

PRESENTED BY Leonidas
Stanescu



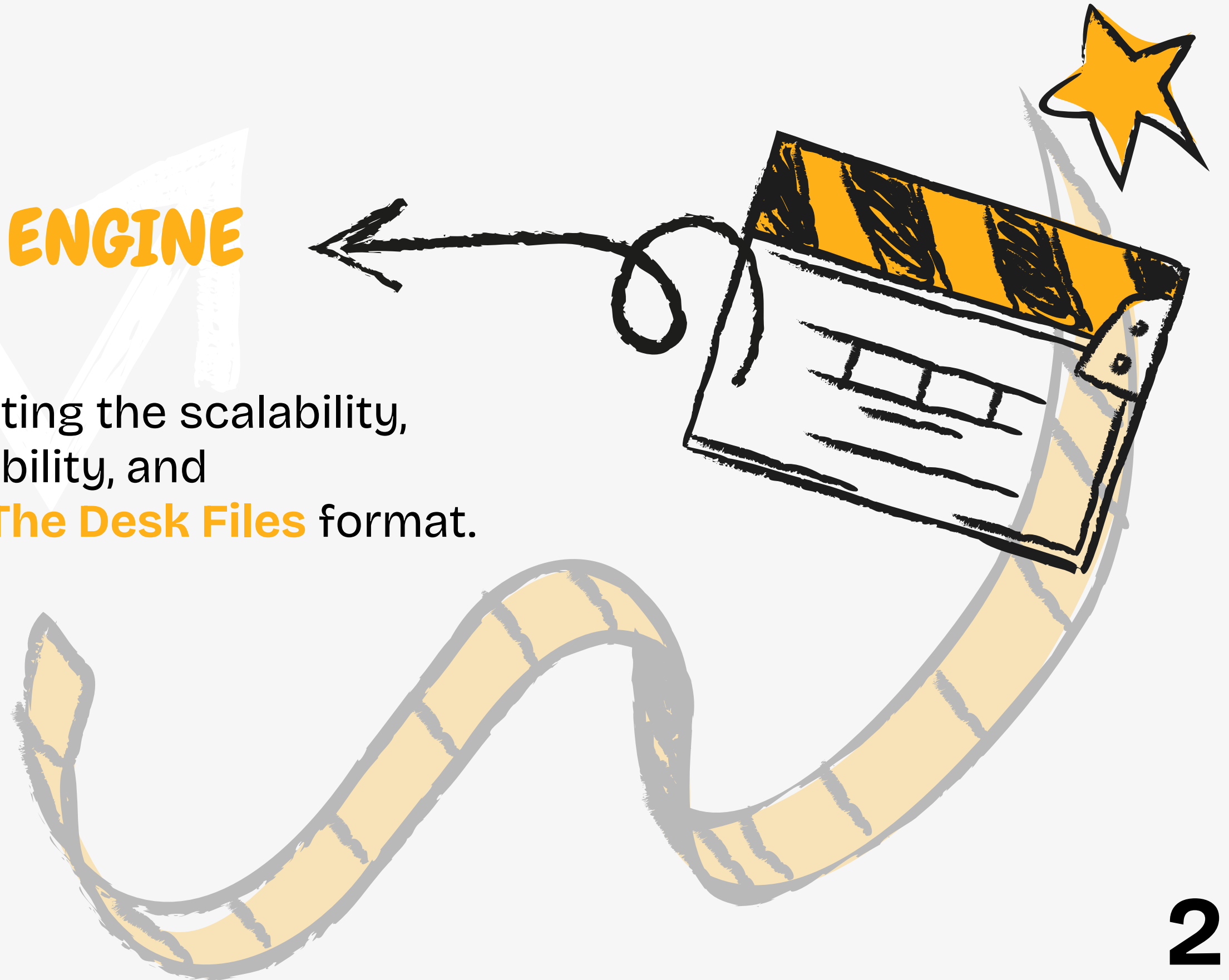
pitch deck

WEB SERIES: **The Desk Files**

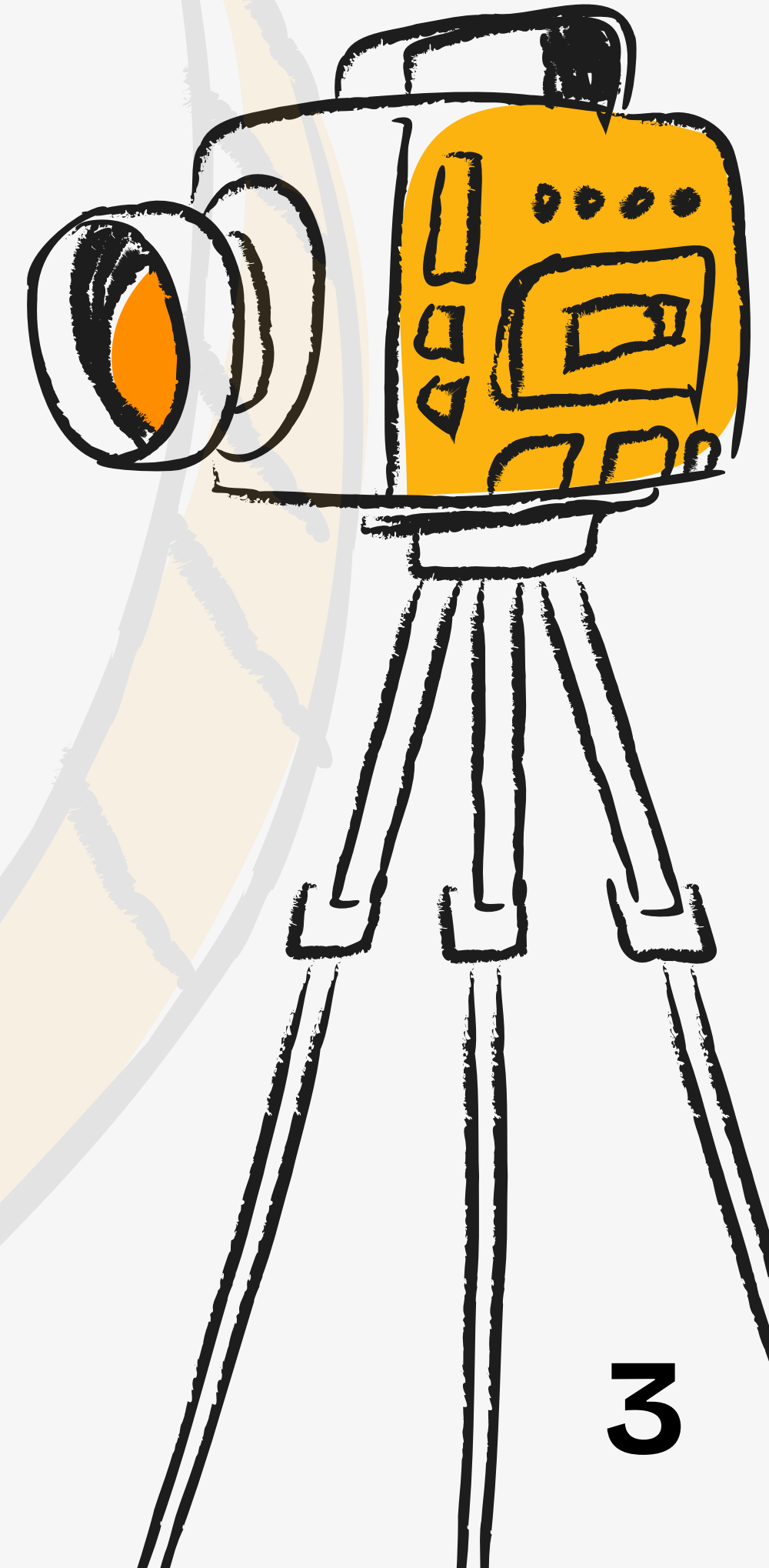
A Modular Concept

THE MODULAR ENGINE

A strategic blueprint presenting the scalability, commercial adaptability, and multi-platform architecture of **The Desk Files** format.



01 / The Creative Engine



- ✓ Analyzing the character chemistry,
 - ✓ micro-short funnel optimization,
 - ✓ systemized production advantages
- that make the fixed-set framework exceptionally viable.

