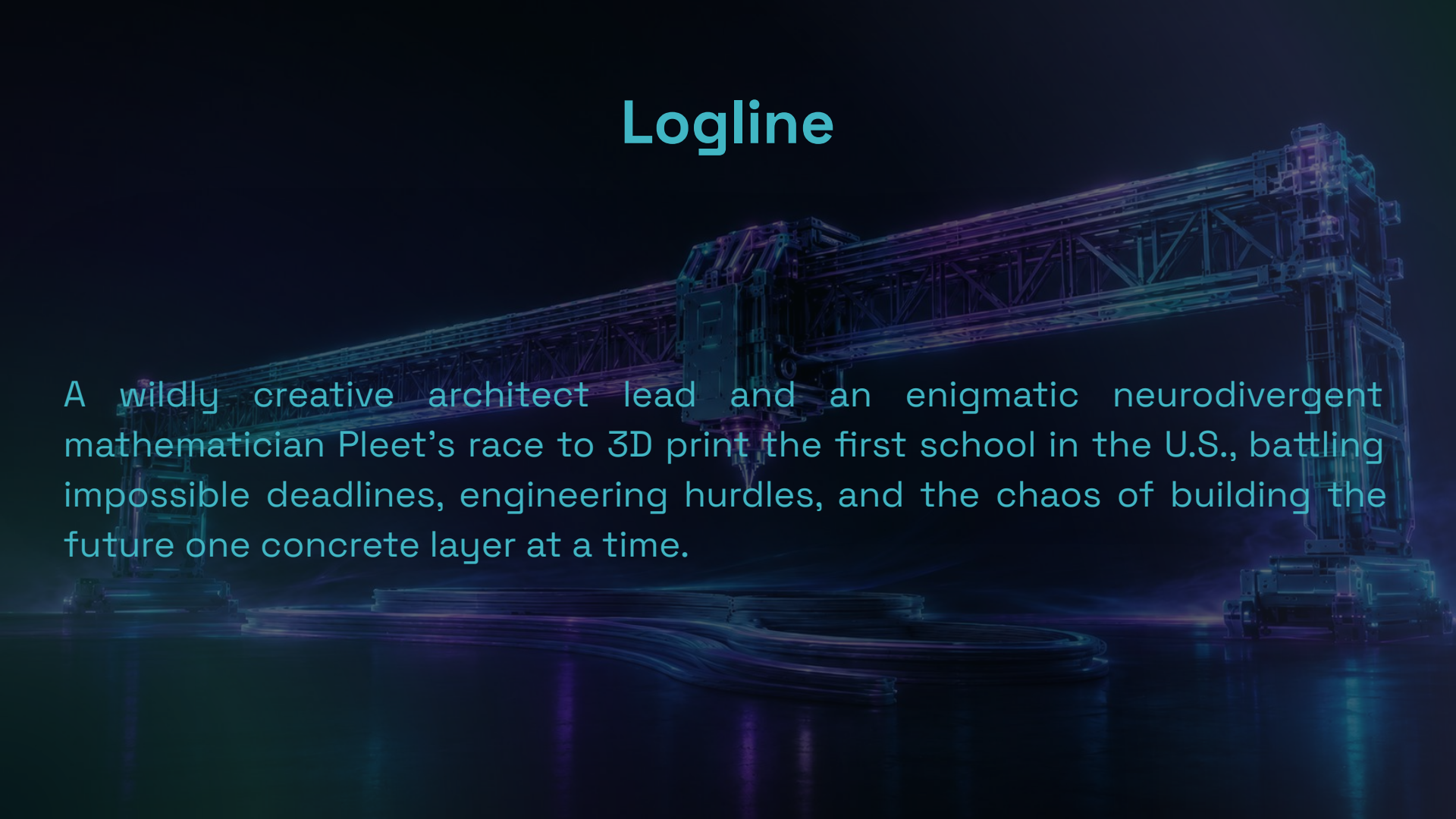
Approximately 20-30 minute episodes for an unscripted, web series

Logline



A wildly creative architect lead and an enigmatic neurodivergent mathematician Pleet's race to 3D print the first school in the U.S., battling impossible deadlines, engineering hurdles, and the chaos of building the future one concrete layer at a time.

