

My Second Life as an Idol



HIGH CONCEPT



Body Swap comedies are beloved by audiences. A specific sub-genre focusing on *Heaven giving someone a second chance in a new body* has a legacy of success.

The first of these, ***Here Comes Mr. Jordan***, released in the summer of 1941, focuses on leading man Robert Montgomery, who is taken before his time is up, thanks to an overeager, inexperienced angel and then has to negotiate his return to life with the titular Mr. Jordan, the angel's heavenly supervisor. This is Classic Hollywood at its best: nominated for seven Oscars including Best Picture, Director and Actor, and winning two Oscars for Story and Screenplay.

The film spawned a sequel, ***Down To Earth*** in 1947 with Rita Hayworth, and two remakes: ***Heaven Can Wait*** with Warren Beatty in 1978 and ***Down to Earth*** with Chris Rock in 2001.

Heaven Can Wait was nominated for nine Academy Awards, including Best Picture, with Warren Beatty becoming the first and only person to be nominated for producing, directing, writing and acting for the same film. It won for Best Art Direction.

Chris Rock's ***Down to Earth***, a box office success, features comedic turns from Regina King, Eugene Levy, Jennifer Coolidge, Wanda Sykes and John Cho.

Now, ***My Second Life as an Idol*** applies this beloved trope to the exciting world of K-Pop!



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My Second Life as an Idol

STORY: PJ ART: Manta Comics

- With K-Pop exploding globally, this wish-fulfillment story takes audiences into the heart of K-Pop, as a washed up K-Pop “never was” dies... only to be put in the body of a younger hopeful (HEAVEN CAN WAIT style)

From failed idol to hailed idol!

Flop idol Yongmin dies an unfortunate death but is given a second chance at life in the body of Ian, a super hot rich kid with a voice to match. At his side, he finds Jin, a mysterious soul tasked with guiding Ian to becoming a certified star. But is it really all smooth sailing from here?

GENRE:
**GROUNDED
FANTASY K-POP
COMEDY**

ONGOING
COMIC

39
CHAPTERS

PERFECT FOR A:
**COMEDY
SERIES**

TONE:
**SOAPY
ASPIRATIONAL**

ADULTS
18-34

RIGHTS
MANTA/RIDI

COMPS
Ted Lasso, The Good Place, Heaven Can Wait

SET-UP

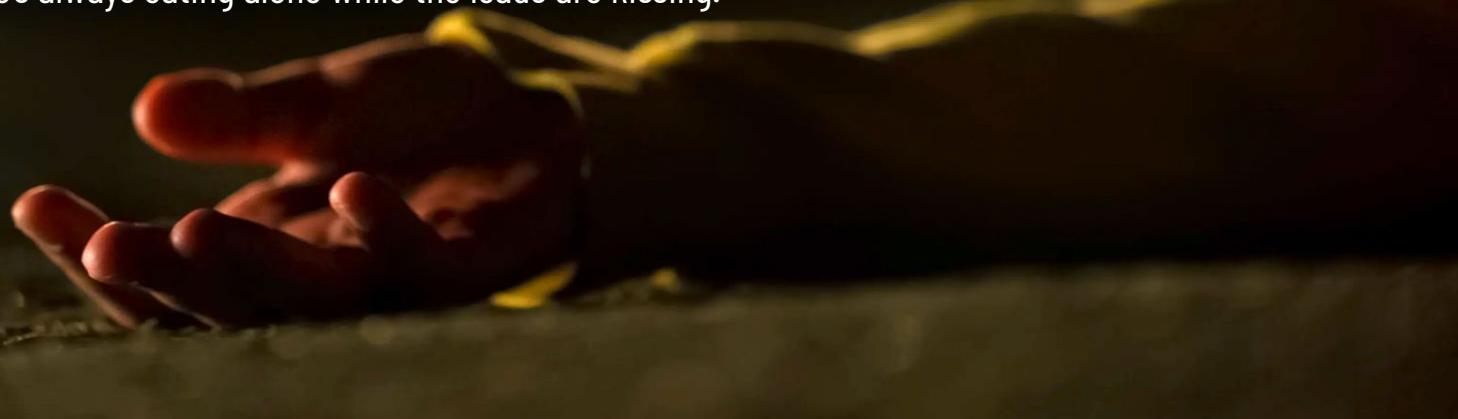
We meet **Yongmin Kim** on a momentous day:

The good news? Yongmin, an actor and ex-K-Pop singer on the back side of his thirties, just got his first role with actual lines in years!

