

EVERY RELATIONSHIP IS A TRANSACTION

Something Sweet

A DRAMATIC SERIES CREATED BY
KATE TORGOVNICK MAY + ANDREW MAY

Chances are, you've heard of a sugar daddy. Well, sugar babies are the 20-something women who date them – in exchange for gifts and other financial support. Many of these 'babies' are doing quite well for themselves. Some have closets full of Louboutins, others are paying their way through college, others receive 'allowances' of \$10K a month.

This way of life is on the rise. In 2013, there were two million women with active profiles on the most popular sugar dating site. Today, there are more than 16 million, all clamoring to live this kind of life.

But for all sugar babies have to gain, few of them will be quite as successful as the women in the cottage industry that's rising up around them. There's big money to be made by helping young women cultivate the right image and then charging men to meet them.

SOMETHING SWEET is an hour-long drama about these people. The startup founders, app coders, conference promoters, and advice slingers who see dollar signs ahead.

Something Sweet

Welcome to **Something Sweet – the number one platform for sugar dating.** Their mission: “to match young, smart, beautiful women who are going places with older men who are already there.” The way they see it, they’re doing a public service – helping women meet financial needs, giving men companionship, sparking relationships that have led to 18 marriages and counting.

Something Sweet has a shiny office in New York City, but it’s active anywhere there’s wealth: London, Singapore, Dubai. And they’re making boatloads of money. In addition to membership fees and elite tiers of service, they hold slick conferences that bring together thousands of women and masquerade balls that let men mingle with them, for a price. Something Sweet was recently valued at \$20 million. But the way leadership sees it, they’ve only scratched the surface. With more investment, this could be a billion-dollar enterprise. A true startup unicorn.

But for that kind of growth, one big thing is needed: cultural acceptance. Luckily, that happens to be our main character’s area of expertise...



*Something
Sweet*



LILY

LILY BAXTER, 28

Something Sweet's ambitious Head of Marketing

Smart and savvy, Lily has plans to make sugar as popular as online dating itself. The key: selling it to men as a way to brighten their lives and to women as a way to harness power. She knows it'll work, just as she knows when to flash a dimpled smile or chime in with a perfect retort. She's a master of shaping opinion.

And yet, there's an aloofness to her. She keeps her personal life a closely-guarded secret. Lily doesn't want people to know that she came from nothing in small-town Arkansas, or that her father is a popular televangelist. Lily learned what she knows about marketing from him, yet she was never comfortable with her family. Especially since they disowned her for having an affair with a married pastor when she was just a teen. They cast her out for "tempting" him, rather than seeing her as a victim of a manipulative adult.

Lily's moved to New York City. She's changed her name. She's thrown herself into work, full throttle. But that experience still haunts her. She doesn't have friends outside the office, and she's deeply cynical about love – she's never had a real relationship, ever. While she talks the sugar talk, she doesn't walk the walk. She tells herself she's too busy to date, but really, she's scared. She can't shake what her family said: that she's a pretty girl with no moral compass.

Lily has staked her sense of self-worth on growing Something Sweet. But as our series begins, she's forced to face the fact that she's taking something dark and murky and packaging it as fun and feminist. She's starting to question this company and her own place within it. Even as she's pushed forward by...

HOMETOWN: PRAIRIE CREEK, AR

ETHNICITY: VAGUELY SOUTHERN

UNIFORM: FITTED LEATHER JACKETS, SKINNY JEANS

LOVES: VINTAGE COUNTRY RECORDS, PINBALL

KARAOKE GO-TO: "HELL ON HEELS" BY PISTOL ANNIES

4

Something Sweet

NANCY BRADLEY, 52

Something Sweet's thirsty Founder & CEO

Biting and no-nonsense, Nancy has a chip on her shoulder. She runs a company valued at \$20 million, but she's gunning for way more. She longs to be on the covers of *Forbes* and *Fast Company*. To be in the pantheon of startup founders – a Mark Zuckerberg or Elon Musk. At the very least, a Travis Kalanick.

Nancy came of age in '70s England. Her father was a military officer, one sent to Southeast Asia for the Vietnam War – and there, he fell in love with an American "[donut dollie](#)" and left the family to be with her. From the brief glimpses Nancy had of this other woman over time, she absorbed the idea that being glamorous and easy is the way for women to win in life. With this lodged in mind, Nancy spent her 20s and 30s in the business world, climbing the ladder, and finding that, as a woman of color, she had to work ten times harder. She's started several successful companies over the years, but none as big as she wants. Her real spark of genius didn't come until her late-40s with Something Sweet. An idea inspired by the woman who destroyed her family.

Nancy sees this startup as her chance to get the respect she's been denied. She's playing the long game – she recruited each person in the company for a reason that will reveal itself over time. But right now, Nancy needs Series B investment and she needs it quick. She's overspent to give the appearance of robust success, to a dangerous degree. She'll do anything not to let this house of cards topple.



