

POOL BOYZ

STUDIO: FLYY PICTURE STUDIOS, INC
EXECUTIVE PRODUCER: JAY MCFLY
WGA #: 2256874
PITCH DECK 2027

OVERVIEW

A FLYY PICTURE STUDIOS FILM

01 Logline
02 Synopsis
03 Character Breakdowns
04 Setting/Tone/Visual Mood Board
05 Why This Film?
06 More Like This...
07 Budget & Scheduling
08 Target Audience
09 Marketing Plan
10 Contact

STUDIO: FLYY PICTURE STUDIOS, INC
EXECUTIVE PRODUCER: JAY MCFLY
WGA #: 2256874
PITCH DECK 2027

SUN HUSTLE FRIENDS MONEY

LOGLINE

POOL BOYZ

Comedy | Thriller

Three broke but charming pool cleaners land a gig at a wealthy couple's waterfront mansion in South Beach—only to stumble into temptation, secrets and the cartel world when they let their egos and curiosity get the best of them.

STUDIO: FLYY PICTURE STUDIOS, INC
EXECUTIVE PRODUCER: JAY MCFLY
WGA #: 2256874
PITCH DECK 2027

POOL BOYZ
A FLYY PICTURE STUDIOS FILM

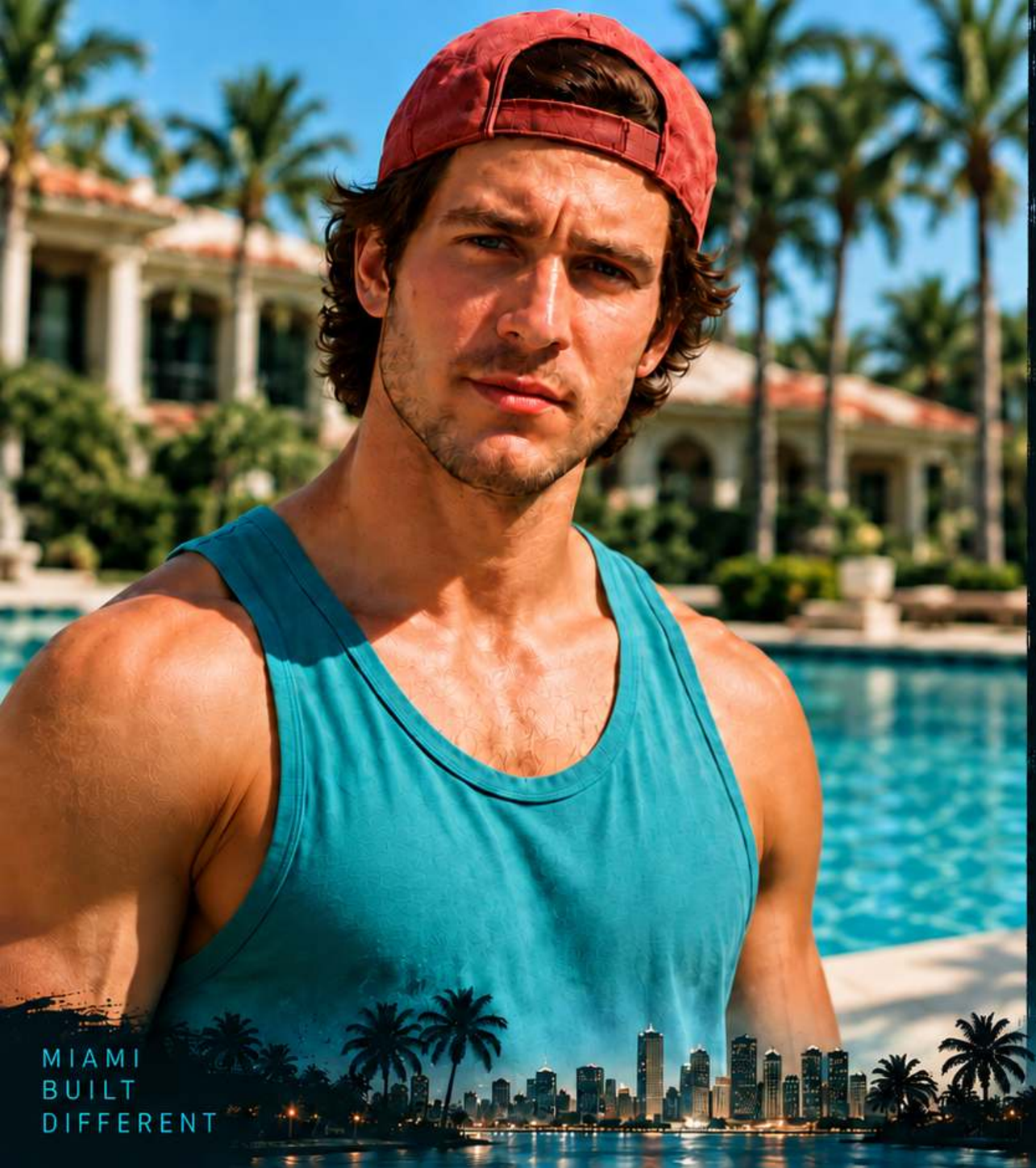
SYNOPSIS

In South Beach, Miami, three broke pool cleaners—**Rico**, the ambitious hustler; **Shauny**, the anxious realist; and **Juke**, the reckless wildcard—grind from gig to gig while dreaming of something bigger. When they land a job at a waterfront mansion, it feels like just another day in the sun—until Shauny stumbles upon a **hidden stash** including cash, uncut diamonds, shady passports and a flash drive that could get them killed. Suddenly, their small-time hustle collides with something. far more dangerous.

As if that weren't enough, **Juke** has secretly rented the mansion to local Soundcloud rapper Lil' G.o.a.t.y for a music video. Within hours, the estate is overrun with bikini models, prank-happy influencers, livestream chaos and champagne-soaked mayhem. Social feeds explode while Rico panics—unaware that a silent, calculating hitman is lurking inside the empty house, appearing in the shadows and hunting for exactly what they've just discovered.

Caught between **viral fame, criminal muscle** and a **ruthless cartel assassin**, the Pool Boyz must navigate an afternoon of escalating insanity that tests their loyalty, their friendship and their ability to finally step up. Blending outrageous comedy, crime-thriller tension and a sharp satire of influencer culture, Pool Boyz is a sun-soaked thrill ride where hustling meets survival—and **the party doesn't stop until the bullets fly.**





