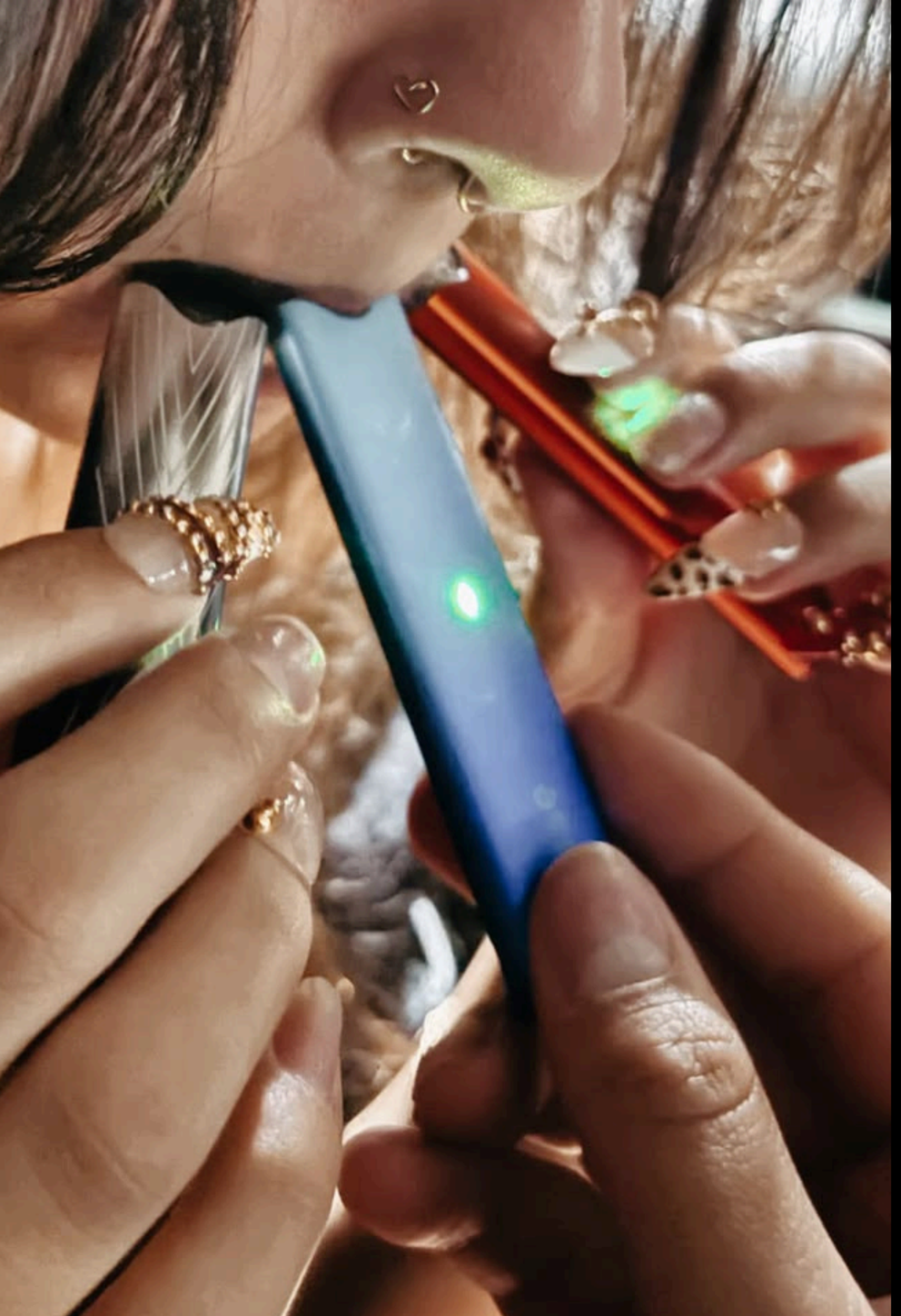

MUTUALS
gen z therapist
brat
people with glasses are hot btw
GEEK BAR
Watch me accidentally catch my 'gen z stare' on camera
soho
side quest
(Photoshoot with Alix Earle)
HOT GIRLS GO TO THERAPY

logline

armed with an online degree in something called "applied digital wellness” and a couch she dragged off the curb, a deadpan gen z therapist offers incredibly unhelpful guidance to a revolving door of patients.





