



THE MILLENNIAL RULE

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The Millennial Rule

Original Concept by
Gerard Ferri and Darren Williams



The Millennial Rule Executive Summary

A pall is cast over the United States of America...the leadership of our democratic republic is in complete gridlock, and our elected representatives are not representative of their constituencies.

Young America takes its place on the national stage...in the form of non-violent, nationwide revolution.

The Millennial Rule is the case study and answer to the question, “What if our country’s largest voting block was motivated enough to truly change the United States of America?”

In the 2018 and 2020 elections, there will be over 70 Million millennials who can vote, which now surpasses the baby boomer generation. These same millennials are looking for reasons to vote, but overwhelmingly don't support our current political system.

The Millennial Rule examines how America governs itself through the leadership of a millennial President, and, perhaps, Congress.

The Millennial Rule follows the rise to President, and leader of the free world, of Noah Abbott, a 30-something tech genius from a very meager upbringing, who is the right man at the right time to lead the United States of America.

Noah is unexpectedly forced into the limelight, during an acceptance speech at the Grammy Awards by his close friend, rock star Trevor Dash, and the fun begins. Noah Abbott is the inventor of a secure, military-grade encrypted, voting/polling application that is incredibly easy to use, and widely-accepted by governments, corporations, associations, and the general population to gain instant information from its constituents. Noah’s campaign uses it to perfection, daily, to change legislation, and usher him into office.

We meet Noah Abbott as he exits what we assume to be one of a hundred different events in Washington that a President must attend. Over time, we learn of his struggle to become an industry leader, and subsequently President, through a dazzling interwoven tale of present day and flashback. We learn about the man, and those around him, for him and against him, those who wish him success and those who would tear him down.

President Abbott has many uphill battles on domestic and international levels...older, former leaders in the House and Senate must now advise the young President. He faces clear age discrimination, underestimation, legal & Constitutional battles, legislative manipulation, double-crossing, public/media relations problems with those set in their ways. His troubles also fall very much on a personal level, with romance, intrigue, betrayal, doubt, self-doubt, as part of the hurdles he must clear.

He is clearly up to the task, but gets roughed up at every turn. Allies become foes, and foes become allies. It is a good old American tale of the inner workings of Washington, through the fresh eyes of a new generation, and those who would turn them away.

To energize, and give emotion and pace to the show, we will feature music from bands with which our demographic, millennials, identify.

The Millennial Rule mission and purpose is to inspire and motivate millennials to become involved in our governing process, perhaps as a leader and candidate, but, chiefly, as an active voter.

The country, and its future, is in their hands.

The Millennial Rule is the brainchild of Gerard Ferri, Executive Director of America’s Mock Election, and a seasoned executive of the television broadcasting world. 2



The Millennial Rule Character List

Major Characters

Noah Prescott—Youngest ever President of the United States of America. He is a charismatic tech-genius, from a very modest economic upbringing. Through societal upheavals against the establishment in Washington, and a semi-violent millennial revolution against the establishment, Noah is targeted as the clear favorite choice of millennials to lead the United States of America as its President. The resentment of the youth of America is so high, that they usher in a successful change to the United States Constitution, in order that Noah might run, and eventually win, the office. He is revered by millennials—the largest voting block in America—and considered a deep problem for the older establishment. Noah has a gift for sizing up people who has an unbelievable smile and style about him. He has a big place in his heart for his country, is always a step ahead of others, is runway model attractive, and gets what he wants. He is also diplomatic, and persuasive.

Leah Stallo Prescott—Noah's attractive, young wife and First Lady of the United States, with a smart business mind. Also from modest means, Leah is Noah's college sweetheart, and a big part of his rise as a tech-genius who revolutionizes voting through a highly secure, widely popular app, "Vote-It". She is Noah's right-hand person, and his confidant. Leah is bright, swears like a sailor, is energetic, and is extremely resourceful.

Matt Hamill—Noah Prescott's best friend, and also an integral part of his inner business circle. Noah elevates Matt to the office of White House Press Secretary, presumably because of his successful time as Noah's VP of Communications at "Vote-It". He is smart, resourceful, and has a Master's in Public Policy from Stanford University. There is sexual tension between Matt and Leah Prescott that has grown slowly since their time in college. Matt is all-American attractive, has blind allegiance to Noah, is a brilliant strategist, and is quite conflicted by his attraction to Leah.

