
THE REBOUND Girl
MODERN DATING
CONFIDENCE
THE PLAYBOOK
BASIC PRINCIPLES
STREAMING
FEBRUARY 14
SAME GAME. DIFFERENT PLAYERS.



OVERVIEW

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LOGLINE

THE REBOUND Girl

Comedy | Romance

A young, talented sports influencer in NYC uses her hereditary "know-how" of love & relationships to help the next generation of men survive modern dating.



BACKSTORY

Like Father, Like Daughter

The year was 2005, **Alex Hitchens**, a renowned dating consultant in New York City, faced his toughest challenge yet: winning over the determined **Sara Melas**, a gossip columnist intent on exposing him.

Their journey, intertwined with Alex's final clients—Albert Brenamen and Allegra Cole—culminated in Alex retiring from his bachelor life to start a family with Sara.

The couple moved to Long Island, where Alex authored a successful book series, **"Basic Principles,"** on love and relationships. Sara's PR firm became a success, managing A-list celebrities, while Alex embraced domestic life, teaching his children about love.

Their daughter, **Mikayla Hitchens**, grew up with a rich understanding of romance, blending her father's expertise with a modern twist.

New York to Long Island





SYNOPSIS

THE REBOUND Girl

Mikayla Hitchens, a 20-year-old junior at Edison School of Creative Arts in Brooklyn, is the daughter of renowned dating consultant Alex Hitchens and PR mogul Sara Melas. A natural on camera with a sharp sense of humor and an even sharper perspective, Mikayla co-hosts "The Rebound," a fast-paced sports recap show on YouTube that breaks down the biggest moments in basketball, football, and pop culture with real talk, fresh takes and a uniquely female perspective.

Each episode, Mikayla and her co-hosts dive into game highlights, viral moments, trade rumors, and the stories behind the headlines—mixing sports analysis with humor, campus life, and relatable conversation. From debating MVP candidates to reacting to locker room drama and off-court headlines, Mikayla brings intelligence, authenticity, and personality to the game, offering a refreshing voice for a new generation of fans.

Off camera, Mikayla is navigating college life, friendships and her own journey of self-discovery, all while building a platform that empowers young women to be confident in sports conversations. She uses "The Rebound" to challenge the outdated idea that sports talk is just for guys, proving that knowledge, passion, and personality have no gender.

Balancing school, family expectations, and a growing online audience, Mikayla learns that sometimes the biggest comebacks aren't just on the scoreboard—they're in life. With heart, humor, and hustle, "The Rebound" showcases more than just sports... it's about finding your voice, owning your story, and always coming back stronger.



CHARACTER BREAKDOWN

MIKAYLA HITCHENS













Mikayla Hitchens is a 19-year-old sophomore at Edison School of Creative Arts in Brooklyn, a talented artist, aspiring sportscaster, and the host of the popular podcast *Real Talk w/ Mikayla*. Using her natural gift for connecting with people and her inherited "know-how" of love and relationships, she helps the next generation of men and women navigate dating, modern relationships, and life—while figuring out her own heart along the way.

Mikayla is empathetic, insightful, and creative, with a fearless voice that makes people feel seen. She's a great listener, confident, independent, and ambitious, but balancing school, her podcast, and personal life isn't easy. People often project their issues onto her, and she's constantly navigating her own dating life, learning when to give advice versus when to stay out of it. Despite the challenges, Mikayla stays true to herself and believes in love, even when it gets complicated.

THE REBOUND Girl



LUKE MATTHEWS



Luke Matthews is a creative, open-minded NYU student with a big heart and an even bigger imagination. He's passionate about storytelling, filmmaking, and understanding people — especially women.

As one of Mikayla's closest allies, Luke is always there to listen, offer a fresh perspective, and navigate the ups and downs of love, growth, and friendship. He's still figuring it out, but that's part of what makes him real — and impossible not to root for.



CHARACTER BREAKDOWN

JERICA ADAMS

LOYAL. STYLISH. UNFILTERED.

"SHE KEEPS IT REAL, NO MATTER WHAT."



Jerica Adams is Mikayla's best friend and ride-or-die. A junior at Lexington University and a proud member of Delta Gamma Kappa, she's confident, stylish, and always keeps it real. Jerica is the voice of honesty in Mikayla's life — offering support, comic relief, and a grounded perspective.

