

REBEL! REBEL!

Porn. Paradise. Pot. Prison.

Freedom has a price.

Based on the best selling memoir by Mark Lyford
"Rebel Entrepreneur".

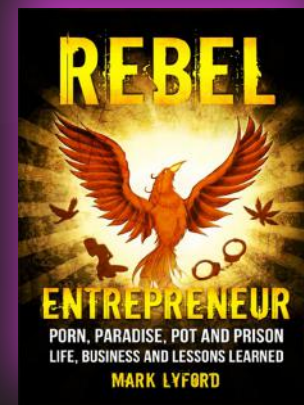
Producer - Marc de Launay (Nova Mundi Studios)

Producer - Mike Noble (Producer of Sky's series 'Brassic')

Contact Us

Tel: 07855 505 551

hello@novamundistudios.com



NOVA
MUNDI

<https://www.novamundistudios.com/>



LOGLINE & FORMAT

6 x 30-minute episodes | Period Action Comedy Drama

Tone: Darkly comic, irreverent, high-octane, character-driven, with emotional depth



In 1990s Britain, a working-class misfit becomes a porn mogul, grows weed to clear his debts, and lands in prison.



SERIES OVERVIEW



Digital Hustler

Mark's journey begins with digital hustle. Bold, brash, and bloody brilliant at spotting online opportunities.



Bahamas High Life

Success rockets him to paradise. Champagne flows. Money rains. Everything's bloody perfect.



Cannabis Grower

When it all crashes down, he turns to weed. Desperate times call for desperate measures.



Prison Inmate

The law catches up. Freedom vanishes. Mark faces his darkest chapter.

MAIN CHARACTERS

Mark Lyford

Brilliant, chaotic, emotionally raw. Thinks rules are for wankers. Genius with ideas, rubbish with limits.



Kate

Smart, long-suffering wife. Loves the man, hates the chaos. Eventually seeks her own peace.



Josh

Loyal American web developer. The heart of Mark's team. Steady where Mark is volatile.



Harry

Maverick mentor. Wise, eccentric font of knowledge. Sets Mark on his wild path.



Supporting Cast

- AdultCheck CEO - Charismatic villain
- Dave the Dog - Constant companion
- Investors, media personalities, friends



EPISODE GUIDE

1. Bollocks to the Rules

School dropout Mark discovers the digital gold rush. Brilliance meets bad decisions.