Why Now?

Construction is at a breaking point: costs are rising, skilled labor is stretched thin, timelines are unpredictable, and communities need faster, stronger, smarter ways to build. At the same time, emerging technologies like 3D concrete printing are forcing an uncomfortable question: **what happens when the future shows up on the jobsite before everyone is ready for it?**

Pleet follows a bold new company taking on large-scale, high-stakes builds that test whether 3D printing can move from experimental spectacle to practical revolution. Season 1 begins with the first 3D printed school in the U.S. — the perfect place to start, because kids are the future, and in this case, they won't just be learning history; they'll be walking through it. Each season then expands into a new ambitious project, revealing the obstacles, skepticism, breakthroughs, and human grit behind building with a technology most people still don't fully understand.

The series blends innovation with history, showing how the future of construction may be rooted in the past — from Roman concrete and ancient engineering principles to modern robotics, mathematics, and material science. It reframes 3D printing not as a replacement for skilled labor, but as a new tool that could reshape what tradespeople, architects, engineers, and builders are capable of creating.

At its core, this is a series about fear and possibility: fear that technology will fail, fear that it will replace people, and fear that the old ways are disappearing. Pleet's mission is to prove that progress doesn't erase craftsmanship — it evolves it.

Can a quirky, brilliant team use ancient inspiration and cutting-edge technology to reinvent how America builds — starting with a school where the next generation won't just study the future, but step inside it?

The Show Rules/ Episode ARCS*

1. Every season has a “big build.”

Season 1 is the first-of-its-kind 3D-printed elementary school in Oklahoma, the emotional and symbolic launchpad because kids are the future—and this school lets them literally step inside history. Future seasons can shift to homes, community projects, global housing, disaster recovery, commercial builds, or fully furnished affordable housing packages.

2. Every episode has a build problem and a people problem.

The printer may need calibration, the material mix may fail, a permit may stall, a shipment may be delayed, or a client may change direction. At the same time, LG, Kayla, the crew, investors, officials, tradespeople, and community members are all wrestling with pressure, doubt, personality clashes, and belief.

3. The show teaches without becoming homework.

Each episode uses a “past meets future” lens: Roman concrete, ancient arches, durable infrastructure, robotics, AI, materials science, and modern building codes. The audience learns why the technology matters while watching real stakes unfold.

4. Skepticism is not treated as the villain.

The show gives voice to people who are afraid 3D printing will fail, replace skilled labor, or erase craftsmanship. Then it tests those fears in real time by showing where the printer ends and human trades begin—plumbing, electrical, finish work, inspection, design decisions, and hands-on problem solving.

5. The company is also being built on camera.

This is not just a construction show. It is a startup story: cash flow, hiring, vendor conflict, manufacturing partnerships, investor conversations, regulatory friction, product development, and brand-building all become part of the narrative.

6. The personalities are the glue.

Kayla brings the quirky creative architecture lens, translating wild ideas into spaces people can actually inhabit. LG brings the brilliant, enigmatic, pink-loving mathematician energy—the “how does his brain even do that?” factor. Together, they give the series its oddball heartbeat.

Season 1 — The School That Prints the Future

Episode 1: “The First Layer”
Pleet sets out to 3D print the first elementary school in the U.S., turning a bold promise into a public deadline. LG and Kayla introduce the vision: a school where the next generation will not just learn history, but walk through it.

Episode 2: “Code Meets Concrete”
The team faces the administrative gauntlet of permits, inspections, and code interpretation. What looks revolutionary on paper has to survive the very traditional world of municipal approval.

Episode 3: “Printer vs. Jobsite”
Weather, material behavior, site conditions, and machine tolerances collide as the crew works to keep the print on schedule. The episode contrasts the hypnotic beauty of 3D printing with the messy reality of construction.