CHARACTER BREAKDOWN

RICO

ROLE: The Hustler
AGE: 28
HOMETOWN: Miami, FL
OCCUPATION: Pool Cleaner
PERSONALITY: Confident, ambitious, street smart, charismatic

GOAL: Get rich, get out, and put his people on
CONFLICT: His ego and shortcuts often put the crew in risky situations
LOYALTY: Ride or die for his friends, no matter what

OVERVIEW

Rico is the de facto leader of the Pool Boyz, though his authority comes more from ambition than experience. A fast-talking hustler with big dreams, Rico is tired of being seen as "just a pool boy" and is determined to legitimize their business into something real. He's sharp, charming, and always pitching ideas, but beneath the bravado lies insecurity—fear of being average, fear of never escaping the grind. His ambition often clashes with Shauny's cautious logic and T-Bone's reckless antics, but it's his drive that keeps the trio moving forward. Over the course of the film, Rico is forced to grow from talking a big game to actually leading under fire, discovering that true respect isn't earned with schemes, but with courage.

KEY TRAITS

AMBITIOUS | LOYAL | CHARISMATIC | RISK TAKER



DESHAWN "SHAUNY" LEWIS

THE ANXIOUS REALIST

"I overthink everything... but somebody has to."

NAME: DESHAWN "SHAUNY" LEWIS
AGE: 28
ROLE: THE ANXIOUS REALIST
OCCUPATION: POOL CLEANER
HOMETOWN: MIAMI, FL

OVERVIEW

The anxious realist of the trio, the brains who's always second-guessing their hustle. He's baby-faced, book-smart, and secretly nursing the dream of building his own gig-app startup, "SplashTask," that could get them out of pool cleaning for good. But his cautious nature makes him risk-averse and often at odds with T-Bone's recklessness and Rico's ambition.

Shauny's obsession with cracking the mysterious mini-fridge in the Bentley mansion shows both his curiosity and his desperation for a way out. Though he often plays the pessimist, Shauny is the heart of the crew—the one who sees the danger before anyone else and, when pressed, proves he's braver than even he believes.

