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BLACK OWNED

LOGLINE

*A misfit group of servers working at a new, state-of-the-art sports bar in **Atlanta**, hustle for tips, dodge drama and chase dreams— one shift at a time.*



SYNOPSIS

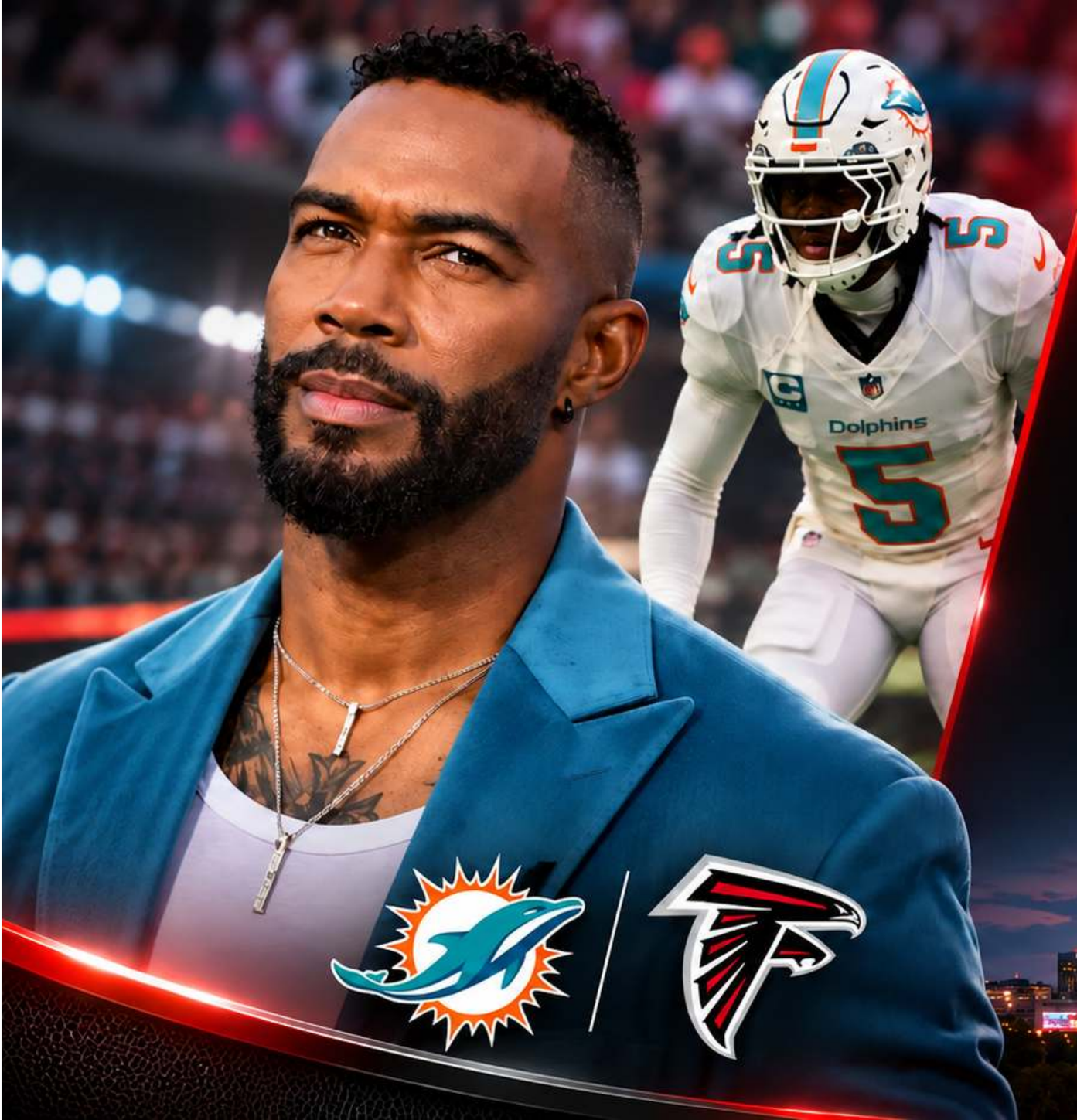
The series follows the eclectic ensemble staff at Game Time, a newly established state-of-the-art sports bar in the heart of Atlanta. Owned by the charismatic former NFL cornerback turned sports commentator, Austin Hill, the bar serves as a vibrant hub for the community, offering a blend of sports, entertainment and camaraderie.

Through their interactions and experiences at Game Time, our misfit crew shed light on issues surrounding black culture, economic disparities, systemic fallacies, gentrification and the importance of keeping the community united. As they come together in solidarity and resilience, they challenge preconceived notions and celebrate the richness of community.

