



HOW TO BUILD A LIFE

INVESTOR & PARTNERSHIP PACKAGE

"Rebuilding a house is easy. Rebuilding a life is the hard part."

Comedy · Home Renovation · Lifestyle

8 x 30-Minute Episodes · Cincinnati, Ohio

Indira G. Wilson · Creator & Executive Producer

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WELCOME TO HOW TO BUILD A LIFE

Thank you for taking the time to explore *How To Build A Life*.

This package has been created to provide a comprehensive overview of the series, its creative vision, commercial potential, and production strategy. More than a television comedy, *How To Build A Life* is a scalable entertainment property that combines heartfelt storytelling with the universal appeal of home renovation.

Designed from the ground up with audience engagement, brand integration, and long-term franchise growth in mind, the series offers multiple pathways for revenue through television distribution, sponsorships, licensing, digital content, and future seasons.

Inside, you'll discover the creative foundation of the series, our production roadmap, funding strategy, and how you can become part of bringing *How To Build A Life* to audiences around the world.

Inside, You'll Find:

The Opportunity: Why this concept is positioned for today's television and streaming marketplace.

The Story: The logline, series overview, creative vision, and Season One story.

The Business: Market opportunity, audience insights, revenue strategy, and brand integration opportunities.

The Production Plan: Budget, timeline, current status, and financing roadmap.

The Team: The creators, executive producers, and production leadership behind the series.

The Investment: How you can join us in bringing *How To Build A Life* from development to production.

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THE OPPORTUNITY

PROJECT SNAPSHOT

Title	How To Build A Life	Genre	Comedy Home Renovation Lifestyle
Created By	Indira G. Wilson	EPs	Indira G. Wilson & Joseph Wilson
Format	Half-Hour Comedy Series	Episodes	8 x 30 Minutes
Budget	\$350,000 · \$43,750 per Episode	Tax Incentive	Eligible — Ohio Motion Picture Tax Credit

THE OPPORTUNITY

How To Build A Life is a half-hour, single-camera comedy that blends scripted storytelling with the enduring popularity of home renovation television. Combining heartfelt comedy, relatable relationships, and aspirational home transformations, the series is designed to appeal to audiences who enjoy character-driven comedies, lifestyle programming, and feel-good entertainment.

Beyond its entertainment value, the series offers multiple monetization opportunities through product placement, brand partnerships, digital content extensions, sponsorship integrations, licensing, and streaming distribution. With its broad demographic appeal, scalable production model, and franchise potential, *How To Build A Life* is positioned to grow beyond a single series into a recognizable lifestyle entertainment brand.

WHY THIS SERIES

How To Build A Life sits at the intersection of two proven genres:

- Character-driven comedy
- Home renovation programming

The series fills a gap in today's television landscape by combining scripted comedy with instructional home improvement, creating a format that appeals to fans of both lifestyle programming and premium television. Its themes of reinvention, independence, and second chances resonate with audiences while offering long-term franchise potential.

PART 2

THE STORY

SERIES OVERVIEW

How To Build A Life is a heartfelt comedy that blends scripted storytelling with the universal appeal of home renovation television.

After moving back to Cincinnati following a painful divorce, Sydney Walters purchases a neglected Victorian mansion believing the house will be easier to fix than her life. She's wrong.

Every renovation project forces Sydney to confront something she's avoided, from family expectations and failed relationships to rebuilding her confidence and discovering a new purpose. Along the way, she decides to create her own home improvement show, proving that when opportunity doesn't knock, sometimes you have to build your own door.

Filled with heart, humor, romance, and renovation disasters, the series reminds audiences that every new beginning starts with a little demolition.

MAIN CHARACTERS

Sydney Walters

The Dreamer

A talented home improvement expert determined to reinvent herself after divorce. While restoring an aging Victorian mansion, Sydney also repairs her confidence, relationships, and sense of purpose. Her humor, resilience, and optimism make her a relatable protagonist for anyone who's ever had to start over.

Allen

Sydney's Cousin & Best Friend

Sydney's cousin and closest friend, Allen is loyal, encouraging, and always knows how to make her laugh when life feels overwhelming. Quietly chasing his dream of becoming a stand-up comedian, he understands what it means to pursue an uncertain future. As Sydney's biggest supporter, Allen constantly reminds her to believe in herself — even when she can't see her own potential.

