

# Pixie Diaries - Press Kit

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## Startup culture was already a sitcom.

An indie episodic workplace comedy where *Office Space* meets *Silicon Valley*.

Customer promises. Investor spin. Competitor secrets. Mindfulness. Chaos. Pixie.

**Festival Submission | Indie Episodic Pilot**



## PIXIE DIARIES

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

**Screener:** [Available upon request](#)

**Contact:** [patrick@pixiediaries.com](mailto:patrick@pixiediaries.com)

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## At a Glance

### Quick Facts

**Title:** Pixie Diaries

**Format:** Indie Episodic Pilot

**Category:** Indie Episodic

**Genre:** Workplace Comedy / Tech Satire

**Tone:** Smart, dry, satirical, mockumentary-adjacent

**Comparable Titles:** *Office Space* meets *Silicon Valley*

**Status:** Festival Submission

**Origin:** Created inside a real startup

**Producer:** Amy S. Jones

**Writer / Director:** John David Hartfield

**Director of Photography:** Kevin Perry

**Featured Music:** Ari Welkom / Avatari

**Materials Available:** Trailer, private screener, one-sheet, full press kit, stills, media assets

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### 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.

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### Short Description

**Pixie Diaries** is an indie episodic workplace comedy about a startup team trying to control the story while the truth keeps leaking through.

Born inside a real startup, the pilot satirizes the rituals of modern tech culture: customer calls, polished pitches, vague mantras, product chaos, competitive paranoia, and the desperate hope that connection can somehow hold it all together.

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## 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 just enough New Age magic to make the chaos feel intentional.

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## Extended Synopsis

Set inside the absurdly earnest world of startup culture, **Pixie Diaries** follows a team trying to sell the future while barely surviving the present.

Customers need reassurance. Investors need a bigger story. The team needs the product to work. And somewhere in the middle of it all, a competitor's technology becomes a little too tempting.

What begins as a familiar tech-world scramble turns into a sharp, funny look at ambition, spin, trust, and the stories people tell when they are trying to look more in control than they really are.

With a mockumentary-adjacent rhythm and a slightly mystical heartbeat, **Pixie Diaries** finds comedy in the space between the pitch and the truth.

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## About the Project

### About Pixie Diaries

**Pixie Diaries** is an indie episodic pilot born inside a real startup.

Originally created as a way to connect with technology customers, the project grew into something sharper than a brand campaign: a scripted comedy about the emotional theater of modern work.

The pilot satirizes the world of customer obsession, product ambition, pitch-deck mythology, internal chaos, competitor drama, and the pressure to make everything look intentional.

At its core, **Pixie Diaries** is about connection — the thing every company promises, every customer wants, and every team struggles to create.

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### Tone

Fast. Dry. Human. A little cosmic.

The humor of **Pixie Diaries** lives in the details: the overconfident pitch, the vague company mantra, the secret panic before a customer call, the investor-ready version of the truth, and the quiet hope that maybe mindfulness can fix what the roadmap cannot.

It is not a glossy startup fantasy.

It is a comedy about the gap between what companies say they are building and what people are actually surviving.

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## Festival Positioning

### Festival Fit

**Pixie Diaries** is a strong fit for festivals programming indie episodic pilots, workplace comedy, tech satire, startup-origin stories, and unconventional independent production models.

Its festival hook is simple:

**A startup made a webisode instead of another case study.**

What began as a way to bond with customers became a sharp, character-driven pilot about ambition, secrets, connection, and the absurd rituals of modern work.

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### Why It Stands Out

#### **A contemporary subject**

The pilot lives inside the world audiences are already talking about: technology, hype, customer promises, competitive pressure, and the performance of innovation.

#### **A clear comic identity**

The tone blends workplace satire, startup absurdity, and a slightly mystical Pixie worldview.

#### **An unusual origin story**

The project was created from within startup culture, not from the outside looking in.

#### **A press-friendly hook**

It is easy to understand, easy to pitch, and timely without feeling like a trend piece.

