


sightseen



Created by Billy Khoury, with Betsy Blakemore & Stuart McIntyre

A man with light brown hair and a light beard, wearing dark sunglasses and a red t-shirt, is leaning against the trunk of a large palm tree. He is looking slightly to the left of the camera. The background shows a park-like setting with several other palm trees, green grass, and a clear blue sky. In the distance, some buildings and a body of water are visible.

An episodic, grounded comedy centering on an L.A. dog walker / aspiring actor who gets pulled into the daily drama of his eclectic clientele - all while trying not to loose his dream of catching that big break and making it in Hollywood.

High Maintenance and Party Down meets Extras.



THE SERIES

DOGS ARE THE BEST. Their owners...
well, they all have a story - and our
series will intimately expose their tales
with Billy as our guide.



He'd thought he'd finally found himself the perfect side gig as he struggles to break into Hollywood. Extra cash to hang in the L.A. sunshine all day long with awesome pooches by his side. Easy peasy... except when he has to interact with the owners.

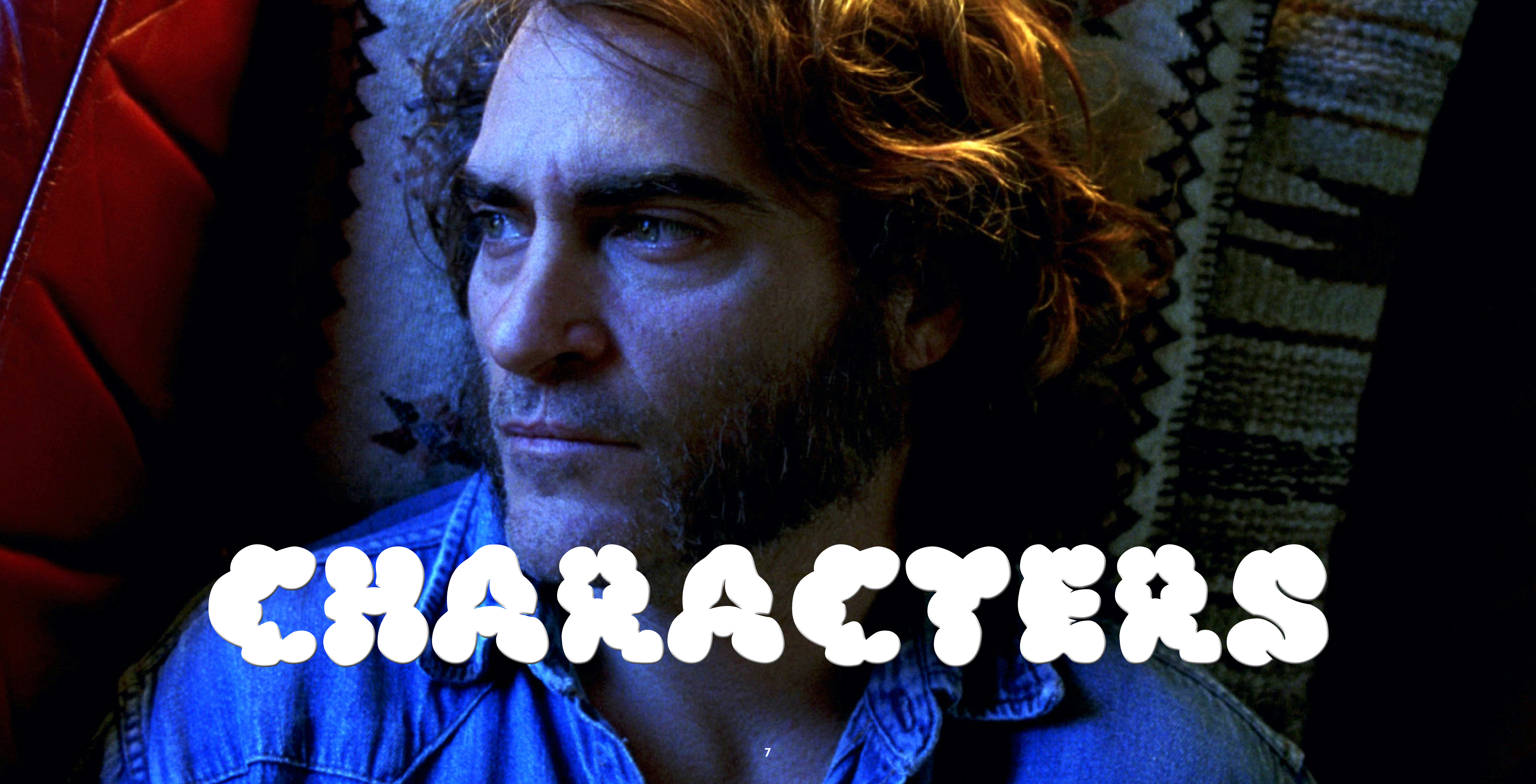
We'll follow Billy as he ventures into the homes and lives of his eclectic and needy clientele, where he discovers that with the dog walker they're all a little too eager to open up. About everything. Giving him a glimpse behind the curtain whether he wants to or not. Therapist, nanny, friend, witness, servant... Billy is just one of those special guys who people can't help but share their deepest secrets with. Lucky him.

