

SERIES PITCH BIBLE

LOGLINE

A quirky sexy ambitious DJ Datgirl will hatch any crazy scheme to blow up in the underground rave scene, despite misgivings from her rebellious-looking yet safety-first partner Zapper.

These two controversial DJ Rappers fight to take their music careers to the top, as they navigate through party politics, dancefloor disasters, and a world of crazy festival egos, in this magically-real hilariously-hip candy-pop electronic-musical comedy series.

SYNOPSIS

Datgirl will try any crazy idea to rise to the top...

From filming a Commercial for Seahorses to naming her V-word Ground Zero to hiring a Swagger Coach to becoming a Court-Appointed Big Sister, she'll flirt with Promoters, Beekeepers, and especially Disaster!

Zapper tries to be the voice of reason, but gets pulled in so deep that he turns the plan upside down, giving this "EDM Sonny and Cher" pair a controversial reputation, even in a culture of alternative lifestyles.

Despite the dancefloor catastrophes, the sound system crashes, the douchebag security, the egotistical promoters, the internet trolls, the lying managers, the drunk soundguys, the long nights and short sets, the planes, trains and scooter rides with a dude named "Crash" ... in the end, something always keeps them in the game.

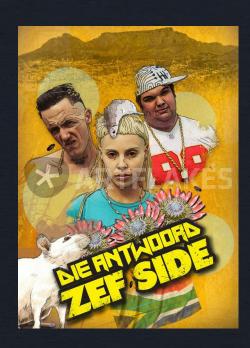
Is it the music? The people? The magic? Is it that one special fan who says "Keep on doing what you are doing"?

Or the promise that the next gig will be the one where they finally Blow the Fuck Up!

With zany real-life party situations, Pop&Spin reveals the underground Electronic Dance Music and Visionary Art world in all its beauty and hilarious hypocrisy, exploring issues that today's self-made self-promoting fame-driven artist contends with -- especially a girl in the music industry!



SHOW CROSS



MEETS



MEETS



DATGIRL

MAIN CHARACTER: DJ Rapper & the Heart of the Show

Datgirl's onstage musical persona is a sexy girl-powered badass-bitch Rapper DJ who loves to party, repping her own musical genre called "Slutstep".

Offstage, she is quite the contrast -- a quirky animated nerd, with a secret passion for mythology and comics, a bit innocent, and always quick on the draw with snappy zingers.

She has a small cult following of dedicated "DatFans", but longs for a larger piece of the DJ fame game.

No matter the setting, she is always rocking bright pink hair, rainbow furs, sparkly platform boots, and neon rave gear.

Datgirl always has a new "Game-Changin" scheme to get famous, creating "I Love Lucy" moments while trying to look like Lady Gaga or Cardi B.

Her plan usually ends in total disaster, with her crying that she is throwing in the pink neon towel . . . until a heartfelt interaction with a fan or a moment of passion for the music itself reminds her to keep doing what she's doing.

Her drive for fame and self-interest at times conflicts with wanting to do good in the world.



DATGIRL

MAIN CHARACTER: SEASON 2 Slutstep

Datgirl's ambition, and a global disaster ending live shows, pulls her closer to sex-positive content, where the underground party world meets the online camgirl streaming world.

She has to make tough choices about what is art and how far she is willing to go. This creates major conflict with a cross section of her fangirls (like Sparkletime), her conservative Iraqi family, and especially her partner (but not for long) Zapper.

In one corner she has fame at all costs, freedom and being a feminine independent voice, and in the other she has a partnership, love relationship and identity as an Iconic couple.

Datgirl chooses the new path, and finds a strange form of unselfish activism she has longed for, as she becomes a voice against slut-shaming and a proponent for alternative lifestyles. She finally has the Fame she has sacrificed everything for.

Until Season 3 ... when she makes a bold choice to return to life on the road. But this time, it's personal.





ZAPPER

MAIN CHARACTER: DJ Rapper & Unlikely Voice of Reason

While his crazy green dread-locked bird-of-paradise Mohawk and drug-fueled badboy persona make him look like every dad's nightmare boyfriend,

Zapper works hard to conceal his true nature -- a closet intellectual, history buff and news junkie who must watch the PBS Newshour (albeit with bong rips) every night.

He is extremely safety conscious and maintains order over the party, until he gets pushed too far by someone or something and reacts with a completely unexpected burst of chaos – like freeing a swarm of Bees in the middle of a packed dance floor, after being the one person who rejected the entire Bee installation idea.