The Narrative Format: Standalone Pieces, Connected Universe

- **The Desk Files** is an absurdist comedy web series structured entirely as episodic, slow-burn sketches. It is engineered to operate simultaneously across two separate layers of viewer engagement:

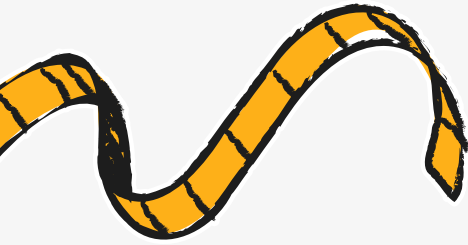
- The Standalone Layer (Micro-Delivery): Each individual episode functions as a fully self-contained, independent comedy block

- The Serialized Layer (Macro-Depth): The entire season is bound together by structural macro-arcs.



THE BLUEPRINT: GUSTAV & ANTON

The entire concept rests upon a perfectly balanced intellectual dialogue between two highly contrasted parts of the creative psyche:



Gustav

– The Anchor

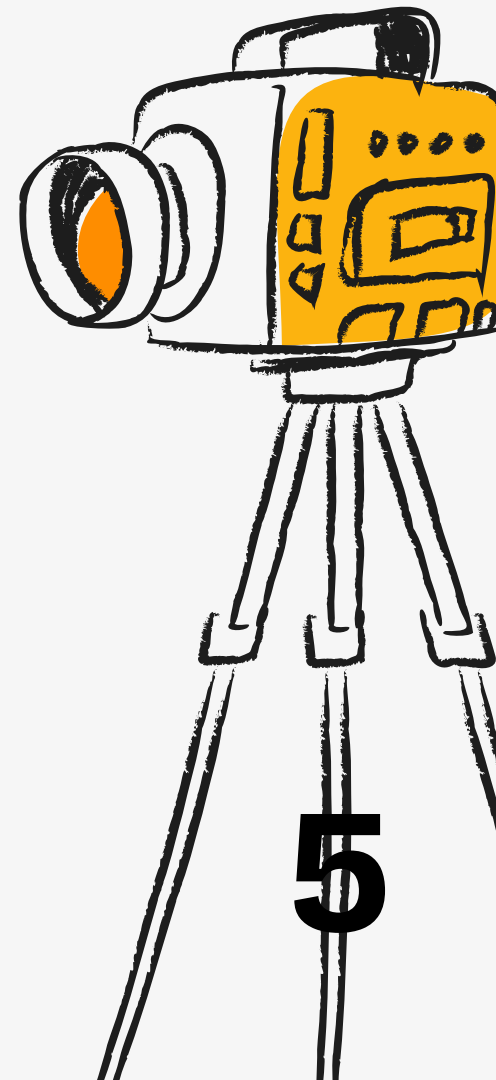
Dry, cynical, and logical. He anchors the screen with highly realistic remarks, delivering the ultimate down-to-earth reality check.



Anton

– The Perfectionist

Hyper-analytical, dramatic, and borderline obsessive. He seeks profound artistic, systemic, or narrative meaning in every ordinary detail.



Agile Adaptation

Because the format relies entirely on characters reacting to external prompts, the scripts pivot instantly to analyze any product, brand, or theme with zero layout alterations.

Optimized Cost Scale

Filming 50 episodes naturally requires more time and resources than 5, but the systemized, repeatable workflow keeps the marginal cost per episode incredibly lean.