NANCY

HOMETOWN: EAST LONDON, UK

ETHNICITY: BRITISH

UNIFORM: POWER SUITS, VIVIENNE WESTWOOD

LOVES: VINTAGE MOTORCYCLES, TAXIDERMY

KARAOKE GO-TO: "OH BONDAGE! UP YOURS!" BY X-RAY SPEX

Something Sweet



Just as *UNREAL* took us behind the scenes of *THE BACHELOR*, as *POSE* exposed a hidden subculture operating by its own values, as *THE MORNING SHOW* explored the grey areas of gender dynamics in a modern workplace, *SOMETHING SWEET* is a series that pulls back the curtain and reveals all the delicious, soapy drama of this startup as it angles for the big-time. In each episode, we'll follow Lily, Nancy, and the staff as they face a business challenge or an opportunity on their way to normalizing sugar. We'll see how they butt heads and bounce off each other – and how each of them got here, in *LOST*-style flashbacks. All as they build this startup to the scale of Uber or Airbnb.

But at its heart, *SOMETHING SWEET* is Lily's story. The story of a woman who's built a movement, only to have a crisis of faith in it. It's her attempt to reconcile her actions with her doubts. Her journey to figure what she wants her own life to be, even as she's locked in a strange, manipulative dance with Nancy.

Done right, *SOMETHING SWEET* will be that must-watch series for a new generation of women. A generation shaped by two financial crises, social media, Donald Trump, and #MeToo. A generation that's trying to figure out who the hell they are as the foundations of love and work crumble at their feet.

Something Sweet

SOMETHING SWEET, by necessity, mines dark terrain – after all, this lifestyle is a step removed from prostitution. But this darkness isn't brooding and, in fact, is masked by something else. In this show, we'll lean into the poppiness of the subculture: bright colors, flashy clothes, decadent sweets in a way that feels almost dangerous. The tone should be like an M&M. At first, you notice the candy coating – but as you take a bite, it cracks through to chocolate. Maybe even a peanut.

This is a series that explores the siren song of immediate pleasure, and the fact that power is much more slippery than we admit. But it should also be stylish and fun. *SOMETHING SWEET* should feel slick and prestige. We'll use smart composition that shows where our characters are psychologically, and rich lighting that heightens tensions. We'll linger on telling details that point to what's going on inside our characters' minds, and lean into smooth, statement-making transitions. And of course, we'll feature great music ([check out a playlist](#)) that feels plucked right out of our characters' airpods.

And speaking of our other characters, they are...



Something Sweet

JASMINE OKILO, 28

The socialite events whiz

With her posh accent and regal demeanor, Jasmine is Something Sweet's Head of Events. She's hyper-organized and has a real reverence for rules. When it comes to dating, she'll only have two drinks, as recommended by Something Sweet guidelines. She'll only date one person at a time. And she won't even talk to a man who's married. In fact, she writes poetic notes of disgust to any who dare to message her.

Jasmine grew up in the glittering skyscrapers of Lagos, where her parents made a fortune in cigarettes and liquor and owned a football (i.e. soccer) team. Jasmine was a socialite, with people constantly following where she went and what she wore. As she got older, however, she found herself frustrated by the attention. When she broke up with a grandson of Fela Kuti, things reached a fever pitch. She headed to the US to get her MBA, and is perhaps a little too proud of herself for making it on her own as an event planner. From afar, she's highly critical of her parent's company for selling things that are bad for people. She believes she's doing something different – putting on events that teach women how to sugar the *right* way. Can that illusion hold?

HOMETOWN: LAGOS, NIGERIA
ETHNICITY: YORUBA
UNIFORM: ANKARA PRINTS AND GLAM CAPES
LOVES: COLOR-CODED DOCUMENTS, BEING FIVE MINUTES EARLY
KARAOKE GO-TO: "I WOULD DIE 4 U" BY PRINCE

RAVEN RODRIGUEZ, 35

The superhero Head of Tech

Resourceful and diligent, Raven sees herself as a real-life Lisbeth Salander, complete with dragon tattoo. As the leader of Something Sweet's Tech Team, she's the one standing between women and their inevitable exploitation. In her two years at the company, she's tracked scammers from small-town America trying to catfish rich men and hackers from Russia just trying to peep sexy photos. When the site's code is breached, she swings into action. She'll stay all night.

Raven is the daughter of two prominent feminist moms. She double-majored in IT and Women's Studies. So it never sat well with her that, at the other tech companies, she was typically the only woman. From the minute she met with Something Sweet, she knew she wanted in. She felt she had an important role to play. The same way she knew at age 12 that when she woke up to the smell of smoke, she needed to get up, put on a water-soaked ski mask, and pull everyone to safety. To this day, Raven's at her best when there's a problem to solve, a person to save, a bad guy to defeat. When there isn't, that's when her loneliness kicks in.



HOMETOWN: HOUSTON, TX
ETHNICITY: LATINX
UNIFORM: THRIFT STORE SWAG
LOVES: SURVIVAL SKILLS, DECOLONIZATION
KARAOKE GO-TO: "DREAMING OF YOU" BY SELENA



Something Sweet

SATSUKI

SATSUKI, 24

The trans receptionist

Satsuki is big on labels. Their pronouns are they/them, their ethnicity is Japanese-Canadian, and their preference is pansexual – thank you very much. And while they’re known for turning on the sass whenever someone calls or arrives in the office, in their heart of hearts, they live for fashion. Their side hustle: working as a sugar baby style consultant, helping women pick ensembles that make them feel fabulous for profile photo shoots and dates.