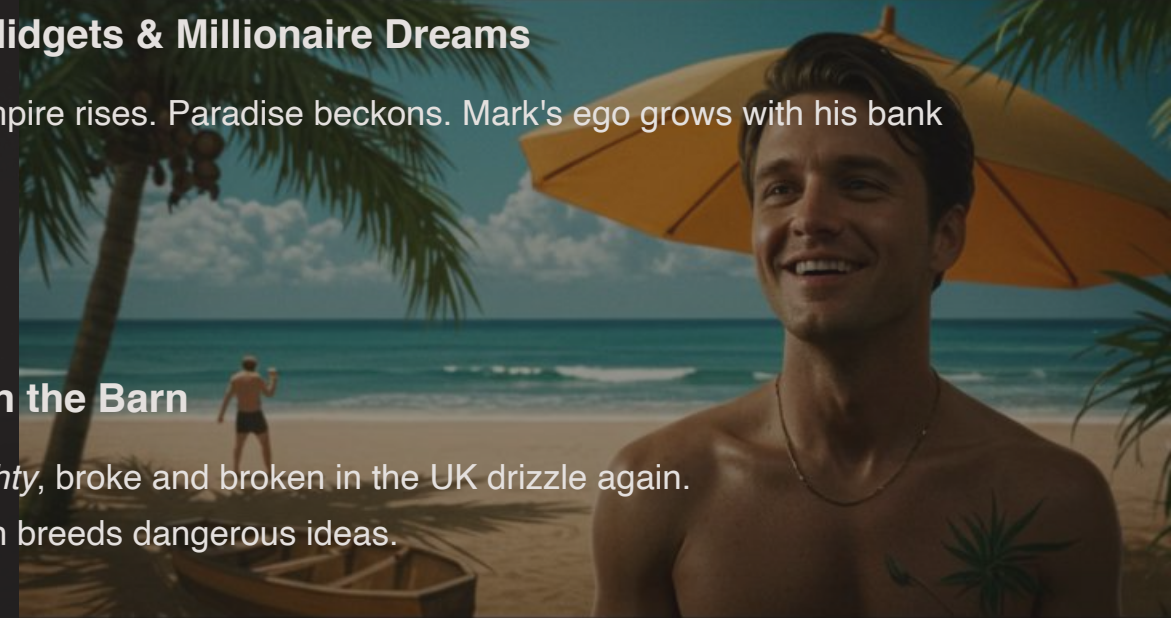
1



2

2. Filthy Midgets & Millionaire Dreams

The porn empire rises. Paradise beckons. Mark's ego grows with his bank account.



3

3. SexPass & Sabotage

Corporate espionage strikes. Mark's empire faces existential threats. The cracks appear.

4

4. Broke in the Barn

Back to *blighty*, broke and broken in the UK drizzle again. Desperation breeds dangerous ideas.

5

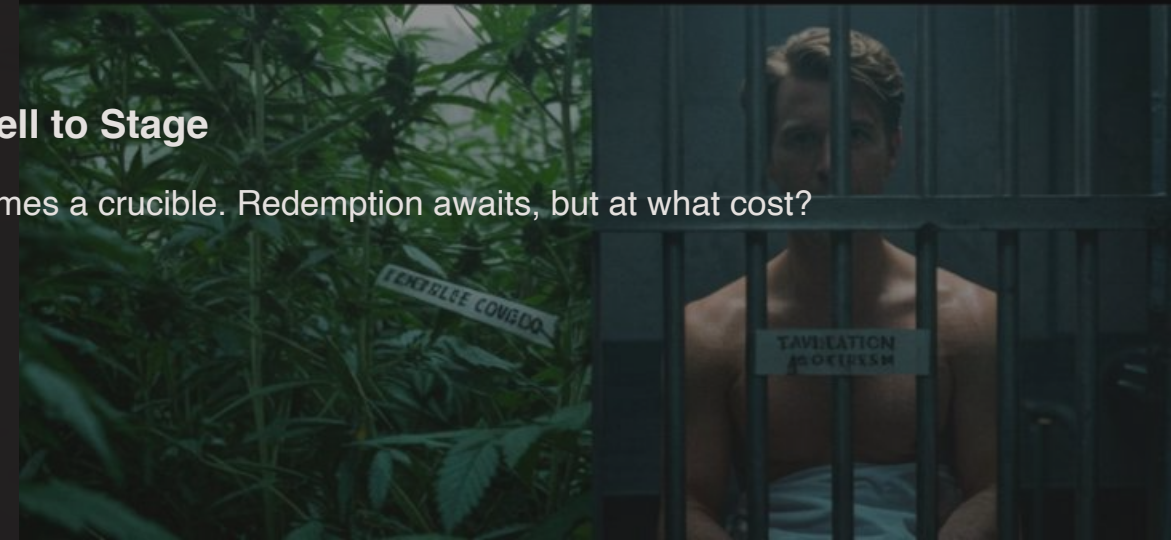
5. The Grow Room

Cannabis kingpin by accident. The spiral accelerates. Everything falls apart.

6

6. From Cell to Stage

Prison becomes a crucible. Redemption awaits, but at what cost?



VISUAL STYLE & TONE

Visual Style

- Bright, vibrant palette with bold camera work
- Dynamic action sequences—fast cuts, aerial shots
- Satirical visual gags and nineties tech aesthetics

Tone

- Witty, irreverent, with moments of sincerity
- High-octane action with sharp comedy
- Tongue-in-cheek critique of media and startups



We're bringing the electric energy of the 90s internet boom with the gritty reality of British entrepreneurial spirit.

INFLUENCES



Archer

We'll capture the visual satire and lightning-quick wit that makes Archer a masterclass in adult animation.



Barry

Our emotional depth will hit like Barry's - punching through comedy to reveal raw humanity.



Silicon Valley

We'll skewer tech culture with the same precision that made Silicon Valley both hilarious and painfully accurate.