The bad news? He still has to finish his "day job" as a Postmates delivery person before he can celebrate.

The worst news? Rushing a delivery, he is hit by a truck and killed. His dreams of fame and fortune die with him.

The legacy he leaves behind? A member of a failed K-Pop band called Diamond, an embarrassing early exit from a K-Pop Idol competition reality show and an acting career most notable for being a distracting background actor that has been "memeified" as a loser who's always eating alone while the leads are kissing.



SET-UP



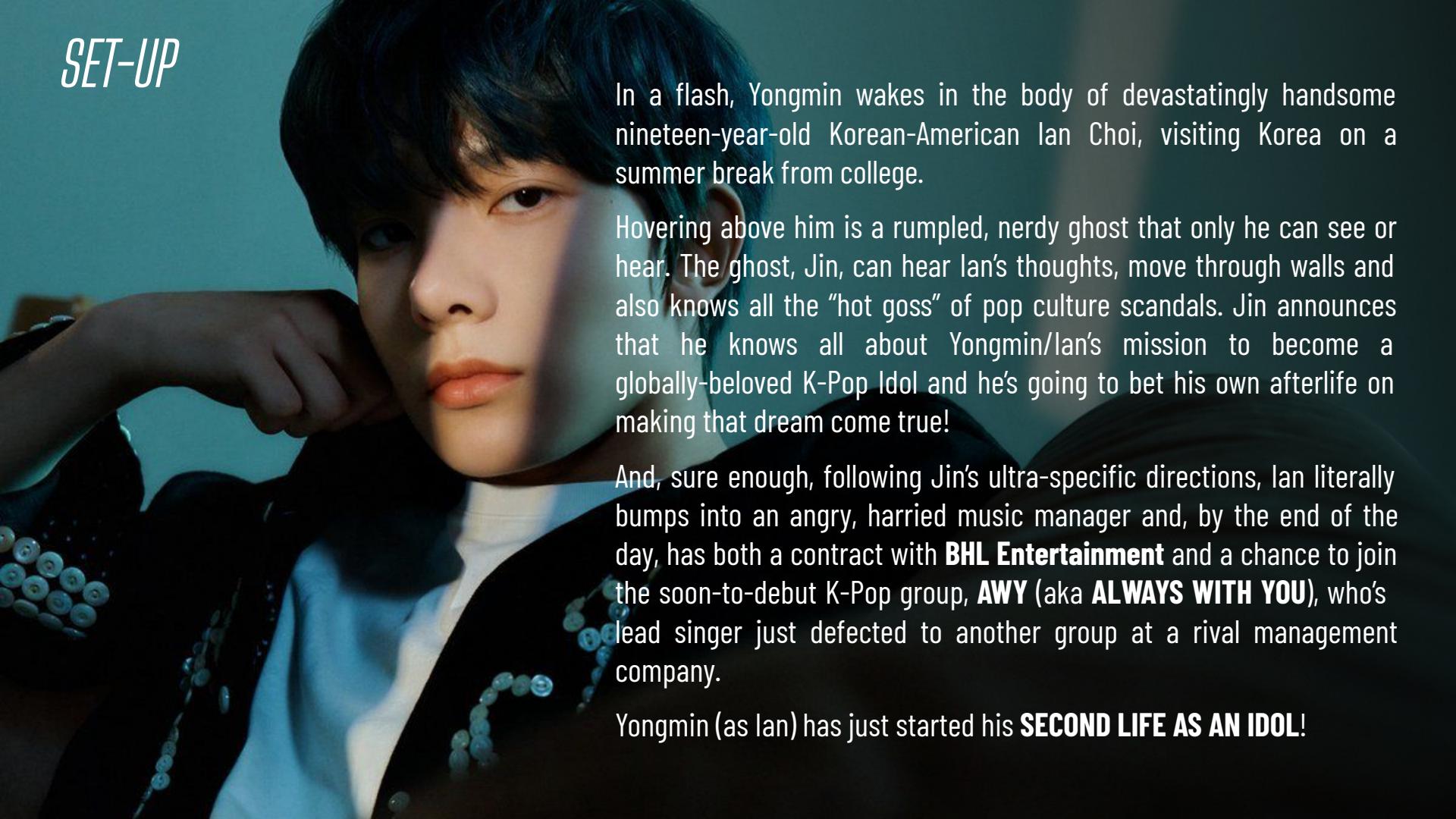
A kindly **Grim Reaper** is about to usher him in to the great beyond, when the Reaper realizes Celestial Error has robbed Yongmin of his rightful life. Two souls were accidentally swapped!