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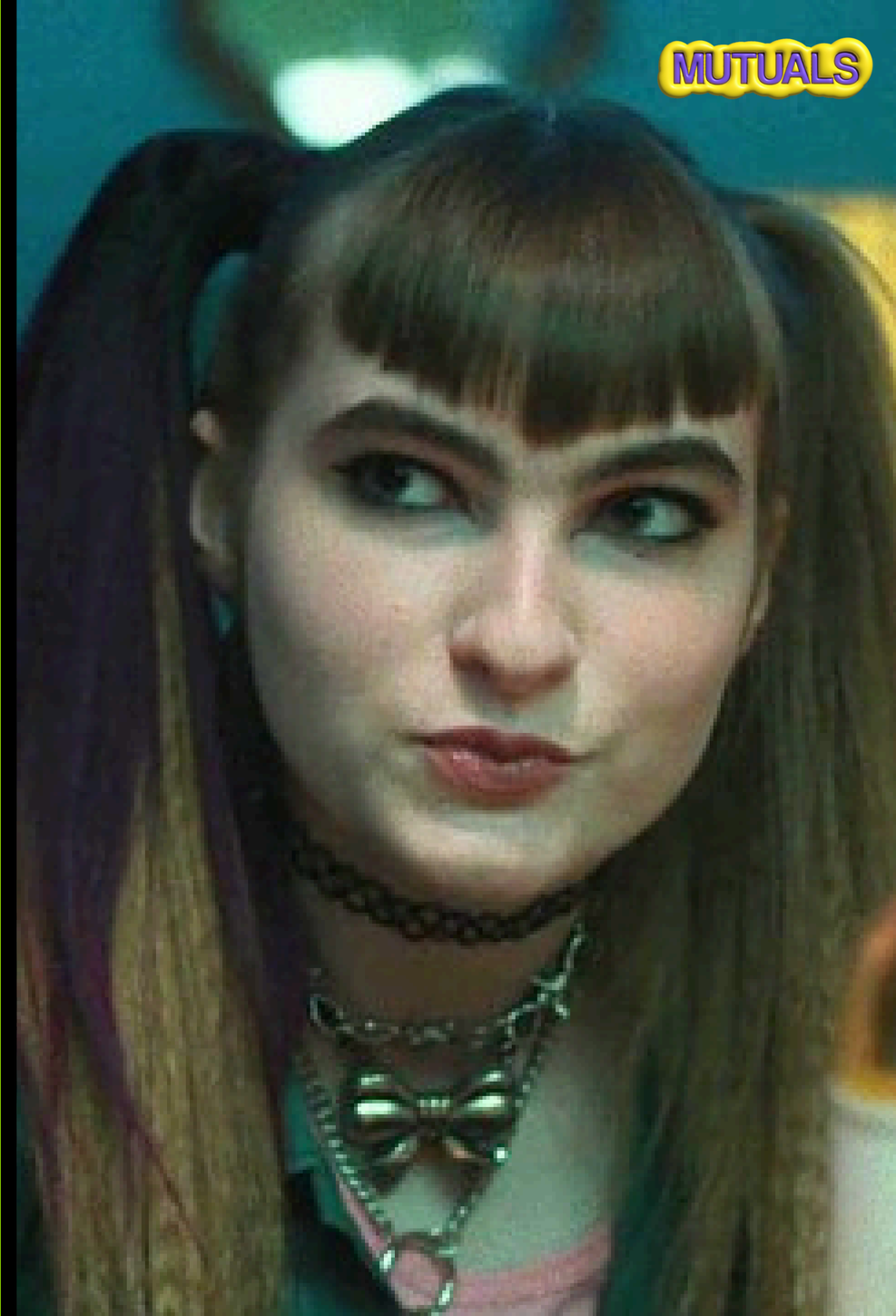
description

the show follows a cartoonishly gen z therapist who, between massive hits of her tamagotchi vape, gives advice ranging from: “it’s lowkey abusive that your roommate would ask you to do the dishes, like that’s a boundary for you and she knows that,” to “if that happened to me, i’d literally kill myself.” tonally, it’s *fleabag* meets *i love la* – dark, raw, joke dense, and inherently gen z.

character

this therapist is a caricature of a deadpan gen z girl who says the first thing that comes to her mind about anything and everything – especially when it comes to her patients, who she often diagnoses as “chopped as hell.” her vocabulary is 100% internet speak and she has the attention span of a bug.

the show’s comedy lives with her – from her blunt, gen z perspective on patients’ problems to the constant, hilarious interruptions caused by her own “chungus” life.









MUTUALS

sample storylines

a patient grieving a family member is forced to compete with the therapist's dj friend who's staying on the couch and loudly singing along to hyperpop.

mercury is in retrograde. she spends the session convincing a patient that the loss of her job is "lowkey kismet" and proof that astrology is real.

she double-books a patient and her tattoo artist and gets a ribcage tattoo while advising a patient on her friend troubles. the tattoo artist can't help but weigh in.