Nick Wu—A tech genius, who knows much about computers, the internet, software programming, and quite content to spend time behind the scenes. Nick is a bit resentful about his earnings from "Vote It", but smiles through it. Some deep, dark feelings are harbored about the corporate slight to Nick, making him dangerous to Noah. He knows where the skeletons are buried, and Noah, Matt, and Leah are aware of it. Nick is a slob, very funny, knows how smart he is, and is a very typical millennial in his attitude and approach to life.

Dan Cornwell—A hardworking, blindly obedient Secret Service Head of Detail, who would do anything for Noah...anything. Dan is single, and able to be available to the President to do any strong-arm work in his stead. Dan is likeable, street smart, and resembles an NFL linebacker in frame.

Senator Warren Fleming—Noah's chief antagonist in the new administration. He is powerful, presidential in nature, a brilliant strategist, and a professional back-stabber. He smiles in public, throws chairs in private. He is extremely connected, not only in Washington, but with organized crime syndicates. Senator Fleming's son, Tripp, is a member of Noah's cabinet, and is Secretary of the Treasury.

Secretary Tripp Fleming—Tripp Fleming is Noah Prescott's Secretary of the Treasury, and has an MBA from Wharton School of the University of Pennsylvania. Tripp begins as quite fearful of his father, Senator Warren Fleming, but begins to peel back the layers of the onion to find out what his father really is. He is bright, and made a lot of money on Wall Street, just out of college. Through his father's connections, he became one of the youngest ever member of The Federal Reserve Board of Governors.



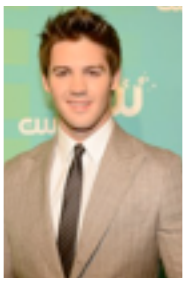
The Millennial Rule Casting Possibilities

Prospective Actors/Actresses for Main Roles

Noah Abbott, President of the United States (POTUS)



Armie Hammer

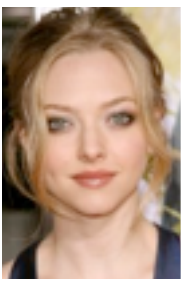


Steven R. McQueen



Tyler Hoechlin

Leah Stallo Abbott, First Lady of the United States (FLOTUS)



Amanda Seyfried

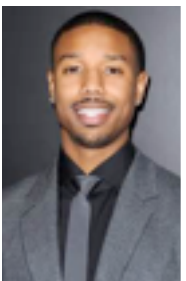


Saoirse Ronan



Jaimie Alexander

Matt Hamill, White House Press Secretary



Michael B. Joran



Chris Zylka



Miles Teller

Prospective Actors/Actresses for Main Roles

Nick Wu, Co-Founder of “Vote It” App



Steven Yeun



Ross Butler



Harry Shum, Jr.

Dan Cornwell, Secret Service Agent



Peter Saarsgard



George Eads



David Lee Smith

Senator Warren Fleming



Chris Cooper



James Cromwell

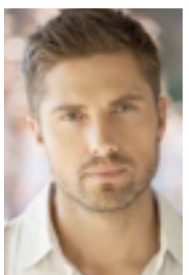


Richard Jenkins

Senator Tripp Fleming



Brian Boner



Eric Winter



Ryan McPartlin



The Millennial Rule Casting Possibilities

Prospective Actors/Actresses for Key Supporting Roles

Trevor Dash, Rock Star

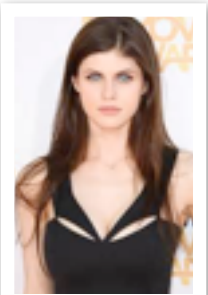


James Campbell Bower

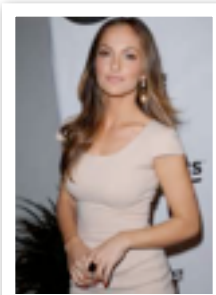


Steven R. McQueen

Cissy Bane, Mistress



Alexandra Daddario



Minka Kelly

Bob Prescott, Noah's Dad

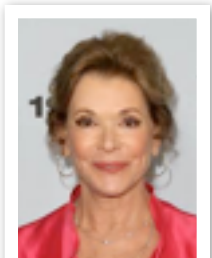


Gary Cole

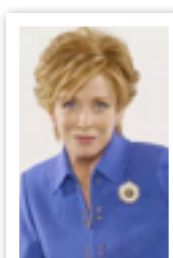


J.K. Simmons

Jan Prescott, Noah's Mom



Jessica Walter



Evelyn Harper



The Millennial Rule Character List

Recurring/Supporting Characters

Trevor Dash—Rock Star and principle catalyst in Noah's run for office.