GOAL

Launch his gig-app startup "SplashTask" and create a better future for himself and his friends.

CONFLICT

His cautious nature puts him at odds with T-Bone's recklessness and Rico's ambition, while his curiosity often gets him pulled into situations he knows are risky.

SAME HUSTLE. BIGGER PLANS.

MIAMI CHANGES EVERYTHING.



JUKE

JERMAINE “JUKE” FRANKLIN

“IF IT AIN’T FUN, WHAT’S THE POINT?”

NAME: JERMAINE “JUKE” FRANKLIN
AGE: 36
ROLE: THE RECKLESS WILDCARD
OCCUPATION: POOL CLEANER
HOMETOWN: MIAMI, FL
PERSONALITY: CHAOTIC, CHARMING, IMPULSIVE, LOYAL

DRIVES: GOOD TIMES, FAST CASH, BIGGER MOVES

BIO:
The reckless wildcard of the trio, Juke thrives on chaos, charm, and delusion. Shirtless more often than not, he hides insecurity behind bravado and constant jokes. Unlike Rico and Shauny, Juke doesn’t think beyond the next hustle — whether it’s sneakers, fast cash, or a shady side deal with a local rapper. His impulsive choices often land the group in deeper trouble, but his loyalty and unpredictable ingenuity sometimes save them in the clutch. Equal parts clown and catalyst, Juke embodies the film’s wild, anything-can-happen energy, forcing his friends — and the audience — to ride the rollercoaster with him.

STRENGTHS:
CHARM, STREET SMARTS, QUICK THINKING

WEAKNESSES:
IMPULSIVE, RECKLESS, LACKS LONG-TERM VISION

ARC:
Juke learns that fun and freedom mean more when there’s something real to build — discovering that his energy and creativity can be more than chaos, it can be a force for something bigger.



MRS. BENTLEY

THE ENIGMATIC SOCIALITE

"Some people collect things... I collect moments."

NAME: MRS. BENTLEY
AGE: 42
ROLE: THE WEALTHY WIFE
OCCUPATION: SOCIALITE / PHILANTHROPIST
HOMETOWN: MIAMI, FL

CHARACTER OVERVIEW

Striking and effortlessly elegant, Mrs. Bentley is the kind of woman who seems completely at home in luxury. With a sharp wit and a disarming confidence, she exudes a mix of sophistication and playfulness, especially in the way she interacts with the Pool Boyz. Her casual charm and flirtatious energy make her the center of attention, yet she carries herself with an ease that suggests she's seen it all before. More than just a "trophy wife," she feels layered and magnetic—an enigmatic presence who adds intrigue and glamour to every scene she's in.