The Grim Reaper offers the only remedy it can: The soul known as Yongmin will be thrust into its correct body **Ian Choi**, while the soul currently in Yongmin's intended body will be swapped into Yongmin's body at the moment of the accident, at which time, Yongmin will miraculously survive and press on with his life.

While the new Yongmin will not remember his former life, in his other body, our lead (the ex-Yongmin and future Ian Choi) will retain all of his memories.

As an added bonus, the Grim Reaper gifts him a "spirit guide", a pop-culture-obsessed ghost named **Jin**.

SET-UP



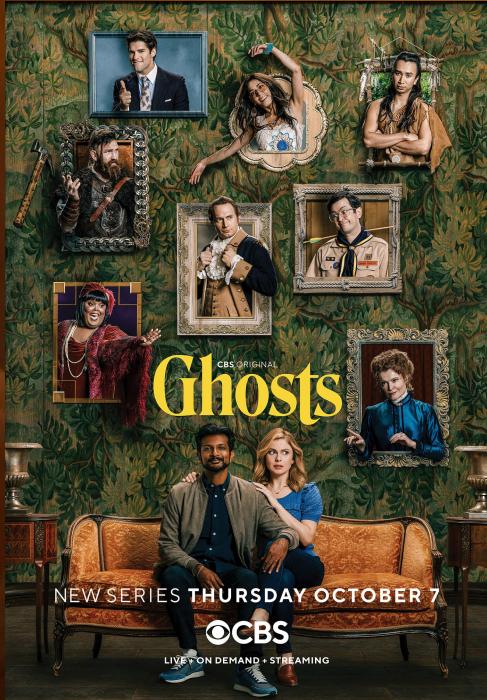
In a flash, Yongmin wakes in the body of devastatingly handsome nineteen-year-old Korean-American Ian Choi, visiting Korea on a summer break from college.

Hovering above him is a rumpled, nerdy ghost that only he can see or hear. The ghost, Jin, can hear Ian's thoughts, move through walls and also knows all the "hot goss" of pop culture scandals. Jin announces that he knows all about Yongmin/Ian's mission to become a globally-beloved K-Pop Idol and he's going to bet his own afterlife on making that dream come true!