Cissy Bane—Noah's skeleton in the closet.

Yushin Kamura—Japanese Prime Minister, who is older, and thinks he can take advantage of Noah in US/Japan trading.

Senator Margaret Turnbull—Noah's Washington, DC, mother-like figure, helping him to succeed and play the chess game with the older establishment.

Senator Alvin Robinson—Noah's Washington, DC, father-like figure, helping him to succeed and play the chess game with the older establishment.

Tess Kairns—Reporter who wants to sink Noah and his administration. Some of Noah's missteps help her cause.

Eddie Sellers—Left out of the "Vote It" deal, even worse than Nick Wu.

Bob Prescott—Noah's Dad, who still treats him like he's a kid, even though the Leader of the Free World. Sometimes demeaning in telling him what he should do.

Jan Prescott—Noah's Mom, who is comedy relief, always treating Noah like a teenager...bringing Totino's Pizza Rolls and the makings of S'Mores to the White House, even though they have a personal chef now.



The Millennial Rule Episode List

Season 1?

1. **America Changes Course**—A look at the early days of Noah Prescott's Presidency, with flashbacks to show how he got here
2. **Undercurrent**—All is not perfect with our new millennial POTUS, as he is met with great resistance by the Old Guard—some quite underhanded
3. **Health Care for All**—Health Care legislation that doesn't have a dream of passing, does
4. **Brinksmanship**—Senator Warren Fleming and POTUS Noah Prescott go nose-to-nose regarding a Government Shutdown
5. **Leave Them Speechless**—Noah's first State of the Union and its build-up
6. **Here Comes The Judge**—Ruling on controversial goes Noah's way
7. **FMOTUS and FFOTUS Visit**—Noah's Mom and Dad invade the White House
8. **The App is King**—The "Vote It" App, its path, and its use in the Millennial Rule
9. **Altering the Constitution**—The amazing events leading to the Constitution allowing a Presidential candidate as young as Noah Prescott
10. **Champagne and Balloons**—The night the White House was won
11. **Stumping and Humping**—While Noah is campaigning, Press Secretary Matt Hamill and FLOTUS Leah Prescott get a little frisky
12. **The Candidate and the Rock Star**—How the Rock Star made a President
13. **Noah Prescott, Master of Chess**—POTUS plays a rousing game of Capitol Hill chess with Old Guard lawmakers
14. **A Slip of the Tongue**—Noah makes a regrettable mistake with a woman, who is not his wife, while in the company of the rock star
15. **Nick Wu's Revenge**—A slighted business partner, who knows where all Noah Prescott's skeletons are hidden, makes life bumpy for the President
16. **The Emperor's New Clothes**—Noah is misled by the Old Guard into thinking all is well
17. **Hammer Meet Nail**—Secret Service Agent, Dan Cornwell, cleans up some of the Prescott's mistakes, and it is not pretty
18. **The Rise of the Millennials**—How it came to be that millennials were moved to actually work together to change the Constitution and elect a President
19. **The Rising Sun Matter**—The Japanese Prime Minister tries to take advantage of the young President in commerce, and Noah builds international respect
20. **The Interview**—The buildup and aftermath of the watershed national interview that made Noah Prescott into a President
21. **Money Matters**—The President's Budget causes a bizarre chain of events that almost halt the Federal Government, but results in an unprecedented 25-year budget instead
22. **The Black State**—Senator Fleming and President Abbott go toe-to-toe on the state of African-American relations
23. **The App Guy and the Military**—Generals and soldiers don't know what to make of the young President
24. **The Baseball Game**—Noah throws out the First Pitch, and then his day gets quite complicated
25. **The Great Night of Tension**—Noah's first life and death decision, sending the military into harm's way
26. **Back Home**—Noah and Leah get away from it all, and get to know each other again