The sports bar itself symbolizes empowerment and black entrepreneurship within the community. It becomes a place where patrons and employees alike can gather not only for entertainment but also for meaningful conversations and connections. By highlighting the successes and struggles of the black experience, the series offers another perspective and outlook, showcasing strength of will, creativity and the power of unity in overcoming adversity.

With a vibrant ensemble cast and dynamic storylines that blend humor, heart and cultural authenticity, the series offers a fresh and compelling portrayal of black life, love and ambition in the vibrant melting pot of Atlanta.





BACKSTORY

Austin Hill started his career in 2005 with the **Miami Dolphins** where he helped get the franchise to the **Superbowl twice.** He was traded to the **Atlanta Falcons** in 2016 where he finished out his career. With hours of impressive highlight material on YouTube, he's become a household name and certified "bro" to sports enthusiasts all over the world due to his can-do attitude and motivational spirit he brought to both teams.




BACKSTORY
Since then, he's stayed in the limelight becoming a regular guest sports commentator on ESPN and has become quite the lothario, dating models, influencers and celebrities of many facets solidifying his player status to another level.
NFL
ESPN



BACKSTORY

Honoring his mother who would shout “game time!” from the stands every touchdown, completed pass, etc from little league to the pros, Austin has opened his first sports bar concept. ***“Game Time!”***

In season one, Game Time brings life back to a once lively shopping area, bringing new traffic from all around the state. This brings the real estate value up and investors interested in wanting to come back to the area. Austin as a businessman and loyal member of the community uses his position to bring more ***“Mom and Pops”*** businesses back to the shopping center making him a target of powerful business entities now looking to stop his progress.



CHARACTER BREAKDOWNS



WALTER WILLIAMS

General Manager

Walter is the steady hand at the helm of Game Time. A former little league and high school coach to Austin, he has become a father figure and mentor. Wise, disciplined and reliable, Walter balances his role managing the bar while adjusting to working alongside his ambitious daughter, Sierra. Their dynamic is a mix of professional collaboration and the challenge of navigating personal history.

SIERRA WILLIAMS

Assistant Manager

A Spelman graduate, Sierra is determined to put her mark on Game Time. Passionate about marketing and nightlife, she's set on making the sports bar the hottest destination in Miami Beach. She struggles to balance her ambitious goals with her personal relationships, including her childhood friend, Lacey, who is seeking a fresh start in Miami.

CHARACTER BREAKDOWNS



SEAN HARRIS

The Brilliant SI-Hacker

A tech prodigy and former Stanford student now working as a server, Sean hides his untapped potential behind a carefree facade. As he navigates his dissatisfaction and reconnects with his passion for technology, Game Time provides a setting where his untapped brilliance comes to light and his journey toward personal redemption is often accompanied by humorous moments.

DARIUS CAMPBELL

The Church Boy

A server from Tallahassee, Darius is deeply religious and committed to raising his five-year-old daughter, Melanie. He's a man of faith navigating co-parenting with his baby mother, Nia, off busy living her best life. Darius' arc explores his struggle to reconcile his beliefs with the more chaotic world of nightlife and his co-workers' unconventional lifestyles. His journey of faith and forgiveness challenges his worldview and provides unexpected lessons in acceptance and purpose.

CHARACTER BREAKDOWNS



ROYAL BAKER

The Skater Bruh

Known throughout Atlanta's skatepark scene, Royal's life took a sharp turn after knocking a kid out in a fight that went viral, embarrassing him in front of millions online. Now, as he works as a server, he's constantly looking over his shsulder, anxious about potential retribution. Royal, trying to rebuild his reputation dabbling in yoga and meditation, Game Time has become a place of refuge, where he's learning to confront his insecurities and fears. His journey is one of loyalty, friendship and overcoming personal demons as he seeks redemption.

SUKI KONOA

The Dancing Sweetheart

Originally from Hawaii, Suki is a surfer girl and Hip Hop dancer who lights up Game Time with her positivity. She's new to Atlanta and adjusting to the bustling city life, bringing her unique blend of island culture to the team and her dance squad "Prada-G's". Suki's story is about embracing her roots while blending her identity into the vibrant and multicultural fabric of Atlanta.

CHARACTER BREAKDOWNS



JAZZY GARCIA

The Nubian-Cuban Queen

Appearing in a Chris Brown video when she was 19, Jazzy, now a social media influencer (350K following) and marketing student, balances her online persona with her real-world aspirations. As a server at Game Time, she's learning that fame doesn't always equate to happiness. Her arc explores the tension between authenticity and the pressures of social media – all while building relationships with the team.

PRISCILLA SANCHEZ

The Lati-Baddie

Jazzy's work bestie, Priscilla, is a bold and unapologetic server with fiery charisma. Known for her quick wit, she's always ready for a confrontation, whether with customers or coworkers. Especially when it comes to fellow server Royal. Her journey involves coming to terms with her own anger and learning to find peace amidst the hustle and chaos of Game Time.