Satsuki is the office greeter, as well as Nancy’s personal assistant. But they’ve got a bigger vision: they want to start a fashion line for sugar babies. They’re putting together a pitch, and praying Nancy will see the potential rather than just her beloved assistant moving on. Satsuki relies on Nancy like no one else in the office – they live in her spare room. Short on cash and with no ties to family (except for a great uncle who’s an out and proud *otokonoko* femme man), they have nowhere else to go.

HOMETOWN: TORONTO, ON
ETHNICITY: JAPANESE-CANADIAN
UNIFORM: MISMATCH CHIC
LOVES: TENNIS, ONLINE SHOPPING
KARAOKE GO-TO: “WISH YOU WOULD” BY MYKKI BLANCO

CAROLINE HARRINGTON, 26

The PR Pulverizer

Caroline is Something Sweet's communications lead and the office's token conservative: she votes Libertarian and never misses Tomi Lahren's "Final Thoughts." When it comes to the press, she's a barracuda: she says what she needs to fiercely, without backing down or stuttering. Caroline is a soldier looking for a fight, and Something Sweet allows her to stand up for two things near and dear to her: individual freedom and personal responsibility. When it comes to work, she has only one complaint – she's sick of reporting to Lily. She determined to show Nancy she's C-suite material too.

Caroline started her career in politics and went on to work for an Alex Jones-type YouTube show. She loved the job – until a gunman burst into the office and held her hostage. She began looking for less volatile work and was thrilled to get Nancy's call. She's had a long-term daddy for two years now, and has found it very handy to talk about her own relationship with the press – it easily counters all their hyped-up negatives. But lately, she's been moving forward in a 'vanilla' relationship – with a woman. What happens if it gets serious?



HOMETOWN: GREENWICH, CT
ETHNICITY: WASP
UNIFORM: TIGHT DRESSES AND PEARLS
LOVES: RAGING AT "THE MEDIA," GRAPEFRUIT-SCENTED ANYTHING
KARAOKE GO-TO: "SOMETHING JUST LIKE THIS" BY THE CHAINSMOKERS



Something Sweet

VINCE

VINCE PALMIERI, 56

The bridge-and-tunnel general counsel

Vince is the kind of attorney you'd expect to be the *consigliere* for a crime family – he's Italian-American, through-and-through. Chatty and upbeat, he's argued big cases – including one in front of the New Jersey Supreme Court, a real point of pride. Vince loves the challenge of finding legal grounding for corporate clients and enjoys nothing more than standing in a courtroom and presenting a case no one can poke holes in. As he puts it, "There is no right or wrong. Only what I can convince you of."

Vince is a family man – he adores his wife of 30 years and is very proud of his two daughters. They're both college-aged, which makes him surprisingly adept at relating to the women in the Something Sweet office. And yet, when people in his town ask who he works for these days, he tells them "a tech startup" and leaves it at that. He's a pillar of his community and, by all accounts, a true success. But his day in Supreme Court? That was 1990. The last Fortune 500 company he worked for? A decade ago. He's worried he's on a downtrend and is scared to slip.

HOMETOWN: LIVEINGSTON, NJ
ETHNICITY: ITALIAN-AMERICAN
UNIFORM: JACKETS THAT DISGUISE HIS GUT
LOVES: NY GIANTS, DISCO FRIES
KARAOKE GO-TO: "HEART AND SOUL" BY HUEY LEWIS AND THE NEWS

12

BRITNEY LEE, 23

The give-no-fucks influencer

Britney is, as the kids put it, Extremely Online. She hosts *IN THE BOWL WITH BRITNEY*, the most popular TikTok show for sugar babies, and is forever documenting the minutiae of her life – the good, the bad, and the ugly. The basic philosophy she preaches: that men are idiots and you should take them for all they're worth. It's earned her more than a million followers. Britney adores a daddy who's tabloid fodder – the former pro athletes, the notorious bankers – but she *lives for* her fans. When the camera's on, she can't resist talking smack. This *will* get her into trouble.

Britney's look is half Maryann, half Daisy Duke. The Myrtle Beach Americana is perhaps ironic, given that she grew up in an immigrant family. Britney's Korean and was teased mercilessly by her rich, white classmates for smelling like kimchi. Her lack of respect for men likewise comes from a place of hurt. In high school, she dated guys who were obsessed with video games. Then in college, Britney went to a frat party and woke up to discover she'd been drugged and sexually assaulted. She was never able to find out by who – the fratholes all stayed silent to protect each other.

Britney didn't get it at the time, but she understands that kind of bond today. She's almost always with her ride-or-die, Ana Sofia. Who will end up threatening not just Britney's cushy speaker deal at Something Sweet, but her following altogether.

HOMETOWN: IRVINE, CA
ETHNICITY: KOREAN-AMERICAN
UNIFORM: STARS, STRIPES AND SKIN
LOVES: TASTEFUL TATTOOS, KYLIE JENNER
KARAOKE GO-TO: "PIECE OF ME" BY BRITNEY SPEARS





*Something
Sweet*

ANA-SOFIA KOVAČ, 22

The DIY madame

Uber-cool and verging on nihilistic, Ana Sofia is a wild child with a self-destructive streak. She's the one who'll rip off her clothes and run through a car wash, or do too much coke and spend the next 12 hours losing at the blackjack table. Unlike other babies in the bowl, she has no problem with 'pay-for-play.' She has a price for oral sex, for intercourse, for kinky stuff – and as our show begins, she's starting to hook up other babies with men for a cut of the proceeds. She doesn't realize this makes her a madame. But when her bestie Britney points it out, she also doesn't really care.

