



LION_EYEZ

**A FILM BY
JAMES ANDREW
FRASER**

Will Boyland's latest
internet prank has
him on the cusp of
blowing up — but it's
not enough to keep
his “It Girl” girlfriend.

He spirals into a
surreal encounter and
accepts the offer of
his dreams... but the
cost may be too much
to bear.



Lion_Eyez is a satirical short film that captures the meteoric and chaotic rise of Will Boyland, an internet sensation who pushes the limits of shock humor and self-promotion. Set against a vibrant and hyper-stylized backdrop, the short explores themes of identity, validation, and the price of internet fame. Designed as a proof-of-concept for a larger series, the short encapsulates the tone and central themes while standing alone as a biting commentary on modern celebrity.

The Viral Machine: The relentless pursuit of virality and its personal cost.



Identity vs. Persona: The conflict between self and public image.



The Attention Economy: A look at how fame and influence are bought, sold, and manipulated online.





Tone: Darkly comedic, satirical, and unapologetically bold.

Visual Style: Vibrant, hyper-realistic, and dynamic. Contrasts between the lavish imagery of internet fame and raw, intimate moments of vulnerability.

Influences: The visual vibrancy of Euphoria, the irreverence of Fleabag, and the biting social commentary of Black Mirror.



A woman with long brown hair and blue eyes, wearing a black one-shoulder top, holds a clear glass perfume bottle with a gold cap. She is looking directly at the camera. The background is a blurred city street at night. Overlaid on the image is the text 'MY JOURNEY FROM INFLUENCER TO POWER BRAND' in a bold, sans-serif font, followed by 'MERCEDES' in a larger, bold, sans-serif font.

MY JOURNEY FROM
INFLUENCER TO
POWER BRAND
MERCEDES

Budget:

A lean production targeting
\$100,000 to \$150,000 to
maintain high production value
while keeping costs manageable.

Timeline:

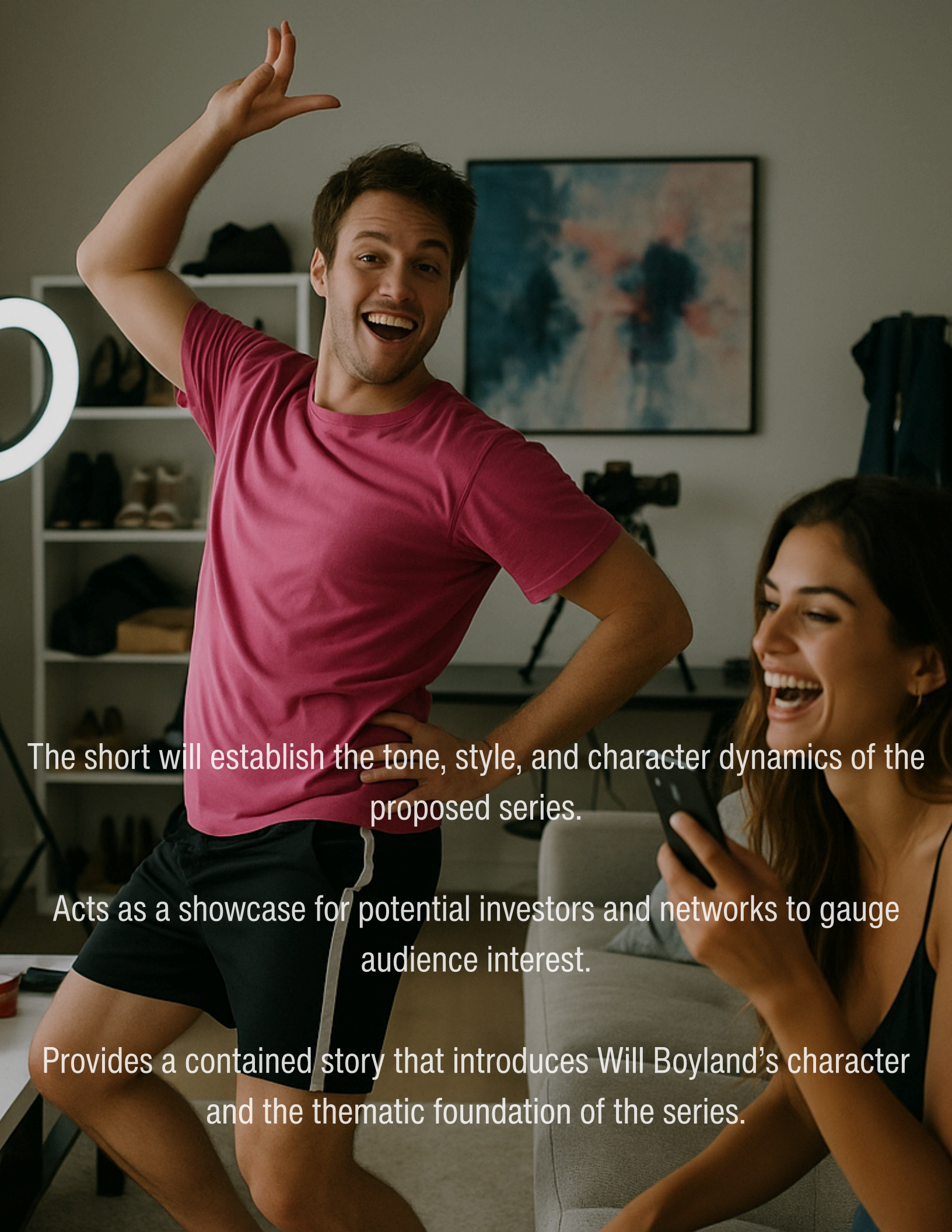
Pre-production: 3 months.