A true musical and rave culture purist, Zapper rejects any idea which is gimmicky and eccentric so, much like Ricky and Lucy, he vetoes Datgirl's hair-brained schemes ... until she pulls him in too deep to relent!

In Season 2, Zapper wants to return to the "normalcy" of life on the road.

SPARKLETIME

SUPPORTING CHARACTER: The Go-Go Dancer

Sparkletime is a bubbly excited Hula Hooper, Fire Spinner And Go-Go Dancer.

She is the ultimate original DatFan who dresses up in sparkles, and is a purist when it comes to Datgirl's music being empowering for girls.

She has an eleven-year-old son and is trying to balance the party work life with being a good mom.

She develops a deep friendship and attraction with the drug dealer Deep, though his professional title keeps them from being together thus far.





MARGEAUX

SUPPORTING CHARACTER: The Manager

Margeaux is a tawdry black-leather ball-breaker of a chick who will do *anything* ethically questionable to get Datgirl the gig.

She can take down a bouncer double her size, out-drink Germany, and has no limits on anything extreme. She pushes Datgirl into ballsy situations, and is loud, boisterous, and very persuasive.

DEEP

SUPPORTING CHARACTER: The Drug Dealer

Does he "sell drugs" – or does he engage in ceremonies earning him the title "Medicine Baller"?

The Plush Pimp and Lifestyle Connoisseur, he wears colorful velverty furry clothes, has lots of women around, and is extremely, affectionate, generous, compassionate.

He is all about the festival family and supports the dance music underground staying underground. He has a deep attraction to Sparkletime but thinks she wouldn't want to be with him because of her child and his occupation.





JUSTB

SUPPORTING CHARACTER: The Sound Guy

Sporting Gold-chains Gold High-Tops and ruthless Gangster steez, JustB reveals the cut-throat Sound system world.

It's a hiiiigh stakes game where different sound crews are vying for the biggest and best rig and will stop at nothing to sabotage the other guys.

JustB believes there is absolutely nothing that can't be solved with more speakers.

DAX

SUPPORTING CHARACTER: The Promoter

Dax is a beardy-man daddy figure and party organizer.

He tries to maintain the cultural piety of event organization, while still being a sleazy character who thinks about money, impressing hot chicks, and promoter optics. He has to have the biggest art car, the biggest stage, and a harem around him constantly.

Dax wears a belt full of loud clangy tools. He and Datgirl constantly insult each other, as she is always trying to get a headlining timeslot out of him.



RECURRING CHARACTERS

JOSH: "THE WALL STREET BROTHER"

Datgirl's brother, a financial consultant who gives her career advice based on expanding market shares and total net worth. Simultaneously, he is just discovering festivals and Rave culture and represents the new party-going consumer who is being turned on to the scene for the first time.

RAVEN & ROLLIN: "THE PARTY PAIR"

They are BFFs and at every party, usually critiquing something from the sidelines. Raven is a pretty plus-size short Asian girl, while Rollin is a tall lanky Latino gayboy with a bleached colored Mohawk.

JILEESA: "THE TEEN FOSTER GIRL"

She comes off as shy, but is actually a secretive super-successful Fortnight gamer with a high-security James Bond-esque lair, featuring all the latest gaming gadgets. Despite being in foster care, she is actually super-rich -- being Jennifer Aniston's forgotten charity case. To Datgirl's childlike community, she is the adult figure, and bails Datgirl and Zapper out of a jam more than once.

KAI: "THE DOMINATRIX"

Margeaux's friend, she is a dominatrix cam girl introduced at the end of Season 1. She seduces Datgirl and pulls her away from Zapper and into a new alternative lifestyle.

RIVAL DJS

MR. ROGERS

A wild-eyed and chaos-inciting practical joker, he has a signature cutaway -- he transforms into an infomercial to sell crazy raver inventions, like CDs and CBD oil or the fun festival tent periscope. Being Zapper's best friend from high school, he provokes him into random acts of chaos.

FIRESOUP

A Male Stripper Fire Performer DJ whose wingman is a giant stuffed Banana.

ILLEESHA

Datgirl's rival female DJ. Among many.

THE BERLIN BOYS

The German ElectroHouse LED G-String Douchebag Duo.

CRUNKLOVER THE WEDDING DJ

A classic snake oil salesman reminding Datgirl and Zapper of what they are NOT doing right. After five minutes with him, they will do anything to come up in the game.