Through the course of each season, **POOCHED** will chronicle how Billy juggles his clients' issues/emotions/anxieties/existential crises all the while trying to do what he came to do... simply to take doggo out to do their business. Each episode will be fresh and unexpected. Between Billy's evolving personal Hollywood hustle life and the fresh adventure (or fresh hell) of his clients and pups the viewer never quite knows what Billy is walking into next.

Tail wags invite us into each story arc, but we'll stay for the human drama. With a new client (guest star) every episode, we won't be confined to a single household or neighbourhood. Characters and stories will take us all over the city, into different cultures and socio-economic backgrounds. Children, teens, families, singles, empty nesters - no matter the zip code, age, status, or career - dogs will be the common thread that binds all of these distinctive people together.

Season 1 will play out *High Maintenance* snippet style as we focus primarily on the dogs and their owners and only bit by bit become acquainted with Billy's personal life and the more significant people in his world. By **Season 2** Pooched will evolve towards a more *Curb Your Enthusiasm* story structure and feeling. Some key recurring characters and venues from Season 1 will start to evolve into full story arcs as Billy's relationship with certain characters deepens. (For example an inconsequential run in with a multi dog walker in a dog park during Season 1 will morph into Billy's full blown arch nemesis by Season 2 and eventually bloom into deep a love interest by Season 3 finale.)