GOAL

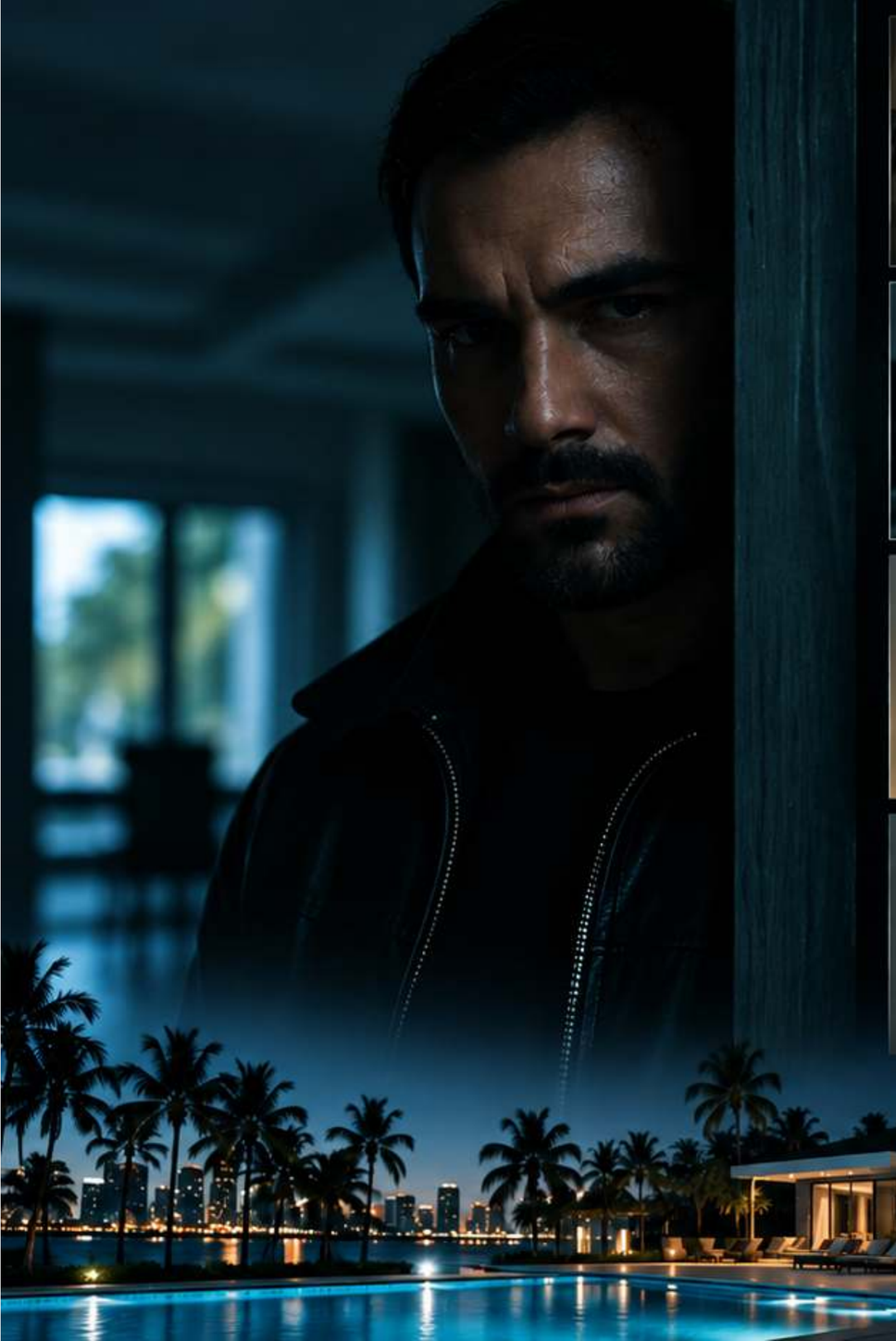
Maintain her luxurious lifestyle, keep her secrets hidden, and stay in control of her world.

CONFLICT

When the Pool Boyz stumble into something they were never meant to see, Mrs. Bentley must decide how far she'll go to protect what's hers.

BEAUTY CAN BE A VERY DANGEROUS DISTRACTION.

STUDIO: FLYY PICTURE STUDIOS, INC
EXECUTIVE PRODUCER: JAY MCFLY
WGA #: 2256874
PITCH DECK 2027













CHARACTER BREAKDOWN

VIKTOR

ROLE: The Hitman
AGE: Late 30s – Early 40s
HOMETOWN: Unknown
OCCUPATION: Contract Killer
PERSONALITY: Silent, calculated, methodical, ruthless

GOAL: Complete the mission
CONFLICT: The diamonds and Mr. Bentley's criminal ties
LOYALTY: To the money

OVERVIEW

The silent predator at the heart of Pool Boyz—a calculated, methodical hitman who hides in plain sight. Dressed in dark, nondescript clothing, he moves like a ghost through the Bentley mansion, watching from vents, staircases, and shadows. Unlike the loud chaos of the party and influencer circus, Viktor represents the cold, precise danger that none of the characters are prepared for. He doesn't speak much, relying on presence and timing to instill fear, and when he does strike, it's quick and merciless. His motivations are tied to the diamonds and Mr. Bentley's criminal ties, but his menace runs deeper: he is a reminder that beneath the comedy and clout-chasing spectacle, real consequences exist. To the Pool Boyz, Viktor becomes the embodiment of everything they're unprepared to face—discipline, danger and death.

