?

SEASON 2 - THE VILLAIN ERA (Sep 2023 - Mar 2024)

A carousel of rebounds and a ten-day Mediterranean cruise. Social media warfare escalates: strategic blocking, like-button manipulation, story surveillance. The chaos peaks with a serendipitous encounter where fate gives her one last glimpse of the past.

Cliffhanger: Ryder calls on Easter Sunday. Will she answer?

SEASON 3 - THE RECONCILIATION (Apr - Sep 2024)

She does. They reunite, avenge the Season 1 betrayal (phone heists, marina neighbor confrontation: "IT WAS ME"), and escape to St. Thomas. But by summer's end she's hospitalized with a kidney infection, then he's DJ'ing Labor Day pool parties - turning her from partner to handler.

Cliffhanger: Will she keep choosing chaos?

SEASON 4 - THE DOMESTIC SEASON (Oct 2024 - Jan 2025)

Costa Rica adventure. Matching smart homes across two states. He hangs curtains, replaces every doorknob - building a life while refusing to call her his girlfriend. The winter of domestic bliss becomes his undoing: too easy, too comfortable, too REAL.

Cliffhanger: They're living like they're married. Too good to last.

SEASON 5 - THE UNRAVELING (Dec 2024 - May 2025)

Puppies trap him in NH - he can't travel anymore. Other women appear. The manipulation tactics escalate. Cancun disaster for his birthday - water thrown in his face at dinner. Vegas for her birthday? Suddenly up for debate.

Cliffhanger: Will he go?

SEASON 6 - THE BREAKDOWN (May - Oct 2025)

Post-breakup chaos: strategic social media revenge, a SWAT team to his house, solo Vegas spiral, arrest warrant, hot girl summer. And then the twist - the prosecutor who charges her becomes her next love interest.

Cliffhanger: She meets him for the first time. He's hot AF.

SEASON 7 - THE NEW BEGINNING (Oct - Nov 2025)

Dating the prosecutor seemed like clarity - stable, successful, wildly transparent. But behind closed doors, he crossed lines that can't be uncrossed. She finally understands: chaos with consent beats "safety" without it. No single person has all the pieces.

Cliffhanger: How do you recover when the safe choice was the dangerous one?

SEASON 8 - THE EMPIRE (Nov 2025 - 2027) | THE FINALE

The season opens with the SAME WORDS as the Pilot - full circle. A cruise becomes a floating carousel of flashbacks that reveal how Roxy became who she is. Her mother's failures, a chaotic childhood, her brother's death - not wounds, but fuel.

THE TWIST: Roxy doesn't end up with the guy. She ends up with the EMPIRE. Her technology business scales. And everyone from the chaos? They all become users, vendors, and revenue inside the system she builds.

Ending: Despite the chaos, Roxy lands on top. She always does. It'll be fine.

TONE:

Raw, honest, darkly comedic. Think Fleabag meets Jersey Shore meets Inventing Anna - but it's an origin story. Self-aware narration, fourth-wall breaks, and the kind of messy authenticity that makes you cringe, laugh, and root for her redemption. Love in the age of read receipts - where FaceTime is proof of life, story views are surveillance, and leaving someone on unread is a power move.

KEY THEMES:

- Knowing your worth (and finally acting on it)
- The cost of settling for "just friends"
- From chaos to clarity through humor and honesty
- No single person has all the pieces - and that's okay
- The best revenge is building an empire
- Choosing yourself IS the happy ending

WHAT MAKES IT UNIQUE:

BASED ON TRUE EVENTS with receipts (texts, photos, social media posts, security camera footage, court documents)

ICONIC MOMENTS: "That's a NO for me, dawg," the SWAT team incident, the cowboy boots, "IT WAS ME"

THE ARC: From doormat to decisive, from chaos to clarity, from wrong men to EMPIRE

THE SUBVERSIVE ENDING: She doesn't find the right man. She builds the right life. Everyone from the chaos becomes part of her business ecosystem.

ORIGIN STORY REVEAL: Season 8 flashbacks reframe the ENTIRE series - we finally understand WHY she is who she is

RELatability: Everyone has had a toxic situationship - this is what happens when you finally walk away AND WIN

TARGET AUDIENCE:

Women 30-55 who've navigated their own toxic relationships, love smart dramedies with messy protagonists, and appreciate dark humor mixed with genuine growth. Women who have lived a few lives. Fans of Fleabag, Jane the Virgin, Inventing Anna, and anyone who's ever said "that's a NO for me" and meant it.

COMPARABLE SERIES:

Fleabag - self-aware narrator, messy choices, fourth-wall breaks

Inventing Anna - audacious protagonist, true story energy, everyone underestimates her until they don't

Jane the Virgin - dramedy tone, romantic chaos, emotional authenticity

You're the Worst - toxic relationships, dark comedy, eventual growth

GLOW - ensemble chaos, female empowerment, business building

WHY NOW:

In an era of carefully curated social media, audiences crave authentic mess. This scripted series delivers real consequences (arrest warrants, court dates, \$124 fines) mixed with real growth (boundaries, choosing differently, building something). It's aspirational not because she's perfect, but because she finally chooses herself - AND builds an empire from the wreckage.

The 'girlboss' narrative is tired. This is something different: a woman who doesn't set out to build an empire - she's just thriving in chaos - and accidentally creates something bigger than any relationship could have been. The men don't disappear. They become CUSTOMERS.

VISUAL STYLE:

Cinematic storytelling with dramatic recreations
Social media posts/texts shown on screen (the modern love language)
Voiceover narration (her perspective, self-aware and honest)
Fourth-wall breaks and direct address
Security camera footage integration
Court documents and evidence as visual elements
Season 8 flashback sequences (origin story reveals)

MERCHANDISING POTENTIAL:

"That's a NO for me, dawg" merchandise (t-shirts, mugs, stickers)
"It'll Be Fine" / "Empire for my family" merchandise
"IT WAS ME" collection
Episode-specific quotes and moments
Tie-in with SwipeAShift brand (in-show business becomes real product)

LONG-TERM POTENTIAL:

Season 8 provides complete closure while opening doors: the empire continues to grow, characters from the chaos continue to intersect with her business world, and the "Where Are They Now?" potential is built into the DNA. Spin-off potential with supporting characters (Mo the Oracle, the marina ensemble). Potential reunion specials.

Cross-platform synergy: The show's business (SwipeAShift, Groovin' Fly, coaching) can exist in reality, creating unprecedented integration between scripted content and actual entrepreneurship.

THE BOTTOM LINE:

IT'LL BE FINE. is not a breakup story. It's not a love story. It's an ORIGIN STORY.

It starts with a Vanilla Ice concert and ends with an empire. In between? A yacht. Swinger parties. A marina neighbor's lie that destroyed everything. Eight months of social media warfare. An Easter Sunday FaceTime that changed everything. Phone heists. "IT WAS ME." St. Thomas. A kidney infection. A man who built a life in her home but couldn't call her his girlfriend. Cancun disaster. "That's a NO for me, dawg." A SWAT team. A prosecutor in cowboy boots. And a woman who turned every betrayal into a business plan.

Every play he made, she upped the ante. And when the chaos cleared? Everyone who underestimated her was leaning on the empire she built.

"He had everything except admitting he was everything. She had everything except realizing she didn't need him to."

NOTE: Names have been changed to protect privacy.

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