Filming: 2 weeks.

Post-production: 2 months.

Locations:

Primarily set in New York City to mirror the urban hustle of internet culture.



The short will establish the tone, style, and character dynamics of the proposed series.

Acts as a showcase for potential investors and networks to gauge audience interest.

Provides a contained story that introduces Will Boyland's character and the thematic foundation of the series.



Festival Strategy: Target major film festivals like Sundance, Tribeca, and SXSW to generate buzz.

Digital Campaign: Release snippets on social media to mimic viral content, blurring the lines between fiction and reality.

Investor Targeting: Position the short film as a stepping stone for developing the full series, appealing to networks and streaming platforms.

LION_EYEZ



Everybody wants to be somebody. Until they are.

A close-up portrait of Will Boyland, a young man with short brown hair and a light beard, looking directly at the camera with a neutral expression.

WILL BOYLAND

A former YouTube prodigy turned global pop star, Will is fame incarnate—burning hot and fast. As his star power wanes, the line between performance and reality begins to collapse.

A close-up portrait of Maria, a young woman with long dark hair, looking slightly to the side with a subtle smile.

MARIA

An ambitious rising influencer, Maria knows how to control the narrative—until she doesn't. Her proximity to fame is both her ticket out and her personal trap.

A close-up portrait of Thatcher, a man with a beard and mustache, looking directly at the camera with a serious expression.

THATCHER

A beloved TV personality hiding in plain sight, Thatcher is aging out of a space that once celebrated him. Behind the smile is a quiet desperation to stay seen at any cost.

A close-up portrait of Freddie Singh, a man with a beard and mustache, looking directly at the camera with a serious expression.

FREDDIE SINGH

A visionary billionaire tech founder, Freddie believes he can gamify human consciousness itself. But as he builds his empire, he begins to lose touch with what's real—if he ever knew.

SHORT VS. SERIES: LION_EYEZ

Short Film:

Series:

Focus

- Will Boyland's rise and viral breakdown
- Four characters navigating different forms of fame

Tone

- Satirical, stylized, surreal
- Dark, psychological, darkly comedic

Format

- 10-minute proof-of-concept
- 30-minute drama/dark comedy (ensemble)

Climax (Pilot)

- Times Square meltdown caught on video
- Grammy Awards breakdown and doppelgänger reveal

Purpose

- Establishes tone, world, and core character
- Explores how fame mutates identity across race, class, gender, and age — and how there's no going back...

Each of them thinks they're the center of the story.

But fame doesn't play favorites.

It isolates, weaponizes, and inevitably... collides.

Through screens.

