

# UNLEASHED - Pitch Deck

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## 1. Title & Logline

### UNLEASHED

*A chaotic veterinary clinic meets video game logic in this dark comedy about overworked staff just trying to survive the workday.*

#### Summary

*Unleashed* is a fast-paced, comedic web series set in *The Pawspital*, a chaotic veterinary clinic where the staff battles demanding pet owners, bizarre medical emergencies, and their own personal struggles—all while trying to keep their sanity intact. Told through a unique video game-inspired lens, the series blends sharp humor with heartfelt moments, shining a light on the challenges of veterinary professionals—one of the most underappreciated and high-stress jobs in the world.


At its core, *Unleashed* is about survival—not just for the pets, but for the neurodivergent, LGBTQ+, and burnout-prone staff who navigate the daily grind with wit, resilience, and an unbreakable camaraderie. Whether it's an escaped ferret wreaking havoc, a blackout that turns the clinic into a survival horror game, or a vet tech's ill-timed pregnancy scare, *Unleashed* captures the absurdity and heart of working in veterinary medicine.


With its diverse cast, gaming elements, and biting humor, *Unleashed* is a love letter to every vet professional who's ever questioned their life choices—right before jumping back in for another shift.

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## 2. Genre & Format

 **Genre:** Workplace Comedy / Dark Comedy / Video Game-Inspired Humor

 **Format:** Half-hour to 45 minutes, single-camera sitcom

 **Target Audience:** Millennials, Gen Z, pet owners, gamers, and fans of shows like *Scrubs*.

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### 3. The Hook – Why This Show?

Why is *Unleashed* unique?

- Combines the **insanity of a real-life vet clinic** with **video game mechanics**, creating surreal and hilarious scenarios.
  - Features a **diverse, flawed, and lovable cast** navigating personal and professional chaos.
  - Appeals to both **pet lovers** and **gamers**, tapping into two passionate audiences.
  - **Modern workplace comedies are thriving**, and this setting is fresh, untapped, and full of comedic gold.
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### 4. Core Themes & Tone

✅ **The Absurdity of the Vet World** – Ridiculous clients, bizarre emergencies, and the unique stress of working with animals.

✅ **Video Game Logic Meets Reality** – Think boss battles against aggressive chihuahuas or XP rewards for surviving a difficult shift.

✅ **Burnout Culture & Workplace Dysfunction** – The staff at *The Pawspital* rely on dark humor and camaraderie to survive.

✅ **Found Family** – A team of misfits navigating personal struggles while leaning on each other.

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### 5. Key Characters

#### Jake – Vet Assistant

🐾 **Role:** The underachiever with a heart of gold, too busy gaming to take life seriously.

🎮 **Video Game Archetype:** The sidekick who refuses to level up.

🧠 **Key Traits:** Bisexual, goofy, always making the worst decisions but somehow surviving.




#### Mia – Receptionist

📋 **Role:** The chaotic, unpredictable leader with borderline personality disorder (BPD).




🎮 **Video Game Archetype:** The unpredictable NPC with shifting dialogue options.

🔥 **Key Traits:** Impulsive, deeply caring in weird ways, fiercely protective of her team.




#### Cal – Vet Tech

-  **Role:** The snarky, over-it vet tech who somehow keeps the clinic from burning down.
-  **Video Game Archetype:** The reluctant protagonist in a chaotic RPG.
-  **Key Traits:** Quick-witted, jaded, fiercely loyal, always in the middle of the drama.




## Avery – Vet Tech

-  **Role:** The sunshine-filled, naïve new hire who still believes in kindness.
-  **Video Game Archetype:** The tutorial NPC that everyone expects to break.
-  **Key Traits:** Overly optimistic, nonbinary, keeps the office morale up (for now).




## Dr. Liz – Head Veterinarian

-  **Role:** The battle-hardened leader who treats the clinic like a warzone.
-  **Video Game Archetype:** The no-nonsense, overpowered final boss.
-  **Key Traits:** Military-level efficiency, unreadable past, secretly adopts unadoptable animals.




## Willow – Spiritual Pet Owner

-  **Role:** The astrology-obsessed wildcard who brings the clinic's tech to its knees.
-  **Video Game Archetype:** The chaotic neutral wildcard with unpredictable buffs and nerfs.
-  **Key Traits:** Believes in "manifesting good energy" but causes disaster at every turn.