Ana Sofia grew up in Slovenia, and her family is Romani, or as most might say, they're gypsies. They owned a restaurant and did just fine, but sent her out – face smudged with dirt – to help relatives beg for money. Sugar doesn't feel like a stretch for her. It's also one of the few things she can do given that her immigration status is ... murky. Ana Sofia aspires to the American dream of her fellow Slovenian, Melania Trump – she wants what she wants, and she wants it now. Her actions *will* have a body count.

HOMETOWN: KRANJ, SLOVENIA
ETHNICITY: ROMANI
UNIFORM: THE FUTURE OF FASHION TODAY
LOVES: COOKIE CRISP, PLAYING OPTIONS ON ROBINHOOD
KARAOKE GO-TO: "ISLANDS IN THE STREAM," IN DUET WITH BRITNEY

SIR RODNEY WINTHROP, 75

The devil of an angel investor

Rodney is a true business scion. In the '70s, he had his big idea: to buy up struggling hotels for cheap, refurbish them, and create a travel empire. He built the Winthrop Group into one of the most successful companies in the world. He was recently knighted – a big deal for a working class kid.

Nancy first crossed Rodney's radar in the '80s, when she worked at his company. He wasn't all that impressed with her then, but he was when she came to him four years ago with the idea for an online dating platform. He invested \$2 million in seed funding, then \$5 million in Something Sweet's Series A. For the Series B, however, Nancy has asked him for \$10 million – in addition to going public as the company's anchor investor. Rodney has mixed feelings. On the one hand, he suspects the company's reached its revenue ceiling and knows it's a risk for his reputation. But on the other, he's compelled by Nancy's gall. Rodney is ... tired. He's been there, done that, and is waiting for someone to surprise him. Nancy could do that. She might just be the equal he's been longing for.