Carla

Sydney's Mother

Carla loves her daughter deeply, but her love often comes wrapped in manipulation, guilt, and constant interference. Determined to keep Sydney close after her divorce, Carla believes she knows what's best, even if it means making Sydney question her own decisions. Their relationship is filled with humor, frustration, and the complicated reality that family can be both our greatest source of comfort and our biggest obstacle to growth.

Nicole

The Neighbor

Sydney's opinionated next-door neighbor, Nicole is equal parts friend, gossip, and neighborhood watchdog. She somehow knows what's happening before everyone else and never misses an opportunity to share her unsolicited advice. Beneath her larger-than-life personality is a loyal friend who genuinely wants to see Sydney succeed, even if her delivery isn't always appreciated.

SUPPORTING CHARACTERS

Jayla

A bold, energetic social media creator who helps Sydney launch her online renovation series. Confident, ambitious, and always thinking about the next viral moment, Jayla pushes Sydney outside of her comfort zone and into the digital world. Her modern perspective constantly clashes with Sydney's old-school approach, creating plenty of comedy while helping Sydney embrace new opportunities.

Tony

A self-proclaimed handyman whose confidence greatly exceeds his skill level, Tony has an opinion about everything and a solution for nothing. His well-intentioned efforts usually create more problems than they solve, but his loyalty and heart keep him coming back. Whether he's breaking something or accidentally fixing it, Tony always finds a way to make the renovation more entertaining.

Armani

Sydney's charming ex-boyfriend who believes every reunion deserves a second chance. Confident, charismatic, and persistent, Armani reappears just as Sydney begins rebuilding her life, forcing her to confront whether she's truly moved on or simply afraid to start over. His return creates both romantic tension and opportunities for Sydney to discover what she truly wants.

Cameron

An ambitious entrepreneur renting space from Sydney while working to launch his own business. Full of unconventional ideas and relentless optimism, Cameron often finds himself navigating the challenges of coordinating semi-extravagant events inside a house that's constantly under construction. His entrepreneurial spirit mirrors Sydney's own journey, creating an unexpected friendship built on shared ambition and resilience.

Kaazim

Sydney's unreliable father whose unpredictable appearances usually arrive with big promises, questionable advice, and plenty of laughs. While his inconsistency has left its mark on Sydney, his charisma and humor make it difficult to stay angry for long. His presence reminds Sydney that healing sometimes means accepting people for who they are, not who we wish they would become.

EPISODE GUIDE

Pilot — “Welcome Home”

Fresh off a painful divorce, Sydney Walters returns to Cincinnati determined to start over by restoring a neglected Victorian mansion. As everything begins to unravel, from unreliable contractors to unwanted visits from her past, she's reminded of the home improvement career she left behind. After a failed audition for a renovation show, Sydney makes a life-changing decision: instead of waiting for an opportunity, she'll create her own.

Episode 2 — “The First Shoot”

Sydney's home improvement show hits a snag before it even airs — turns out she can barely work the camera. Between a fender bender that resurrects sue-happy wannabe event planner Cameron and a blast-from-the-past ex, her first shoot spirals into chaos, but she's more determined than ever to push through.

Episode 3 — “The Big Demo”

Sydney decides small projects are for amateurs and commits to gutting an entire room, only for Cameron's murder mystery party to spiral into disaster and set the renovation back. A rising Cincinnati influencer helps Sydney's show finally gain traction, while things begin heating up again with Larry.

Episode 4 — “Cracks in the Foundation”

Sydney convinces Allen to become her contractor as the two uncover a major foundational problem with the house. At the same time, Sydney's rekindled relationship with Larry develops cracks of its own when she discovers he's been keeping a secret.

Episode 5 — “The Wedding”

Done with dating, Sydney throws herself into the show as Cameron books a much-needed micro-budget wedding at the house. A rule-breaking new tenant threatens to derail everything, until Sydney receives an even more unexpected houseguest: her mother.

Episode 6 — “Mom Moves In”

Carla arrives on Sydney's doorstep claiming she was kicked out of her assisted living home. Sydney reluctantly takes her in and somehow manages to finish the dining room despite her mother's constant criticism. Meanwhile, Allen gets his shot at stand-up at a local comedy club.

Episode 7 — “The Kitchen”

Riding her growing YouTube momentum, Sydney takes on her biggest renovation yet: the kitchen. To help fund it, she pitches Cameron a Halloween haunted house. A new contractor, Darnell, joins the project, and just happens to be one of Sydney's exes.

