



THE RULES

SIMPLE DOESN'T MEAN INSIGNIFICANT. BREAK THEM AND LOSE EVERYTHING.

AN INDEPENDENT ANTHOLOGY STREAMING SERIES | SEASON 1

OVERVIEW



What if the tiniest mistake, one everyone knows how to avoid, turns your greatest success into a catastrophe? Cross on red, stand under a tree in a thunderstorm, don't mark your lunch, or litter on the street, and your biggest triumph becomes your worst nightmare in a heartbeat.

The Rules is a limited anthology series of six one-hour episodes, each a standalone story in a different genre. Each episode follows a prodigy protagonist, from the best thief in the Canaries to a digital Robin Hood, who wins the fight of their life only to fail spectacularly for breaking a simple, everyday rule of common sense.

No matter how good you are, let your arrogance loose and you'll lose everything you achieved.

SCOPE OF PRODUCTION



The Rules

Original stories

Independent Streaming Anthology Series (dark comedy with diverse subgenres)

Genres — Thriller - Drama - Noir - Horror - Heist - Comedy

Season One — 6 x 1-hour episodes

Production Locations — Canary Islands, Spain

Target Format — Ironical comedy / premium aesthetics / international relatability

Technical — High-end 6K digital capture, mastered in 4K HDR for cinema and streaming delivery

Aspect ratio — 2.00:1

Pilot Screenplay — Complete

Season One Synopses — Complete

Season One Screenplays — In progress

Season Two Outline — In progress

VISION



Tone — A fusion of genres, from hacker thriller and medieval action to cartel noir and heist adventure, all bound by one ironic mechanic: the inevitable fall right after victory when a rule of common sense is broken.

Themes — Common sense. Consequences of excessive self-confidence. Humility over arrogance.

Narrative DNA — Each episode builds suspense to a glorious victory, only to detonate it all at once in a shocking, ironic ending.

Creative Vision — A sharp, ironic multi-genre anthology that combines the tense, vivid struggles of its protagonists with relatable situations in which they fail by not following the rules of common sense.

VISUAL STYLE



Each episode unfolds in a distinctive, cinematic setting: a hacker's sleek hotel suite, a medieval village during a storm, a dusty gas station in the middle of nowhere, a scenic bay under a starry sky, a Michelin-level posh restaurant, and a tiny Brazilian café.

The anthology's variety is part of its allure. Every story feels like its own movie, yet all are united by a single ironic thread.

These locations are:

- Authentic, immersive environments for their respective genres.
- Visually distinct to maximize variety and audience intrigue.
- Flexible enough to be filmed entirely across the Canary Islands.

EPIISODES – SEASON 1

— Better Than Others —

A genius hacker joins the government to stop a terrorist attack but soon realizes he was tricked into helping the terrorists themselves. He outsmarts them, only for a bad habit to ruin his win.



EPISODES – SEASON 1

— The Bounty —

A traveling mercenary swordmaster learns she's been framed for numerous crimes, exposes a corrupt bounty scheme, and wins the duel of her life to clear her name, only to fall to her own neglect.



EPIISODES – SEASON 1

— Before Sunset —

Two thugs with a backpack of cocaine get stuck at a remote gas station with a cop, manage to finish the delivery before sunset to avoid execution, but blow it all due to utter stupidity.



EPISODES – SEASON 1

— The Robbery —

The best thief in the Canaries joins a yacht heist for a painting but is tricked into aiding an arms dealer. She manages to save her island from becoming an arms hub, only to fall to human folly.



EPIISODES – SEASON 1

— Some Like It Hot... Dogs —

At a Michelin level hot dog restaurant, a ruthless journalist suspects real dogs are the “secret ingredient,” only to uncover an even worse secret and be crushed by her ignorance.

SOME LIKE IT
HOT... DOG



EPIISODES – SEASON 1

— The Last Sip —

A charming barista discovers a guest is about to be drugged, manages to save her, and even sparks love in his boss's long-cold heart, only to ruin the day in the worst way possible.



FUTURE SEASONS



Season 2 — “Secrets”

"Everyone loves secrets... until they're kept from them."

While Season 1 dealt with broken rules, Season 2 tells stories about mishandled secrets that end in disaster. Each episode follows a protagonist who creates, keeps, or reveals a secret, ranging from the personal to the global, and causes a catastrophe.

Pilot — “How Can I Help You?”

In 2057, Beaufort Biccel, a young developer, tries out the assistant “AI’m” and discovers it was built by an advanced AI to replace all of humanity with AI personalities, turning the Earth into a silicon desert. By revealing the secret to the police, she disrupts an ongoing covert operation against “AI’m” and dooms humanity.

MAIN CHARACTERS



Einar Vilulf (Better Than Others) — a digital Robin Hood whose ego outweighs his good intentions.



Fernanda Banderas (The Robbery) — the best thief in the Canaries who clawed her way up from the slums.



Oletha Unfrid (The Bounty) — a ruthless warrior whose reluctance to take credit plays a cruel joke on her.



Jane Acker (Some Like It Hot... Dogs) — a ruthless journalist who stands up for the truth no matter what.



Andres Candella (Before Sunset) — a cynical cartel veteran on his last mission before retirement.



Gilberto Bosco (The Last Sip) — a nonchalant barista helping his cranky boss sell “moonshine” coffee.

REFERENCE TITLES



Independent experts from the industry assessed the field and highlighted five exceptional titles that share strong similarities with The Rules in terms of genre, style, and storytelling approach.

Black Mirror. **Netflix**. ~40M+ viewers across multiple seasons; global phenomenon. Like The Rules, it thrives on standalone episodes with shocking, world-questioning endings.

Fargo. **FX**. ~6M viewers in early seasons, Emmy wins. Matches The Rules' DNA of downfall through hubris, fate, or one tiny mistake.

Love, Death & Robots. **Netflix**. ~40M households watched Season 1. Proves audiences crave varied tones and worlds in one series, just like The Rules' genre-hopping episodes.

Inside No. 9. **BBC**. Critical acclaim, BAFTA-winning episodes. Shares The Rules' structure of ordinary setups spiraling into ironic, devastating conclusions.

The Twilight Zone. **CBS / Paramount+**. The Rules echoes its legacy: a timeless format where breaking basic truths leads to unforgettable downfall.

THE RULES



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