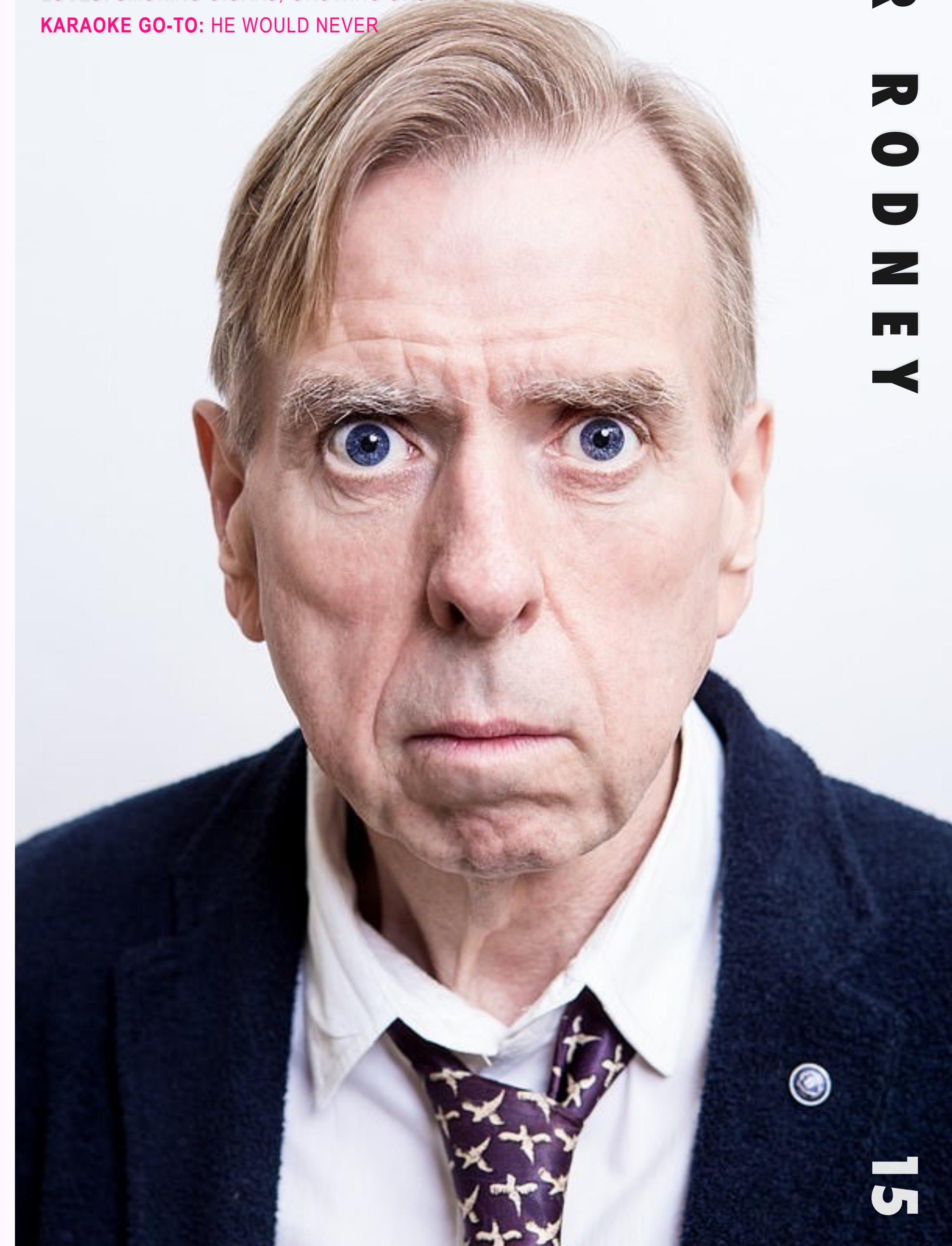
HOMETOWN: BLACKPOOL, UK

ETHNICITY: ENGLISH

UNIFORM: POLISHED SUITS AND MUSSY HAIR

LOVES: SMOKING CIGARS, GROWING ORCHIDS

KARAOKE GO-TO: HE WOULD NEVER



*Something
Sweet*



HOMETOWN: BED-STUY, BROOKLYN

ETHNICITY: BLACK

UNIFORM: WRINKLED BUTTON UPS, VANS

LOVES: VINTAGE HORROR, VINYL, NEO-MARXIST THEORY

KARAOKE GO-TO: "JUICY" BY NOTORIOUS B.I.G.

MAX JENKINS, 28

Lily's up-and-coming journalist love interest

Sharp, kind, and noticeably ADHD, Max is a journalist who dreams of being a foreign bureau chief in a war-torn country or a big-deal investigative reporter at *The New York Times*. He's passionate about his work but treading water in a troubled industry. He writes for *The Skyscraper*, a New York gossip site, but only makes \$35K a year. He's gunning for that big story that will put him on the map. He just can't seem to find it.

Max grew up with parents who were proud members of the Nation of Islam. He's extra woke and has never dated a white girl before. But when Max meets Lily, he's instantly smitten – even if he finds it strange that she gives the shortest answers possible to his questions. When he discovers that the "website" where Lily works is *Something Sweet*, the company his editor has assigned him a story on, he's shocked. Relationships haven't been easy for Max – women don't love the fact that he sleeps four hours a night and has trouble sitting still. So now he has a choice: does he go for the woman he likes or the story that could make his career?

Max is a solid guy who's comfortable with the messy things, and choosing him would be a step toward Lily living a more authentic kind of life. But that's also terrifying for Lily – what could be more scary than letting someone actually get to know her? And besides, Lily is too distracted by...