Location Stability

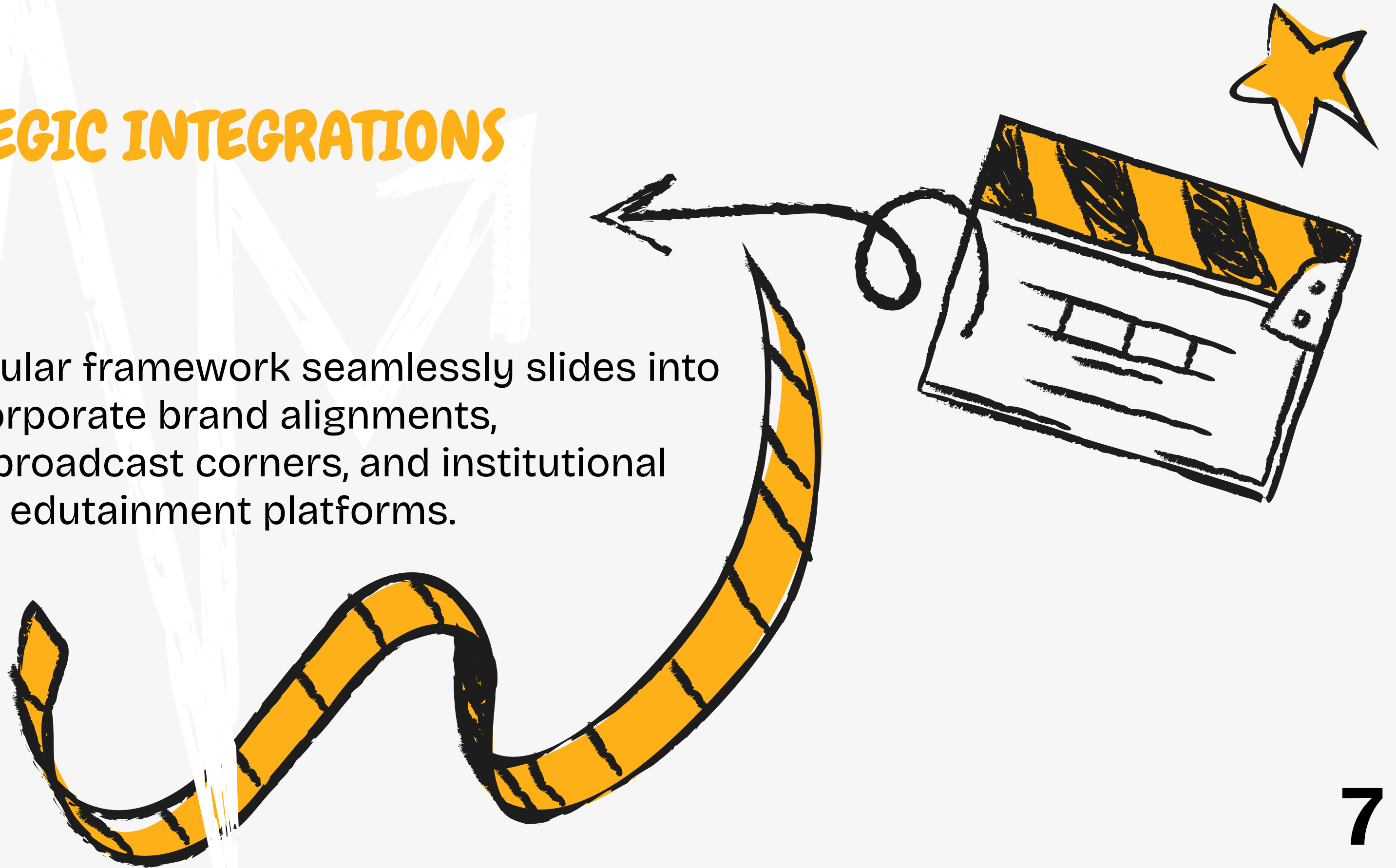
The virtual location remains entirely fixed (e.g., basement, studio, or gallery desk). There are no changing background logistics, keeping the shooting cycle highly predictable.



THREE PILLARS OF SCALABILITY

02 / STRATEGIC INTEGRATIONS

How the modular framework seamlessly slides into corporate brand alignments, late-night broadcast corners, and institutional edutainment platforms.



Use Case A: B2B Brand Integration

A smart, highly entertaining alternative to dry, traditional B2B marketing. We do not mock the brand; instead, we utilize our witty character contrast:



Intellectual Ping-Pong:

Use Case A: B2B Brand Integration

A smart, highly entertaining alternative to dry, traditional B2B marketing. We do not mock the brand; instead, we utilize our witty character contrast:



- ✓ Anton passionately discovers profound, creative utility in the sponsor's product,
- ✓ Gustav deflates the buildup with practical, cynical observations.

