

The first of many
podiums.

WRITTEN BY
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FORMULA 1

A WOMAN-LED SCRIPTED DRAMA

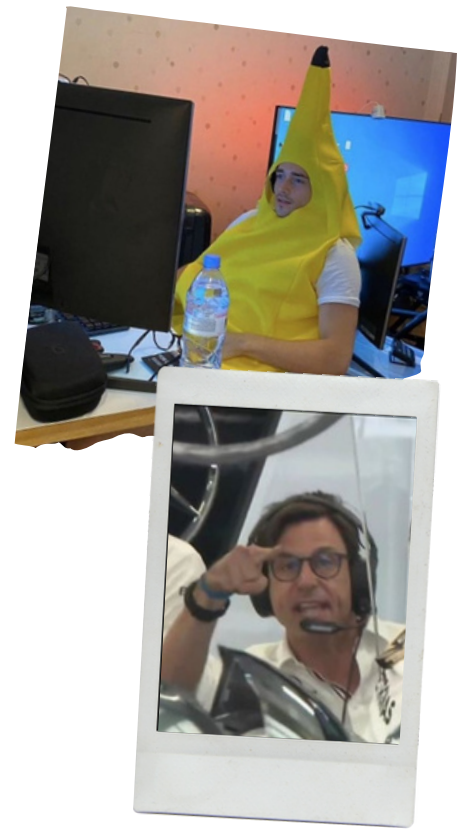
Set in the glamorous world of Formula One, a washed-up, grief stricken female racing car driver rejoins the world of motorsports in an effort to rekindle her love of competition, racing, and life itself.



Top, Left to Right: Lella Lombardi, Jamie Chadwick, and Giovanna Amati.
Bottom, Left to Right: Abbi Pulling, Sophia Floersch, and Susie Wolff.

PODIUMS was made for a **female audience**, and that's what makes us special in a genre dominated by male skewing documentary features and shows.

Written by real life long fans, PODIUMS understands the strange tone of the sport, the gossip, the memes, the inside jokes, the rules and regulations, and the pressure on the grid.



"In November 2022, F1 CEO Stefano Domenicali said 40% of global F1 fans were women, up 8% from 2017."

-Forbes.com

"Formula 1 races have gone from a predominantly male audience to a vibrant and enthusiastic contingent of young women filling the stands."

-RTR Sports Marketing

"...F1 has tapped into the kind of audience that advertisers salivate over...with an average age of 35 and roughly 60% men and 40% women, F1 says."

Wall Street Journal



COMMERCIAL VIABILITY

“It would make a strong contender for a prestige cable or streaming outlet like FX, AppleTV+, or MAX ... (Podiums) plays in the waters of preexisting real-world organizations, which will likely help in a landscape somewhat averse to completely new ideas right now. ”

Black List Evaluation

“We are feeling that explosion in the sport, of the popularity of the sport, and it’s with a different generation,” says Aston Martin team owner Lawrence Stroll. “They’re able to follow it on their phone. They don’t have to sit home at 2 o’clock on a Sunday afternoon or watch it on TV.”

Wall Street Journal

WHAT’S THE COST?

Netflix’s Senna (a scripted drama based on the life of F1 driver Ayrton Senna) had a total budget of **\$170 million**, spending **\$28 million per episode**. Unlike Senna filming PODIUMS can be done mostly on sets because we’ve fictionalized the sport, some of the teams, and all of the drivers.

Podiums has **additional money making potential** wrapped up in merchandising, brand deals and product placement used on the fictional cars and teams.

PILOT SUMMARY

START

We open on a formula one race where a driver named **ALEX MELIDES** suffers a terrible crash.

"we know the car is bad"

TWO MONTHS EARLIER

Our hero **MARY** is hired by a controversial F1 team.

Mary reunites with her childhood friend and motorsports rival **CALLUM**.

The team's owners **SAMANTHA** and **GAVIN** make it clear they must score a point in the opening race or sell the team to former Hollywood A-lister **LOGAN EMMER**.

Instead, the team hire aging former world champion Alex Medlides to drive for them.

Logan Emmer reveals that to invest, the team must hire his son as lead driver. His offer is rejected.

Mary and Callum's rekindle their rivalry, causing friction in the team.

30 MINUTE MARK

The first race of the season begins.

We meet **MATÉ**, a violent rookie driver working for another team.

Logan Emmer attempts to insert himself in the lives of the teams drivers.

In the race Maté runs Alex off track, resulting in the fiery crash from the opening.

After the race, the team are told their secondary driver **TARO** has scored points on a technicality.

Maté encourages Mary to return to racing.

Alex is rushed to the hospital, **his fate unknown**.

FINISH

Callum confronts Mary, and the two get into a physical altercation, while a journalist secretly records the fight.

The team pass over their official reserve driver—Callum—and choose to put Mary in the car to replace Alex.



The hero.

