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At 23:56, the outcome is already decided.



Text Message Pitch Deck
Presentation

A Short Film • Reimagined as a Vertical Series

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The Logline

"An unsuspecting driver is strategically set up to take the fall for a crime, as a calculated con man manipulates every moment in a system designed to manufacture guilt"





DIRECTOR'S VISION

Rooted in immersive realism, the film draws the audience into a familiar world where quiet details and controlled moments reveal a deeper, unseen design.



Co-Written & Produced by
Derrick Muhammad

derrickmuhammad.com

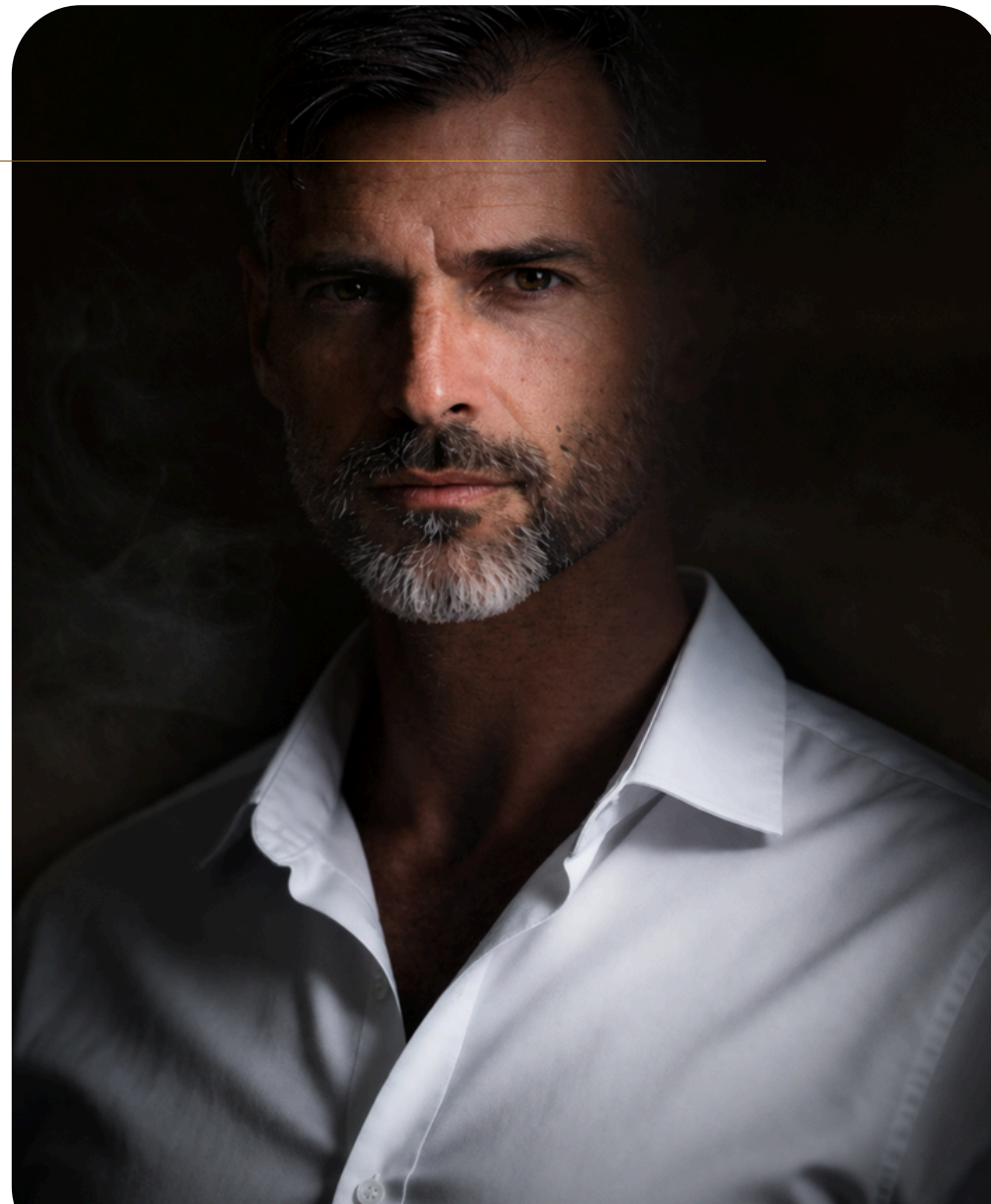


Directed by
Valerie Denise Jones
CEO, Jones Cinematography

valeriedenisejones.com

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CHARACTER OVERVIEW



The Character Overview presents

the key figures within the story, not as isolated individuals, but as interconnected roles within a larger system. Each character is defined by their function, presence, and relationship to the unfolding events, highlighting how their actions—whether deliberate or incidental—contribute to a controlled and evolving narrative.

Rather than traditional character-driven arcs, the film positions its characters as components of a broader design, where movement, timing, and interaction shape the outcome. This approach emphasizes subtlety, restraint, and purpose, allowing each role to carry meaning beyond dialogue and action.

Character Description

Main Characters

JALIL: Archetype: The Selected Subject



Jalil is a man living an ordinary life that slowly stops feeling like his own—steady and composed on the surface, but quietly unraveling as the world around him begins to shift.

CON MAN: Archetype: The Architect



The Con Man is a calculated strategist who operates in silence, designing outcomes with precision while remaining unseen and in complete control.



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THE STORY

It begins like any other day.

Jalil moves through the city unnoticed—another driver, another shift, another series of routine pickups. Faces come and go, conversations blur, and nothing feels out of place. But as the hours pass, subtle moments begin to shift. A stop lingers. A detail repeats. Something that once felt random begins to feel deliberate.