Use Case A: B2B Brand Integration

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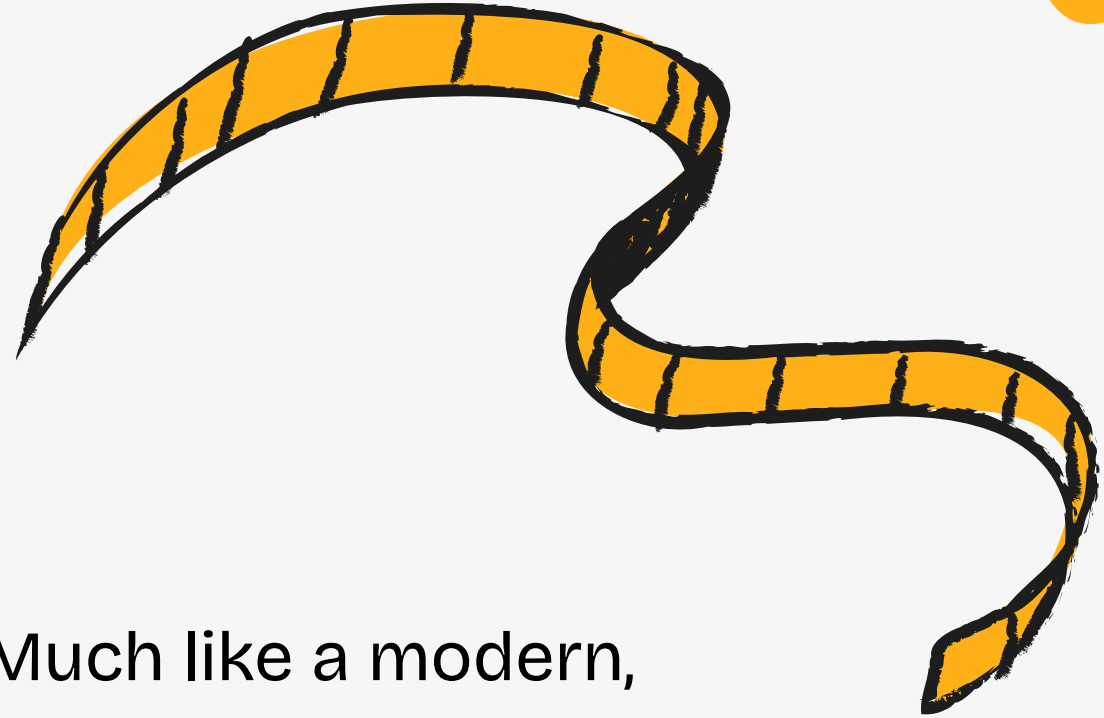


Fixed Location Workflow: The characters remain in their designated fixed virtual setting (like a barn desk), preserving our streamlined, efficient turnaround.

Use Case B: Late-Night Segment Corner



A Self-Contained Comedy Block



Much like a modern, deadpan counterpart to the Muppets' balcony critics, the characters serve as a pre-packaged, high-quality segment. We deliver ready-to-air comedic dialogue blocks that fit seamlessly into a broadcaster's existing ecosystem, requiring zero extra crew, studio space, or stage budget from the network.