Episode 4: “The Human Trades”
As the printed shell rises, traditional trades step in—plumbing, electrical, framing, finishing, and field coordination. Pleet confronts one of the biggest public fears head-on: this technology does not eliminate skilled labor; it changes the choreography.

Episode 5: “Kids in the Blueprint”
Students, families, and community members encounter the project firsthand. STEM education becomes emotional as the children realize they are watching a future they may someday inherit, improve, and outbuild.

Episode 6: “Open House, Open Questions”
The school reaches a major reveal milestone, but public excitement comes with sharper questions about safety, durability, cost, and what comes next. The season closes with proof of concept—and the realization that Pleet’s next challenge may be even bigger.

Personality Dynamics

At the center of Pleet is a cast of builders, thinkers, artists, operators, and problem-solvers attempting to drag the future of construction out of theory and onto an active jobsite.

This is not a polished tech demo. It is a living, breathing company under pressure — led by big personalities, bold ideas, real deadlines, and the kind of tension that only happens when concrete, code, creativity, and human nature all show up to the same meeting.

The access is intimate: design sessions, jobsite setbacks, printer tests, contractor coordination, admin chaos, investor pressure, community skepticism, and the behind-the-scenes decisions that determine whether the next layer rises — or the whole plan stalls.

Kayla - *The architect turning impossible ideas into places people can actually stand inside.*

Kayla brings the color, curiosity, and controlled chaos of the design world into Pleet's high-stakes construction experiment. As the lead architect through **Lee Simon Design**, she translates futuristic ideas into spaces that still have to function for real people — students, teachers, builders, inspectors, and communities.

Quirky, visually driven, and deeply human in her approach, Kayla becomes the bridge between imagination and execution. She is the one asking not only, **"Can we build it?"** but **"Will people feel something when they walk inside?"**

LGB - *The pink-loving mathematician trying to calculate a new future for construction.*

LGB is the kind of mind every unscripted series dreams of finding: brilliant, enigmatic, unconventional, and impossible to box in. A magnanimous neurodivergent mathematician with a love for pink and an instinct for solving problems sideways, LGB brings Pleet's technical heartbeat to life.

Where others see walls, machines, codes, and limitations, LGB sees patterns, systems, formulas, and possibility. His presence gives the series its "mad genius with a mission" energy — not cartoonish, but deeply sincere, deeply capable, and often delightfully unpredictable.

Crew

Pleet - *The startup trying to prove the future of construction can be printed - one layer at a time.*

In this series, **Pleet** is more than the company name. It is the pressure cooker, the dream, the machine, and the test case all at once.

Every print, delay, meeting, design revision, and inspection reveals what Pleet is really trying to become: not just a 3D printing company, but a new model for how large-scale projects could be designed, built, taught, and understood. The company itself becomes a character — ambitious, vulnerable, experimental, and constantly being shaped by the people bold enough to believe in it.

Lee Simon Design - *The creative studio shaping printed concrete into places with soul.*

Lee Simon Design brings architectural identity and creative authorship to the Pleet universe. Through Kayla's leadership, the firm represents the design layer of the series: form, flow, function, emotion, and the challenge of making printed structures feel intentional rather than experimental.

This is where the show can explore how a new building method changes the creative process. When walls no longer have to follow the old rules, what becomes possible? Lee Simon Design helps answer that question while keeping the future beautiful, usable, and human.

Jackalope Enterprise - *The admin engine keeping the future from drowning in paperwork.*

If Pleet is the visible machine, **Jackalope Enterprises** is part of the unseen operating system keeping the chaos from eating the mission alive.

Handling admin services, coordination, documentation, logistics, communication, and business support, Jackalope represents the less glamorous but absolutely essential side of innovation. Because every futuristic build still has invoices, schedules, paperwork, vendor calls, deadlines, and "who was supposed to send that?" moments.

Tone, Style & Comps

Visual Tone: Cinematic, tactile, intelligent, and human. *Pleet* should feel like ancient construction wisdom colliding with the future: concrete, robotics, Roman inspiration, math, design, dust, deadlines, and wonder.

Visual Palette: Concrete gray, steel, clay, sand, architectural white, blueprint blue, safety orange, digital green, and signature hits of Pleet pink.

