

# 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.**