KEY TRAITS

DISCIPLINED | CALCULATED | OBSERVANT | DANGEROUS

SETTING / TONE / *VISUAL MOOD BOARD*














SETTING

Pool Boyz is set in the vibrant, sun-soaked streets of South Beach, Florida, a place where neon nightlife collides with suburban beachfront luxury. The story unfolds largely at the Bentley mansion, a sprawling coastal estate with a glistening pool, modern interiors, and secrets lurking in every room. Around it, the chaos of influencer culture — party buses, drones, livestream setups — clashes with the polished elegance of the neighborhood. The contrast between the Pool Boyz's beat-up cleaning van and the mansion's wealth underscores the comedy, class tension, and danger at the film's heart.

TONE

The film balances raucous comedy and sharp satire with the edge of a crime thriller. Think *Superbad* meets *Pineapple Express* with a dash of *Project X*. The comedy comes from banter, outrageous party chaos, and influencer absurdity, while the thriller beats remind us there's a real threat lurking in the shadows.
The audience laughs at the absurd spectacle — models twerking in bathtubs, pranksters lighting fireworks indoors, a wannabe DJ hijacking the sound system — but the tone can shift in a heartbeat when Viktor, the silent hitman, moves through the mansion like a predator. The film thrives on this collision of tones, delivering both big laughs and genuine suspense.

VISUAL MOOD

- **Daytime Vibe:** Bright, saturated Florida sun. Blues of the pool, pink inflatables, neon bikinis, champagne sprays. A glossy, music-video aesthetic.
- **Party Chaos:** Handheld camerawork, drones capturing influencer livestreams. TikTok-style inserts. Overstimulated, fast-paced energy — an overload of clout culture.
- **Thriller Beats:** Interiors lean dark and moody. Hallways with shadows, flickering lights, and Viktor watching from above. Wide shots emphasize isolation, while close-ups build tension.
- **Cultural Contrast:** The Pool Boyz's van, dirty buckets, and mismatched gear vs. the pristine luxury of the mansion — a visual metaphor for outsiders clashing with a world that isn't theirs.

LUXURY
COMEDY
CHAOS
CLOUT
SUSPENSE
SOUTH BEACH
OUTSIDERS
HIGH STAKES

WHY THIS FILM?

A FRESH TAKE ON COMEDY MEETS CRIME

Pool Boyz is a high-energy mash-up of outrageous comedy and nail-biting thriller, set against the backdrop of modern clout culture. At its heart, it's a buddy comedy about three hustlers who bite off more than they can chew—but the twist is how influencer chaos, gangster rap bravado and cartel-level danger collide in one mansion—one day—one job gone wrong.

MARKETABLE HOOK

At its core, the movie is a high-concept, low-location story: three broke pool cleaners stumble into diamonds, a gangster rapper's music video shoot and a lurking cartel level hitman. It's contained, cost-effective and spectacle-driven — a recipe that has proven successful with streamers and theatrical comedies alike. The combination of party chaos and thriller suspense ensures the film works for both comedy lovers and fans of genre mash-ups like Project X and Pineapple Express.

COMMERCIAL POTENTIAL

This is a film that can deliver big:

Festival Appeal
as a wild, satirical ride with social commentary.

Streaming Appeal
for the binge generation, with influencer culture and meme-worthy moments baked into its DNA.

Cross-Promotion Potential
through music artists, viral marketing and influencer cameos.

By blending relatable friendship dynamics with outrageous comedy and genuine thriller stakes, Pool Boyz isn't just another party movie — it's a bold, entertaining take on ambition, clout and survival in today's Florida heat.





POOL BOYZ

MORE LIKE THIS



DOPE (2015)

A fresh, authentic coming-of-age comedy with style, culture, and sharp wit. Inspires Pool Boyz's youthful energy, perspective, and vibrant world.



PROJECT X (2012)

Wild, outrageous, and unpredictable. Inspires Pool Boyz's high-stakes party scenes, youthful chaos, and "anything can happen" energy.



PINEAPPLE EXPRESS (2008)

A stoner-action comedy that blends hilarious chaos with real danger. Inspires Pool Boyz's balance of comedy and thriller tones — fun on the surface, but with serious consequences underneath.

BUDGET & SCHEDULING

RIGHT STORY. REAL NUMBERS. BIGGER PLANS.

COMEDY
THRILLER
REAL OPPORTUNITY.

