

**A scripted adaptation  
of the iconic Gen Z IP**

# ON THE BUTTON...

Two strangers meet for the first time on a romantic blind date. The iconic Button voice asks them questions. When the Button turns red, either player can push it, reject their date, and replace them with someone new.

Since launching in 2020, the hit dating show has become a cultural phenomenon. Cringe and memorable moments have gone viral, becoming memes, and fodder for countless online commentators



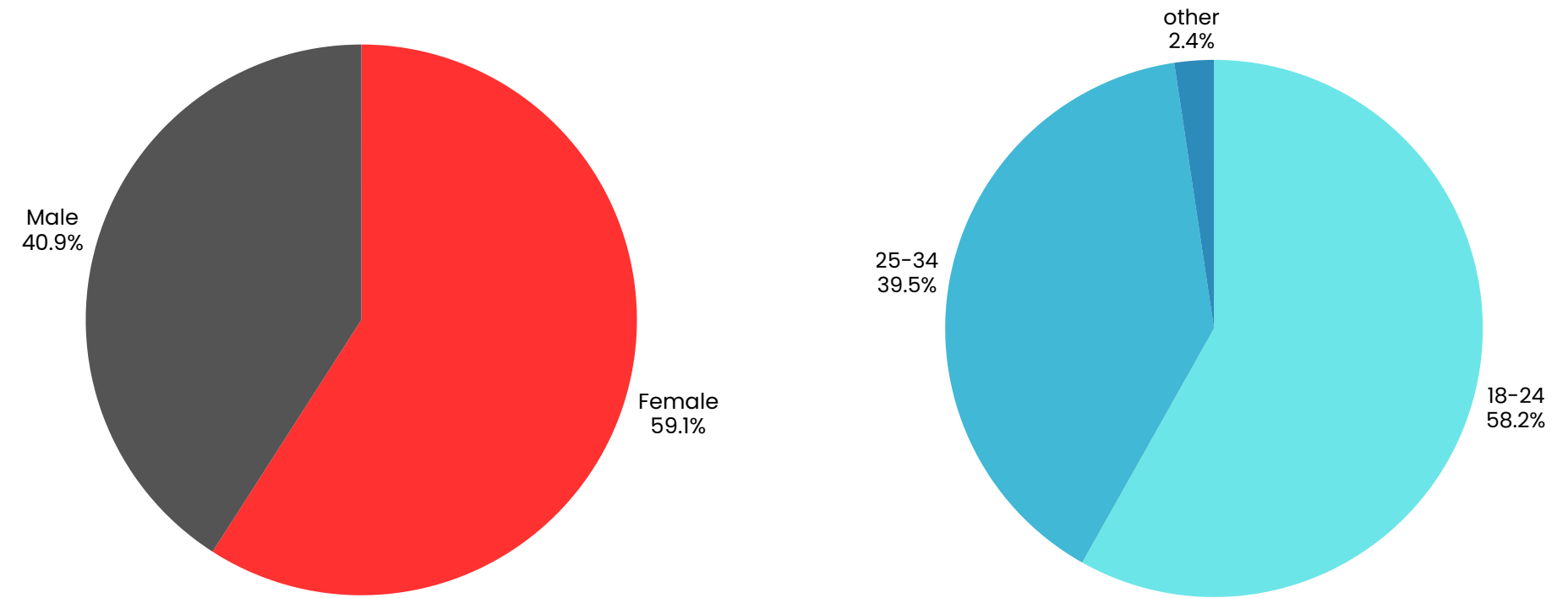
An ecosystem of online reaction videos...

...and real life dating events have been born



**144 Million Views**  
across all platforms since  
premiering February 2020

## Demographic:



Especially for younger audiences, **THE BUTTON** is a recognizable IP. Just as books, comics, and video games have become the hit films of the past...  
*...this is the next wave of IP for the future.*



