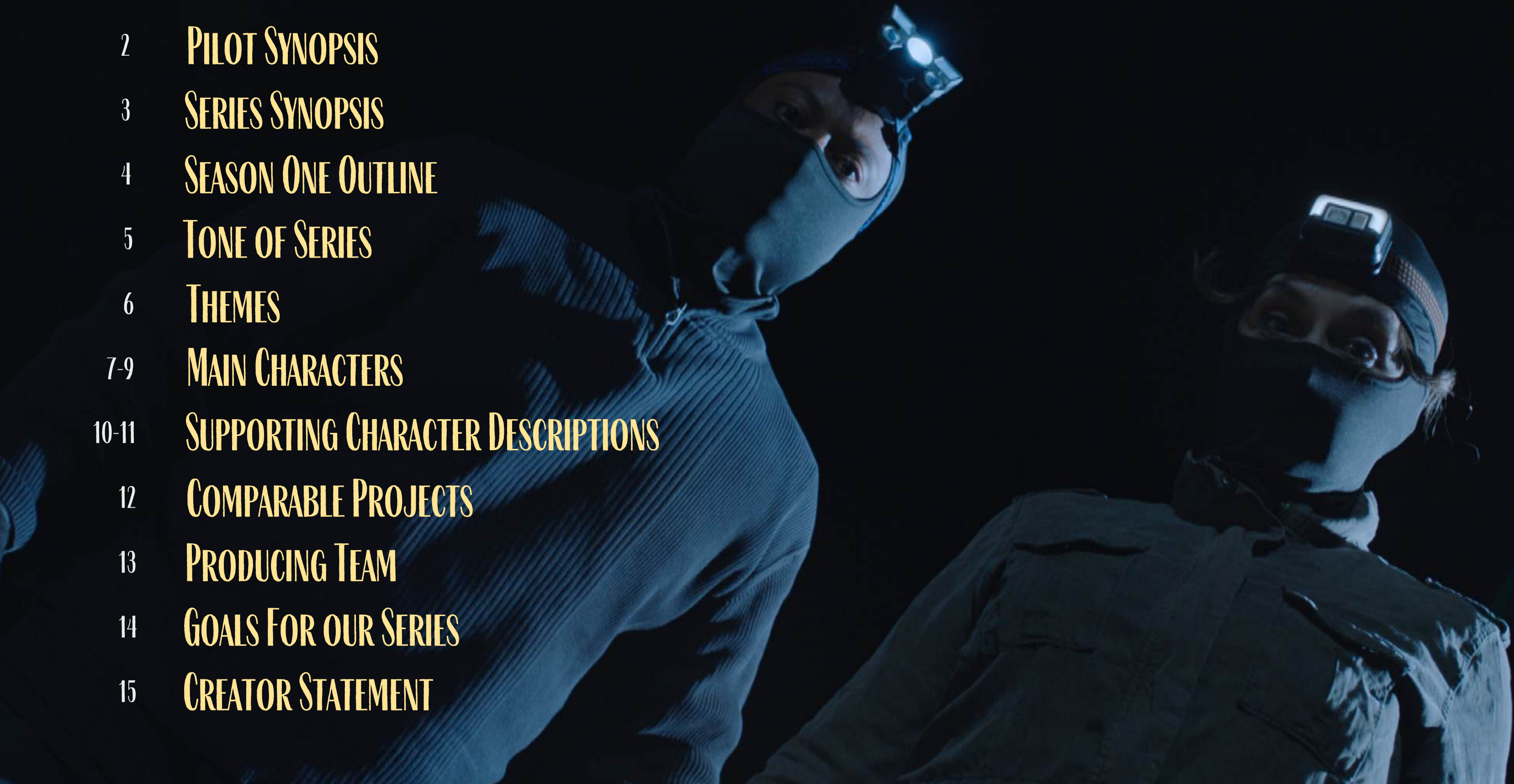




BAD ALICE

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LOGLINE



An everyday woman dives into the dark underbelly of scammers and con artists while trying to conceal her own tangled secrets. Armed with a band of eccentric misfits, she is on a quest for vengeance!

PILOT SYNOPSIS

Alice Shipley is an ordinary woman with a relatively quiet life. She lives with her sassy mom, Darla and teenage daughter while dealing with her strained marriage to Simon, a persistent gumshoe detective.

After her father loses everything in an elaborate scam, he takes his own life and it throws Alice into a whirlwind of revenge, justice and unintentional murder. She becomes fixated on uncovering con-artists and stopping them before they destroy more lives. With no formal training, just an obsessive need for justice, she embarks on a thrilling double life. By day, she's a mild-mannered activity coordinator at the White Oak Senior Center. By night, she transforms into Dr. V (V for Vigilante) with her co-worker, ex security guard Liam, tracking down criminals using a mix of old-school detective work, oafish instinct, and lots of luck.