ABOVE-THE-LINE	
Story Rights	$90,000
Producers	$942,500
Director	$800,000
Principal Cast	$1,250,000
Supporting Cast	$550,000
Cameos	$300,000
Casting Director	$100,000

PRODUCTION	
Locations	$750,000
Production Design	$800,000
Wardrobe, Hair, Makeup	$300,000
Camera/Grip/Lighting Equipment	$600,000
Vehicles	$200,000
Stunts/Safety	$250,000
Special Effects/Practical FX	$250,000
On-set Security	$50,000
Miscellaneous Production Costs	$100,000



CREW SALARIES	
Production Staff	$460,000
Camera & Lighting Crew	$300,000
Sound Department	$150,000
Art Department/Set Dressers	$200,000
Costume/Makeup Crew	$150,000
Transportation/Drivers	$150,000
Production Assistants & Misc Crew	$200,000

POST-PRODUCTION	
Editing	$250,000
Sound Design/ADR/Foley	$200,000
Music Supervision/Licensing	$350,000
Original Score/Composer	$150,000
Color Grading & DI	$150,000
VFX	$100,000

MARKETING & DISTRIBUTION PREP	
Poster & Key Art	$100,000
Festival Circuit / PR Launch	$150,000
Digital Marketing	$250,000
Promo Parties	$750,000
Screeners, DCPs, Deliverables	$100,000

INSURANCE, LEGAL & ACCOUNTING	
Insurance	$200,000
Legal	$150,000
Accounting & Payroll Services	$50,000

CONTINGENCY	
Contingency	$107,500

GRAND TOTAL	$12,000,000

SCHEDULING

A 38-WEEK PATH TO THE BIG SCREEN

1 PRE-PRODUCTION (8 WEEKS)



Script Lock, Casting, Location Scouting – **3 weeks**
Production Design Build & Set Dressing – **3 weeks**
Camera Tests, Wardrobe, Rehearsals – 2 weeks

2 PRINCIPAL PHOTOGRAPHY (6 WEEKS)



Mansion / Pool Party Exterior – 2 weeks
Mansion Interiors (thriller elements, hitman sequences) – 2 weeks
Party Bus, Streets, South Beach Inserts – 1 week
Pickup Days & Second Unit (drones, livestream inserts) – 1 week

3 POST-PRODUCTION (16 WEEKS)



Rough Cut – 6 weeks
Picture Lock & Sound Design – 4 weeks
VFX, Grading – 4 weeks
Score & Music Clearance – 2 weeks

4 FESTIVAL/DISTRIBUTION PREP (8 WEEKS)



Trailer, Key Art, Social Media Campaign – 4 weeks
Festival Submissions & Screeners – 4 weeks

FROM THE POOL TO THE WORLD.

TARGET AUDIENCE

YOUNG. CONNECTED. CULTURE DRIVEN.

COMEDY THRILLER CULTURE.



PRIMARY AUDIENCE

Pool Boyz is built for the 18–34 demographic, the core group that consumes comedy, thrillers and streaming originals in equal measure. These viewers live online — TikTok, Instagram and YouTube aren't just platforms, they're part of their cultural identity. They'll instantly recognize the influencer satire, the clout-chasing archetypes and the music video asthetics woven into the story. The mix of outrageous comedy with real suspense mirrors what this audience loves in films like *Project X*, *Bodies Bodies Bodies* and *Superbad*.

AGES 18–34

SOCIAL SAVVY. CULTURE FLUENT. ALWAYS ON.

SECONDARY AUDIENCE

FANS OF HIP-HOP CULTURE & MUSIC VIDEOS

The rapper/music video setting and soundtrack appeal directly to hip-hop fans who connect with the over-the-top party visuals and insider satire.

COMEDY-THRILLER HYBRID FANS

Audiences who enjoy genre-bending movies (like *Pineapple Express* or *Spring Breakers*) that balance humor with danger will find *Pool Boyz* fresh yet familiar.

URBAN & MULTICULTURAL AUDIENCES

With a diverse ensemble cast, the film speaks to audiences who want representation in stories that are fun, chaotic, and cinematic without being stereotypical.

PLATFORM POSITIONING

Pool Boyz is designed for streaming platforms (Netflix, Prime, Hulu, Max) that thrive on high-concept, youth-focused comedies with global meme potential. Its outrageous party scenes, influencer culture send-ups, and thriller edge make it highly clippable and viral-ready, perfect for digital marketing campaigns that play directly into how this audience consumes content.