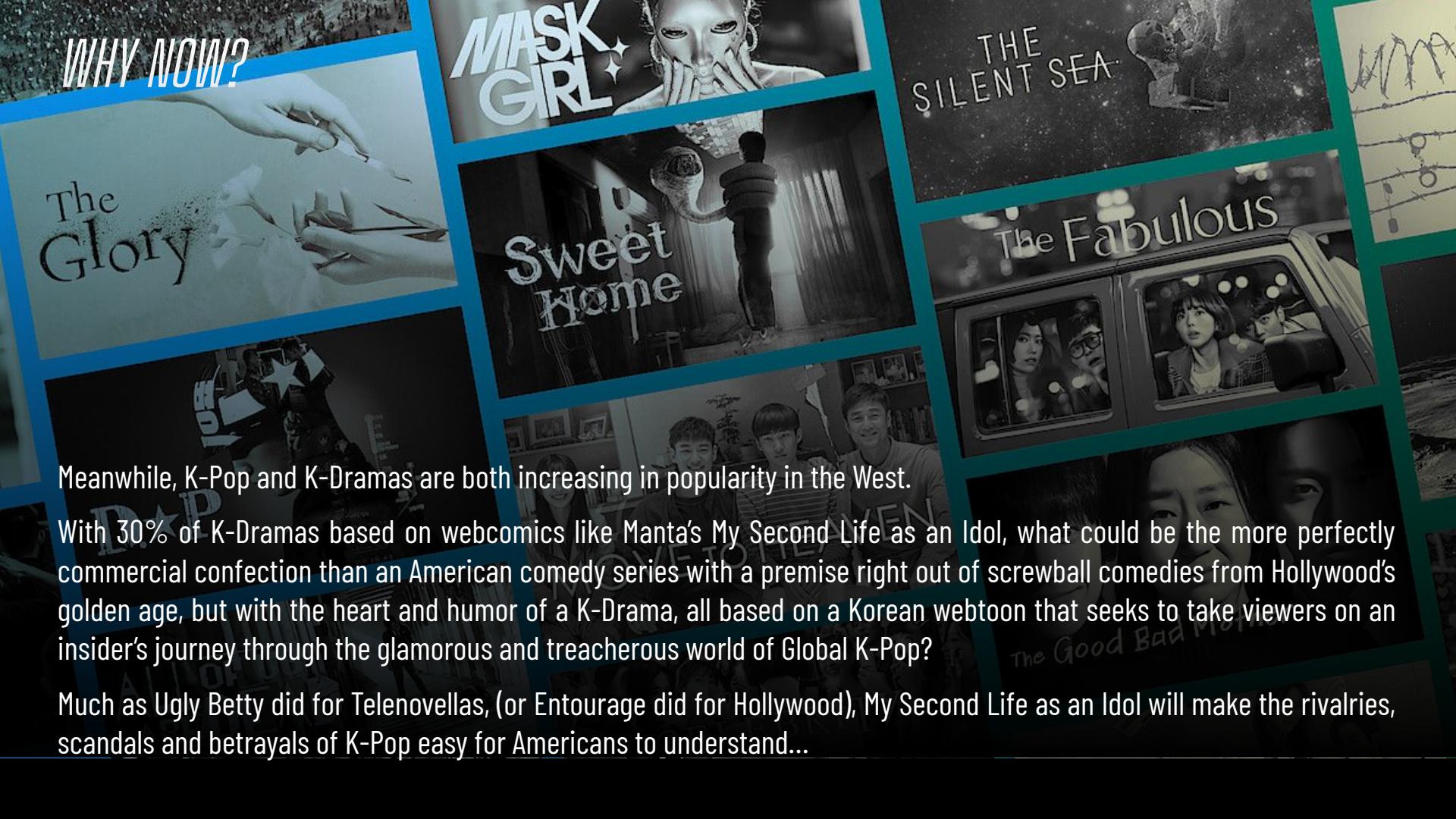
And, sure enough, following Jin's ultra-specific directions, Ian literally bumps into an angry, harried music manager and, by the end of the day, has both a contract with **BHL Entertainment** and a chance to join the soon-to-debut K-Pop group, **AWY** (aka **ALWAYS WITH YOU**), who's lead singer just defected to another group at a rival management company.

Yongmin (as Ian) has just started his **SECOND LIFE AS AN IDOL!**

WHY NOW?



Comedies with magical premises, from *Ghosts* (CBS), *The Good Place* (NBC), *Upload* (Amazon), *Russian Doll* (Netflix) or *Miracle Workers* (TBS/MAX), work on network and streaming.



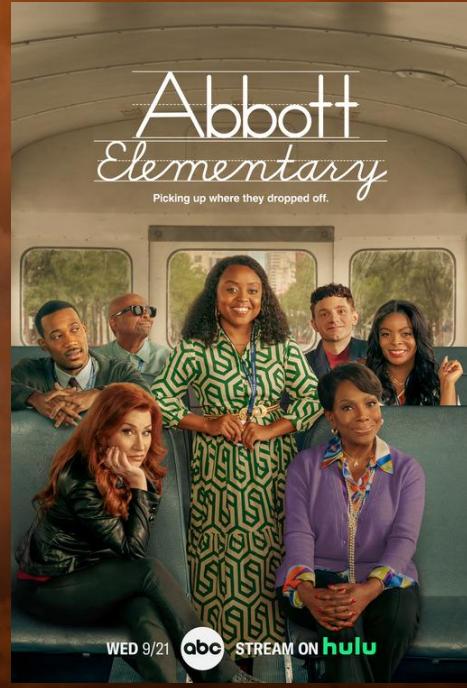
WHY NOW?

Meanwhile, K-Pop and K-Dramas are both increasing in popularity in the West.

With 30% of K-Dramas based on webcomics like Manta's *My Second Life as an Idol*, what could be the more perfectly commercial confection than an American comedy series with a premise right out of screwball comedies from Hollywood's golden age, but with the heart and humor of a K-Drama, all based on a Korean webtoon that seeks to take viewers on an insider's journey through the glamorous and treacherous world of Global K-Pop?

Much as *Ugly Betty* did for Telenovellas, (or *Entourage* did for Hollywood), *My Second Life as an Idol* will make the rivalries, scandals and betrayals of K-Pop easy for Americans to understand...

