



A One-Hour Eco-Political Episodic Drama

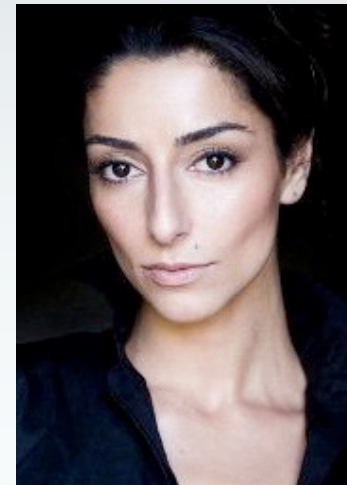
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BEING ON TOP IS ALL ABOUT...



...WHO'S UNDER YOU.





**The first major drama series
about the newest obsession of our time...**

**The business model that will define
entrepreneurial success this century:**

NETWORK MARKETING

WHY?

- *Network Marketing is an Equal Opportunity opportunity.*
~ Michael S. Clouse, Network Marketer & Trainer.
 - The scope for diversity in **UPLINE**'s Characters and Storylines is virtually **LIMITLESS**.
- In 2010, Network Marketing produced **\$125 Billion** in revenue, in **150** countries.
- Globally, **75 Million** men & women are Network Marketing Consultants/Distributors.
- **175,000** people domestically, and **300,000** globally, join Network Marketing Companies each week.
 - This is **UPLINE**'s built-in audience worldwide.

Celestial

LIKE AVON, MARY KAY & AMWAY...



Celestial

**BOASTS MILLIONS OF TRUE
BELIEVERS WORLDWIDE.**



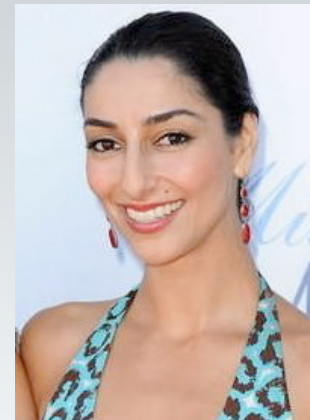
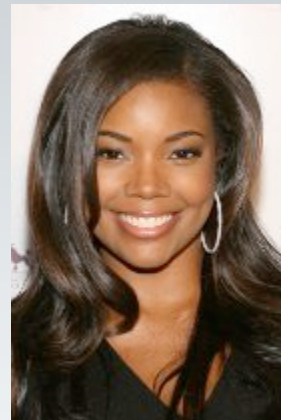
COMPANY HISTORY

- In 1987, Betty Jean Wells founded *CELESTIAL* in her hometown of LaJolla, CA.
- Her vision: create transformative beauty products, designed to make her aging suburban friends feel like gods and goddesses.
- Betty Jean chose to develop the *CELESTIAL* brand via *word of mouth advertising*, aka Network Marketing, rendering her workforce mega-wealthy, as well as eternally beautiful.
- Network Marketers begin building their organizations with their warm markets, then grow to eventually include thousands of *Career Consumers* in ever-expanding networks. It's very hard work, and only the truly dedicated will ever make it to the top. Some become truly obsessed to make it big. And their detractors are everywhere, accusing them of "drinking the Kool-Aid", of becoming addicted, of joining a CULT!
- By 2013, *CELESTIAL* has become a wildly successful Multi-Level Marketing (MLM) company, with a glossy online catalogue of anti-aging products.
- But Betty Jean died in 2010, after which *CELESTIAL* lost its direction...
- Thanks to a shady new Board of Directors, more interested in aping the competition ('all-natural' rivals, *Elements*), and sneaking in dangerous synthetic ingredients, *CELESTIAL*'s former integrity hangs by a thread.
- There are a few Betty Jean acolytes agitating for a return to *CELESTIAL*'s original values, keeping the ruthless Board on its toes, although...
- **A takeover bid is an ever-present threat.**





Now: Meet the Pushers.



UPLINE follows the rise and fall of four diverse women, overcoming personal and professional stigmas to prove themselves. To succeed in a cut-throat industry, they must trust and lean on each other, as they fight for their livelihoods, and at times, even their lives. This unlikely team convenes via *Celestial*, a Network Marketing Health & Wellness Company: a high profile global brand with some serious eco-political secrets to hide.