CHARACTER BREAKDOWNS



LACEY BURNS

The New Girl

Escaping a toxic relationship from her hometown in New Jersey, Lacey finds herself reconnecting with her childhood best friend, Sierra and rediscovering her passion for dance with Suki's squad. Working at Game Time provides her with a fresh start but her complicated past isn't far behind, threatening to undo her progress.

KATRINA CLARK

The Wise Bartender

Katrina, a law student and rising YouTube political commentator, is a fixture behind the bar. Known for her wisdom and ability to keep things in perspective, she becomes a mentor to many of her coworkers. Her story revolves around balancing her growing influence online with the opportunities—and conflicts—that come from being an outspoken advocate for justice.

SETTING / TONE / VISUAL MOOD BOARD

Black Owned is a half-hour comedy inspired by the humor of Barbershop, the workplace chaos of Superstore, and the stylish storytelling of Atlanta. Set in a vibrant sports bar, the series features neon lighting, packed crowds, glowing TV screens and colorful nightlife energy.

Game Time feels alive — filled with bold colors, music, sports highlights, and the constant motion of a busy bar. The camera moves through the space like a patron, capturing overlapping conversations, quick jokes, and spontaneous moments between staff and customers.

The show blends lively visuals with stories about friendship, ambition, and community, highlighting the hustle and humor of the Game Time crew as they navigate work, nightlife and their dreams.













MORE LIKE THIS...

Black Owned blends the workplace comedy and cultural humor of *Barbershop* with the retail ensemble chaos of ***Superstore*** and the stylish, culturally observant storytelling of ***Atlanta***.

Like these shows, the series thrives on a strong ensemble cast, fast-paced dialogue and character-driven comedy set inside a lively workplace.

By combining workplace antics, nightlife culture and social commentary, ***Black Owned*** delivers a modern comedy that feels both culturally specific and broadly relatable.









SEASON ONE EPISODES





EPISODE 1 — "PILOT"

On the opening Sunday of football season, the staff of Game Time struggles to viewjve its their major rush of the year. With a preteal outside and an unexpected influencer appearance turning the packed bar into chaos, the team must put aside their differences to keep the business from falling apart.



EPISODE 2 — "THE NEW GIRL"

When Game Time hosts an over-the-top birthday package for a demanding customes whose party quickly takes over the bar, rockie server Lacey joins the team and reconnects with Sierra after 12 years. Meanwhile, Sean accidentally ingests molly at home and must power through a full shift while trying to act completely normal.



EPISODE 3 — "THE LEGEND OF SKATER BRUH"

After Bobby wins $1,000 in an underground rap battle,, the unwanta, old battle, and past grudges resurface when a viral video of a local legend, Skater Bruh, explodes online. As the bar becomes ground zero for rival crews and old beef, the staff must keep the peace before things turn violent and the Game Time brand is dragged into the chaos.



EPISODE 4 — "BATTLE ACTS"

After Bobby wins $1,000 in an underground rap battle, fake friends, old flames, and acquaintances suddenly emerge to question his motives, forcing him to question who's really in his corner. Meanwhile, Suki's dance crew, the Prada-G's, visits Game Time to meet Lacey ahead of her initiation, putting the rookie under pressure to prove she belongs.



EPISODE 5 — "THE ONE THAT STAYED AWAY"

When Sean unexpectedly encounters an old Stanford flame during a packed college game let-out of Game Time, he panics and pretends to be a successful tech CEO. His elaborate deception spirals into a chain of lies, forcing him to confront how far he has drifted from the promising future he once envisioned.

SEASON ONE EPISODES





EPISODE 6 — "INFLUENCER NIGHT"

When Jazzy hosts an Influencer Night to promote Game Time, the bar is overrun by entitled streamers expecting VIP treatment and free perks. As tensions rise among the staff, a disrespectful livestream turns the event into full-blown chaos, forcing the crew to question whether social media clout is really worth the cost.



EPISODE 7 — "CONTROL THE NARRATIVE"

After a radio host publicly calls Game Time "overhyped," the crew fights back with a viral social media skit filmed inside the bar. Meanwhile, Sean returns from a forced vacation with a custom-built app that could revolutionize Game Time's operations, revealing a level of ambition and technical brilliance his coworkers never knew he possessed.



EPISODE 8 — "BLACK EXCELLENCE NIGHT"

When Game Time hosts a Black Excellence Night celebrating local entrepreneurs and professionals, the evening quickly transforms into an unexpected competition of egos, achievements, and status. As guests clash over their definitions of success, the staff struggles to maintain order while confronting questions about ambition, pride, and what Black excellence truly means.