EPISODES

PILOT SHORT-FORM SERIES: "TO BEE OR NOT TO BEE"

After Datgirl learns that she and Zapper are too "Sex, Drugs, and Party" for the Transformational Festival world, they plan their own gathering to get famous and also ... Save the Bees?

Datgirl negotiates with Sacred G the Deco Bro, the Juice Bar Mafia, and swarms of Bees. Zapper's actions are reported on by FUX Newscaster Sam Anchorsteam and Diane Moyers.

In the B story to the Bee story, we meet New Age Seminar Junkie Jessica who drags her boyfriend Tim to see life coach Lance Rightwell.

EPISODE 1: "TO CATCH A TIGER"

A long night playing "To Catch a Predator: the Drinking Game" leaves a wasted Datgirl wondering if she could commit an unselfish act. She signs up to be a court-appointed big sister for Jileesa, whom she believes to be an underprivileged teen, but is actually Jennifer Aniston's super-rich business-savvy pro-gamer foster kid (and the only adult in the room). Dax and the gang prepare for a Burning Man fundraiser, wooing dance legend White Tiger.

Zapper is challenged to return to his criminal ways, and after much resistance, fights with a douchebag sound guy, spray paints the speakers, stage and White Tiger, and ends up in raver jail. Datgirl has to choose between a once-in-a-lifetime career move and being there for Jileesa.

EPISODE 2: "P.L.U.R IS DEAD"

When Datgirl learns that a German act "The Orgasm Station" is coming to outshine her and Zapper with a "live set" comprised of LED G-strings and not much else, she takes inspiration from a Chinese horoscope to create a seahorse-themed spectacle for her set, until the cost of the seahorses and her shitty timeslot leave her scrambling to make the best of a long night.

EPISODE 3: "COMMERCIALLY HIGH"

Datgirl sees a Rival DJ in a commercial. Fuck, now she must get in the game! Her "million-dollar yet not-selling-out" idea (she convinces Zapper) is to make an Exxxtreme Go-Pro Commercial where they play Roland drum machines in exotic hard-to-reach locations, starting with the peak of Monument Valley. This equals sponsorship from both Go-Pro AND Roland Music, and with a little greenscreen technology, they won't even have to leave the house! The film crew, in full climbing gear, shows up at the door, and hikes them up a mountain with all of the new equipment.

After a harrowing climb, Zapper sets up the gear and Datgirl puts on platform boots. The show begins and then stops, as her boots keep kicking the power lines... once, twice, and ... much like dominos the entire set-up of new Roland equipment crashes down the mountain. But at least there is free Red Bull! And also her boots are relatively unscuffed, so ... there's that!

EPISODES

EPISODE 4: "THE SWAGGER COACH"

After Zapper gets caught listening to NPR, and Datgirl gets trolled online for being "too nice to be on tha mic", they hire Justin Bieber's Swagger Coach to save their reputations -- in an electronic underground vs. mainstream hip-hop showdown. The goal: to become gangster enough play a Rap Battle, while fighting their Puppet Alter Egos "ZapFrog and DatKat" who remind them what their true natures really are.

EPISODE 5: "NAME DAT POON"

Datgirl wants to become an Instagram Influencer. She takes her cue from a social media mogul, and creates a profile for her va-jay-jay. Attempting to name it something provocative, explosive and memorable, she settles on ... Ground Zero (!?!) But the profile is so cryptic and family-friendly that right-wing America calls her the newest NRA darling. Unless she learns a little lesson about SEO, she's about to be blacklisted from every rave in town.

EPISODE 6: "IMPOSTER SYNDROME"

After her recent skirmish with the NRA, Datgirl creates a bunch of fake profiles to create hype and controversy around her newest music video. But when she comments on an underage booty when signed in as the wrong person, the film crew from "To Catch a Predator" knocks on her door. Dax wins an award for a lifestyle blog no one knew he was writing – penned as Maria Alvarez. guaranteed to save their flailing relationship.

He shows up to receive the award, beard and all, to show the world what alternative lifestyles really look like, even on a white guy!
Jessica takes Tim to meet a Hugging Guru, whose expensive hugs are guaranteed to save their flailing relationship.

EPISODE 7: "FAMILY STYLE PART 1 CHRISTMAS"

It's Christmas time, and Datgirl and Zapper can't – more like *won't* – buy Christmas presents for Zapper's family.

Datgirl makes fake charity gift cards for a Vietnamese orphanage, after asking a friend for an authentic address in Vietnam.