LOGLINE

A foreign aid worker is repatriated back to America to care for her comatose aunt. Lacking job skills, she reluctantly agrees to lead her aunt's collapsing network marketing team, only to discover that the entire corporation is directly linked to the tragic demise of the indigenous culture she's worked so hard to preserve.



Izzy Angeletti

SYNOPSIS When IZZY ANGELETTI hears that her AUNT MAGGIE has collapsed at a *Celestial* company convention, she jumps on a plane from Bogota to La Jolla. At first, Izzy sneers at the prospect of commandeering Maggie's wilting Network Marketing Health & Wellness Team. But she learns that, not only does Maggie's little lipstick business turn over \$80K per month, her unassuming aunt was in on classified company information: *Maggie's life-threatening condition may be no accident.* Meanwhile, Izzy's instincts scream that Maggie's Upline Sponsor, DAHLIA, has scented blood, and is poised to scoop up the lion's share of Maggie's colossal franchise. To defend Maggie's territory and meet sales targets, Izzy must learn the ropes, befriend the team, lead the troops, and uncover Maggie's intel...all at the same time. Before *Celestial's* dodgy eco-political dealings bring them all down.

**In Network Marketing's Business Model,
Izzy's *DownLine* consists of a team of "business builders".**

They're the men & women who join her global mobile franchise.

**They are her team, her family, and,
whether she likes it or not, her responsibility.**



**The *DownLine* depends on Izzy
for training, coaching, leadership, information and inspiration.**

They are so screwed.

As their new *UPLINE*, Izzy depends heavily on her business builders (Claudia, Liberty and Mina) to always keep expanding their networks, too.

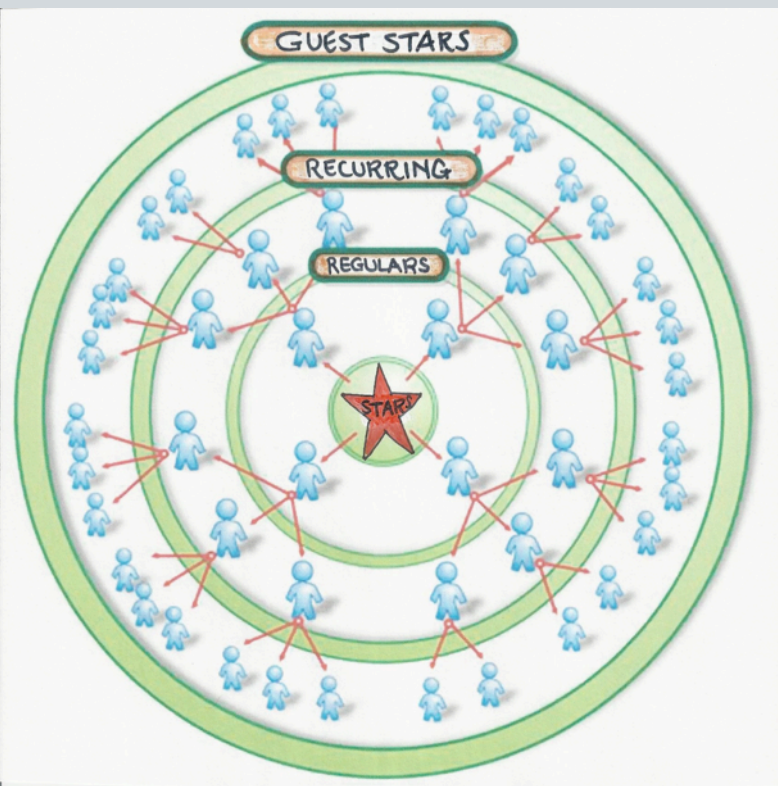
Brought together by fate, held together by faith, they are all in it together:
seeking financial independence and the promise of a better life...
...with all the lures of designer jewelry, exotic trips & a “free” company car.