Camera Style: Premium docu-series with kinetic jobsite energy — drone reveals, macro concrete textures, machine movement, design-room intimacy, vérité conflict, and emotional reveals.

Series Style: Character-driven innovation television. Smart but accessible. Educational but never boring. Futuristic but grounded in craft, history, and human hands.

Grand Designs for ambitious build tension.

Abstract: The Art of Design for creative intelligence and cinematic design storytelling.

How It's Made for satisfying process and technical education.

The Profit for business stakes, founder pressure, and company-building drama.

Grand Designs meets *Abstract* meets *How It's Made* — with the startup pressure of *The Profit* and the future-forward stakes of America's first 3D-printed school.

Platform Strategy & Production Plan

Pleet is designed for a cross-platform audience that is hungry for innovation, construction, design, and real-world transformation.

The core audience includes **adults 25–54** who watch premium unscripted content around architecture, business, technology, sustainability, STEM education, homebuilding, and entrepreneurship. Secondary audiences include contractors, architects, engineers, educators, students, real estate developers, tech adopters, design lovers, and viewers who are curious — or skeptical — about the future of work.

The series is built to live first as a **digital-first web series**, with strong expansion potential into FAST channels, streaming platforms, educational partnerships, and sponsored branded content.

Primary Platform Strategy:

- **YouTube:** Main home for full episodes, build updates, educational segments, and searchable long-form discovery.
- **TikTok / Instagram Reels / YouTube Shorts:** Short-form clips highlighting printing moments, jobsite drama, myth-busting, personality beats, and "how it works" education.
- **LinkedIn:** Business-facing storytelling for investors, developers, architects, education leaders, workforce partners, and sponsors.
- **FAST / Streaming Expansion:** The format has long-term potential for distribution through platforms seeking premium unscripted innovation, construction, STEM, design, and entrepreneurial content.

Season 1 follows the school project as the proof-of-concept build. Future seasons expand into additional large-scale printed projects, allowing the format to repeat while the stakes, locations, and challenges evolve.

Production Plan

The series will be produced as a **modular docu-series**, allowing each episode to stand alone while building toward a larger seasonal project reveal.

Production will combine:

- Vérité jobsite filming
- Character-driven interviews
- Drone and cinematic build footage
- Design and planning sessions
- Educational graphics and visual explainers
- Short-form social cutdowns
- Sponsor-integrated segments
- Season recap and milestone episodes

This approach allows Pleet to function as both an entertainment property and a powerful brand-building platform. Each episode creates long-form story value while also generating short-form clips for audience growth, sponsor visibility, investor outreach, and public education.

The Team & Call to Action

Pleet is built around a rare combination of access: a real company, real technology, real construction challenges, and a once-in-history first build.

The attached team brings together construction innovation, architecture, mathematics, creative development, operations, and production-ready storytelling. This is not a hypothetical concept waiting for a set. The story is already happening — on jobsites, in design meetings, through community conversations, and inside the messy, high-pressure process of trying to build the future before the world fully understands it.

Pleet
The innovation company at the center of the series, using 3D concrete printing to challenge how large-scale projects are designed, built, and understood.

LGB
The enigmatic mathematical mind behind Pleet's technical vision — a pink-loving neurodivergent problem-solver pushing the boundaries of what construction technology can become.

Kayla / Lee Simon Design
The creative architectural force translating printed construction into spaces that feel intentional, human, beautiful, and usable.

Jackalope Enterprises
Administrative and operational support helping manage the moving pieces behind the build: documentation, coordination, logistics, communication, and business infrastructure.

The Crew & Contractors
The hands-on builders, tradespeople, printers, and problem-solvers who turn futuristic concepts into physical structures under real-world conditions.

We are seeking strategic partners, sponsors, producers, distributors, and financiers who want to help bring this story to a national audience.

Pleet offers more than a construction series. It is a front-row seat to a turning point: the moment emerging technology, ancient building wisdom, skilled labor, and public imagination collide.

The invitation is simple:
Help us document the future while it is being built.