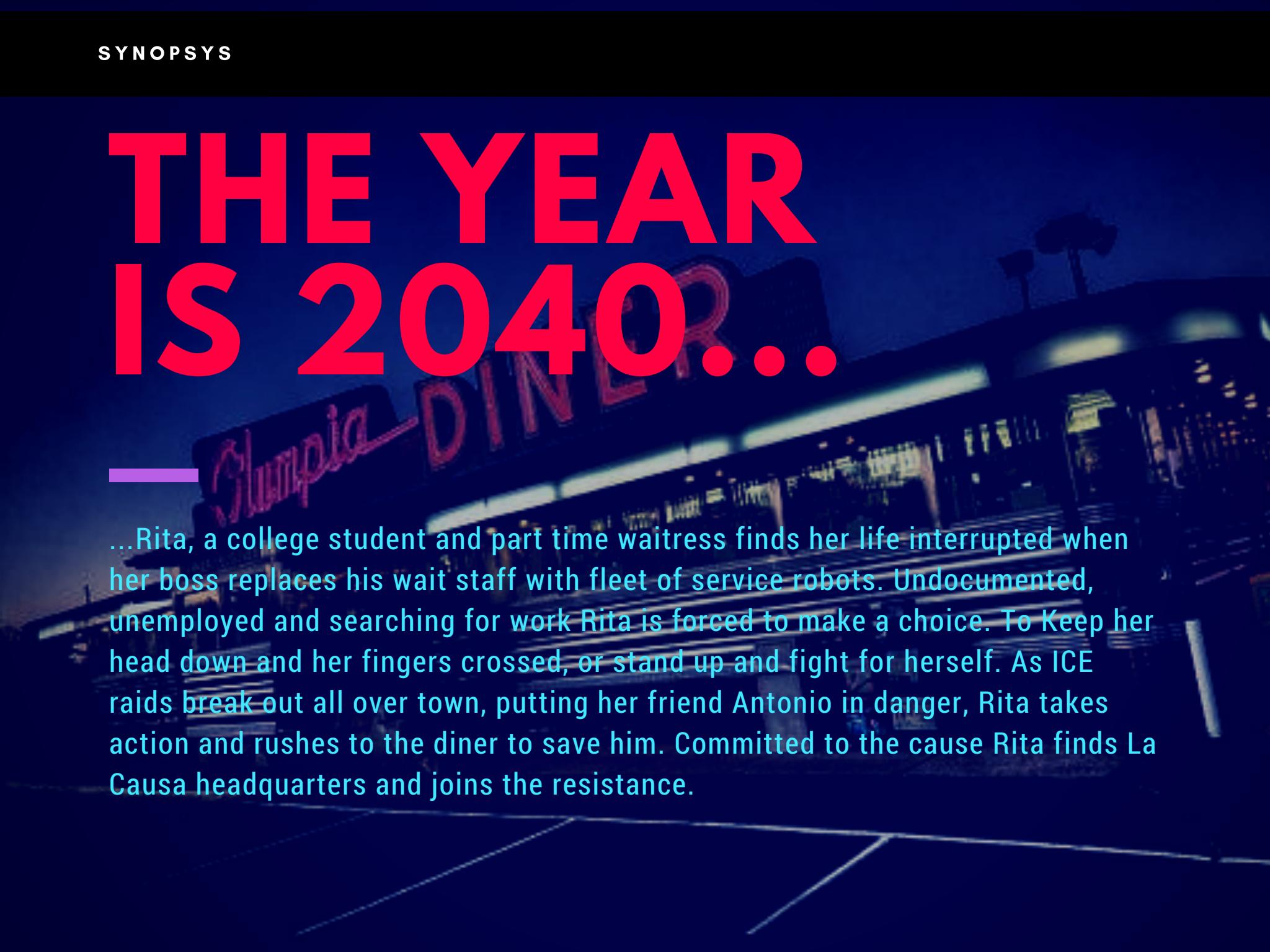


PITCH DECK

SERVICE WITH A SMILE

An undocumented waitress becomes obsolete when the government starts providing service robots to reduce the amount of undocumented immigrants in the country.

THE YEAR IS 2040...

A dark, grainy photograph of a neon sign for "Olympia Diner" on a city street at night. The sign is illuminated in red and blue, with "Olympia" in red and "Diner" in blue. The background is blurred, showing city lights and possibly a car's headlights.