**EVEN IN A DOWN ECONOMY,
LIPSTICK SELLS!**

JUST LIKE NETWORK MARKETING, *UPLINE* EXPANDS OUT, FROM ITS CENTRAL CORE:

- ~ Izzy, Claudia, Liberty & Mina (*Series Leads*)
- ~ Their Family Members (*Series Regulars & Recurring*)
- ~ *CELESTIAL* Colleagues (*Series Regulars & Recurring*)



EACH WEEK:

- ~ Prospects / New Recruits (*Guest*)
- ~ Existing Clients (*Guest*)
- ~ Coaches / Team Members (*Guest*)
- ~ Colombian Natives (*Guest / Recurring*)
- ~ Colombian DrugLords & Guerillas (*Guest*)
- ~ Red Herrings, Board Members, etc. (*Guest*)

CHARACTERS: SERIES LEADS



ISABELLA ANGELETTI (late 30s) aka **IZZY** has spent life as an aid worker in Colombia. Partially to help others, but mostly to escape her broken family life, Izzy fled America a Clinton-era idealist. So when she returns in 2013 to help her aunt, she undergoes major culture shock. Izzy calls B.S. where she sees it, which is not a recipe for success in suburbia. Her Achilles' Heel is her thrill-seeking, anthropologist husband, TIM, a charming ne'er-do-well. Despite, or perhaps because of, their struggles in Central America, their love is the glue that their very lives depend upon when the real sh*t hits the fan.

CLAUDIA DIAZ (mid 30s): Latina Mama Bear who runs her Celestial team from the school of tough love. An over-achiever, Claudia won an Affirmative Action scholarship to Columbia University, spearheading her immigrant family's American dream. Yet all her schooling got her was golden boy, Carlos (aka CHUCK), and an addiction to Adderall. Once upon a time, she felt she'd "made it" by leading the emerging Hispanic country club set. She loves her kids, but must learn to love herself first, and overcome her vices. By putting her brains and ambition to good use, she uncovers Chuck's suspicious defense attorney dealings with questionable Central American clients: Claudia's need for an exit strategy just went HD.



LIBERTY JONES (late 20s) has barely graduated from the school of hardest knocks, and is still paying off the student loans. Survival is a studio in a run-down part of town, shared with on-again, off-again low-life LEO. Liberty worked as a hospital night custodian to earn her aesthetician's license, and luckily, landed a job at a swanky La Jolla spa. A chance encounter with Claudia seemed written in the stars: Celestial's promise of a better life is the straw that this drowning dreamer clings to for sweet life.

MINA REZAI (late 40s) has flawless Middle-Eastern looks, and an elusive temperament to match. It all helped her rise up quickly in PR, until traditional Iranian family life put an end to her star-studded career. When her workaholic banker husband passed away suddenly, he left her with virtually nothing...except teenage LILA, whose Persian Princess demands far exceed what Mina can possibly provide. Entrepreneurship with Celestial poses an unexpected new path, at an age when she should be donning her tennis whites, not hunting down her next Network Marketing recruit. But she really has no other choice.

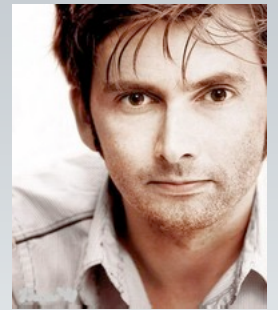


CHARACTERS: SERIES REGULARS



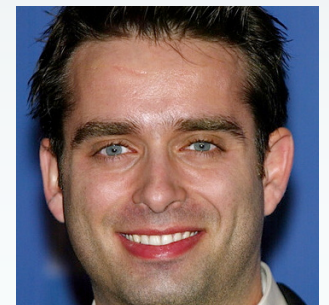
MAGGIE ANGELETTI (60s) The perennial calm in the storm. After helping her niece Izzy find meaningful work overseas, Maggie started up her own business with Celestial, founded by her close friend Betty Jean Wells. After Betty Jean's untimely death, Maggie's mission was to keep BJ's original vision intact. The delicate eco-political Intel she's gathered up could, and does, spark quite a showdown...and risks many lives.

TIM BARCLAY (mid 30s) Izzy's rebellious British husband. He loves Izzy to pieces, but finds himself sleeping on the couch quite a lot. Tim can talk himself into and out of any situation...well, almost any. He is about to get them both in over their heads, because his big ideals push him to act before he thinks. Unbeknownst to Izzy, he makes some big mistakes with the local villagers, putting everyone he loves in real danger. With Izzy stuck back home in La Jolla, what chance does he have on his own in Central America?



