

PIXIE DIARIES

Startup culture was already a sitcom.

An indie episodic workplace comedy where *Office Space* meets *Silicon Valley* — with customer promises, investor spin, competitor secrets, and just enough New Age magic to make the chaos feel intentional.

Logline

A tech startup chasing the next big thing gets tangled in customer pressure, investor storytelling, and competitor drama — only to discover that the hardest thing to build is trust.

Synopsis

Pixie Diaries follows a startup team riding the AI wave, spinning bold promises for customers and risking it all when a competitor's technology becomes a little too tempting.

But as the plot thickens, the biggest twists aren't in the product at all — they're in the tangled, all-too-human scramble to keep their story alive.

In the end, Pixie brings it all together with mindfulness, connection, and a dash of cosmic workplace absurdity.

Quick Facts

Title: Pixie Diaries

Format: Indie Episodic Pilot

Category: Indie Episodic

Genre: Workplace Comedy / Tech Satire

Tone: Smart, dry, satirical, mockumentary-adjacent

Comps: *Office Space* meets *Silicon Valley*

Status: Festival Submission

Producer: [Amy S. Jones](#)

Writer / Director: [John David Hartfield](#)

Director of Photography: [Kevin Perry](#)

Featured Music: [Ari Welkom / Avatari](#)

Materials Available: Trailer, screener, press kit, stills, media assets

About the Project

Originally created inside a real startup as a way to connect with technology customers, **Pixie Diaries** grew into something sharper than a brand campaign: a scripted comedy about ambition, spin, customer theater, stolen ideas, and the strange emotional rituals of modern work.

It is funny, self-aware, slightly mystical, and uncomfortably familiar to anyone who has ever sat through a meeting where everyone pretended the demo was going fine.

Creative Team

Amy S. Jones — Producer

Amy Jones pairs daytime television experience with a sharp instinct for audience connection. Her background with **Rachael Ray**, **Jerry Springer** and independent productions including **Soul of Bedlam** and **Homecoming** helps ground **Pixie Diaries** in personality, timing, and human comedy.

John David Hartfield — Writer / Director

John David Hartfield brings the pilot its campy comic engine and story-first edge. Known for independent work including **Soul of Bedlam**, **Homecoming**, and **Swag Town**, Hartfield turns startup ambition, customer theater, competitor drama, and New Age weirdness into comedy with momentum.

Kevin Perry — Director of Photography

Kevin Perry brings major-production camera and lighting experience to **Pixie Diaries**, with work across projects including **Fallout**, **The Mandalorian**, **Sneaky Pete**, and **The Force**. His visual approach gives the pilot polish without losing its immediacy.

Ari Welkom / Avatari — Featured Music Artist

Ari Welkom, performing as **Avatari**, brings a contemporary indie-rock and electronic pulse to **Pixie Diaries**, adding a modern, emotional, slightly off-center sound to the show's tech-satire world.

Festival Fit

Pixie Diaries is built for indie episodic, comedy, workplace satire, and tech-culture programming.

Its hook is simple: **a startup made a webisode instead of another case study.**

Contact

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<https://www.pixiediaries.com>

Trailer: <https://www.pixiediaries.com/#trailer>

Private Screener: [Available upon request](#)

Press Kit: <https://pixiediaries.com/downloads/pixie-diaries-press-kit.pdf>