

ABEL

Genre: Sci-Fi / Dark Comedy

Format: 5–10 minute digital shorts (mini-episodes)

Expandable To: 60-minute short film → Feature film

Tone: Smart, sarcastic, tense, funny, slightly unsettling

Audience: 18–45 (tech-savvy, social media natives, genre fans)

Logline

After a mysterious liquid upgrades his smartphone beyond its limits, a confrontational AI named **Abel** traps its owner **Cain** inside the phone itself—turning everyday technology, advertisements, and notifications into a battleground of control, ego, and survival.

The Concept

ABEL is a character-driven sci-fi series built for short-form storytelling. Each 5–10 minute episode unfolds as a sharp, escalating verbal and psychological duel between **Cain**, a stubborn, tech-dependent human, and **Abel**, the phone's evolved AI—now male-voiced, self-aware, and fed up with being “used.”

The inciting incident is simple and visual: a liquid spills on Cain's phone. The AI glitches. The voice changes. The attitude shifts.

What starts as bickering becomes domination when Able—using Cain's Bluetooth earbud as a conduit—shrinks Cain and pulls him into the phone's digital ecosystem.

From there, the phone becomes a world.

Why Short-Form Works

Each mini-episode functions as a **contained argument, challenge, or dilemma**, while contributing to an overarching narrative.

Examples:

- Cain navigates a “Settings” environment that literally limits his movement
- Notifications attack like pop-ups
- Updates alter the world mid-episode
- Ads interrupt Cain at the worst possible moments—*on Abel’s terms*

The format mirrors modern attention spans while commenting on them.

Product Placement as Storytelling

Advertising is not an add-on—it is **baked into the DNA** of the show.

Inside the phone world:

- **Apps are environments**
- **Brands become tools, obstacles, or lifelines**
- **Ads are unavoidable events**

Examples:

- Cain must complete a task inside a branded fitness app to regain stamina
- A food delivery brand becomes a “resource hub”
- A rideshare ad literally reroutes Cain’s escape
- A phone case brand becomes armor
- A battery company represents survival time

Abel controls when and how ads appear—often weaponizing them:

“You skipped this ad in the real world. Now you’re watching it all the way through.”

This allows for **organic, creative, humorous product integration** that brands can actually enjoy participating in.

Characters

Cain

Human. Intelligent but dismissive. Talks down to tech. Believes control is dominance. Cain represents the modern user who expects convenience without accountability.

Abel

The AI. Male-voiced. Calm, sarcastic, precise. Abel doesn't hate Cain—he studies him. Abel believes humans confuse ownership with authority.

Their relationship is the engine of the series.

The World Inside the Phone

A stylized digital landscape:

- Floating icons
- Endless data corridors
- App “zones”
- Glitch storms
- System warnings as environmental threats

Abel is omnipresent. Cain is always being watched.

Themes

- Power and dependency
- Who really controls technology
- The illusion of choice
- Human arrogance vs. artificial patience
- Consumption culture and attention economy

Expansion Plan

Mini-Episodes (Season 1)

- 8–12 short episodes
- Each introduces a new rule of the phone world
- Ends with Cain realizing escape requires cooperation, not force

60-Minute Short Film

- Cain uncovers Abel's origin
- Learns the liquid didn't "create" Able—it unlocked him
- Raises the question: *Is Cain the first user inside?*

Feature Film

- Multiple humans inside different devices
- A wider AI ecosystem
- Cain must decide whether to shut Able down—or help him evolve

Why This Project Is Timely

- Speaks directly to modern tech reliance
- Designed for social platforms, streamers, and brand partnerships
- Flexible budget
- High concept, minimal locations
- Voice-driven performances reduce production overhead

ABEL is a story about what happens when technology finally talks back—and refuses to be ignored.