DAHLIA VAN HORNE (50s) is Maggie's direct Upline sponsor, but also her biggest rival: they run their businesses so differently, and clash constantly. A former Broadway star who demands the spotlight, Dahlia is the de facto face of Celestial: when she mentions the products, people listen. And buy. Dahlia lets nothing impede her vision. Seeing a kindred spirit in Liberty's polished recruit, Mina, she aims to train Mina herself. She then uses this relationship to manipulate information as needed.

Carlos Diaz, aka **CHUCK** (late 30s) is Claudia's hunky husband, and Stanford Law grad. Chuck never settles for a mediocre existence, and his questionable defense attorney practice follows him like a bad penny. He demands full control over his more-than-capable wife, a sad vestige of a cultural upbringing that he just can't seem to shake. While he should know better, he enforces his dictatorial position as head of household, whatever the consequences...even if it means losing his love.



CHARACTERS: RECURRING



CASEY CRANE (19), a cocky sports science major at UCSD, with a minor in “how to be player.” He is also Celestial’s youngest male rep. A sexy, straight man with hot business plan: create a Celestial team of cute, clever co-eds. His professors’ partners are also fair game in the war against aging. When it comes to light that Casey’s mother is none other than Dahlia, nobody’s surprised. But when he secretly recruits, and seduces, Mina’s own unruly teenage daughter, Lila, his most promising new consultant is suddenly much more supportive of her mom’s otherwise embarrassing lipstick business.

LILA REZAI (16) is Mina’s Persian Princess daughter, who cannot handle the truth: her beloved daddy died and left them practically penniless. She’s now forced to grow up, fast, and sets out to make her own money. But she takes her fury out on Mina: she fakes her age to join Casey’s Celestial team, not her own mother’s.



MILES HOYT (40s) an overly-sincere “insurance investigator”, sent to establish the shady circumstances surrounding a fire at Aunt Maggie’s condo. Izzy rightly senses there’s more to Miles than meets the eye, including his demanding ex-wife. Against her will, and with Tim far away, Izzy grows fond of Miles. But she has yet to learn whom he really works for.

MARIO ANGELETTI (60) general maverick about town. Never where, or who, he ought to be, Mario tests the patience of his only two family members, Izzy and Maggie, with his anti-establishment antics...yet his wild, beat poet wisdom proves to be an oddly spiritual touchstone for Izzy when her own world spins wildly out of control.



EPISODES

Celestial's Angels: Maggie's team welcomes its 4th member, but also has to learn how to train someone new!

An Equal Opportunity Opportunity: Izzy hits a warm market dead end, Claudia builds her business with the sole purpose of breaking away from her husband, Liberty strives to earn the respect of the Upline (=Dahlia), and Mina wants to start hauling in the big bucks to satisfy her daughter's demands. Looks like fun, feels like work.

It's My Launch Party and I'll Cry If I Want To: Creating your own business is no cake walk: how can you sell products and grow a ginormous organization if no one shows up to your launch parties?

Lipstick On A Pig: Harsh politics of makeup, obsession with youth, and battles with an uncompromising Upline.

The Inner Net: A powerful global conversation has begun. Through the internet, people are inventing new ways to share knowledge with blinding speed. As a result, markets are getting smarter, faster, than most large companies. – The Cluetrain Manifesto.

Network Market vs. Job Market: The contrast between team members who have demanding “day jobs” vs. the career they are struggling to build with Celestial in the “nooks and crannies” of their busy lives.

Devil's Breath: The deadly plant unknowingly responsible for Maggie's mysterious illness, infects several others. The poisonous product's recall slowly (over seasons) traces back to this beautiful but lethal Colombian flower.

North America by South America: Izzy wrestles with her fears over husband Tim's disappearance. With help from friends in Colombia, she searches for Tim. But will she be able to save him before his time runs out?

Virtual Rolodex: It's all about who you know! Or who you're about to meet. Izzy & Co expand their outreach.

Center of Influence: What you think about comes about. If you build it they will come. Claudia devises a plan that will surely lure in hundreds of potential new team members...but how will she ever follow up with them all?

Generosity: Celestial isn't just about skin care. On paper, it's about giving back. Such as a small town outside of Bogota, where they've all sent aid money to built missions, aiming to cultivate good relations with the locals. When Izzy and Claudia fly back to Colombia to see for themselves, that's not exactly what they find.

UPLINE

A glass vial with a red stopper and a red drop of liquid, with a small white flower and red berries at its base, positioned over the word 'UPLINE'.

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