## Emma – Unhinged Pet Owner

-  **Role:** The talkative, oversharing pet parent with an ever-expanding menagerie.
-  **Video Game Archetype:** The relentless side quest giver with way too much dialogue.
-  **Key Traits:** Unfiltered, chaotic, deeply attached to her snake, convinced that Mia is her best friend (Mia disagrees).

## Debbie – Office Manager

-  **Role:** The exhausted, no-nonsense mother figure who barely tolerates the staff's antics.
-  **Video Game Archetype:** The wise but grumpy NPC who gives side quests.
-  **Key Traits:** Perpetually stressed, somehow keeps the clinic running, secretly soft-hearted.


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## 6. Season One Arc


- Avery slowly **loses their innocence** as they adapt to the relentless, absurd chaos of The Pawspital.

- Cal's **pregnancy scare** forces her to confront her future and the delicate balance between hope and despair.
- Jake and Mia's **romantic tension** deepens, adding a layer of bittersweet humor and vulnerability to their everyday battles.
- Dr. Liz, the clinic's stoic leader, faces a devastating personal crisis when she must make a heartbreaking decision regarding her own beloved pet—challenging her guarded facade and adding emotional depth to her character.
- Willow's **new age antics** and mystic predictions continue to cause unintentional havoc, keeping everyone on edge.
- Amidst the daily madness, Mia receives an unexpected job offer from a competing clinic, forcing her to weigh loyalty against the promise of new opportunities.
- And throughout it all, the running bet on “**When Will Avery Break?**” evolves into an office-wide phenomenon, uniting the team in their shared struggle against absurdity.

## 7. Visual Style & Tone

 **Cinematic, but absurd** – Like *Scrubs* meets *Parks and Rec*, with occasional **video game-style cutscenes**.

 **Color Palette:** Bright clinic lights contrast with the exhaustion of the employees.

 **Editing Style:** Quick cuts, fast-paced jokes, occasional video game UI overlays for comedic effect.

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## 8. Indie Filmmaking Approach

*Unleashed* is a passion project driven by a dedicated team of creatives who are committed to delivering a high-quality production on an indie budget. While we embrace the resourcefulness that comes with independent filmmaking, we are also focused on maintaining a professional standard in every aspect of production, from cinematography to performance. Our team is made up of passionate storytellers who believe in the heart of this project and are eager to bring its unique blend of comedy, chaos, and video game logic to life.

Currently, we are in the research and planning phase, which includes scripting, casting, fundraising, and location scouting. This early stage allows us to remain flexible with scheduling and adapt to opportunities as they arise. Our shooting schedule is planned for weekends to accommodate our cast and crew, many of whom are balancing other professional and creative commitments. This approach ensures that *Unleashed* is crafted with care, giving us the time needed to refine performances, build our world, and create something truly special.

By combining our love for storytelling with innovative problem-solving, we are proving that high-quality television doesn't require a Hollywood budget—just a dedicated team and a great story to tell.

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## 9. Budget

### Fundraising Needs & Impact

Our production is fueled by passion and creativity—but to turn *Unleashed* from script to screen, we need your support. Here's how your contribution will directly make an impact:

- **Covering Production Costs:**
    - Your contribution will directly fund the cast and crew (ensuring fair wages for local talent in Wisconsin), vital props, and the creative design of costumes and makeup that bring our characters to life.
  - **Enhancing Production Value:**
    - Contributions will help secure the perfect location (our unique vet clinic set), manage insurance and transportation needs, and provide a buffer to tackle unforeseen challenges—ensuring every scene is executed with the utmost quality.
  - **Supporting Indie Filmmaking:**
    - As a contributor, you're not just financing a project; you're championing independent filmmaking and supporting local creatives. Your funds empower us to innovate, take creative risks, and tell a story that celebrates diversity and authenticity.
  - **Why Your Contribution Matters:**
    - Every dollar helps us maintain artistic integrity and professional production standards on a tight budget. Your support will directly influence our ability to capture the hilarious, heartfelt, and high-stakes moments that define *Unleashed*. By contributing, you become part of our creative journey—ensuring that the voices, humor, and energy of our film reach audiences and inspire fellow indie filmmakers.
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### **Join Us on This Journey**

Your investment is more than financial—it's a vote of confidence in creative storytelling and in the power of independent film. Help us bring *Unleashed* to life and support a project that redefines indie filmmaking with humor, heart, and a dash of chaos.

Thank you for considering a contribution to *Unleashed*. Together, we can make a lasting impact in the world of independent cinema.

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Feel free to reach out with any questions or to discuss partnership opportunities. Let's create something unforgettable!

### **Contact the creator:**

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**Let's bring *Unleashed* to life! 🚀**