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### Suggested Festival Blurb

**Pixie Diaries** is an indie episodic workplace comedy where *Office Space* meets *Silicon Valley*. Born inside a real startup, the pilot follows a team caught between customer promises, investor spin, competitor secrets, and the human need for connection. Funny, fast, and mockumentary-adjacent, **Pixie Diaries** turns startup culture into satire with a mindful, slightly mystical twist.

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## Creative Team

### [Amy S. Jones](#)

#### Producer

Amy S. Jones brings a strong background in daytime television, audience connection, and independent production to **Pixie Diaries**.

With experience producing for daytime television, such as **Rachael Ray and Jerry Springer** and independent credits including **Soul of Bedlam** and **Homecoming**, Jones understands how to shape personality, timing, tension, and relatability into something audiences want to keep watching.

Her producer's eye helps ground **Pixie Diaries** in the human comedy underneath the startup chaos: the big personalities, the fragile confidence, the fast pivots, and the very real need to keep the story moving.

Her experience also includes **Jerry Springer**, adding a sharp instinct for big personalities, conflict, and unscripted absurdity.

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### [John David Hartfield](#)

#### Writer / Director

John David Hartfield brings **Pixie Diaries** its campy comic engine and story-first edge.

Known for independent work including **Soul of Bedlam**, **Homecoming**, and **Swag Town**, Hartfield writes characters who are funny because they are trying so hard to control a story that is already spinning out of control.

On **Pixie Diaries**, his style turns startup ambition, customer theater, competitor drama, and New Age weirdness into a comedy with real momentum. The result is a pilot that feels heightened, human, and just close enough to real tech culture to sting.

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## [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. **Pixie Diaries** feels cinematic, intimate, and alive — capturing the bright surface of startup culture and the chaos underneath.

Perry's work helps frame the show's central tension: everything looks controlled, branded, and intentional, even when the people inside it are barely holding the story together.

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## [Ari Welkom / Avatari](#)

### Featured Music Artist

Ari Welkom, performing as **Avatari**, gives **Pixie Diaries** its contemporary indie-rock and electronic pulse.

A musician, performer, and podcast personality, Ari knows how to say the quiet part out loud without killing the vibe. His work explores addiction, spirituality, self-awareness, and transformation with a rare mix of honesty and cool.

That voice fits naturally inside **Pixie Diaries** — a comedy about ambition, avoidance, connection, and the strange ways people try to become their best selves while everything around them is falling apart.

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## Press Materials

### Press & Festival Materials

**Pixie Diaries** is available for festival consideration, press coverage, interviews, and industry inquiries.

Available materials include:

#### **Trailer**

Official trailer for festival and press review.

#### **Private Screener**

Available for festival programmers, press, reviewers, and qualified industry contacts.

#### **One-Sheet**

A one-page overview with logline, synopsis, quick facts, team credits, and contact information.

#### **Full Press Kit**

Expanded project background, synopsis, bios, festival positioning, and press notes.

#### **Media Assets**

Poster, production stills, title treatment, approved images, and team photos.

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## Suggested Pull Quotes / Site Lines

Use these as design callouts throughout the PDF:

**“A startup made a show instead of another case study.”**

**“Startup culture was already a sitcom. Pixie just made it mindful.”**

**“A comedy about the stories startups tell — and the people trying to survive them.”**

**“*Office Space* meets *Silicon Valley* with customer chaos, competitor secrets, and New Age magic.”**

**“A workplace comedy about the gap between the pitch and the truth.”**

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## Contact

### Festival / Press Contact

For festival inquiries, press requests, interview opportunities, or screener access:

**Patrick Sculley**

**Associate Producer - Pixie Diaries**

**patrick@PixieDiaries.com**

**650-787-6008**

<https://linkedin.com/in/patricksculley>

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## Links

**Website:** [PixieDiaries.com](http://PixieDiaries.com)

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

**Screener Request:** <https://www.pixiediaries.com/#contact>

**Media Assets:** <https://www.pixiediaries.com/download/media-assets.zip>

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## Closing Line

**Pixie Diaries** turns startup life into comedy without losing the humanity underneath.

It is a story about ambition, performance, secrets, connection, and the strange hope that maybe — somehow — Pixie can make the chaos mean something.