The Millennial Rule Sample Treatment

America Changes Course (Ep. 1)

FADE IN, SILENT:
WHITE TEXT ON BLACK BACKGROUND

"Because widespread participation is so central to popular sovereignty, we can say that the less political participation there is in a society, the weaker the democracy."
Edward S. Greenberg

FADE OUT

SLOW FADE IN as MUSIC, DRUMS, AND STRINGS play (slow, militaristic and dramatic)

EXT. EVENT AT WASHINGTON, DC HOTEL-EVENING

Flashbulbs pop, as members of the White House press yell, "Mr. President, Mr. President" out loud to gain the attention of the man leaving the hotel.

SECRET SERVICE AGENT DAN CORNWELL
(INTO CUFF OF JACKET, PRESUMABLY A MICROPHONE):
Limo moves as soon as he's in, OK? He's already fifteen minutes late for his meeting with the Prime Minister.

DETACHED VOICE (ANOTHER AGENT IN CORNWELL'S EARPiece):
Roger that, sir.

The President turns to wave to the crowd, standing by the limo door. He gives a thumbs-up, and enters the Presidential Limo, and the motorcade rumbles away. He is noticeably younger than any President the United States of America has ever had.

INT. PRESIDENTIAL LIMOUSINE

PRESIDENT OF THE UNITED STATES, NOAH PRESCOTT:
Wow! That was insane! These folks have no idea what to do with me.

PRESS SECRETARY, MATT HAMILL:
Well, you are the youngest President this country's ever had, sir. It stands to reason...

PRES. PRESCOTT:
I know. I know. I just wonder when they'll stop saying lovely things to my face, and backstabbing me the minute I'm out of the room. Young doesn't mean dumb or ignorant. It just means I've been more productive in my 27 years than they've been in 65.



The Millennial Rule Sample Treatment

America Changes Course (Ep. 1), continued

HAMILL:

I wouldn't let it get you down, Sir. You did, after all, win in a landslide over one of those 65 year olds.

PRES. PRESCOTT:

Let me stop you there, Matt. When we're in public, it's "Sir". When we're just hanging out, or between gigs, it's "Noah". We've been friends since college. You were the PR guru for my first App launch...and the guy who got me elected. I don't know whether to thank you, or beat you with a stick.

HAMILL:

Yes, Noah. We'll grab an IPA later, and be all man-to-man. Right now, I need to prep you for your meeting with the Japanese Prime Minister...

Noah looks out the window, presumably to reminisce about the wild ride that has him here...in the Presidential limo, as the 27 year-old President of the United States of America.

FADE IN

INT NOAH'S GARAGE-Early 2000s, MUSIC BLARING

NOAH PRESCOTT (On Computer, Yelling):

Hey, can we set these things to AutoSave our data, or get a better UPS? I think we're all getting a little tired of redoing 2 hours of work every time the power goes out.

NICK WU:

Sure. If I can borrow your Mom's credit card, a lot of things are possible.

By the way, your mom is hot. (Chuckles) I'd love to be your step-dad.

MATT HAMILL:

I'd love to see that. Dibs on Best Man.

NOAH:

Shut up, dudes, and back to work. I'd like to change the world in time for dinner. (Flashes million dollar smile)

MUSIC CONTINUES. NOAH GOES BACK TO WORK. LEAH STALLO, HIS GIRLFRIEND AND FUTURE WIFE, ENTERS.

LEAH STALLO (The Future First Lady):

(Begins to rub Noah's shoulders. Noah is distracted) Noah? Hello, Earth to Noah? NOAH!



The Millennial Rule Sample Treatment

America Changes Course (Ep. 1)

NOAH:

Sorry, Leah. Just solved today's problem with this App.
(Taps computer) World changed, just in time for meatloaf!

LEAH:

Hey, I spoke with this guy at the Stanford Computer Department today. He's pretty sure he can get us some corporate money to finish the App. What do you want me to tell him?

NOAH:

I'd like to try and finish it, just us. Then, we keep the money and the control. So, tell them "No" for now. You agree with that, baby?