At Christmas dinner, we meet Zapper's hilarious family – NRA-loving Grandpa, inadvertently racist Grandma, Fox News touting Aunt and Uncle, mixed with the younger generation of liberal cousins. One couple is in their early twenties with a baby. The other cousin backpacked through India, still high on hashish and idealism, with her silent boyfriend from El Salvador. Zapper's Dad is an activist songwriter and Democrat blacksheep of the older generation, who buried a brick of Mexican weed in the backyard to get him through the last three Christmases. Everyone loves their fake donation gift cards.

After a Fox News-fueled political skirmish, Zapper's liberal cousin announces she is going to volunteer at the Vietnamese Orphanage. She stands up to dials the phone on speaker, making a huge statement to her family – and the phone number on the fake gift cards is actually a whorehouse.

EPISODES

EPISODE 8: "FAMILY STYLE PART 2: HANUKAH"

Datgirl gets dressed up in Kardashian-wear to attend a family Iraqi Persian Hanukah gathering. When asked what she does for work, she keeps saying "Performer", which the older generation clarifies in Arabic as "Prostitute."

Zapper shows up – "Pimp?" someone asks – and hits the drink table hard. He can't pronounce any of the entrees, so he refers to each Middle Eastern dish with the only reference a news junkie would have: names of terrorist groups. "The Hamas is excellent! Will you pass the Hezbollahs?" Finally Datgirl announces she is a lesbian, going to law school, and getting a boob job. The family all claps.

EPISODE 9: "NUCLEAR GYM SOCK" (SEASON FINALE)

Datgirl meets Margeaux's friend Kai, a dominatrix cam girl, at an afterparty in a private club in Honolulu.

The gang is gathered there when the News announces an impending missile attack. Everyone must shelter in place, and prepare for the unknown and possibly the end.

First item on the agenda – everyone pulls out all their "medicine" and takes as much as they can. What ensues is literally the "Party at the End of the World".

Zapper's group draft plans to repopulate the earth after nuclear war, by creating a TikTok campaign where teenage boys get famous for storing as much sperm as they can in frozen gym socks. They call the project / movement / band / reality TV show "Nuclear Gym Sock".

Datgirl finds herself in the other room, a furry lacey dungeon filled with plushy play toys and a heart-shaped hot tub, with Kai and a group of bondage-lovers who want to go out with a bang.

The missile never hits the fan . . . but by morning, everything else does.

SEASON 2: SLUTSTEP

EPISODE 1: "UNICORN PORN"

Datgirl assembles a crew to shoot her new music video "Unicorn Porn", beginning with "auditions" to find the perfect objectified male Unicorn. Her crew has no idea what kind of video they are making, and why Zapper isn't there, until they arrive on set.

EPISODE 2: "CAMGIRL 4 U"

Datgirl and her dominatrix kinda-girlfriend Kai compare video royalties. Porn to Music = Dollars to Cents! So Datgirl tries Day One on FansOnly, as a cam girl dominatrix – and she couldn't be more terrible at it! Clueless on the terminology, she thinks a guy with "BBC" is offering her a TV network opportunity. Too sweet to insult him, she sends him back to his wife after returning his money. Margeaux and JustB stage an Intervention to get Datgirl back on her music gear fast!

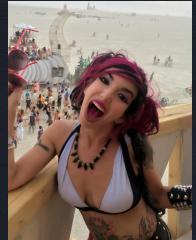
FUTURE SEASONS

SEASON 1 Datgirl is vying for headlining timeslots, viral fame, and the occasional selfless act within the underground rave and festival world. In the season finale, she is pulled in a new career and relationship direction, which coincides with a global disaster that changes the future of touring.

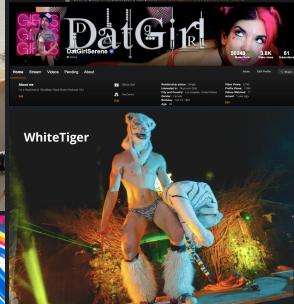
SEASON 2: "SLUTSTEP" Rave parties in the U.S. are not happening due to the environmental situation, so Zapper leaves for Europe to tour with a Freeparty Crew. Datgirl becomes a cam girl Livestream Slutstep DJ, creating music videos on PornHub and discovering a raver-meets-bondage niche. Her conservative Middle Eastern family protests, as do some underground fans, but by the end of Season 2 she become a Slutwalk activist icon and fulfills her dream of performing at Pride!