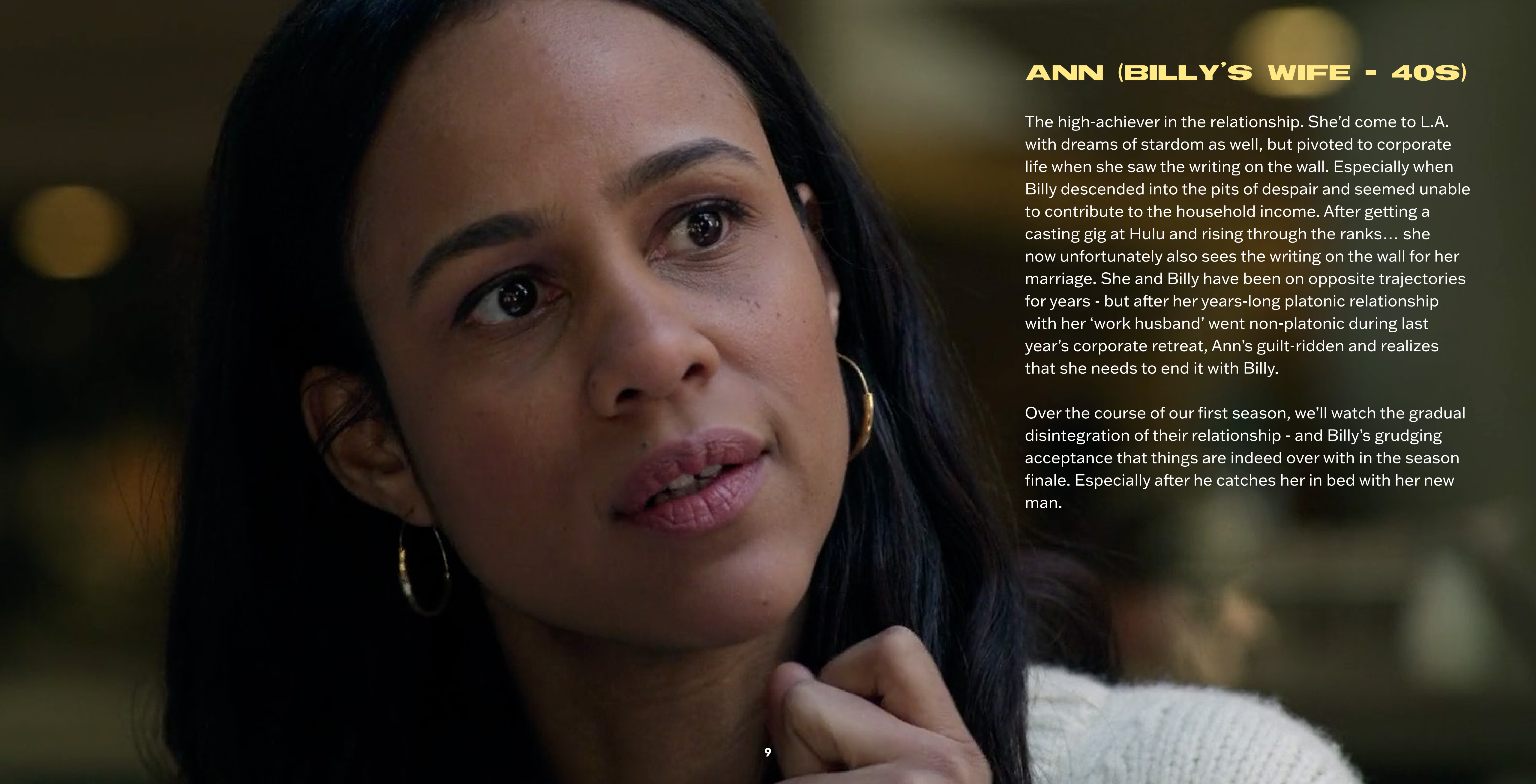


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BILLY (40s)

Professional dog walker, amateur therapist, periodic soothsayer... and our intrepid hero. Like so many transplants, Billy originally moved to the City of Angels years ago with grand designs on being the next Brad Pitt or Tom Hanks. Now he's routinely confused with Tom Arnold (Roseanne Barr-era). He's perpetually slightly overweight and depressed over dreams of stardom that are dwindling by the second... oh - and a rapidly failing marriage.

Billy initially got into dog walking to pay bills between auditions. But the job has slowly become more of his focus (much to his wife's dismay). And now Billy's only rays of sunshine are the smiling pups he feels privileged to walk... and their owners (some of them, at least), whose plethora of quirks never fail to sometimes challenge yet also renew his faith in and fascination with humanity.



ANN (BILLY'S WIFE - 40S)

The high-achiever in the relationship. She'd come to L.A. with dreams of stardom as well, but pivoted to corporate life when she saw the writing on the wall. Especially when Billy descended into the pits of despair and seemed unable to contribute to the household income. After getting a casting gig at Hulu and rising through the ranks... she now unfortunately also sees the writing on the wall for her marriage. She and Billy have been on opposite trajectories for years - but after her years-long platonic relationship with her 'work husband' went non-platonic during last year's corporate retreat, Ann's guilt-ridden and realizes that she needs to end it with Billy.

Over the course of our first season, we'll watch the gradual disintegration of their relationship - and Billy's grudging acceptance that things are indeed over with in the season finale. Especially after he catches her in bed with her new man.

THE CITY AS A CHARACTER

While our series is based in L.A. it can also easily be set in any major market in future seasons: NYC, Toronto, London, Paris, Seoul, Hong Kong, Sydney, etc. We'll take full advantage of the eccentricities of these locales... and the distinctive eccentricities of their citizens. Wherever we choose to travel, much like High Maintenance, we'll explore all of our home city's facets through the eyes of Billy, the pooches and his clients.