LEAH:

I guess so, but if the choice is selling out a little versus not finishing, I'm doubling back with them. This is a great idea you guys have here, and it needs to get out to the world.

NOAH:

Yes, ma'am. (Mock salute)

CUT TO PRESENT DAY, MARINES SALUTING PRESIDENT PRESCOTT AS HIS LIMO ARRIVES AND DOOR OPENS.

EXT ANDREWS AIR FORCE BASE

NOAH AND MATT HAMILL EXIT LIMO, NOAH IN FRONT. LEAH JOINS HIM, PRESUMABLY FROM HER OWN LIMO

THE CERMONIAL BAND PLAYS, AND THE JAPANESE PRIME MINISTER, YUSHIN KAMURA AND HIS WIFE, RIKO, EXITS THE JAPANESE STATE PLANE, DESCEND THE STEPS, AND SHAKE HANDS WITH U.S. PRESIDENT AND FIRST LADY.

JAPANESE PM YUSHIN KAMURA:

An honor to meet you, Mr. President. Mrs. Prescott. Somehow, I thought you'd look a little less like a schoolboy, and more like a...a...well, President.

NOAH:

Welcome to the United States, Mr. Kamura. It is a pleasure to meet you, and your lovely wife, Riko. It is true, I am young in age, but wise in thought. I hope my appearance doesn't affect our time together.

And, now, let's get a picture together...

THE CERMONIAL BAND CONTINUES TO PLAY. THEY LINE UP, FOUR IN A ROW, FOR THEIR PICTURE.



The Millennial Rule Sample Treatment

America Changes Course (Ep. 1)

PM KAMURA (IN JAPANESE, TO RIKO, THROUGH TEETH, UNDER HIS BREATH):

若いこそ。彼は誰と彼が対処していると思いますか？

[Young Shit. Who does he think he is dealing with?]

NOAH (THROUGH TEETH, UNDER HIS BREATH TO LEAH):

Old bastard. Who does he think he's dealing with?

FADE IN

INT STANFORD UNIVERSITY CONFERENCE ROOM, QUITE STERILE

NOAH, LEAH, NICK, AND MATT SIT ACROSS FROM SEVERAL ACADEMICS AND ADMINISTRATION OFFICIALS

DEAN GERARD WILLIAMS:

You all have done really fine work on this app...really fine. I think it will be an overnight sensation. We'll just put a few finishing touches on it. What do you say, 80/20?

LEAH:

80/20? As in 80 for us, and 20 for you?

DEAN WILLIAMS:

Uhhh...well, we really are the ones taking the risk here. And, we're going to debug, focus group, and then distribute it. Don't forget negotiations with the big boys to get this on the right distribution platforms. The rollout...it really is a pretty big job.

MATT:

Dean Williams...with all due respect, we've put together a solid app here. It really doesn't need "more research" or "focus groups". It's secure, it's out of the box ready, and we really were looking to pass this through Stanford for a little credibility.

DEAN WILLIAMS:

That may be true, Matt. But, that's our offer. And, if you think you're going to get better, go find it. We are prepared to offer you faculty positions here, as well. That's a given. We don't understand this stuff, like your generation, but we do have all the connections.

NOAH (reluctant):

Dean Williams...with all due respect, we have put in over a 1000 hours each to make this foolproof. It will revolutionize elections, polling, and about a dozen other functions that are now corrupt and dysfunctional. This is a goldmine. 80 for us, 20 for you sounds about right.



The Millennial Rule Sample Treatment

America Changes Course (Ep. 1)

DEAN WILLIAMS:

Really. You young-guns think you have all the answers. Entitled to the world because you spent way too many hours in your basement or garage. Well, we have labs here that crank this stuff out. If you want this done, let me know. 80 for us, 20 for you. Take it or leave it.

(to rest of academics and administrators)
Let's go. We're done here.

ALL BUT NOAH, LEAH, MATT, AND NICK LEAVE

NICK:

Nice going, Noah. Now, we'll never get funding. Jesus.

MATT:

I have to agree with Nick. We'll probably still be millionaires, even with their shitty deal.

LEAH (starting to tear up):

We've worked so hard, Noah...so many hours.

SILENCE PERVADES

NOAH:

So, that's it. You want me to call them back in here, and give them what they ask for? They're doing it because we're young. They think we're naïve. They know this is worth billions.