Episode 8 — “Skeletons in the Closet”

Haunted house night is a hit, generating the money Sydney needs for a serious kitchen upgrade, with Darnell proving handy in more ways than one. But the house isn't the only thing hiding skeletons as Sydney's past comes rushing back, including her ex-husband.

THE MARKET

TARGET AUDIENCE

Primary Audience

- Women ages 35–55
- Homeowners and aspiring homeowners
- Home improvement & DIY enthusiasts
- Lifestyle and home design viewers
- Romantic comedy fans
- Women navigating life transitions, career changes, or new beginnings

Secondary Audience

- Couples and families
- Millennial and Gen X streaming audiences
- First-time home buyers
- Fans of feel-good, character-driven television
- Viewers who enjoy aspirational and uplifting stories

Comparable Viewing Habits

Audiences who watch content on: HGTV, Magnolia Network, Netflix, Hulu, Max, and Prime Video.

Why This Audience

How To Build A Life speaks to viewers who love transformational stories, whether it's renovating a home, rebuilding a relationship, or starting over after a major life change. By combining the emotional appeal of a romantic comedy with the aspirational nature of home renovation programming, the series is designed to resonate with audiences seeking entertaining, optimistic, and relatable storytelling.

MARKET OPPORTUNITY

Positioned at the Intersection of Two Proven Genres

How To Build A Life combines the emotional storytelling of a scripted comedy with the enduring popularity of home renovation programming, creating a series with broad audience appeal and strong commercial potential.

Home Improvement Continues to Drive Viewership

Home renovation remains one of television's most consistent and successful genres. Networks like HGTV reach more than 80 million U.S. households, while home-focused content continues to thrive across streaming platforms such as Magnolia Network, Netflix, and Hulu.

Audiences Are Looking for Feel-Good Stories

Viewers continue to embrace uplifting, character-driven series centered on resilience, reinvention, and authentic relationships. Female-led comedies that balance humor with emotional storytelling have found strong audiences across both traditional television and streaming.

Built for Today's Entertainment Landscape

- Heartfelt, character-driven comedy
- Home renovation and DIY culture
- Female-led storytelling
- Lifestyle and aspirational entertainment
- Broad family appeal

A Commercially Scalable Property

- Brand partnerships
- Product integration
- Streaming distribution
- Digital companion content
- Future seasons and franchise expansion

By bringing together two proven entertainment categories — relationship-driven comedy and home renovation — *How To Build A Life* is positioned as both a compelling television series and a commercially scalable entertainment brand.

COMPARABLE SERIES

Somebody Somewhere (HBO)

Heartfelt Character-Driven Storytelling

Like *Somebody Somewhere*, *How To Build A Life* centers on a relatable woman rebuilding her life after personal loss. Both series balance humor with emotional authenticity, exploring themes of family, community, and finding purpose while celebrating the beauty of imperfect people finding their way.

Survival of the Thickest (Netflix)

Female-Led Comedy & Reinvention

Both series follow strong, relatable women navigating major life transitions while rediscovering themselves. Through humor, friendships, and unexpected opportunities, *How To Build A Life* shares the same uplifting spirit and emotional honesty that audiences embraced in *Survival of the Thickest*.

Property Brothers: Forever Home (HGTV)

Home Renovation & Lifestyle Appeal

The renovation journey is more than a backdrop — it's central to the storytelling. Like *Property Brothers: Forever Home*, each renovation transforms not only the space but also the lives of those connected to it. This format also creates authentic opportunities for product integration, brand partnerships, and lifestyle marketing.

Why These Comparables?

How To Build A Life occupies a unique position at the intersection of scripted comedy and home renovation television. It combines the emotional storytelling of premium streaming comedies with the aspirational appeal of lifestyle programming, creating a series designed to attract loyal audiences while offering significant commercial opportunities through sponsorships, product placement, and long-term franchise growth.

THE BUSINESS

REVENUE STRATEGY

Multiple Revenue Streams. One Scalable Brand.

How To Build A Life has been developed as more than a television series. Its unique blend of scripted comedy and home renovation creates multiple opportunities for monetization across production, distribution, digital media, and brand partnerships.