NETFLIX prime video hulu max

WHY THEY'LL WATCH

Audiences are drawn to:

- **Comedy that feels current**, satirizing social media, clout chasing, and influencer chaos.
- **High-stakes thrillers**, where danger collides with absurdity.
- **Relatable characters**, three broke friends chasing success in a world designed to exclude them.

With its mix of raucous humor, relatable hustle, and edge-of-your-seat tension, *Pool Boyz* isn't just a movie — it's a cultural mirror for a generation caught between dreams, debt, and the digital spotlight.

SAME CULTURE. BIGGER AUDIENCE.

GOOD FRIENDS. BAD IDEAS. GREAT AUDIENCE.

THE NEXT BIG THING

FROM THE POOL TO THE WORLD.

MARKETING PLAN

MORE THAN A MOVIE. IT'S A MOVEMENT.



CULTURE DRIVES EVERYTHING.

CORE STRATEGY

Pool Boyz will be marketed as a genre mashup—a fast, funny, dangerous ride that fuses buddy comedy, influencer satire and crime-thriller tension. The marketing will lean into the outrageous clash of tones: sun-soaked party chaos on the surface, deadly cartel danger beneath. The strategy emphasizes relatability for young audiences, meme-able moments and a cinematic spectacle that feels built for both theaters and streaming virality.

TARGET AUDIENCE

Primary: 18–34-year-olds, urban and suburban, with a strong overlap in comedy, hip-hop and social media culture.

Secondary: Fans of crime-thrillers (*Spring Breakers*, *Good Time*), buddy comedies (*Pineapple Express*, *Superbad*) and influencer-satire series (*Dave*, *The Idol*).

Tertiary: Hip-hop/rap fans, TikTok & YouTube audiences and festival-goers drawn to edgy, high-energy cinema.

KEY MARKETING ANGLES

CLOUT CULTURE SATIRE

Highlight the influencer/music video chaos with over-the-top trailers, positioning the film as a comedy that skewers the "age of virality."

THRILLER HOOK

Emphasize the diamonds, the hitman, and the danger, making clear the stakes are real.

CHARACTER-DRIVEN COMEDY

Campaigns centered on Rico, Shauny, and T-Bone's banter, selling the film as a wild buddy adventure.

SAME HUSTLE. BIGGER AUDIENCE.

PROMOTIONAL CAMPAIGNS

TRAILER STRATEGY



TRAILER 1:
Comedy-focused — the chaos of the pool party, influencer antics and outrageous dialogue.

TRAILER 2:
Thriller-focused — Victor in the shadows, gunshots, the diamonds, cutting into the danger.

SOCIAL MEDIA ACTIVATION



- TikTok challenges inspired by "Shootout at the Pool Party."
- Meme-able clips: T-Bone's fake crypto advice, Maya Moon's livestream "ghost" moment, the twins' pranks.
- Influencer partnerships with mid-tier creators to reenact scenes or stage skits.

MUSIC INTEGRATION



- Feature rap artists on the soundtrack and use original tracks as part of promotion.
- A music video for Lil' G.o.a.t.y released as if it were a real viral single, doubling as cross-promotion.

STUNTS & VIRALITY



- A faux "livestream" teaser campaign shot like Miles High's vlogs.
- Pop-up screenings at poolside venues in LA, Miami and Atlanta with DJs and influencer hosts.