We dive into the middle of a typical day for Alice, dealing with a handsy senior, her cheeky mom and her secretive husband.

Along with Liam and her unlikely misfit squad, they take down a couple of local scammers who have been plaguing the town and conning her mother's friend.

After the success of their takedown, Alice discovers someone knows her true identity threatening their whole operation and everyone involved.

SERIES SYNOPSIS

Each episode highlights Alice navigating her crumbling personal life and her secret successful vigilante life as Dr. V. New scams are introduced ranging from high-stakes frauds to smaller more personal cons.

Alice isn't alone in her quest. Her team is an eclectic group each with their own colorful backstory and oddball talents. Alice and her ragtag crew devise elaborate plans to infiltrate, expose, and take down the occasional half witted perpetrators. Alice uncovers the increasingly sinister and sophisticated frauds and begins to question everything.

As Alice dives deeper into this dangerous world, the lines between right and wrong begin to blur. Unintentional murder and mayhem appear in every episode.

The more she catches these fraudsters, the more she risks exposing her own secrets. Alice finds herself becoming the target of more than just some scammy trolls, someone has discovered her secret! This threatens to upend her whole existence - bars on the windows and bars of soap could be in her future!

As the series progresses, Alice grapples with the personal cost of her double life—her relationships with family and friends become strained, and her moral boundaries are tested in ways she never anticipated. She not only has to unearth her blackmailer but also needs to prevent Simon from discovering the truth.

Bad Alice is a story of empowerment—showing that even an ordinary woman with no special skills but a killer set of vocal chords and a powerful sense of justice can become an unlikely hero!

SEASON ONE OUTLINE

EPISODE 2

After the "surprise discovery" Alice and Liam go into panic mode as their paranoia grows trying to figure out where the anonymous letter came from. Darla and The Team get intel and get deep into the investigation to find out who is blackmailing them. Alice unearths Edith's nefarious secret past. Alice and Liam catch Johnny Goldtoof's Sweetheart Scam.

EPISODE 3

Alice discovers a complicated dilemma with Lucinda and Liam that can threaten their whole operation. Due to suspicious deaths at the retirement home Simon is put on the case. Alice and Darla recruit Edith to the team. Alice and Liam expose Ronan O'Connor's Elder Fraud.

EPISODE 4

Alice and Darla go on a secret mission and chaos ensues as they are kidnapped. Edith and The Team save the day. Alice's daughter Maddy grows suspicious of their activities and discovers damning evidence at Take Your Daughter to Work Day with Simon. Alice and Liam trap Sneaky Kiki in her Credit Card Scam.

EPISODE 5

Alice and Liam's origin story and early fumbles. Simon grows closer to discovering Alice's secret with a visit to Lucinda at the farm. Liam grows upset and concerned with Alice and her solo missions. Alice and Liam uncover Helg Bergstrom's Identity Theft.

EPISODE 6

All is revealed to Simon and Maddy. The anonymous writer is uncloaked. The Team is arrested and the future of Dr. V is in shambles.



TONE OF SERIES

Bad Alice is a dark comedy thriller that walks a fine line between altruism and cruelty. Blending irreverence with suspense, keeping the audience on edge in an uproarious way. With fast-paced storytelling, sharp wit, and escalating tension, it's often cynical yet has a sense of moral ambiguity.

It thrives on the juxtaposition of wacky humor and darker elements—exposing the greed, deception, and vanity of its characters. Anxiety hangs in the air as twists and turns are fast and ferocious.

Visually and stylistically the world these characters inhabit is gritty and real. It takes you into the lives of seemingly normal people with some twisted elements. Any one of them could be your neighbor, local delivery driver, or best friend.

In the end, this dark comedy thriller explores not just the thrills of deception but the human psyche itself while keeping the audience laughing.

THEMES

EMPOWERMENT AND SELF-DISCOVERY

ALICE'S JOURNEY IS ABOUT REDISCOVERING HER SENSE OF PURPOSE AND TAKING OWNERSHIP OF HER LIFE, EVEN IF IT MEANS BENDING THE RULES.



DECEPTION AND JUSTICE

THE COMPLEXITY OF JUSTICE IN A WORLD WHERE EVERYONE IS PLAYING THEIR OWN GAME. ALICE USES DECEPTION TO FIGHT DECEPTION, RAISING QUESTIONS ABOUT THE ETHICS OF VIGILANTE JUSTICE.



COMMUNITY AND CONNECTION

THE ECLECTIC TEAM ALICE BUILDS MIRRORS THE DIVERSE WAYS IN WHICH PEOPLE CAN COME TOGETHER TO FIGHT FOR A COMMON CAUSE, EVEN IF THEY DON'T ALWAYS AGREE.