She's ambitious, socially savvy, and protective of her circle, but often finds herself caught between sorority politics, her own love life, and the expectations that come with being part of a powerful sisterhood.



THE REBOUND GIRL

TESSA BENSON

Tessa Benson is a confident and influential sorority president at Lexington University who knows how to move people and get what she wants. She's ambitious, image-conscious and always two steps ahead, using her charm, social status and digital influence to maintain control on campus and beyond.

When Mikayla's different prerspective begins to challenge her idealistic views, it sparks a personal and social rivalry that puts Tessa's power and reputation at risk. Determined to stay on top, Tessa will do whatever it takes to protect her position, her influence and the world she's built for herself.



THE REBOUND GIRL



DEREK "AWESOME" LAWSON

Derek "Awesome" Lawson is a popular, unfiltered podcast host in Brooklyn known for his real conversations about modern dating, masculinity, and self-improvement. Smart, confident, and charismatic, he challenges outdated norms and isn't afraid to speak his mind.

While he's often at odds with Mikayla's perspective, he respects her intelligence and keeps coming back for more debates. Austin is loyal, ambitious, and sees his platform as a way to inspire men to be better versions of themselves — even when the conversation gets uncomfortable.









THE REBOUND GIRL

SETTING / TONE / VISUAL MOOD BOARD

SETTING

Modern-day New York City serves as the backdrop, showcasing a vibrant, diverse metropolis with dynamic locales like chic cafes, bustling corporate offices, upscale wedding venues, and lively university campuses. NYC's multifaceted environment reflects the complexities and excitement of contemporary dating.

TONE

The series is light-hearted and witty, with moments of reflection and drama. It blends humor with insightful commentary on modern relationships, creating an engaging and relatable narrative.

VISUAL MOOD BOARD

- **Bright, Urban Aesthetics:** Vibrant cityscapes, stylish interiors, and colorful street scenes.
- **Dynamic Camera Work:** Energetic and engaging shots capturing the fast pace of NYC life.
- **Contemporary Style:** Modern fashion and trendy settings reflecting current trends and cultural shifts.

THE REBOUND GIRL

LOVE.
FRIENDSHIP.
AMBITION.
SAME CITY.
DIFFERENT PATHS.



ROMANCE | FRIENDSHIP | AMBITION | HUMOR | DRAMA | REAL LIFE | NEW YORK



STORY ENGINE

Each episode blends real stories, fresh dating dilemmas, and relatable character growth, following Mikayla as she helps friends and peers navigate love, while juggling her own life, career, and complicated relationships.

REAL RELATIONSHIPS
Modern dating, real emotions, and everything in between.

FRIEND CIRCLE
A tight-knit group with different perspectives, experiences and love lives.

NEW YORK CITY
A dynamic backdrop that fuels opportunity, temptation and growth.

CAREER MOVES
Balancing passion, ambition and the realities of young adulthood.

LESSONS LEARNED
Each episode sparks a new conversation about love, self-worth and what really works.











SEASON ONE ARC



EPISODE 1
NEW PLANS
Mikayla returns to NYC with a fresh perspective after a tough breakup, ready to help others navigate love while figuring out her own next chapter.



EPISODE 2
FRIEND ZONE
Mikayla helps her best friend Jerica with a complicated situation, reminding her that friendship and standards go hand in hand.



EPISODE 3
THE DEBATE
Mikayla clashes with Derek, a popular manosphere podcaster, on a panel discussion about modern dating. Sparks fly — and the debate is just the beginning.



EPISODE 4
SORORITY POLITICS
Tessa, the influential leader of Delta Gamma Kappa, challenges Mikayla's views and influence grows on campus, creating new tensions for Mikayla and Jerica.



EPISODE 5
WORK IN PROGRESS
As Mikayla's platform gains attention, she juggles brand deals, school, and personal drama while questioning if she's truly living the life she wants.



EPISODE 6
MIXED SIGNALS
Mikayla and Derek find common ground while working on a collaboration, blurring the line between rivalry and something more.



EPISODE 7
HEART CHECK
A client's dating disaster forces Mikayla to confront her own emotional baggage and what she really wants.



EPISODE 8
LOYALTY TEST
Jerica's relationship takes a turn, testing their friendship and Mikayla's advice when feelings, loyalty, and pressure collide.



EPISODE 9
PUBLIC OPINION
Their joint podcast episode goes viral, forcing Mikayla and Derek to deal with unexpected reactions — and growing feelings.