Mary Milner

Former child prodigy, after suffering the loss of her parents Mary's struggling to get back to her old self, but the truth is her old self would do anything she needed to win, ***anything.***



The champ.

Alex Medlides

Former three time world champ, he's aging out of the sport. Still, he clings to the idea he could win one more championship before he calls it quits.



The villain.

Maté Orpo

Maté grew up driving with Mary and Callum, his dad was hard on him growing up, so he has no life outside of racing.



The rival.

Callum Roth

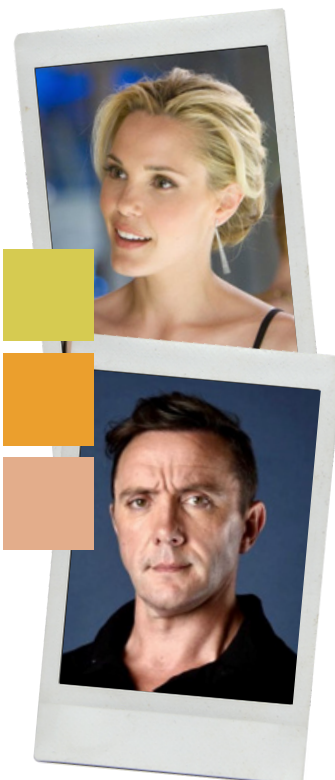
As Mary's childhood rival, Callum thought he'd escaped her shadow but no matter how friendly they pretend to be, she's always his biggest competition, and secretly he hates her for it.



The star.

Taro Sano

Taro burned out in one season as a rookie at another team. In truth he could be one of the greats, but his crappy team is holding him back.



The owners.

Samantha and Gavin Ager

Samantha and Gavin might fight but they've always got each other's back, if they didn't Sam would have left the moment her playboy brother almost tanked the team their father built.

EPISODE TWO

"grid girl"

Mary must jump through a series of hoops to replace Alex in the next race, however she quickly discovers she might not have the muscle to drive an F1 car. Meanwhile, Callum's growing resentment at being passed over sets fire to their childhood rivalry, and Alex begins to see a mysterious black car, forcing him to confront his fear of dying on track.

SEASON 1

Mary and Callum's friendship degrades further. The team are forced to partner with Logan Emmer, and hire his diva son as their lead driver.

With the extra cash from Logan, the team secure a talented young engineer with no respect for drivers.

The team deal with industry spies as their car improves, while Alex, Callum and Taro look for a drive elsewhere on the grid.

Alex refuses to retire, and slowly gets his swagger back.



WHAT HAPPENS AT THE END?

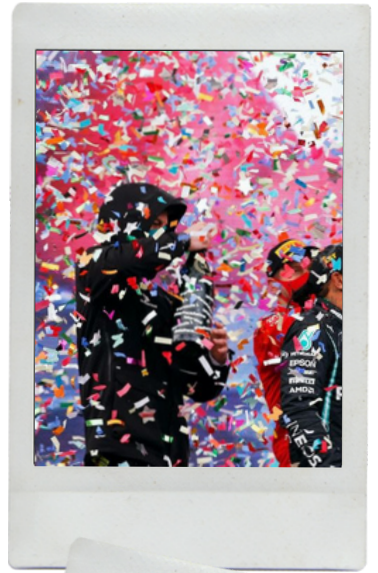
At the end of the penultimate season Mary is made world champ after a grueling climb, and finally begins to mellow out.

Having achieved her wildest dreams, where does she go from here?

Callum and Mary's rivalry has become vitriolic and violent, but as she confronts her grief surrounding the loss of her parents she attempts to bridge the gap between them.

Callum must come to terms with not even being able to challenge Mary for her second title after being so close the previous season, while Mary must compete with a new driver challenging her in only his rookie season.

In the end Mary retains her title, but promptly announces her retirement as she realizes she doesn't want to deal with the overwhelming weight of competition any longer, and finally she and Callum reconcile.



WHY DID WE MAKE THIS?

I grew up with F1 playing in the background on Sundays. Even now the sound of those cars feels like home.

One day, when I must have been no older than seven or eight, I vividly remember asking my dad “are there any girl drivers?”.

At the time there weren’t even any woman pundits, let alone engineers or drivers.

There was an awkward silence as my dad tried to answer, and then the camera cut to some grid girls in mini skirts—I got the message.

F1 is wildly popular with so many people all over the world, and it continues to show that it has great potential as four quadrant media. I have no doubts Podiums would be happily embraced by fans everywhere regardless of gender or age.

Two years ago when my mother’s health declined I started writing Podiums as a selfish comfort while watching F1 on repeat, then she died... I continued to write to stay distracted. I wrote Podiums in a Quality Inn, I wrote Podiums when I couldn’t sleep, I wrote Podiums while moving my life halfway around the world, and soon my brother fell in love with the project too.

My brother and I have never written something we believe in as much as Podiums.





"A drama set in the world of F1 could not be more commercially viable right now"

- Black List Evaluation

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