MORAL AMBIGUITY

AS ALICE'S SCHEMES GROW MORE ELABORATE, THE LINE BETWEEN RIGHT AND WRONG BECOMES INCREASINGLY BLURRY. IS SHE A HERO, OR IS SHE BECOMING AS RUTHLESS AS THE CRIMINALS SHE'S CHASING?



SUSAN RUDICK

Ordinary, ignored, basically invisible housewife and mother. She works at the boisterous White Oak Retirement Community and moonlights as badass vigilante Dr. V. Deep-rooted emotional scars drive her pursuit for justice and reparation. She's clumsy but clever and still learning as she goes along. Her home life is falling apart, her mother drives her nuts, and she's struggling to hide her shocking criminal life from her detective husband. Her life is in shambles and the only thing holding it together is the promise of the next mark.

ALICE





PEGGY MILEY

Alice's mom is not your typical sweet ol' lady. Loud, obnoxious, a bit horny, loves weed and snacks. She lives with her daughter Alice and family. Her life was flipped upside down when her husband fell for a twisted scam and lost every dime of their life savings. He died by suicide not realizing that life insurance doesn't pay out in those circumstances. Darla is one of the only people who knows the true identity of Dr. V and relishes being a part of this criminal organization. She purposely hides her intelligence. No one would suspect she's helping to cover up the long list of accidental deaths/missing persons.

DARLA

FREDDY JOHN JAMES

Tough as nails but a big teddy bear on the inside, Liam is Alice's partner in crime and fellow co-worker at the White Oak. He's the one who knows Alice's true nature and appreciates and encourages her to be herself. He's her guardian, her confidant, and the brawn of the two. Adept in combat, he's very resourceful and inventive knowing how to keep them safe from exposure. He loves his wife Lucinda and their life on the farm but he's stuck in the middle of Alice and Lucinda's uncomfortable, unspoken feud. There has been many a sleepless night on the couch.

LIAM



SUPPORTING CHARACTERS



ERIC BEETNER AS SIMON

Alice's husband. A detective for LA city, he's hiding a secret of his own from Alice and Darla. He truly loves Alice but her extracurricular activities have drawn them apart over the past year. He's a good family man and he provides for them but he's become detached and distracted. Loves his job and goes ham when anyone shows even the slightest interest in it. He's hot on Dr. V's heels.



TINA VONN AS LUCINDA

Liam's loving and cynical wife. Usually ignores his dealings with Alice. She's not happy about their work, but keeps their secret because it has renewed his gusto. Loves to bake and cook and keep Liam's belly full. Loves her animals and farm life but worries about them getting caught. She can skin and gut with the best of them but Liam doesn't want her involved in the criminal dealings. Much tougher than he realizes.



MEIYEE APPLE-TAM AS
FALCON

She's a security camera monitor at Warrior Defense Services. She's a hardcore vengeance seeker, so smart and crafty the CIA should hire her. Loves to hack in her spare time and loves the money more. Has a possibly unhealthy obsession with cats. Hates her day job but it gives her access to the computer programming software she needs to do her side hacking. Tries to avoid Steve as much as possible.



MITCH NARITO AS
STEVE

Constantly stoned, loves EDM, drugs and Air Jordans. Trustworthy and overly super positive. He works at the communal office building where Warrior Defense is located. Janitorial life is just the gateway to his bigger dreams. He's the middle man between Falcon and Alice/Liam and gives them access to the office building. He thrives in the covert, and in another life could've been a spy. Well, more Austin Powers than 007.

SUPPORTING CHARACTERS



MIRA DELANEY AS
ALESSANDRA BLANCHETT

Vibrant, savvy and whip-sharp, top LA news reporter and investigative journalist who would rather be on the scene than in the studio. Dante's nemesis. She is determined to find and report the truth at all costs.



JAYNE TAINI AS
EDITH

Wears several nicotine patches at once and an eye patch covering a jagged, nasty scar. Former Russian spy. Drinks vodka like water. Obsessed with James and hates anyone who even looks in his direction. Carries a hidden knife; ready to rumble at any time. Maude is her archenemy.



DANIELLE KENNEDY AS
MAUDE

Grandmother of 20, lover of crochet, horny, cheeky, audacious and not afraid to go for what she wants. She can't wait to spill the tea with the girls at Bingo. BIG flirt and is NOT a woman's woman. She has no qualms stealing someone's man.



ROSHAN MATHEWS AS
DANTE SULLIVAN

Egotistical relentless reporter. He really wants to be an investigative journalist. Severe overachiever. He compulsively listens to true crime podcasts. Obsessed with Dr. V, he's dedicated to finding out his true identity. Hates Alessandra with a passion.