SEASON 3: "BAGHDAD" Datgirl gets a letter from the Iraqi government with news that her grandfather's house, abandoned after they escaped Baghdad in 1958, has been recovered and now belongs to her. She plans a music tour in the Middle East, despite major protests from all of her friends, family, and fans alike. Can she be a voice for Middle Eastern girls, or is her outspoken sex, drugs, and girl-power message enough to incite chaos and even violence?

SEASON 4: "THE AFTERPARTY" Datgirl has the fans, fame, and influence she fought for. But now she is missing the underground, the crazy, and the freedom to not have every minute broadcasted on social media. She flies to Europe to find Zapper and they start a touring travel show together called "The AfterParty". Traveling in a bus and playing unlikely venues like Nascar or an Amish wedding, they turn Middle America on to their way of life. Well, maybe, like, a couple of them...







Datgirl Doll Fan Art



TONE

This is a SUPER COLORFUL show, Sit-Com meets Sketch with a unique Visual Brand that includes Music Videos, Cutaways, POV shots, Pop-Up Animated Text, and the occasional B story featuring different characters.

Datgirl will show the audience something in her smartphone, and we are transported into the screen to see a new online world, where she plays other characters that speak to her.

Some half-hour episodes are just about Datgirl and her immediate circle, while other episodes have another storyline that is connected to a theme, featuring new characters – like Jessica, Datgirl's seminar-junkie cousin, or the FUX Newscasters Sam Anchorsteam and Diane Moyers who report on the rave news of the day.



























In a World filled with Make-Believe These Guys are For Real.





This is a culture of Self-Made Larger-than-Life Personas. "Fun" and "Entertainment" are of the Utmost Importance.



time to Shine and Outshine your Rivals!



In Festival Culture speak, the "real" home life you have is called "The Default World".



Calling All Party People, DJs, FireSpinners, Bassheads, Dreamers, Dancers, Visionaries, Techfreakz, Psychedelic Warriors, Fashionistas, **Organic Food Growers, Circus Performers,** Festival Promoters, New Age Shamans, Slutty Goddesses, Spiritual Gangsters, Medicine **Ballers and Wandering Characters.**



These characters don't have a Default World to go back to. They are in it 25/8.





This is the Underground Rave Music Culture.

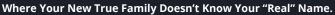
Where Parties Change People's Lives.



Where Creating Your Own Reality Can Be Such A Bitch.



Where Being Ridiculous Is Really Important.





Where Sound Has A Color And Stuffed Animals Have A Soul And Magic Matters And You Work Hard To Have Fun.

Where The Crew Is All Your Friends And The Party Never Ends.



The Nights Are Long And The Stakes Are High And You Never Want To Go Home ... So Don't.







Zapper and Datgirl have been Touring the International Underground for the last 10 years!

Together and as Solo Artists, they have built a Cult Following.

Every week they Livestream to Tens of Thousands of Fans on Social Media.



Every episode has an original usic video segment,

and original score of new tracks by professional music producers and cameos by DJs and Artists.





Full-length tracks and music videos made for the show will be featured as extra compilation materials for our fans.



Pop&Spin Season 1 Album is currently available on Spotify.



SOCIAL MEDIA VIDEO CONTENT & SPIN-OFFS

Zapper & Datgirl LIVE AF!!

The popular musical LIVESTREAM Show every Thursday, where tens of thousands of fans tune in, interact online and suggest new show ideas.

Pop&Spin presents The Afterparty

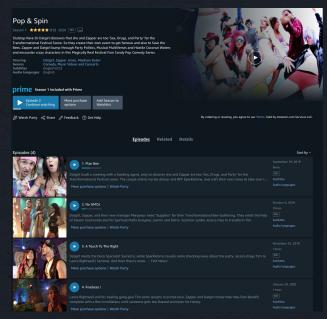
A 3-5 minute Reality/User-Generated content show featuring Afterparty footage from Pop&Spin characters and fans all around the world. Fans send in Afterparty footage using our Smartphone App.

What's Poppin Off!

Datgirl or Zapper conduct a 2-5 minute interview with our sponsors and advertisers: Cutting-edge Festival Artisan Brands, Fashion Designers, Environmental Do-Gooders and causes that promote the Visionary Art Culture.



Reviewed in the United States on Sentember 22, 2016



PROMOTIONAL TOOLS Smart Phone Apps

V.E.C.C.I: Virtual Entertainment Career Counseling Intelligence.

Download the Artificial Intelligence Music Manager App to manager your DJ career.

Pop&Spin presents The Afterparty App

Fans send their own Afterparty footage directly to us to broadcast in this real-life spin-off.



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