Target Audience: Adults 18-45, fans of sharp wit, fast-paced action, and satirical takes on modern culture.

EPISODE 1: "BOLLOCKS TO THE RULES"

Story Beats

- 1** 16-year-old Mark flunks out of private school, selling dodgy software to rich kids.
- 2** Working-class roots clash with upper-class exposure, setting the tone.
- 3** USA trip chasing pigeon-racing cash introduces him to dream bigger—and faster.
- 4** Flamboyant mentor nudges him toward online business... and porn.
- 5** Mark launches porn site empire on dial-up, swearing he'll be rich by 30 or dead trying.



Cliff-hanger

A late-night code-crash costs him his first big payout. Lisa, his girlfriend, threatens to leave.

EPISODE 2: "FILTHY MIDGETS & MILLIONAIRE DREAMS"



32K

Porn Sites

Mark's network grows to ridiculous proportions. Quantity over quality pays off.

\$1M

Monthly Revenue

Money flows faster than anyone thought possible. It seems unstoppable.

3

Global Offices

The empire expands across continents. Mark's living the dream.

Cliff-hanger

"We need our own network," Mark declares. A \$150K gamble looms.

Story Beats

1. Mark discovers AdultCheck, watches cash roll in from Crete sunbed
2. Engaged one week, dumped the next. Business up, love down
3. Montage: 32,000 porn sites, Ron Jeremy limo chats
4. Paradise: Bahamas move, fatherhood, offices in Florida and UK
5. Ohio team builds empires; Mark drinks success like whisky

EPISODE 3: "SEXPASS & SABOTAGE"

Story Beats

The Big Launch

SexPass begins. Broadband is coming—Mark sees gold. Staff move to Florida. Energy high, costs balloon.

Corporate Espionage

AdultCheck's owner starts shadow moves. Mark suspects a mole in his team. Paranoia brews.

Vegas Showdown

A bug sweep, lawsuits, and Vegas power plays. The David vs Goliath of porn.

Empire Crumbles

Everything collapses: lawsuits, betrayal, cash gone, staff gone. The dream dies.

Cliff-hanger

Under cover of darkness, Mark shuts down the dream.



EPISODE 4: "BROKE IN THE BARN"



Story Beats

- Back in UK, bankrupt and broken, Mark moves into a barn
- Determined to climb again, idea after idea fails spectacularly
- Baby number two arrives. So does £250K in moral debt
- He borrows against his parents' home. Rock bottom approaching
- A mate jokes about growing pot. Mark laughs... then doesn't

Cliff-hanger

He turns on grow lights in a 2,000 sq ft facility. "Just one year," he tells himself.

£250K

Moral debt to friends and family. The weight crushes him daily.

100%

Failure rate of legitimate business attempts. Nothing bloody works.

2

Children to feed. The stakes couldn't be higher.

EPISODE 5: "THE GROW ROOM"

Story Beats

Weed Kingdom

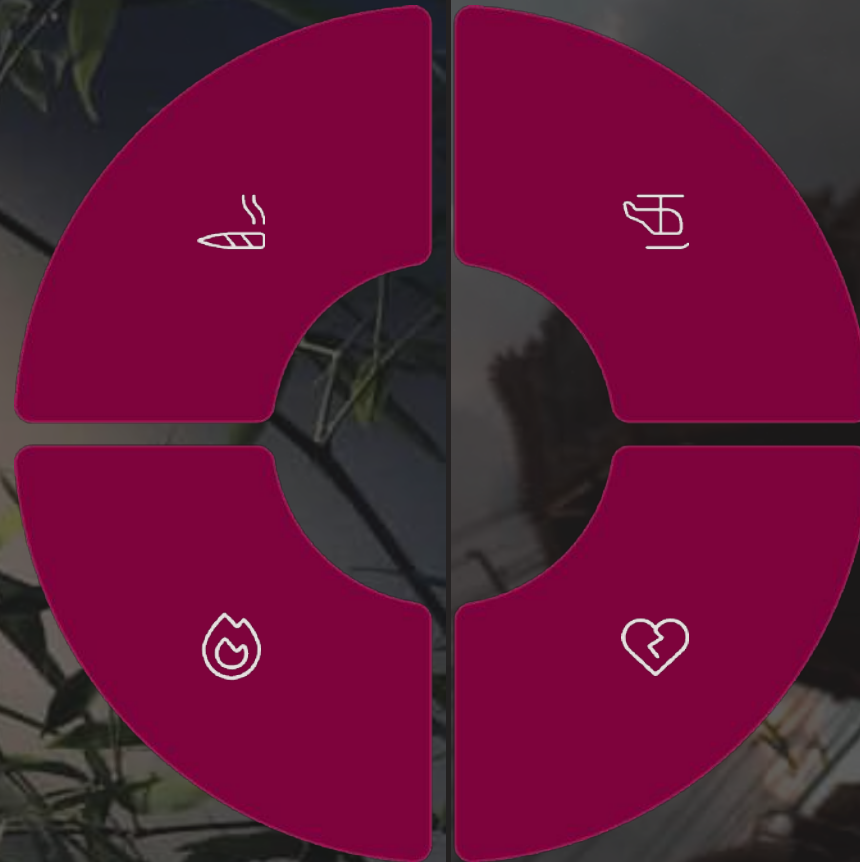
Cannabis thrives. Mark becomes an accidental kingpin. Money flows again, but so does fear.