EPISODE 10
CROSSROADS
Mikayla must choose between playing it safe or stepping into a bigger opportunity that could change everything.



EPISODE 11
REAL TALK
Old wounds, new truths, and honest conversations bring the friend group closer — but not everything is resolved.



EPISODE 12
A STRONGER YOU
Mikayla ends the season with clarity, confidence, and a bigger vision for herself — in love, career and life. The rebound was just the beginning.



THE REBOUND GIRL

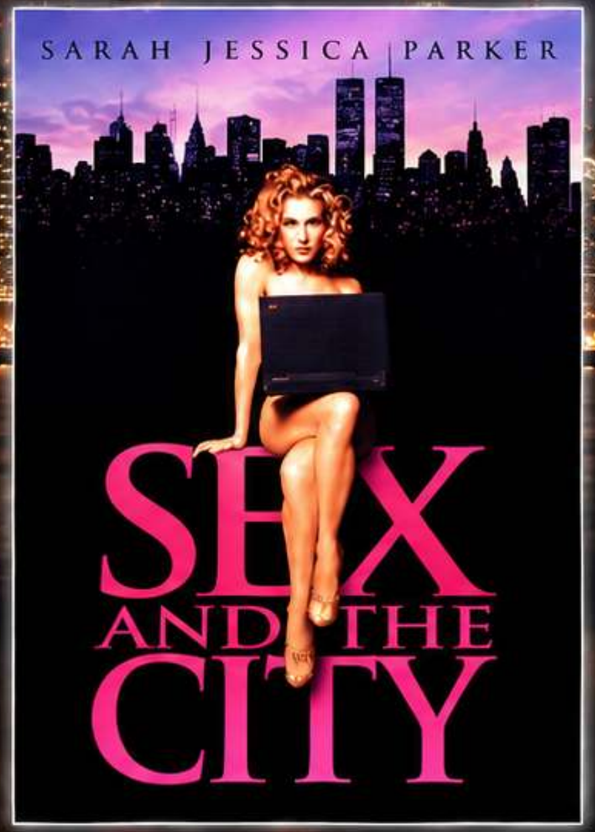
MORE LIKE THIS...

RELATABLE CHARACTERS. ICONIC WORLDS. TIMELESS APPEAL.

SAME TOVE. DIFFERENT LESSONS.



STYLE. SECRETS. SOCIAL CIRCLES.



DATING. FRIENDSHIPS. REAL LIFE.



LOVE. LAUGHS. LIFE LESSONS.



RELATIONSHIPS. PERSPECTIVE. GROWTH.

A FRESH, MODERN TAKE WITH A UNIQUE VOICE.



WHY THIS **SERIES?**

REAL PEOPLE. REAL RELATIONSHIPS. A FRESH PERSPECTIVE.

RELATABLE & TIMELY

Modern dating is messy, complicated and constantly evolving. The Rebound Girl speaks to a generation navigating love, ambition and identity in today's world.

BUILT-IN AUDIENCE

The series taps into a passionate audience already engaged with dating culture, lifestyle content and female-driven stories across social media, podcasts and streaming.

A UNIQUE POINT OF VIEW

Through Mikayla's fresh, honest and often humorous lens, the series explores relationships from a place of experience, empathy and real talk.

STRONG CHARACTER DYNAMICS

A compelling mix of friends, love interests, mentors and rivals creates endless story possibilities and emotional investment.

ICONIC SETTING

New York City provides the perfect backdrop — a diverse, high-energy playground where love, career and culture collide.

LONG-TERM POTENTIAL

With relatable themes and a vibrant world, the series offers multiple seasons, spin-offs and cross-platform opportunities.













TARGET AUDIENCE

YOUNG. AMBITIOUS. CONNECTED. CULTURALLY ENGAGED.

SAME CITY. DIFFERENT LOVE STORIES.

