



## **CHI FECHIL**

**“If success doesn’t come... we manufacture it.”**

### **FORMAT**

20-minute episodes

Mockumentary × Found Footage × Satirical Mystery

Season 1: 9 Episodes

CREATOR: Boudy Sfeir Writer / Director / Showrunner

### **LOGLINE**

Three struggling Lebanese creatives disappear while trying to manufacture viral success. Through the footage they left behind, and a sarcastic investigative host, we uncover a chaotic, funny, and painfully honest journey into the Arab content machine — where every shortcut to fame leads to a new kind of failure.

## CONCEPT OVERVIEW

In a collapsing media landscape where clicks are currency and morality is optional; our characters fight irrelevance with increasingly absurd and dangerous ideas for fame.

The series is a **black comedy about virality, ego, fake activism, and the illusion of influence.**

Each episode is a self-contained escalation... but together they build toward a brutal final reveal: they were never in control — not of the industry, not of the narrative, not even of themselves.

Tonally, the show lives in the space between:

- The Office awkward exposure
- Atlanta social satire
- Black Mirror media paranoia

But with a raw Arab digital-creator energy.

## THE CORE IDEA

In the old industry, failure was private.

In the digital world, failure is content.

Chi Fecil is the autopsy of ambition in the algorithm age.

Every episode is:

- a new “formula” for success
- a new humiliation
- a deeper psychological crack
- a stronger mystery

Until content creation turns into a real disappearance.

## **MAIN CHARACTERS**

### **MO**

A director who believes a hidden “they” controls the industry and blocks his success. Visionary in his head. Desperate in reality. The most dangerous when he starts believing his own myth.

### **TEMSAH**

Wedding videographer. Self-proclaimed master of the one-shot. The only one who truly understands the camera — and therefore keeps filming even when things collapse.

### **JAD**

Forever “secondary role” actor. Wants fame more than art. Emotionally fragile. The most human — and the one who loses the most.

### **FAIRUZ**

Not chasing fame — which makes her the most powerful. Sees through everything. Her presence slowly shifts the group dynamic and Mo’s emotional trajectory.

### **THE EGYPTIAN HOST**

In the spirit of Al-Dahih  
Not just a presenter — an analyst, a judge, and sometimes an unreliable narrator.  
He doesn’t admire them. But he can’t stop following them.

## **THE STRUCTURE OF EACH EPISODE**

- 1. Host analysis of their latest attempt**
- 2. Interviews with people treating them as missing**
- 3. The found footage of the attempt**
- 4. Collapse / cliffhanger**

## **EPISODE BREAKDOWN**

### **EPISODE 1 — THE FAILED FILM**

They try the traditional path: cinema.

They shoot a “serious film” next to the famous Beirut stairs — their version of the Joker location dream.

The film doesn’t go viral.

They turn to the internet.

They disappear.

### **EPISODE 2 — THE VIRAL SKETCH**

They reverse-engineer comedy.

Through veterans of Lebanese humor, they build a “perfect” TikTok-style sketch.

It works as content.

But it still doesn’t break through.

We start feeling the obsession.

### **EPISODE 3 — KHALIJI & MASRI “SPICES”**

A social media expert dissects their failure like a surgeon.

Solution: Add an Egyptian. Add a Khaliji.

They build an entire production around market logic.

The sketch is ready.

Then they discover the Khaliji actor is fake.

Dead end. The first real emotional collapse.

#### **EPISODE 4 — LOVE & TRENDS**

They imitate influencers.

They sing viral songs.

Nothing.

So, they create a hidden-camera dating show.

It becomes their most uncomfortable and most human footage.

Views still don't come.

#### **EPISODE 5 — CONTROVERSY & RELIGION**

They decide:

“If success doesn't come from comedy — it comes from outrage.”

Since Islamic and Christian satire is “already taken,”

they invent a fictional Hindu prophet.

They are immediately confronted by the Indian community in Lebanon.

For the first time:

Their content has real-world consequences.

They are forced to shut it down.

## **EPISODE 6 — THE STAR**

They remember a producer telling them:

“You want success? Bring a star.”

They approach a famous actor.

He humiliates them.

So, they decide to secretly film him and build content around him without permission.

Now they are crossing legal and ethical lines.

## **EPISODE 7 — SCANDAL & THE BANK HEIST**

Mo creates a podcast attacking a famous actress.

Manufactured controversy.

Then:

They attempt a fake “revolutionary” bank retrieval:

Jad as the grandson reclaiming stolen money

Mo as the political filmmaker

It collapses when they discover:

The account is empty.

Jad’s grandfather was a gambler and womanizer.

## **EPISODE 8 — THE SUPERNATURAL FORMULA**

They conclude:

Success is not technical.

Not artistic.