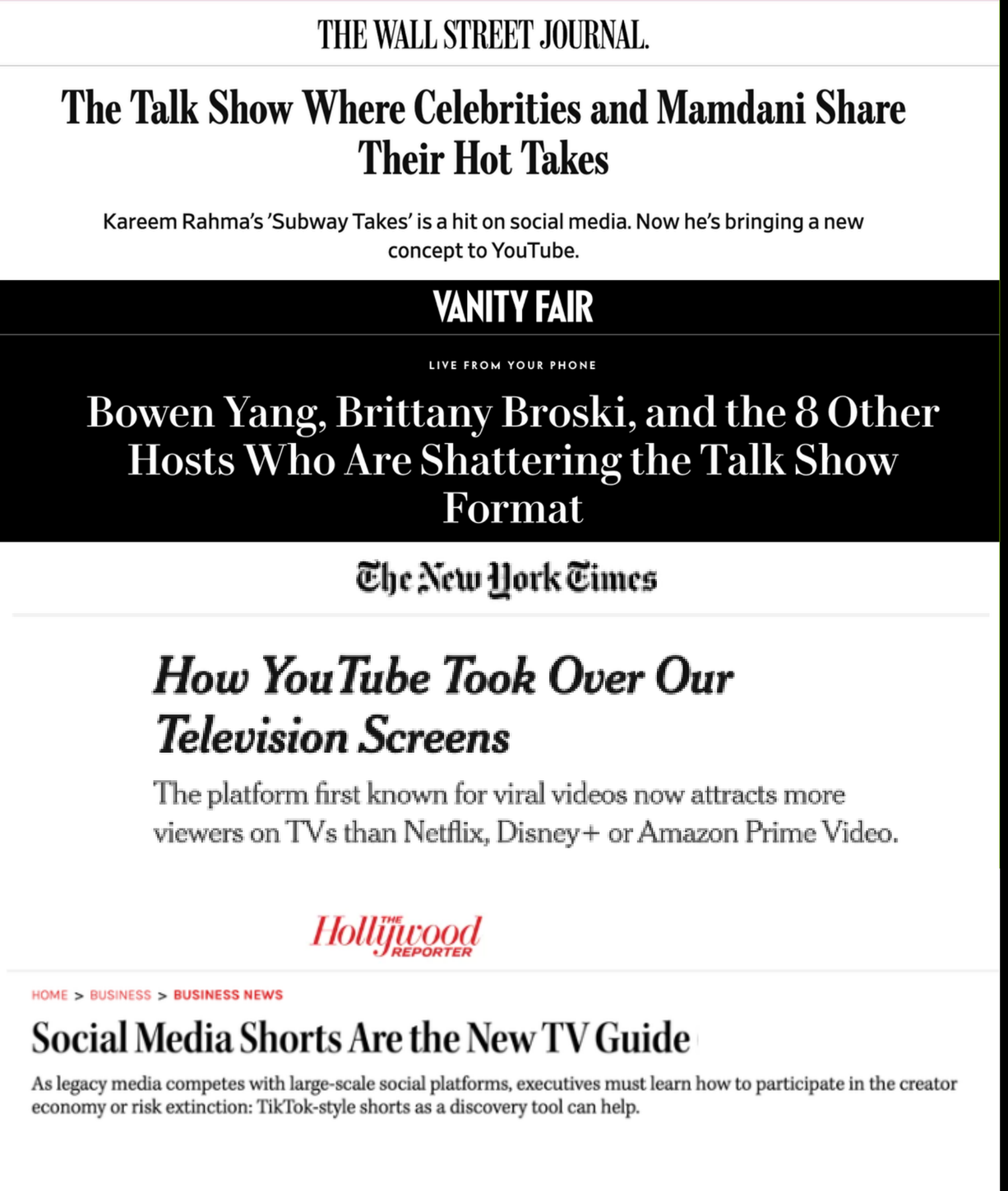
a couple comes in after one partner cheated, but she's just fixated on the details of the hookup because all her friends are in relationships and it's sooooo boring.

format

on tiktok and instagram, this show will live as 60-90 second sketch-style episodes that feature a single therapy session.

for youtube, we’ll convert the short form episodes into longer form content by stitching multiple episodes together, with a simple “day in my life” vlog style framing device.





MUTUALS

why social tv?

tv made natively for social media isn't just the future, it's already here dominating the Gen-Z cultural conversation.

with online formats being dubbed "the new late night" and traditional tv and film studios like disney and fox launching short form, vertical divisions, it's no secret that the future of entertainment is online.

with a splashy character at its center, this show has the ability to reach audiences with the same legitimacy and creative integrity as traditional tv and film.

why Mutuals?

mutuals is *the* Gen-Z network and content studio defining the future of entertainment, connection, and community.

we have the conversations others won’t, and create the shows we actually want to watch. our CEO, Amelia Montooth, is the brain behind Gaydar – building it from ideation to the celebrity and brand-adored audience it has now.




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