Television Distribution

The primary revenue opportunity comes through licensing the series to television networks and streaming platforms. Potential buyers include:

- Netflix
- Hulu
- Prime Video
- Max
- Peacock
- Magnolia Network
- HGTV
- Roku
- Tubi

Brand Partnerships

Because home renovation is central to the story, products become part of the narrative instead of traditional advertising. Potential partners include:

- Home Depot
- Lowe's
- Sherwin-Williams
- DeWalt
- Kohler
- Whirlpool
- GE Appliances
- Wayfair
- IKEA

Revenue opportunities include:

- Product Placement
- Sponsored Episodes
- Presenting Sponsors
- Digital Campaigns
- Social Media Collaborations

Digital Expansion

The series naturally extends beyond television. Potential content includes:

- DIY Tutorials
- Behind-the-Scenes Videos
- Home Renovation Tips
- Social Media Content
- YouTube Companion Series

Consumer Products

As the audience grows, the brand can expand into:

- Merchandise
- Home Décor Collections
- Renovation Guides
- Books
- Branded DIY Products

Long-Term Franchise Growth

The format supports continued expansion through:

- Additional Seasons
- Spin-Off Series
- Licensing Opportunities
- Live Experiences & Events

Unlike many independent television projects that rely on a single distribution deal, *How To Build A Life* has been intentionally designed with multiple revenue opportunities. By combining scripted entertainment, home renovation, and lifestyle content, the series creates long-term commercial value while opening the door to strategic partnerships, recurring audience engagement, and sustainable franchise growth.

BRAND PARTNERSHIPS

Built for Authentic Brand Integration

Unlike traditional scripted television, *How To Build A Life* naturally incorporates products and services into the story. Every renovation project creates opportunities for brands to become part of the audience's experience through authentic, story-driven integrations rather than traditional advertising.

Because home improvement is central to the series, brand partnerships feel organic, adding value to both the viewer and the sponsor.

Partnership Categories

PARTNERSHIP CATEGORY	POTENTIAL BRAND PARTNERS
Home Improvement Retailers	Home Depot · Lowe's · Ace Hardware · Menards
Paint & Building Materials	Sherwin-Williams · Benjamin Moore · Behr · PPG Paints
Tools & Equipment	DeWalt · Milwaukee Tool · Ryobi · Craftsman
Appliances & Home Fixtures	Whirlpool · GE Appliances · Kohler · Delta Faucet
Furniture & Home Décor	Wayfair · IKEA · Ashley Furniture · Article
Lifestyle & Financial Services	Local Banks & Credit Unions · Mortgage Companies · Home Insurance Providers · Real Estate Agencies

Integration Opportunities

- Presenting Sponsor
- Episode Sponsor
- Product Placement
- Room Renovation Sponsor
- Digital Companion Content
- Social Media Campaigns
- Behind-the-Scenes Features
- Sweepstakes & Consumer Promotions

Every episode features a home renovation project, creating recurring opportunities for meaningful brand exposure. Rather than interrupting the story, products become part of the transformation, allowing audiences to see brands used naturally in real-world settings while supporting a series centered on hope, reinvention, and community.

SEASON ONE BUDGET

An overview of the estimated production budget for Season One. Funding Goal: \$350,000 · 8 Episodes · Approx. \$43,750 per Episode.

PRODUCTION PHASE	BUDGET
Development & Pre-Production	\$35,000
Production (Cast, Crew & Equipment)	\$170,000
Locations, Production Design & Wardrobe	\$35,000
Post-Production	\$55,000
Marketing & Deliverables	\$25,000
Contingency	\$30,000
TOTAL	\$350,000

Budget Highlights

- 8 Episodes x 30 minutes
- Production based in Cincinnati, Ohio
- Eligible for the Ohio Motion Picture Tax Credit
- Designed for an efficient independent production model
- Scalable through brand partnerships and additional financing

PRODUCTION TIMELINE

1. Development & Financing

July – August 2026

The current focus is securing the financial and strategic partnerships needed to move the project into production.

- Secure production financing
- Finalize investor commitments
- Confirm brand sponsorships and product integration partners
- Continue fiscal sponsorship and DAF fundraising
- Complete principal casting
- Finalize key department heads and production crew
- Lock production schedule and begin pre-production planning

2. Pre-Production

September 2026

With financing in place, the production team prepares every creative and logistical element needed for filming.

- Secure filming locations
- Finalize production design and renovation plans
- Complete wardrobe and prop selection
- Lock shooting schedule
- Confirm equipment rentals and vendors
- Conduct production meetings and rehearsals
- Complete final production logistics

3. Principal Photography

October 2026 · Cincinnati, Ohio

Season One production.