As the day unfolds, patterns begin to emerge. Interactions connect in ways that are difficult to explain, and the path behind him no longer feels stable. The more Jalil tries to understand what's happening, the more control seems to slip away. What once felt like routine begins to feel structured—designed.

By the final stretch, Jalil is no longer simply moving through his day. He is being moved through it. Every moment tightening around him, every step leading somewhere he never chose. And as the truth becomes harder to define, one question remains—was this ever his day to begin with... or was it always his role to play?



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VISUAL TONE & ATMOSPHERE

Natural light. Controlled framing.

Everyday environments presented with subtle tension and quiet unease.

Grounded in realism, the film uses stillness, composition, and observation to create a world that feels authentic—yet deliberately shaped.



FORMAT & STRUCTURE

A Short Film reimaged as a Vertical Series (9:16)

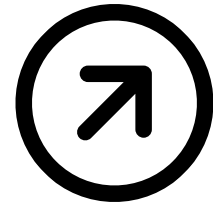


A Short Film reimaged as a Vertical Series (9:16), designed for a mobile-first audience while maintaining cinematic integrity.



Originally produced in 16:9 format, the film has received multiple awards and recognition for its direction and storytelling.





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WHAT MAKES THIS DIFFERENT

TARGET AUDIENCE: Primary: 18–34

- A real-time narrative structured around a fixed timeline.
-
- A vertical cinematic experience designed for modern viewing habits.
-
- A grounded, immersive realism that makes the story feel immediate and possible.
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- A system-driven thriller where control is invisible but constant.



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MARKET COMPARABLES

A digitally engaged audience drawn to psychological thrillers, crime-driven narratives, and immersive storytelling experiences.

Collateral

The Game

Nightcrawler



DISTRIBUTION & STRATEGY

Targeted film festival submissions to build credibility and visibility. Strategic vertical rollout for digital platforms and mobile audiences. Positioning for streaming and online distribution.

PRESS & MEDIA STRATEGY

Press releases to local and national media outlets. Targeted outreach to film blogs and culture platforms. Interviews across radio, podcasts, and digital media. Social media amplification and creator engagement.