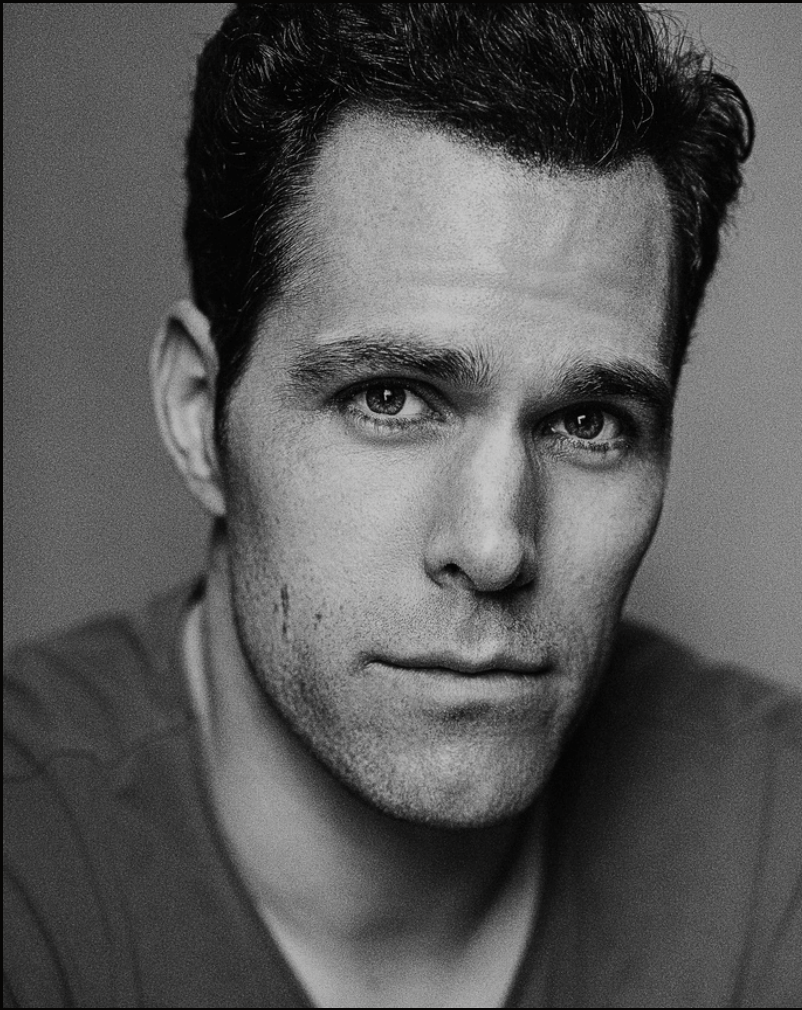
Through scandal.

Through violence.

Some destroyed.

Some reborn.

And some? Bleed for views...



James Andrew Fraser is an award-winning actor, writer, and filmmaker whose work spans both indie and mainstream platforms. As an actor, he has appeared on NBC's *The Enemy Within*, CBS's *Bull*, and starred in *Gabriel's Inferno* — the 9-film adaptation of the NYT bestselling novels, streaming on Passionflix. He recently starred in *Family Hug* opposite Oscar nominee Eric Roberts and has a supporting role in the upcoming ensemble drama *Tuesday's Flu*, which premiered at the Austin Film Festival and features a cast including Oscar nominee Jackie Earle Haley, Jon Gries, Ross Marquand, and Daniel Roebuck. Both *Family Hug* and *Tuesday's Flu* are currently on the festival circuit. His performance in *Buffalo* earned him Best Actor nominations at the Madrid International Film Festival and Prague International Indie Film Fest, and the film screened at Cannes and was nominated

for the Iris Prize. As a writer, Fraser was a Fresh Voices Semi-Finalist and Top 10 honoree. He wrote, directed, and starred in *TAPE: A Christmas Miracle*, a web series that ran for two years on Amazon Prime. His directing journey began with *A Night Out* and *Trafford Road* — two self-funded shorts inspired by personal experiences — and continued through conservatory with experimental work, culminating in *The Unseen*, a bold, no-budget anthology of genre shorts.

But *LION_EYEZ* is something different —

The original short script emerged as a raw, surreal stream of consciousness — written in the aftermath of a long-term relationship ending. What began as emotional catharsis evolved into a deeply personal exploration of fame, love, and validation in the digital age. Now expanded as a series, *LION_EYEZ* is both a showcase for Fraser's singular vision and an invitation: a collaborative framework for actor-writers and filmmaker-performers to channel their own lived experiences into genre-bending storytelling.

It's a story only he could begin — and one built to expand with the voices of others.



Help us bring LION_EYEZ to life.

Whether through funding, collaboration, or belief — this short is just the beginning.

Let's make something unforgettable.....