Something Sweet

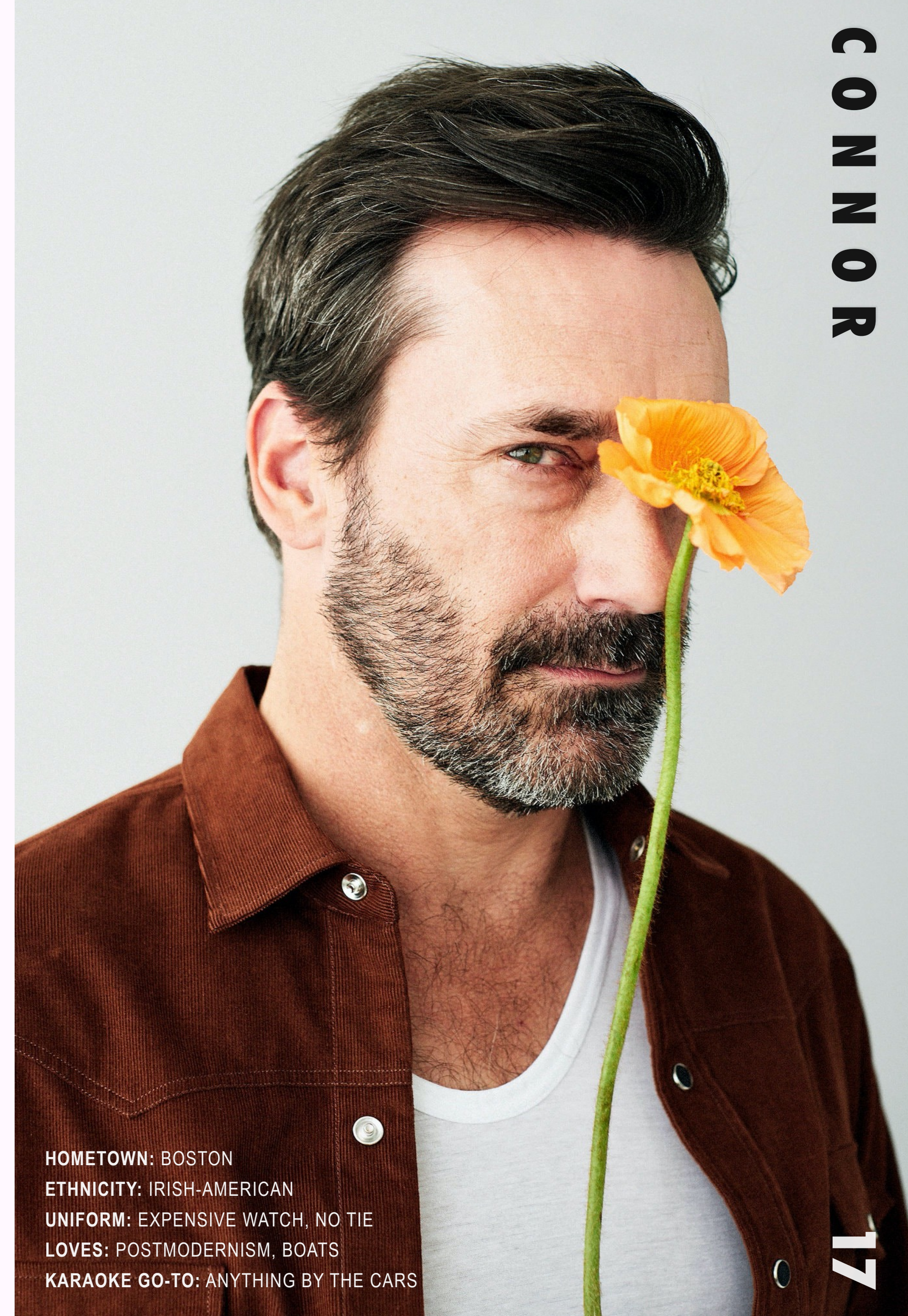
CONNOR LUDLOW, 48

Lily's art-world daddy

Distinguished if a bit pretentious, Connor has made a killing in the New York gallery world. He specializes in postmodern art and loves nothing more than anointing an artist a certified big deal – then watching as their catalogue inflates in value. Deep down, Connor loves art. But so many decades on the scene has put his focus on the economics. He's enamored with his role as kingmaker.

Connor is recently divorced. He's been declared one of the "Most Eligible Bachelors in New York City" – and many women in the Something Sweet office have their eye on him. So when he and Lily hit it off, everyone is jealous. Connor assumed that he would never get married again, but Lily – she just seems to complete things. He thinks he's found a true confidante in her. He doesn't realize that he's only seen the him-shaped version of her.


Lily and Connor's relationship is everything Something Sweet promotes, and everything Lily believes in at the start of the show. Choosing him would be the easy choice, a commitment to her life as she knows it – all in at Something Sweet. But as we'll come to find out through the course of the season, that's by design. Connor is in Nancy's back pocket – she has proof he's sold forged art. Nancy is the one who orchestrated he and Lily's meeting. She's the one nudging this relationship forward.



CONNOR

HOMETOWN: BOSTON
ETHNICITY: IRISH-AMERICAN
UNIFORM: EXPENSIVE WATCH, NO TIE
LOVES: POSTMODERNISM, BOATS
KARAOKE GO-TO: ANYTHING BY THE CARP

17



When you go to a real sugar event, you're suddenly surrounded by attractive women who lead with their sexuality. But these women are also very diverse. Some of it's style – sugar babies lean hard into a look, whether it's arty, hip-hop, or Victoria's Secret wannabe. But beyond that, these women represent many ethnicities – they are white, Black, and many different browns. They are also of many nationalities – American, but also British, Argentine, Liberian, Indian, Japanese. We've tried to reflect this diversity in our characters, but want to stay open for casting. If we find a great actress who's Spanish instead of Slovenian for Ana Sofia or Persian-American rather than Korean-American for Britney, amazing. We'll write to actors' backgrounds.