Think about Gates and Microsoft, Jobs and Apple, Zuckerberg and Facebook, Bezos and Amazon.

You thought walking in here was the finish line? No chance. We'll work hard, get it traction, and they'll call us in to accept 80 for us, 20 for them. Or, maybe we won't walk back in here, and it's 100 percent for us.

This is real, and this is happening, with or without them. Billions with a B, gang.

Hell, maybe I'll run for Governor or President someday, and finance it myself. That'd flip out the Old Guard, wouldn't it?

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The Millennial Rule Cost Comparison

Per Episode Cost of Similar Productions

Show	Network	Avg. budget per episode	Viewer rating (IMDB)
Sense8	Netflix	\$9,000,000	8.4
Game of Thrones	HBO	\$8,000,000	9.5
Once Upon a Time	ABC	\$4,500,000	8
House of Cards	Netflix	\$4,500,000	9
Gotham	FX	\$4,000,000	8
The Big Bang Theory	CBS	\$4,000,000	8.5
Orange Is The New Black	Netflix	\$4,000,000	8.4
Daredevil	Netflix	\$4,000,000	8.9
Modern Family	ABC	\$3,500,000	8.6
Transparent	Amazon	\$3,500,000	8

Source: Onstride Financial, 2015

The Millennial Rule looks to be a weekly, 1-hour, serial series, with each episode relating to the last, and building to the next, episode. It will be made to look as if the majority of the show takes place in Washington, DC., regardless of whether the location is DC or at a studio.

Based on low-end comparable per-episode cost above, we ask to set the initial per-episode cost at \$3.5M. This will have some grand scale scenes (speeches, rock concerts, general Washington pomp & circumstance), and require some larger infrastructure to accomplish, logistically & financially.

Return on Investment (ROI)

To accomplish our financial goals, we are looking at a multi-pronged approach, designed to attract one of the following as our major source of funding, either for a limited production (pilot + 2-3 episodes), or for an entire season.

1. Source/Studio/Production Company

The desire is always that one of the major players will love this treatment so much that they will immediately invest in the project. We hold fast that this will be well-received by the current American viewing audience, and with the right team in place, possess high-end production value and be critically acclaimed.

“A rare glimpse behind Hollywood’s accounting curtain came in November after hackers broke into Sony Pictures Entertainment’s data files. The media fixated on the revealing emails. Those who looked beyond the histrionics and prejudices saw evidence of a cold-eyed, analytical approach that seems to serve the studio system surprisingly well. A leaked document from the studio’s finance department claimed that Sony Pictures could expect its 2013 production slate to deliver \$500-\$600 million in profits on a total production spend of \$1 billion.”

Source: filmonomics@Slated, May 24, 2016 “Filmed Entertainment as an Attractive Asset Class”

2. Institutional Investors

There is such a wealth of capital chasing the entertainment business that a different problem has since arisen: there is currently more film money available than film talent—or at least investment-grade talent.

“Today there are at least twenty banks financing film and TV projects, a reflection of the increased comfort zone in which the entertainment industry now finds itself. Filmmakers are now borrowing money at the lowest interest rates seen since 2008, the tailend of the last film financing boom. At the same time, equity money is gushing back into the entertainment sector around the globe.”

Source: filmonomics@Slated, May 24, 2016 “Filmed Entertainment as an Attractive Asset Class”

3. Angel Investors

Must have a minimum net worth of \$1 million, not including their residence. Minimum investment is \$150,000 per film slate, each consisting of about three to five small independent movies.

“This definitely falls into alternative investments: it has a higher risk and a higher reward. It lacks liquidity. It’s not what people would be putting 70% of their portfolio into. Generally people are putting 15% to 30% into alternatives. But within that, there needs to be diversification, and the portion set aside for entertainment should be diversified as well. We stress: Look at this as doing three to four slates. It’s very much like a venture capital fund.”

Source: ThinkAdvisor, February 19, 2015 “Is Investing in Movies a Good Investment Strategy?”

3. Individual/Crowd-Source Investors

We are certainly not discounting that this is something the American people want to see, and will move to crowd-source funding to fund a pilot. That is how strongly we feel that this is a hit waiting to happen.