Not controversial.

It is metaphysical.

They go to the mountains to find a man who can summon jinn.

Content becomes ritual.

Camera becomes witness.

This episode shifts tone toward:

The Blair Witch Project atmosphere.

They are no longer performing.

They are lost.

## **EPISODE 9 — THE TRUTH**

The host reconstructs everything.

What really happened in the mountains.

Why the footage stopped.

Did they disappear?

Did they quit?

Did one of them continue alone?

Or did they finally create the ultimate viral content...by becoming a mystery?

## **WHY THIS SERIES MATTERS**

Because every creative today is asking:

Do I follow the algorithm or my voice?

Do I need controversy to exist?

Is fame the only proof of value?

**Chi Fechil** turns that anxiety into story.

## **THE ENDING IMAGE OF THE SEASON**

We started watching their content to see them succeed.

We end up watching to understand why they vanished.

And the final question:

Was the disappearance a failure...or their first real success?

## **POSITIONING**

A uniquely Arab show with global relevance.

About:

Content creators

Fame

Identity

And the cost of being seen.

## VISUAL LANGUAGE & FORMAT

### THE HOST WORLD – THE ANALYSIS STUDIO

Reference: Al Daheeh

#### FUNCTION

Narrative spine.

Intellectual sarcasm.

Episode theme.

#### VISUALS

Locked camera

Designed light per topic

Screens beside him for inserts

Graphic punchlines



## VISUAL LANGUAGE & FORMAT

### INTERVIEWS – MOCKUMENTARY CONFESSIONS

Reality vs truth.

Characters rewrite history.

Visual neutrality → performance comedy.



## VISUAL LANGUAGE & FORMAT

THE “REAL LIFE” WORLD – FOUND FOOTAGE CHAOS

### FORMATS

- Mobile vertical
- Screen recordings
- Hidden cam
- Temsah camera

### Language

### FEELING

- Unstable
- Too close
- Accidental

This is where the human drama lives.



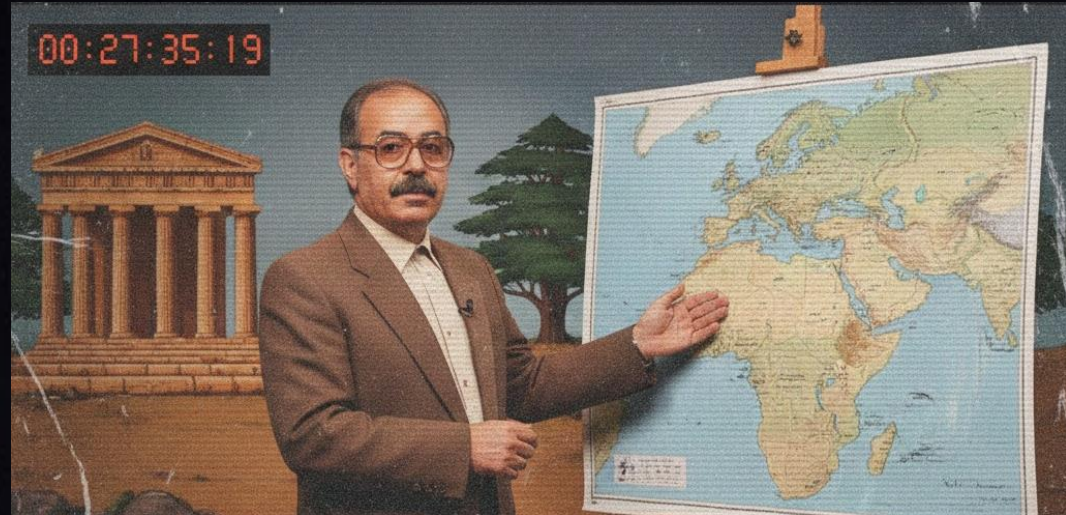
## VISUAL LANGUAGE & FORMAT

### ARCHIVE FOOTAGE WORLD

Archive is not filler —  
it gives the show false importance.

### SOURCES

Old TV interviews  
Fake documentaries  
VHS-style material  
YouTube nostalgia  
News



## VISUAL LANGUAGE & FORMAT

### ANIMATION WORLD

This replaces what in other shows would be VFX, expensive reenactments, or long explanations.

### PURPOSE

Visualize thoughts

Show what cannot be filmed

Mock the characters

Turn failure into spectacle

### STYLE

Fast – bold – graphic – meme-aware.

### FORMS

2D motion graphics

Cut-out animation

Whiteboard style

UI animation (fake analytics, exploding views, falling followers)



## VISUAL LANGUAGE & FORMAT

### THE SKETCH WORLD

They finally look professional.

### STYLE

Polished

Composed

Overdirected

As if this is a Netflix series.

While we know the disaster behind it.