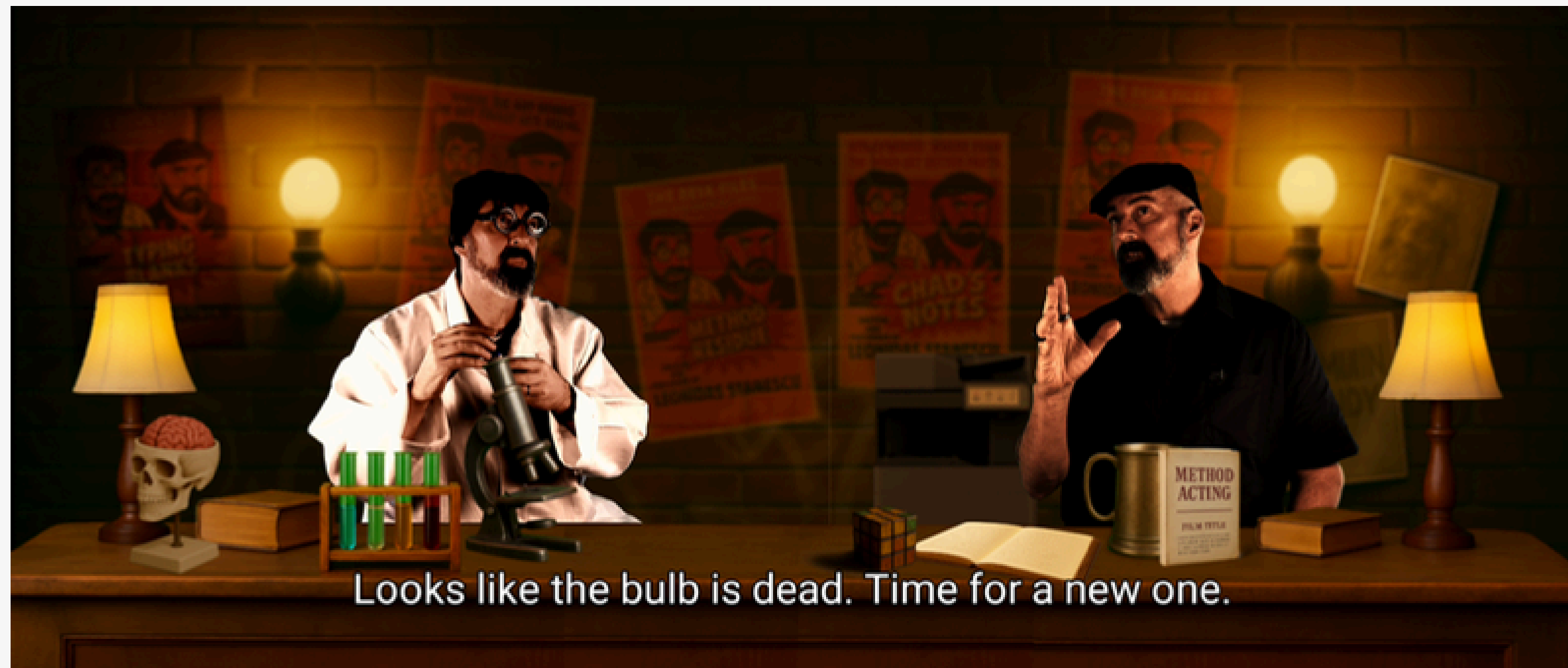
USE CASE C: MICRO-CONTENT NETWORKS

We avoid standard vertical crops that split up the characters. To protect their essential side-by-side chemistry, we utilize a beautiful cinematic layout. (2.35:1)

Preserving the Wide Chemistry

Cinematic Wide Vertical:

The wide master set is kept intact.

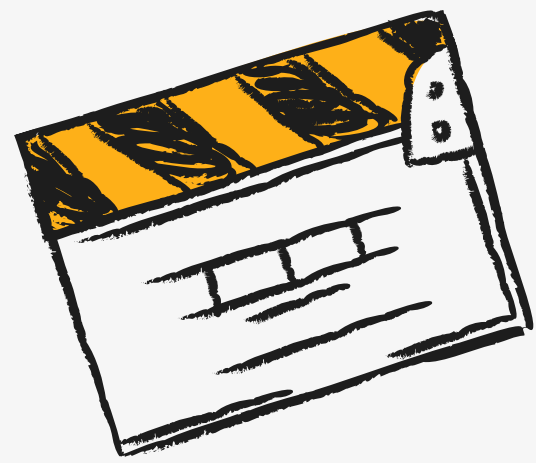


Use Case D: Institutional Edutainment

Playful, Intellectual Wittiness



A sophisticated avenue for all sorts of trainings, art galleries or cultural museums to name some. Anton and Gustav don't mock the events or the art, they deliver playful, witty, and deeply smart intellectual humor. This breaks down academic barriers, driving audience engagement while showing respect for the work.