- Film all 8 episodes in Cincinnati, Ohio
- Execute scheduled home renovation builds
- Capture behind-the-scenes and promotional content
- Create branded partnership assets during production
- Maintain efficient independent production schedule

4. Post-Production

November – December 2026

The series moves into post-production to prepare Season One for distribution.

- Picture editing
- Sound design and audio mix
- Color correction and finishing
- Original music and score
- Graphics and titles
- Final quality control
- Delivery master creation

5. Distribution & Launch

Early 2027

Following completion, the series enters the marketplace through strategic distribution and promotional efforts.

- Distribution and streaming outreach
- Television network and platform meetings
- Festival and television market submissions
- Brand activation campaigns
- Public relations and marketing rollout
- Audience launch strategy

THE INVESTMENT

INVESTMENT OPPORTUNITY

Investing in More Than a Television Series

How To Build A Life was developed from the ground up to be both creatively compelling and commercially scalable.

Unlike many independent television projects, this series has multiple pathways to generate revenue, including traditional distribution, brand partnerships, digital content, licensing, and future seasons.

With development complete, a produced pilot, a polished trailer, and comprehensive packaging materials already in place, the project is positioned to move efficiently into production once financing is secured.

We are currently seeking strategic investors who share our vision for bringing this original comedy series to audiences worldwide.

Flexible Ways to Support the Project

- Private Investment
- Brand Partnerships
- Executive Producer Opportunities
- Tax-Deductible Donations through Fiscal Sponsorship
- Donor-Advised Funds (DAFs)

WHY INVEST?

Positioned for Production

How To Build A Life has completed its creative development and is actively raising production financing to move into Season One.

Current Funding Will Support

- Principal Photography
- Cast & Crew
- Production Design & Locations
- Equipment & Production Operations
- Post-Production
- Marketing & Distribution Preparation

Why Now?

- Development and packaging are complete.
- The project is actively engaging investors, brand partners, and strategic collaborators.
- Production is targeted for October 2026 in Cincinnati, Ohio.
- The series is structured to qualify for the Ohio Motion Picture Tax Credit, creating additional production value.

By investing at this stage, partners have the opportunity to help launch an original television property positioned for long-term growth through streaming distribution, brand partnerships, licensing, and future seasons.

CURRENT PROJECT STATUS

How To Build A Life has completed its initial creative development and is now entering the financing and packaging stage. The project is actively seeking strategic investors, brand partners, and philanthropic supporters to move into production.

✓ COMPLETED

- Original Series Concept
- Pilot Script
- Season One Story Development
- Pitch Deck
- Business Plan
- Investor Materials
- Brand Sponsorship Package
- One-Sheet Collection
- Budget & Financial Plan
- Pilot Trailer
- Production Strategy

● CURRENTLY UNDERWAY

- Investor Outreach
- Brand & Sponsorship Outreach
- Fiscal Sponsorship Campaign
- Donor-Advised Fund (DAF) Outreach
- Packaging with Industry Representatives
- Production Planning

THE TEAM

EXECUTIVE PRODUCERS

Indira G. Wilson

Creator · Writer · Executive Producer

Indira G. Wilson is an award-winning writer, producer, actress, and storyteller with extensive experience across television and film. Her writing and producing credits include *NCIS: Los Angeles* and *Empire* (FOX). As an actress, she stars in the Jordan Peele-produced thriller *HIM*. Drawing from her passion for renovation, resilience, and reinvention, Indira created *How To Build A Life* as an uplifting comedy about second chances, family, and rebuilding from the ground up.

Joseph C. Wilson

Executive Producer · Showrunner

Veteran television writer, producer, and showrunner whose credits include *The Equalizer*, *The Chi*, *NCIS: Los Angeles*, *NCIS: NY*, *Forever*, and numerous acclaimed network dramas. Joseph brings decades of experience developing commercially successful television series.

LAST WORDS

Every successful television series begins with someone who believes in its potential before the rest of the world does.

How To Build A Life is more than a comedy about renovating a home — it's a story about resilience, reinvention, and the courage to create new beginnings. Built around a concept with broad audience appeal, authentic brand integration, and long-term franchise potential, the series has been intentionally designed to grow beyond a single season.

With development complete and production on the horizon, we are seeking investors and strategic partners who share our vision of bringing this original series to life.

Let's build something together audiences will come home to every week.

We welcome conversations with investors, executive producers, brand partners, distributors, and strategic collaborators interested in helping bring *How To Build A Life* to audiences worldwide.

Let's Build Together

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