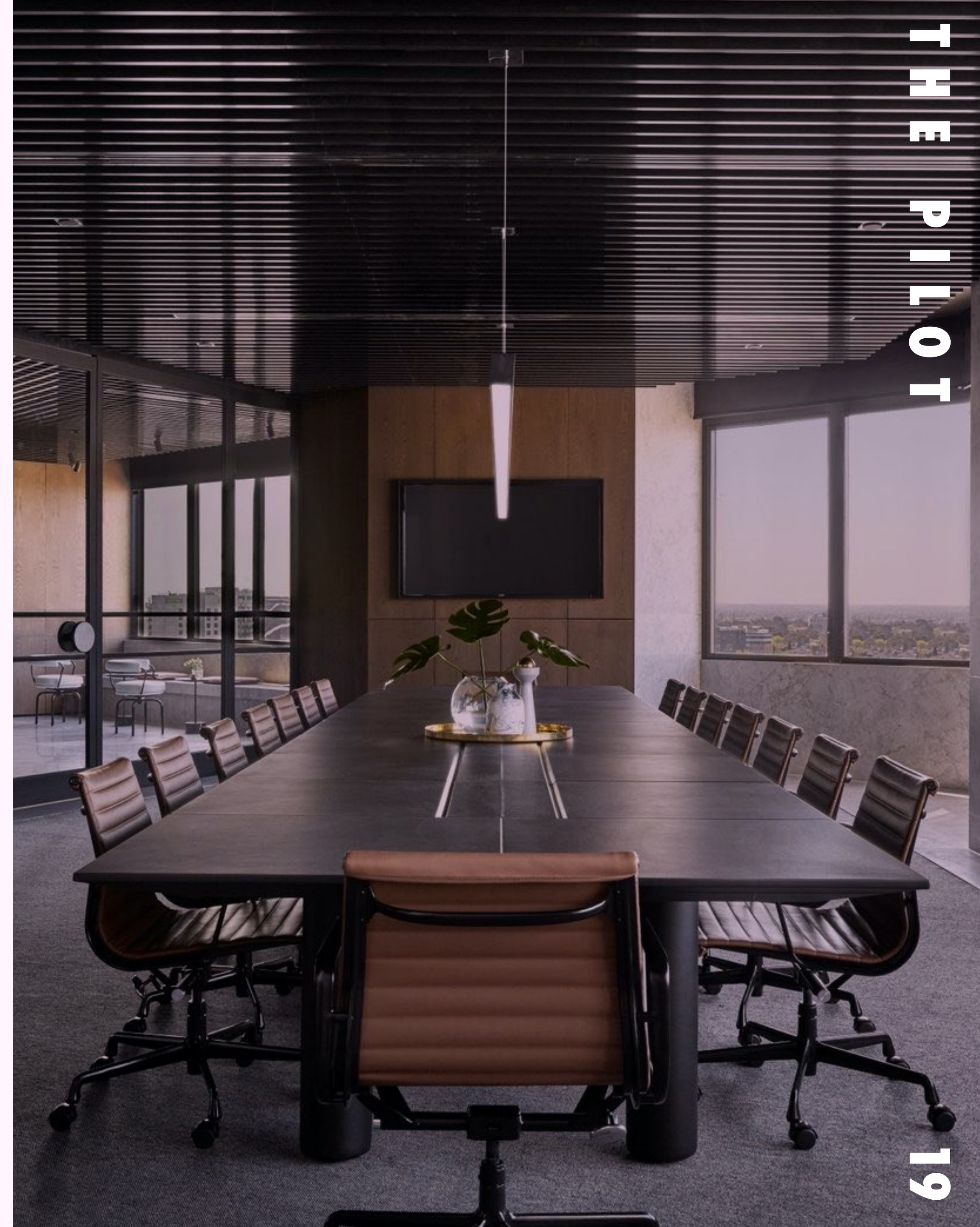
We should also aim for diversity of body type as women in the sugar bowl are not all rail-thin. Our characters should range from Kate Moss to Kate Upton.

Something Sweet

Our pilot opens with Lily and Nancy giving the first pitch of Something Sweet's Series B – a high stakes funding round where they're looking to raise \$50 million and make a splash. They're on fire – explaining what the company does, charting the course to growth, making the case that they're on the brink of a culture change that, with advertising and press coverage, will bring sugar to the masses. So when what's supposed to be a puff piece in *She Magazine* turns out to be a gotcha, alleging prostitution and sexual assault, everything is on the line.

Caroline's lost control of the situation, so Nancy puts Lily in charge. With Raven's help, Lily sets out to find the anonymous sugar baby who, in a blurred-out video in the story, said she was raped. The plan begins as an attempt to help the woman and bring her attacker to justice. But under increasing pressure from Nancy – who knows Rodney's close to pulling his backing – it transforms into a blackmail plot. One that leaves Lily with a ringing sound in her ears. Acute tinnitus.

In the end, Lily discovers a tidbit about the *She Magazine* reporter that gives her all she needs to kill the article. And for a little while, Lily feels the power coursing through her. But then in the final moments of the episode, she realizes *who* the anonymous woman is – Dahlia, a college student who Lily brought into the company and thinks of as a little sister. We end with Lily in shock. And the ringing sound overtaking all.



Season One follows Lily's escalating crisis as Nancy encourages her to do more and more questionable things to get Something Sweet across the \$50 million finish line of its Series B. At the same time, the season follows the juicy love triangle between Lily, Connor, and Max. Some of our favorite episodes:

The Long Game (ep 102)

As the women prep for the Something Sweet convention, Nancy realizes their Series B will be impossible without Rodney. She decides to pad the company's valuation, despite Vince's warnings. After her meet-cute with Max in episode 101, Lily can't stop obsessing over gallery owner Connor.

Flashback: We see Nancy in the '80s, interning at the Winthrop Group. Where Rodney tells her, point blank, she'll never make it in business.

Sisterhood (ep 103)

Lily invites a female VC to the convention. But things slide sideways when Britney tells her fans to boycott. Max is assigned a story on Something Sweet and is shocked to come face-to-face with Lily, who he met in passing in the pilot.

Flashback: We learn how Britney and Ana Sofia got to be so close – they were 'sugar sisters' to the same daddy who passed away.

The Prince (ep 104)

A Saudi prince known to be a loose cannon contacts Something Sweet – and Nancy sees an opportunity to get their Series B back on track. Caroline tries to cover as the press descends.

Flashback: Caroline is held hostage by an armed crazy at her last job.

The Ball (ep 106)

Something Sweet is out of money, and Nancy asks Lily and Jasmine to spin up a masquerade ball for a quick infusion of cash. At it, Max and Connor compete for Lily's attention. Max feels out of his league; and we learn that Connor is in Nancy's back pocket. Meanwhile, Ana Sofia recruits other babies for her pay-for-play enterprise.

Flashback: Max struggles to get his big break.

Salt (ep 108)

Something Sweet is on high alert when a 'salt daddy' is scamming women around town. Raven plans a sting operation, with Lily and Britney's help. Ana Sofia catches one of her girls dealing drugs – and asks for a cut of the profit.