EPISODE STRUCTURE



SEASON ONE

Just as Billy begins to find peace with the prospect of a career in dog walking... he meets a legit producer who wants to make him into a dog walking reality star. However, his apparent good fortune is dampened when he finally climbs out of his depressive foxhole to see that his marriage is falling apart. The season ends with Billy finally 'making it' in Hollywood - but without the woman he thought was the love of his life. The most awkward part of it all? His hot new show is set up at Hulu... meaning he's going to have to see his ex on a frequent basis.




A man in a dark, patterned shirt and a woman in a light blue robe are standing on a rooftop pool deck. The man is on the left, talking on a cell phone, looking towards the right. The woman is on the right, also on a cell phone, looking down. In the background, there is a swimming pool, a lounge chair, a statue, and a view of a city and mountains under a hazy sky.

SEASON TWO

Things are going well for Billy, but he realizes that 'fame' (or his version of it) isn't all it was cracked up to be. He begins to realize that entertainment really isn't for him - all he really loves is the dogs and the eccentric people who love them.

EXAMPLE

EPISODES



An accountant who purchased a dog in a desperate attempt to keep his girlfriend, now finds she's more into the dog than him. He initially hired Billy to walk the dog but now pleads with him to "lose the dog" before it further displaces him in the relationship. Billy talks him off a ledge while explaining that the dog is not the issue.

Billy accompanies a recently widowed older woman on her dog walk. He learns about the wild adventures she had with her husband (and a little TMI about their personal life!), while offering a needed shoulder to lean on.





Billy attends Ben and Jasper's birthday party for their dog, Arthur. Things go south when their personal issues take center stage - one wants marriage and kids while the other prefers "fur babies" and no rings. Billy is pulled into the role of mediator to help save the relationship.





**Billy walks in on his client cheating on her husband...
in a “compromising” position she literally can’t get out
of without Billy’s help.**



An agoraphobic client suffering from panic attacks asks Billy to take her out for a walk with her dog. As they encounter other dog owners who test her resolve, Billy tries his best to keep her calm and distracted. He doesn't fare so well.

Billy invites his clients' son with Aspergers Syndrome to come on a walk with him. Billy gets a little more than he bargained for.



Billy's new client is a neurotic publicist who's too overwhelmed to even shave her legs, let alone walk her dog. When he returns from taking the dog on a test walk-- she's gone. And he's locked out. Billy's gotta keep the dog with him 'til she resurfaces. This could be a day-in-the-life episode where we see behind Billy's curtain.

CELEBRITY APPEARANCES

Celebs love their dogs! Los Angeles is the perfect setting to partner with dog-loving celebs/public figures/influencers to show them in a different light—capturing them in “real life” moments or to play against type, as well as include the many pet charities they champion. So, we’ll find fun and entertaining ways to include them in episodes - shooting brief celebrity cameos as Billy drops their dogs off at their homes or crosses paths with them in the city



Why Now

As people are living longer and choosing to stay single, they're filling companionship voids with dogs. In the age of "fur-babies", for many, pets are no longer just part of the family, they are the family.

There are over **80 million dogs** in American households. **1 in 10 has its own social media account.** Many have more followers than their owners. Worldwide, dog owners account for billions of social media posts and on average view 90 minutes of pet content per week.



BRANDED CONTENT OPPORTUNITIES

The series also shines a light on the growing canine “splurge” industry. Classic products have given way to high-end indulgences like organic human-grade food and supplements, designer accessories, daycares, nannies, spas, therapists, psychics, dog/ owner yoga... today’s doggy culture is celebrated in all its excessive glory.

Dogs have become a **\$40 billion industry** in the US (\$100 billion worldwide). Pooched provides several dog-related branding and cross-promotional opportunities by organically integrating products and services into the episodes, including pet food companies, pet stores, pet toy brands, and dog-walking apps.

In addition, other branded opportunities include active-wear/apparel, sneaker companies, energy/vitamin drinks and bottled water, protein/energy bars, earphones/pods (Billy will even listen to music on his walks!).

Please contact

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BONNY
RETURN 323-555-0163
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OR YOU WILL
FUCKING DIE

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