PRIMARY AUDIENCE
Women 18–34

- College students
- Young professionals
- Early career creatives
- Socially active, digitally native
- Interested in dating, relationships, friendship and self-discovery

SECONDARY AUDIENCE
Men 18–34

- Open to fresh perspectives on modern dating
- Engage with relationship content and comedy
- Fans of character-driven ensemble series

AUDIENCE LIFESTYLE

- Urban, culture-driven
- Active on social media (TikTok, Instagram, YouTube)
- Enjoys nightiife, fashion, travel and pop culture
- Values authentic stories and diverse representation

GLOBAL POTENTIAL

- Universal themes of love, friendship and ambition
- Strong appeal in major cities worldwide
- Positions for international distribution and streaming success

18–34	65%	URBAN	HIGH	GLOBAL
CORE DEMO	FEMALE SKEW	PRIMARY MARKETS	SOCIAL ENGAGEMENT	APPEAL







REAL PEOPLE. REAL RELATIONSHIPS. A GLOBAL AUDIENCE.



MARKETING PLAN

CULTURE DRIVEN. MULTI-PLATFORM. BUILT FOR CONVERSATION.

SOCIAL MEDIA FIRST

- Character-driven content
- TikTok, Instagram, YouTube
- Behind-the-scenes, cast Q&As
- Viral clips, memes and moments
- Fan challenges and UGC

INFLUENCER & TALENT PARTNERSHIPS

- Lifestyle, dating and pop culture influencers
- Cross-promotion with musicians, comedians and creators
- Guest appearances and cameos

TRAILERS & DIGITAL CONTENT

- Teaser trailers and character reels
- Episode drops with social countdowns
- "Rebound Tips" micro-content series
- Official podcast companion (The Rebound Girl: After Hours)
- Branded content and playlists

LIVE EVENTS & EXPERIENCES

- Premiere events in NYC, LA, Miami
- Watch parties at bars and lounges
- College campus screenings
- Dating panels and relationship talks with cast
- "Rebound Nights" pop-up events

STRATEGIC BRAND PARTNERSHIPS

- Fashion, beauty, lifestyle and wellness brands
- Dating apps and relationship platforms
- Co-branded content and product placements
- Exclusive offers for fans

PRESS & MEDIA OUTREACH

- Entertainment press (Variety, Deadline)
- Lifestyle media (Cosmopolitan, Elle, People)
- Podcasts, radio and morning shows
- Cast interview tour and feature stories

STREAMING & GLOBAL REACH

- Powered by The CW's multi-platform distribution
- International rollout strategy
- Subtitled and localized for global audiences
- Leverage CW app and FAST channels

FAN ENGAGEMENT & COMMUNITY

- Interactive polls and relationship topics
- Fan forums and live Q&As
- Branded hashtags (#TheReboundGirl)
- User-submitted stories featured online
- Build a loyal, ongoing community









MORE THAN A SHOW.
IT'S A MOVEMENT.



BUDGET & SCHEDULING

AN HOUR DRAMEDY. REAL RELATIONSHIPS. REAL CONSEQUENCES.

ESTIMATED BUDGET (SEASON 1)

CATEGORY	EST. COST (USD)
Development (Writers, Bible, Casting)	$750,000
Pre-Production (Staff, Locations, Prep)	$1,750,000
Production (10 Episodes – 1 Hour)	$8,000,000
Post-Production (Editing, Sound, Color)	$1,750,000
Music & Licensing	$500,000
Marketing & PR (Season 1 Launch)	$1,250,000
Contingency (10%)	$1,400,000
TOTAL (SEASON 1)	**$15,400,000**

EPISODE BREAKDOWN

10 EPISODES
1 hour each (dramedy)

$800,000
Estimated cost per episode
(includes production, post and delivery)

Principal Cast: 4-6
Recurring & Guest Cast: 10+

Primary Location
New York City (on location + select studio)

Production Format
Single-camera, cinematic television

Target Release
Q3 2027 (Fall TV Season)

PRODUCTION TIMELINE

DEVELOPMENT
3 MONTHS

PRE-PRODUCTION
3 MONTHS

PRODUCTION
4 MONTHS

POST-PRODUCTION
4 MONTHS

MARKETING LAUNCH
2 MONTHS

TOTAL TIMELINE
16 MONTHS
TO SEASON 1 LAUNCH



THE REBOUND GIRL

CONCLUSION

The Rebound Girl is a contemporary New York relationship dramedy about love, friendship, ambition and the messy lessons that come with starting over. Through Mikayla's honest, funny and emotionally grounded journey, the series turns modern dating into a relatable ensemble story filled with chemistry, conflict, growth and unexpected second chances. Set against the energy of New York City, it is a character-driven series designed to connect with audiences who see their own lives, relationships and next chapters reflected on screen.







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