Flashback: Raven saves her family from that house fire, setting her desire to save the day.

Loser (ep 109)

When Rodney says he'll come back *if* he gets a controlling stake in Something Sweet, and Lily is chosen for a big *Forbes* list of CMOs, Nancy is forced to confront her demons.

Flashback: We learn about the donut dollie who destroyed Nancy's family – and gave her the idea for Something Sweet.

Home (ep 111)

As Nancy and Rodney butt heads over selling Something Sweet's data, Lily goes home for a cousin's wedding and comes face to face with the value system she's rejected. She's shaken to see something beautiful in it. Could she be with Max?

Flashback: We discover the moment that spun Lily's life off-course: the affair with the youth pastor and how her family blamed her for it.

The Firestorm (ep 112)

Ana Sofia flies too close to the sun – she throws a sex party with drugs galore. Two men overdose on fentanyl and end up dead. It's all hands on deck to deal with the blowback.

Flashback: We see Ana Sofia's early life as a gypsy/Romani girl and the parallels to now.

Decisions (ep 113)

An exhausted Lily accepts Connor's invitation to sail away for the summer. When Max finds out, he goes to *The New York Times* with his bombshell story on Something Sweet, complete with an incriminating tell-all from Ana Sofia that the company knew everything.

Flashback: We see Nancy's first interaction with Wexler Associates, the opposition research firm she's used throughout the season to find dirt.

SOMETHING SWEET tracks this company on its rise to cultural legitimacy. As it scales, it faces bigger and fiercer opponents. In season one, it's niche websites and unsure investors. By the end, it'll be Senate testimonies and hostile takeovers by international holding companies.

Plans for future seasons will surely change, but as of now, here's a rough sketch. In **season two**, Something Sweet finds itself under attack from both the right and the left – with Lily's televangelist dad taking aim at this beacon of immorality as a Gloria Steinem writer-type from Raven's past draws attention to its murky legality. It culminates with a Congressional probe that brings Lily face-to-face with her father. In **season three**, Something Sweet pushes global and Lily is way out of her league, navigating new cultures and a husband who doesn't really know her. In **season four**, Lily preps Something Sweet for an IPO that nearly destroys it in the process. **From there**, it's Lily and Nancy adjusting to being in a publicly-traded company, where they have to answer to shareholders and a board.

In the end, Nancy's drive to be an icon is her undoing. "Nancy Bradley" does become a name synonymous with female success, but she's ousted from her company as a result. And while Lily isn't, after years of self-justification and decisions that she's internally questioned, she finally makes the choice to leave. She isn't exactly sure what she'll do next – maybe she'll start a company that matches young women with female mentors, hell, maybe she'll write the Great American novel. But whatever it is, she feels like she can do it. Like she's finally worthy of her own life and a real relationship.

Like many people, we'd heard of sugar babies. But we ran head-first into their world when Kate's mom, a college professor, had a group of female students who were very vocal about doing it. When she tried to dissuade them, they quickly swatted down her second-wave feminist critiques. So she asked: did we have any advice for how to approach this?

Honestly, the whole idea made us queasy at first. But as we started to research it, we found something interesting. This isn't a concept women are arriving at on their own – it's a worldview being sold to them. And its appeal makes sense. For women in college, the alternative is graduating deep in debt in an economy where entry level jobs have evaporated. Many will stay stuck in internships for years, others will move back in with their parents. They see this as being an independent woman, as Beyoncé commanded. At the same time, this is a generation that has only known the bad behavior that comes with online dating and Tinder. That grew up with Christian Grey as their romantic ideal. That just watched a President who embodied the ethos that wealth entitles you to youth and beauty. They look around and they ask: why would I date someone my own age ... *for free*?

Sugar relationships are only growing in popularity. Even coming out of the pandemic, more and more companies are planting their stakes in this space, seeing this phenomenon as a way to make money. And while news segments often stop to rubberneck at the shock value of sugar relationships, no one's dug in to look at all the complexity here. That's exactly what *SOMETHING SWEET* will do. This is a series at the intersection of two key cultural conversations: the one around relationships and gender roles in the era of #MeToo, where off-kilter power dynamics have been laid bare like never before. But perhaps even moreso, it taps into our growing understanding of what happens when businesses play to our baser instincts for profit – from the opioid crisis, to the debate over social media, to the pushing of foods that are sweeter, saltier, fattier despite the impact on our health.

SOMETHING SWEET offers a unique vantage to explore all this and so much more. In the end, this is a series that allows us to take an unflinching look at how people – ourselves included – so often compromise the things that might satisfy us in the long run for what's flashy and exciting in the moment. And that lets us ask: what's the cost?

A woman with long dark hair, wearing a red, white, and blue striped one-piece swimsuit and yellow-tinted sunglasses, is floating on her back in a swimming pool. The water is clear and blue, with light reflecting off the surface. The pool's tiled floor is visible at the bottom. The text 'STAY SWEET' is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

STAY SWEET

*Something
Sweet*

CREATED BY KATE TORGOVNICK MAY + ANDREW MAY
FOR MORE INFO: [KATETOR@GMAIL.COM](mailto:katetor@gmail.com)