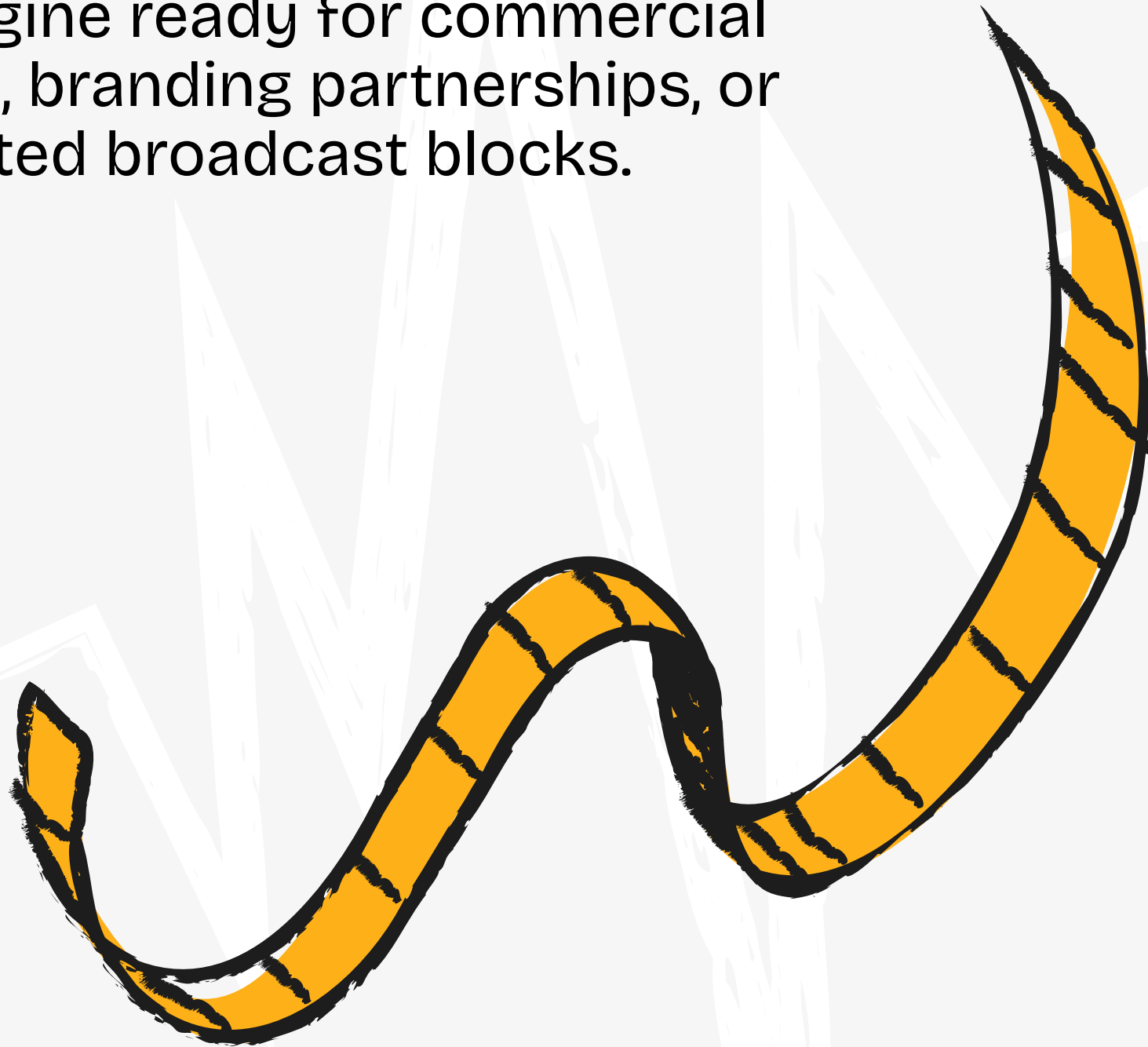
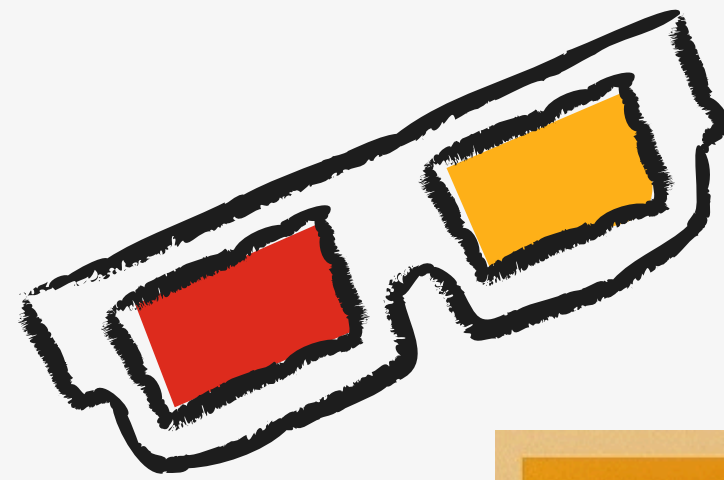
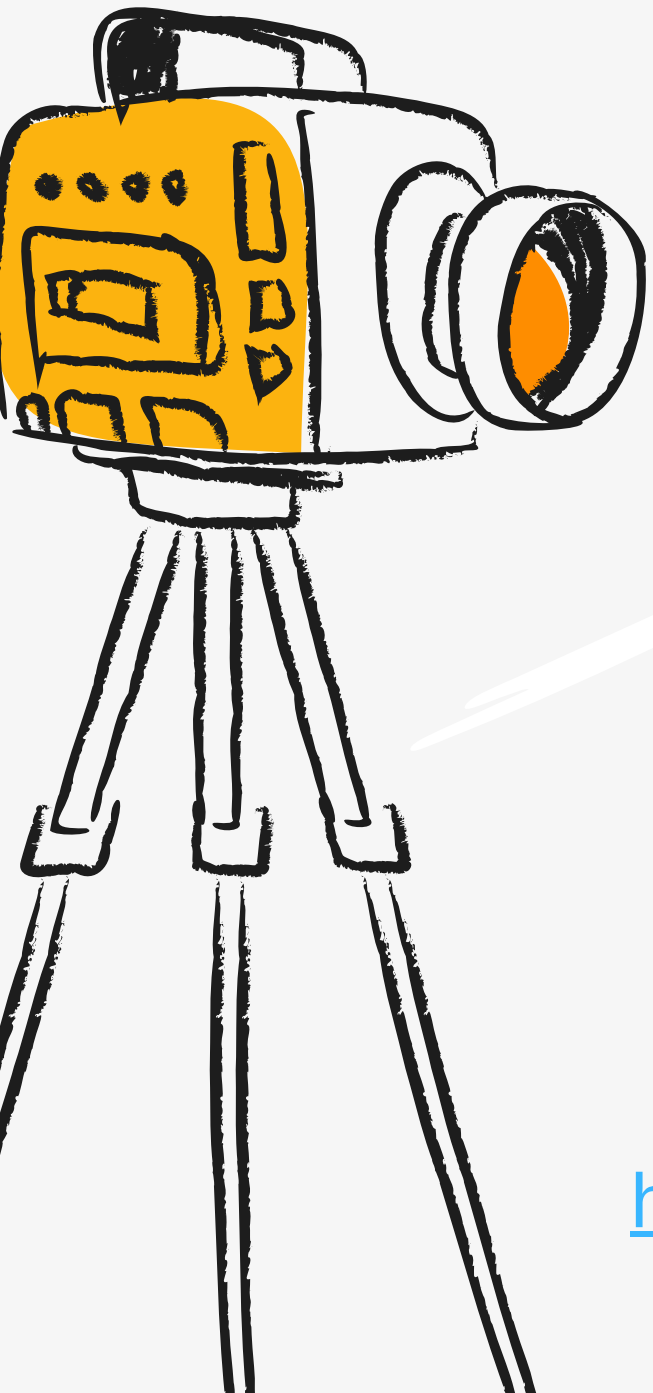
PRODUCTION FRAMEWORK COMPARISON



Phase	Solo Dynamic (One-Man-Show)	Studio Scale (Upgrade Tier)
Pre-Production	Up to 1 week for rigorous brainstorming, scriptwriting, and dual rehearsal.	Shared script alignment; 2 actors rehearsing the rhythm together.
Production Speed	Rapid shooting; minor learning curve for the first episodes.	Professional filming studio with a skeletal crew (DP, Lights, Sound).
Post-Production	Leonidas edits via Kinemaster on tablet (ultra-rapid turnaround).	Dedicated editing suite in DaVinci Resolve or Adobe Premiere.
Capital Allocation	Extremely low risk; uses existing personal production framework.	Scales up cleanly based entirely on the client's needs and budget.

LET'S BUILD THE CORNER

The Desk Files is a highly structured, modular comedy engine ready for commercial deployment, branding partnerships, or dedicated broadcast blocks.



<https://www.leonidas-stanescu.com/the-desk-files/>