...Rita, a college student and part time waitress finds her life interrupted when her boss replaces his wait staff with fleet of service robots. Undocumented, unemployed and searching for work Rita is forced to make a choice. To Keep her head down and her fingers crossed, or stand up and fight for herself. As ICE raids break out all over town, putting her friend Antonio in danger, Rita takes action and rushes to the diner to save him. Committed to the cause Rita finds La Causa headquarters and joins the resistance.

DIRECTOR'S STATEMENT

Target Audience:

- High school through college age
- Mexican / Latino community
- People of Color

Service with a Smile demonstrates...

...how the country can grow into a dystopian future; where technology is advancing and humans are in a static state, unable to grow and flourish due to racial prejudices and the criminalization of a group of people.

The film shows how the younger generation, especially young women of color, are capable of making extraordinary changes through their skill set and passion. Rita is a strong female character, yet a normal girl trying to get through college, and keep a job as an undocumented immigrant.

She has a temper, and is in conflict when trying to live up to her mother's legacy of activism by joining the rebel group and becoming a key figure in the resistance against an anti-latino dictatorship...

DIRECTOR'S STATEMENT CONT.

...Destiny intervenes when she finds out that androids are conducting surveillance on undocumented immigrants and working closely with I.C.E and the government to deport and criminalize them. With that, she finds her calling to join the rebels and continue her mothers work by using her computer programming skills to fight back. Lately, there have been more efforts to create female characters that are dynamic, powerful, and heroic.

This story creates a hero that is relatable to young women of color looking to enter STEM, and brings the story of struggle in the Latino community to the forefront of a larger discussion. With the current advancements in technology, I can see robots taking over the roles of our undocumented familia sooner than we anticipate, and that is why I'm happy to be apart of the movement of creating this film. With our country having so much bigotry towards the Latino community, this film shows our young Raza, that even the littlest ripple can cause an enormous effect.

I know this film can inspire people to keep pushing their fight, whatever it may be, and stand up for what is right and voice what is wrong.

- Andred Mercado

CHARACTERS



RITA

RITA IS A HEADSTRONG COLLEGE STUDENT, BALANCING WAITRESSING AT THE DINER WITH RIGOROUS COMPUTER PROGRAMMING CLASSES, WHILE SURVIVING AS AN UNDOCUMENTED IMMIGRANT IN AN ANTI-LATINO DICTATORSHIP THAT MOTIVATES HER TO JOIN THE REBELS.



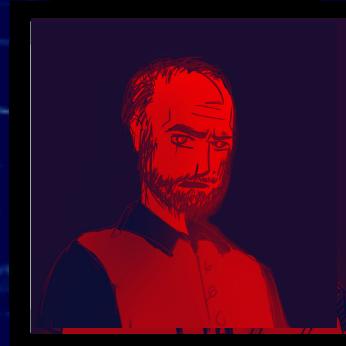
ANTONIO

ANTONIO IS RITA'S DEAREST FRIEND AND THE HEAD COOK AT THE DINER WHOSE LIVELIHOOD IS PUT AT STAKE BY THE RISE OF SERVICE DROIDS AND HIS UNDOCUMENTED IMMIGRANT STATUS.



ABUELA

ABUELA IS RITA'S CHARMING AND SPUNKY GRANDMOTHER WHO NURTURES AND SUPPORTS RITA'S AMBITIONS WHILE DISCOURAGING HER FROM BECOMING AN ACTIVIST OUT OF THE FEAR THAT THE VIOLENCE THAT ENDED RITA'S MOTHER'S LIFE WILL ENDS RITA'S LIFE TOO.



DINO

DINO IS A GREGARIOUS DINER OWNER WHO REGRETFULLY GIVES INTO THE ECONOMIC AND POLITICAL PRESSURE TO UPGRADE THE WORKFORCE AND REPLACES HIS EMPLOYEES WITH A FLEET OF SERVICE DROIDS.



THE PROFESSOR

THE PROFESSOR IS A WISE MIDDLE AGED WOMAN WHO'S DEDICATED TO EMPOWERING STUDENTS WITH THE COMPUTER PROGRAMMING AND CRITICAL THINKING SKILLS NECESSARY TO LEAD THE REVOLUTION.

THE TEAM



Jane Tobias
Producer



Alex Santana Jr.
1st AD



Marcus Cisneros
DP/VFX



Gabriel Medina
Producer



Andres Mercado
Director

Gabriel J. Medina

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