FESTIVAL & DISTRIBUTION

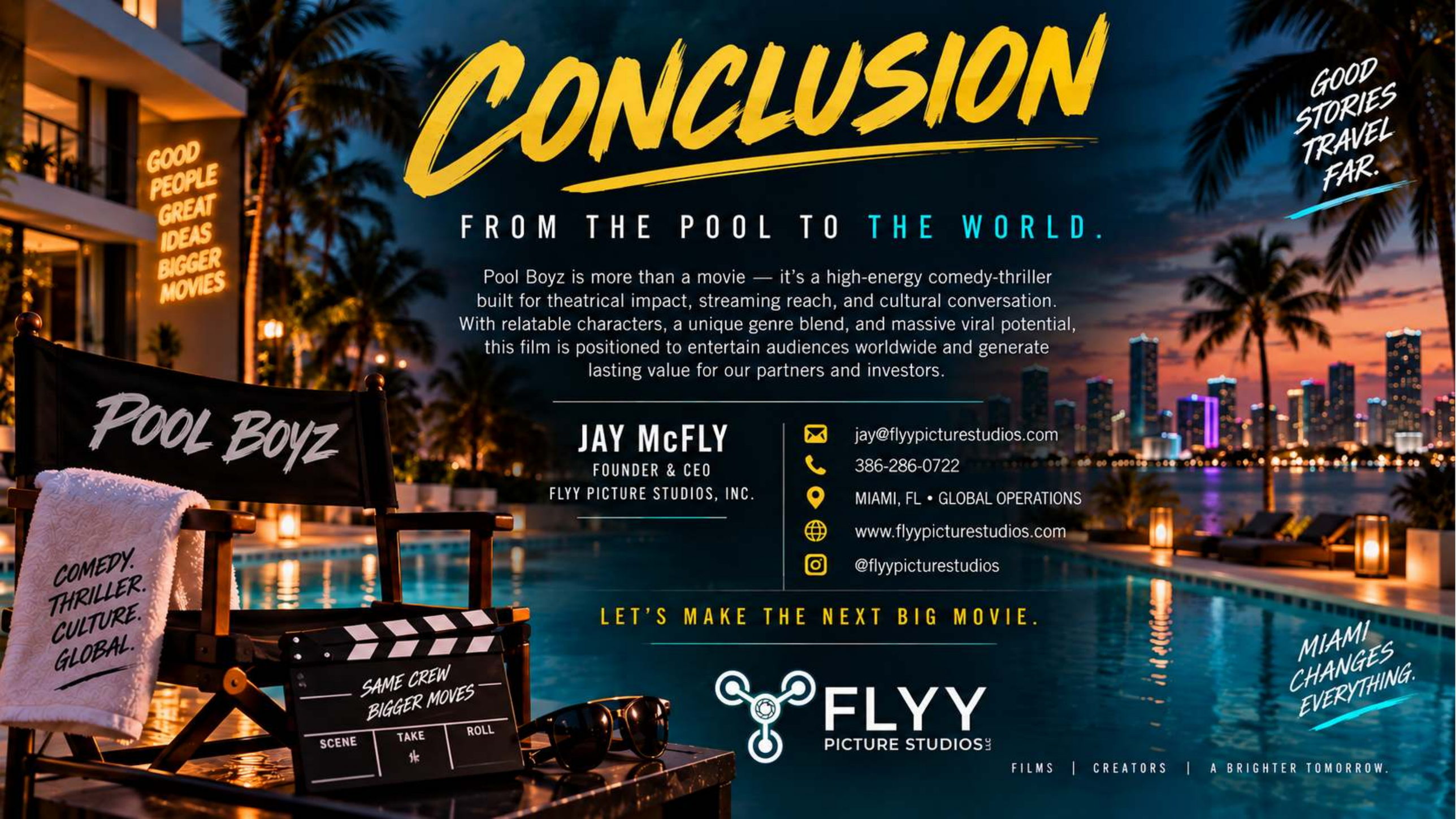


- Targeted premiere at SXSW, Tribeca, or TIFF Midnight Madness, where comedy-thrillers and party chaos films perform well.
- Positioning for streamer acquisition (Netflix, Prime, Hulu) with international appeal.
- Regional marketing in Florida, leveraging the Daytona Beach setting for grassroots buzz.

STREAMING PARTNERS

NETFLIX
prime video
hulu
max

FROM THE POOL TO THE WORLD.



CONCLUSION

FROM THE POOL TO THE WORLD.

Pool Boyz is more than a movie — it's a high-energy comedy-thriller built for theatrical impact, streaming reach, and cultural conversation. With relatable characters, a unique genre blend, and massive viral potential, this film is positioned to entertain audiences worldwide and generate lasting value for our partners and investors.

JAY McFLY
FOUNDER & CEO
FLYY PICTURE STUDIOS, INC.

jay@flyypicturestudios.com
386-286-0722
MIAMI, FL • GLOBAL OPERATIONS
www.flyypicturestudios.com
@flyypicturestudios

LET'S MAKE THE NEXT BIG MOVIE.

FLYY PICTURE STUDIOS LLC

FILMS | CREATORS | A BRIGHTER TOMORROW.