

BUY NOW, SOUL LATER

(terms and emotional
costs may apply)

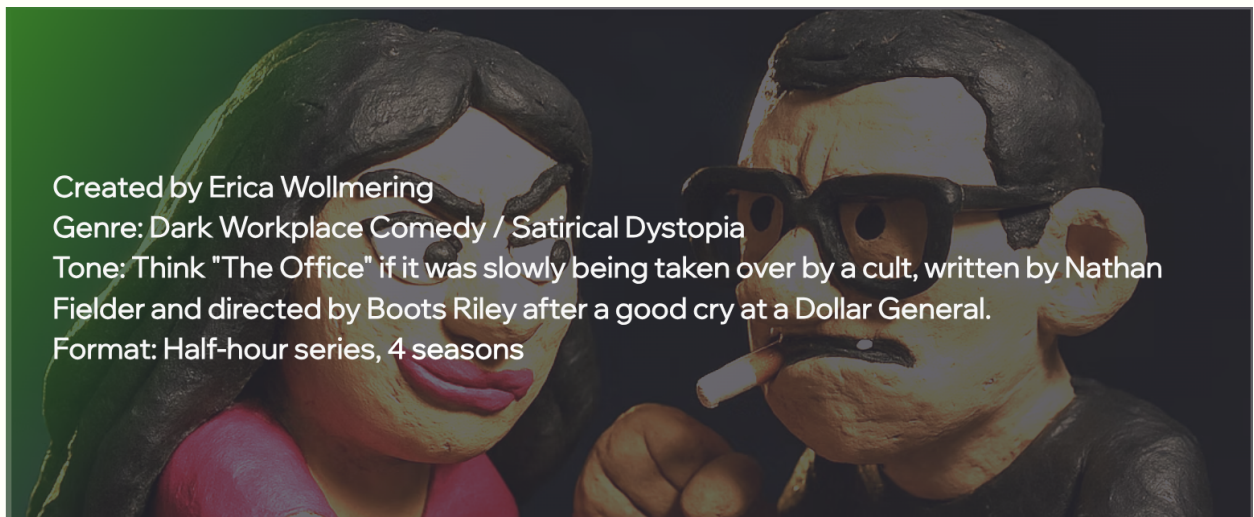
A failing home shopping network gets taken over by a cult-like tech company promising AI salvation. As the broadcast world collapses, a quiet lighting tech named Mikey begins a covert rebellion—not with a bang, but with shadows, silence, and claymation.

Created by Erica Wollmering

Genre: Dark Workplace Comedy / Satirical Dystopia

Tone: Think "The Office" if it was slowly being taken over by a cult, written by Nathan Fielder and directed by Boots Riley after a good cry at a Dollar General.

Format: Half-hour series, 4 seasons



THE WORLD

SHOPtv is a crumbling, low-budget home shopping network recently acquired by a mythical tech billionaire, Dirk Lawrence, who never appears on screen. Staff are told they must "create measurable value" or be replaced. Every part of life is monetized: mop meltdowns go viral, laminated value charts track your worth, and corporate spirituality (led by a mid-level manager turned cult prophet) promises transcendence through "manifestation funnels."



THE CHARACTERS



Mikey
sharp-eyed, unseen lighting tech—quietly empathic, a subtle guide for the viewer through an absurd, uncaring system.



River
Mikey's lovable, clueless roommate and PA. Accidentally becomes the face of the billionaire owner.



Joy
Artsy, cynical set dresser. Eventually squats over a wellness humidifier in protest.



Thad
Over-eager manager who channels a fake spiritual entity called Nayboochii.



Dale
HR mole who uses TikTok analytics to rank staff on a "Chart of Worth™."



Slade
Formerly hot camera guy unraveling via thirst traps and ring lights.



Kenny
Janitor with a radioactive storage closet and mysterious past.



Lizzy Prance
SHOPtv's most unstable guest host. Part life coach, part liability



Vern
Reclusive studio engineer who lives among outdated tech and listens to conspiracy radio.

WHY NOW

Buy Now, Pay Later is a workplace comedy for people drowning in debt, anxiety, and ambient corporate cult energy. It speaks to a generation monetizing its own breakdowns in exchange for algorithmic attention.

It's weird. It's honest. It's disturbingly funny. And it knows the truth: The system isn't broken. It was built this way.





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