EPISODE 9 — "THE OVERNIGHT SHIFT"

When a sudden storm warning forces Game Time to close early, the staff and a handful of customers find themselves trapped inside overnight. What begins as an uneventful shift becomes a night of unexpected confessions, rising tensions, and unlikely bonding, while Sierra and Lacey are finally forced to confront an unresolved issue from their shared past.



EPISODE 10 — "WHAT COMES AROUND..."

During Game Time's highly anticipated end-of-season celebration, Sean finally unveils his groundbreaking bar app, offering a glimpse into the business's future. But just as the festivities reach their peak, police arrive looking for Lacey, exposing buried secrets and sending the celebration into chaos as the staff scrambles to protect both the business and one another.



WHY THIS TV SERIES?

"Black Owned" is a fresh, insightful comedy that offers a compelling blend of humor, social commentary and cultural authenticity. It provides a platform for diverse voices, dismantles stereotypes and challenges preconceived notions about the Black experience. With its relatable characters, smart writing and vibrant setting, "Black Owned" aims to spark conversations, promote understanding and celebrate the richness of Black culture and community.

This series captures the everyday triumphs and tribulations of an underrepresented community, ensuring audiences laugh, reflect and engage with topics that are often overlooked or misunderstood.



BUDGET & SCHEDULING

SEASON ONE

SEASON ONE BUDGET (10 EPISODES)

Above-the-Line (Talent, Producers, Director)	$4,950,000
Production (Crew, Equipment, Locations, Art, Wardrobe)	$6,600,000
Post-Production (Editing, Sound, Music, Color, VFX)	$2,100,000
Other (Insurance, Legal, Contingency – 10%)	$1,350,000
TOTAL SEASON ONE BUDGET	**$15,000,000**
AVERAGE COST PER EPISODE	**$1,500,000**

BUDGET AT A GLANCE



- Above-the-Line – 33% ($4,950,000)
- Production – 44% ($6,600,000)
- Post-Production – 14% ($2,100,000)
- Other (Contingency) – 9% ($1,350,000)

PRODUCTION SCHEDULE (SEASON ONE)

DEVELOPMENT / FINAL SCRIPTS	PRE-PRODUCTION (Casting, Locations, Prep, Rehearsals)	PRINCIPAL PHOTOGRAPHY (All 10 Episodes)	POST-PRODUCTION (Edit, Sound, Music, Color, VFX)	DELIVERY / DISTRIBUTION PREP
4 WEEKS	6 WEEKS	8 WEEKS	8 WEEKS	2 WEEKS

TOTAL ESTIMATED TIMELINE: 28 WEEKS (≈ 7 MONTHS)



TARGET AUDIENCE

A young, diverse, culture-driven audience that loves character comedy, real relationships, hustle, and the highs and lows of modern city life.

CORE DEMO

Adults 18–34
(Primary: 18–29)

SECONDARY DEMO

Adults 35–49
(Fans of ensemble comedies, urban dramedies, and workplace series)

AUDIENCE PROFILE

- TV & Streaming Binge Watchers
- Hip-Hop & R&B Culture Fans
- Sports Enthusiasts (NFL, NCAA, NBA)
- Socially Engaged & Community Focused
- Entrepreneurship & Small Business Supporters

KEY MARKETS

Urban & Major Metro Areas: Atlanta, Miami, New York, DC, Los Angeles, Chicago, Houston, Dallas, and Charlotte

TONE & APPEAL

- ✓ Relatable, hilarious, and authentic
- ✓ Celebrates Black friendship, ambition, and entrepreneurship
- ✓ A fresh, modern take on the workplace comedy within a Black-owned business



MARKETING PLAN

A multi-platform, culture-driven campaign designed to build awareness, grow viewership, and turh Game Time into a breakout series and brand.

PRE-LAUNCH BUZZ

- Teaser Trailer & Character Intros
- Key Art, Motion Posters & Social Countdown
- Cast Interviews & Behind-the-Scenes Content



DIGITAL & SOCIAL CAMPAIGN

- Character Social Handles (in-universe posts)
- Viral Clips, Reactions & Episode Highlights
- Influencer & Creator Partnerships (sports, comedy, lifestyle)



BRAND PARTNERSHIPS

- Sports Leagues & Events (NFL, NBA, NCAA)
- Beverage, Apparel & Lifestyle Brand Integrations
- Game Time Pop-Up Events in Key Markets



EXPERIENTIAL MARKETING

- Watch Parties, Bar Takeovers & Fan Events
- College Tour & HBCLL Screenings
- Live Podcast Taps with Cast & Guest Athletes



LONG-TERM GROWTH

- Build the Game Time brand (merchandise, apparel, drinkware)
- Explore real-world bar activation or franchise concept
- Position for multi-season run and syndication/streaming expansion





FLYY
PICTURE STUDIOS, INC

CONCLUSION

Black Owned is a timely, character-driven comedy with real heart, bold humor, and strong franchise potential for today's streaming and cable audiences.

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