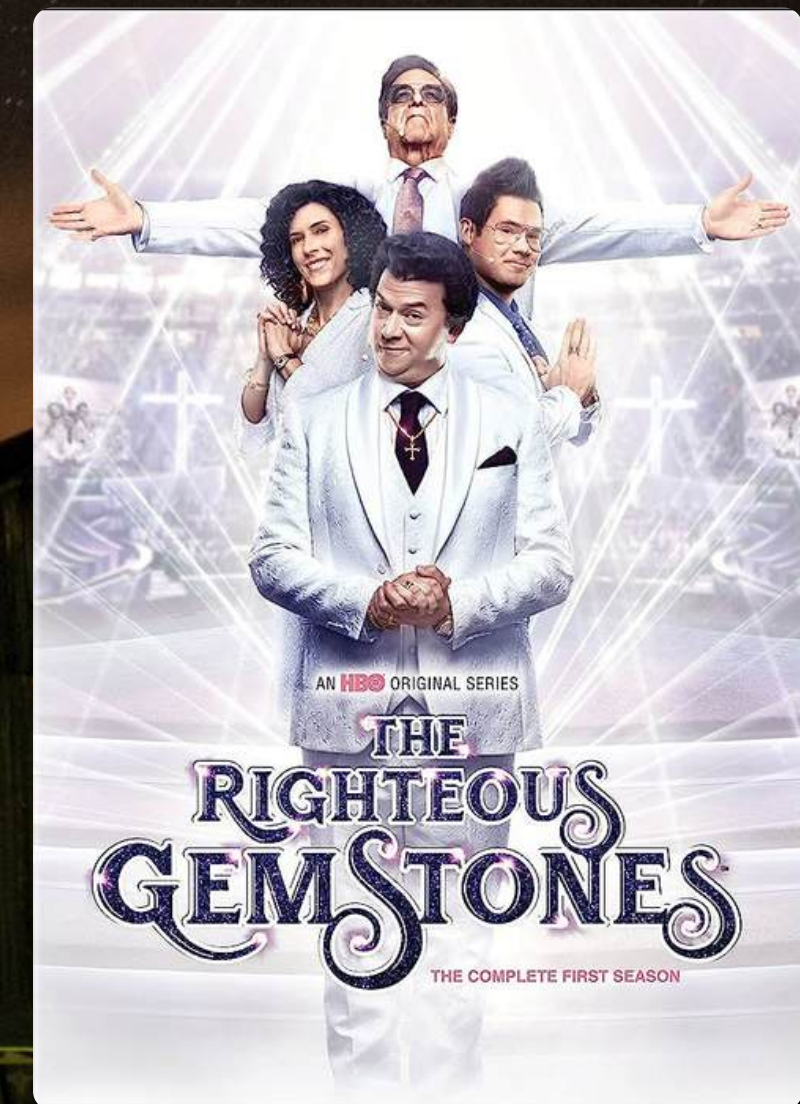
COMPARABLE PROJECTS



SEARCH PARTY



DEAD TO ME



THE RIGHTEOUS
GEMSTONES

PRODUCING TEAM



SUSAN RUDICK

Co-Creator/Producer/Writer

With a background in musical theatre, sketch, and improv, Susan is thrilled to bring Bad Alice to life. FILM/TV- Mermaid, Lawyered Up, 20 weeks (Amir Arison), Bookstory, The Haunt (Pilot), Web Series- Faux Baby (Missy Yager); Off B'way- Elevator Etiquette, Cheyenne; Acme Comedy, numerous VOs and commercials including Microsoft with Jerry Seinfeld, Bill Gates; you also may have seen Susan as the mesmerized, neurotic yogi in the award winning viral music video Guru Money \$\$.



TINA VONN

Co-Creator/Producer/Writer

An actor, professional photographer, singer songwriter, and screenwriter. Tina made the quarter finals of multiple screenwriting festivals in the last two years, including the prestigious PAGE Awards. She has acted in multiple national commercials for companies like Google, T-Mobile, and American Express, and a few fun television roles like her recent one with the incomparable Kathy Bates in Matlock.

GOALS

With our female led creative/production team and a diverse cast we shine a light on scams and cons, by bringing justice, revenge and absurdity to viewers via a darkly hilarious thrill ride. We would love to premiere at SeriesFest, connect with industry professionals, get picked up and see this raucous and powerful series on tv!



CREATOR STATEMENT



In our passion and desire to create our own content, we kept hearing horrifying stories of seniors and the vulnerable being exploited. We knew immediately THAT's the story we wanted to tell, but with a comedic twist.

From the age-old Nigerian Prince to catfishing, identity theft and AI kidnapping, these stories are devastating.

We know countless people who have been conned including close friends and family. Their stories inspired us to write Bad Alice.

Today with AI, scams are becoming more and more sophisticated. People don't know who to trust. It's hard to tell what is real or fake and there's often no recourse. We want to expose various scams and con artists through this dark raucous tale.

Creating this story is our own radical form of justice and empowerment. Who better to catch scammers at their own game than an everyday woman?