**Imagine a scripted movie set in  
the world of THE BUTTON...**

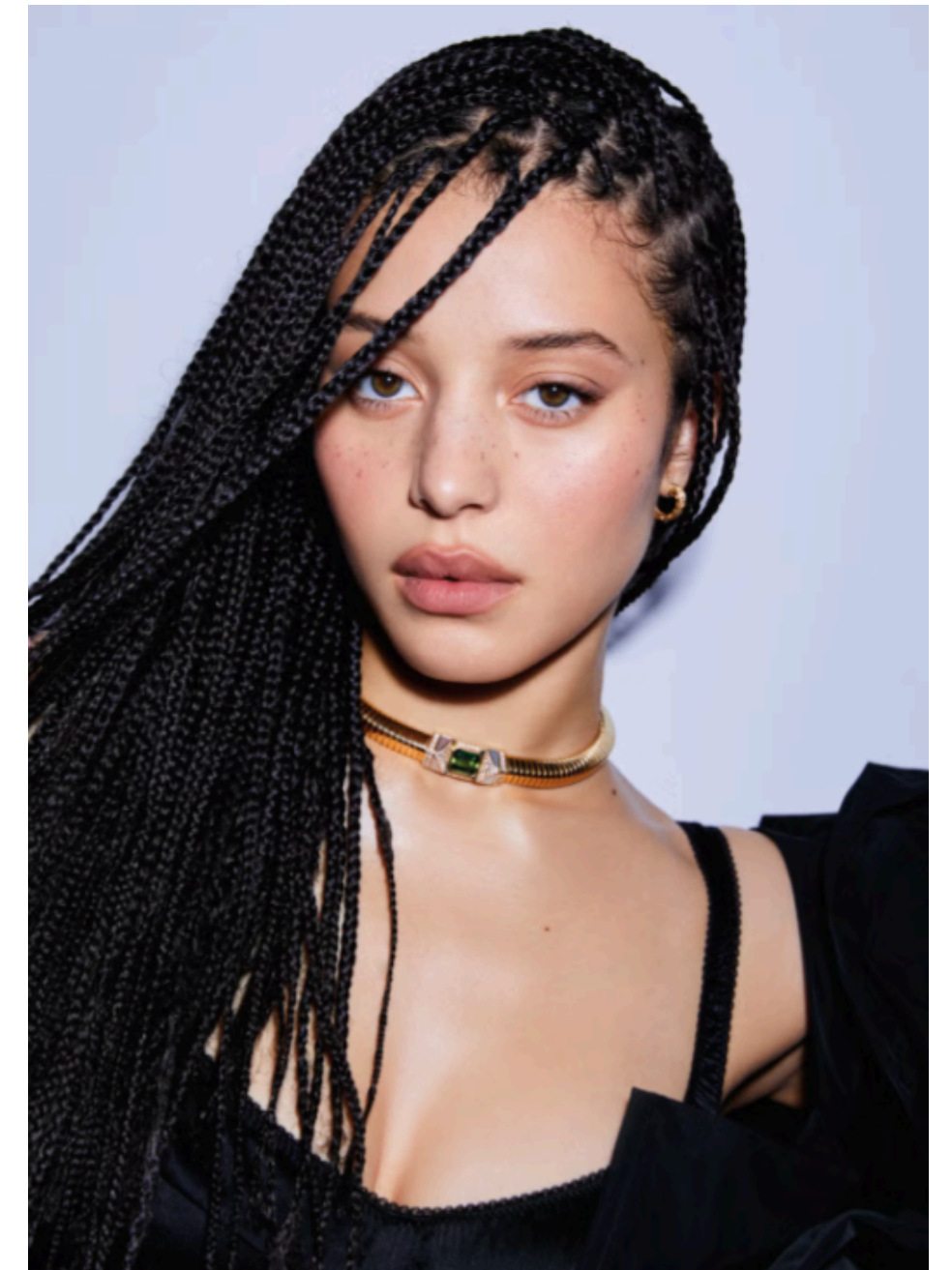
**Two singles meet on the show...**

**Taking us behind the scenes of  
how a viral YouTube series is  
produced...**

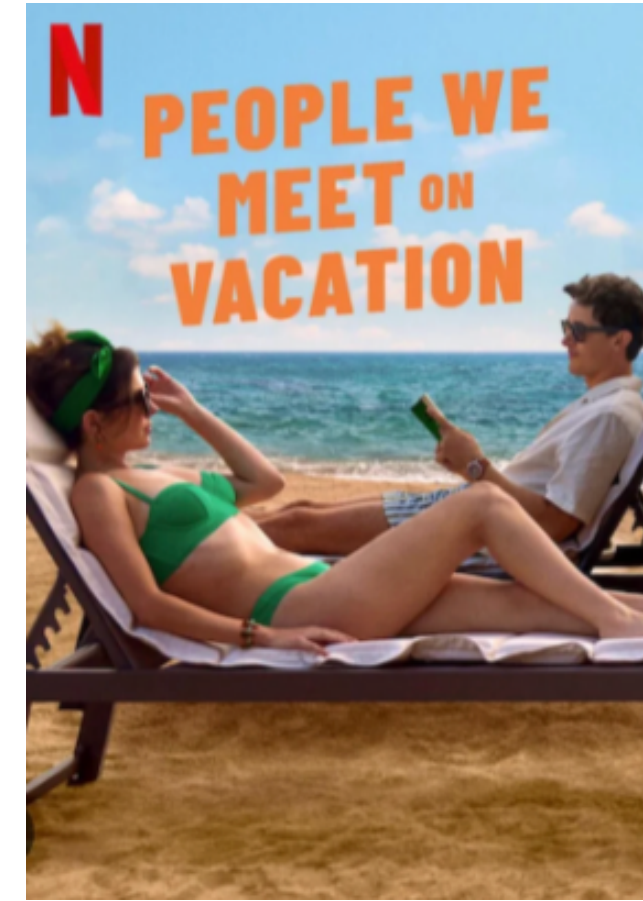
**They share an epic moment...  
One presses the button on the  
other...**

**...it goes viral...  
changing their lives forever...**

**But... are our lives defined by a  
single moment?**



# COMPS



We're looking for a writer or writer-director who gets this world — and the younger audience  
Who understands *why The Button* is so important to so many people  
Who knows how this ecosystem of content creators works  
and can help us build a movie around it  
We think it's a romcom, but we want to hear takes from the best writers in this space



**Let's build an iconic movie together that 144 million Button fans to go see in theaters.**





**A Gen Z media brand that has been  
shaping culture for 10 years.  
Cut.com has over 30M+ subscribers,  
driving 300M+ average monthly and 16B+  
lifetime views**

# G U N P W D E R & S K Y

**Launched in 2016 by Van Toffler and Floris Bauer,  
Gunpowder & Sky is an independent  
entertainment studio known for stories about  
groundbreaking music and musicians, pop  
culture, social issues and larger-than-life  
personalities.**



**Founded by Chris Goldberg, who has sourced IP that has gone on to hit #1 on the NYT Bestseller List, attract A-list talent, and inspire #1 Box Office Hits, Winterlight recently sold an article generated with journalist Mickey Rapkin in a 4-studio bidding war to Netflix and has projects with A24, Sony, Lionsgate, Plan B, Temple Hill and others.**