Everything Burns

Air-con catches fire, sprinklers activate. Police find 200+ plants. Game over.

Cliff-hanger

He walks into the police station, alone.



Paranoia Grows

Helicopters overhead. Lies to loved ones. Nights crying in the car. The stress is unbearable.

Family Falls Apart

His marriage crumbles under the weight of lies. Kate leaves with the kids. He's truly alone.

EPISODE 6: "FROM CELL TO STAGE"

Prison Reality

Mark is processed, interrogated, jailed. "No comment," he mutters through grey haze.

1

Endless Waiting

Released on bail, then re-bailed. Over and over. His life freezes in limbo.

2

Writing & Reflection

He begins writing. Sharing. Reflecting. The rebel begins to reinvent himself.

3

New Path Emerges

Speaking gigs start. He meets mentors. Pays off debts, piece by piece.

4

Redemption Found

He discovers redemption isn't about running—it's about rebuilding.

5



Final Scene

Mark steps on stage at a packed entrepreneur summit. A beat. "So... I used to sell porn in the Bahamas."

WHY THIS SERIES WILL SELL

A British Wolf of Wall Street meets Startup — with weed, 'boobs', betrayal, and redemption.



International Appeal

True story with global resonance: from Midlands grit to Bahamian bliss to federal busts.



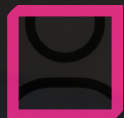
Genuinely Funny

Laugh-out-loud moments balanced with real heart and gut-punch pathos.



Clear Audience

Perfect for fans of The Big Short, Startup, Sex Education, and We Crashed.



British Underdog

A compelling blend of British underdog hustle and global excess.




ABOUT MARK LYFORD



Amazon Bo...



Udemy Prof...

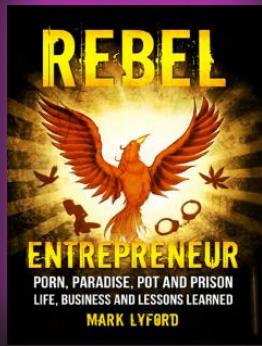


Business and Life is a game. Money, happiness and experiences just keep the score. Over the 25 years of being an entrepreneur I have learned a lot. Many of the lessons I have had in life and business are from massive success and even bigger failures. I pride myself on telling it like it is with a no B.S. approach to life and business.

Mark Lyford

The real Mark Lyford has transformed his wild past into wisdom. His journey from criminal to coach is compelling television gold.

Mark's documented journey provides rich source material for authentic storytelling with global appeal.



CONTACT



Ready to bring this outrageous true story to life?
This series has everything: sex, drugs, tech, crime,
and redemption.

Let's rebel against boring television together.

Producer / Executive Producer - Marc de Launay

Producer - Mike Noble (Producer of Sky's series 5 'Brassic')



<https://www.novamundistudios.com/>

https://www.instagram.com/nova_mundi/

Contact Us

Tel: 07855 505 551

hello@novamundistudios.com

marc@novamundistudios.com