TONE



...while telling a universal story of one selfish, success-driven man learning to put others first - a kind of warm earnestness found in hits like Ted Lasso (Apple+), Shrinking (Apple+) or Abbot Elementary (ABC).

IAN CHOI, our lead

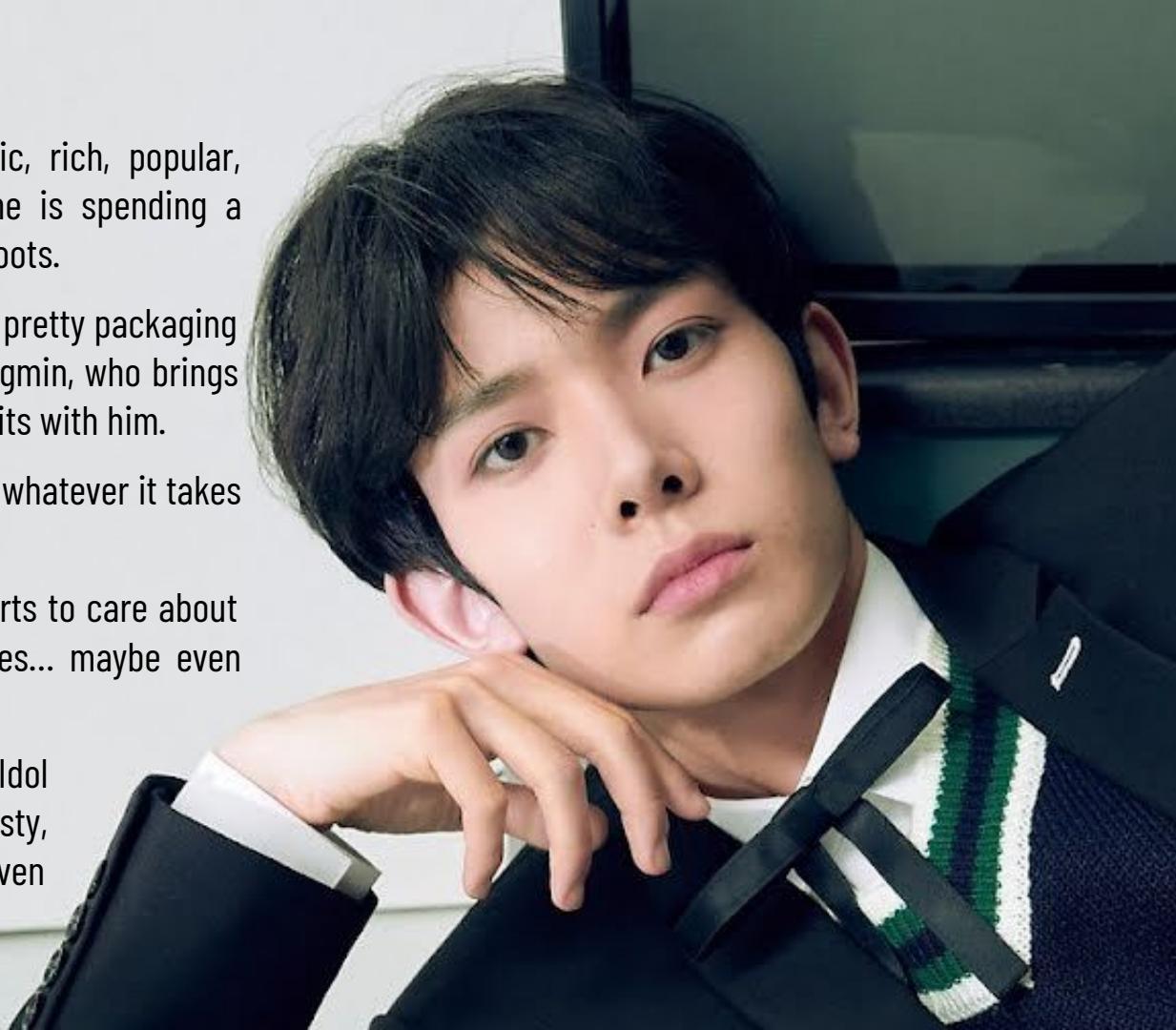
Outwardly, Ian is tall, handsome, athletic, rich, popular, polite and charming. Born in the US, he is spending a summer in Seoul to get in touch with his roots.

Known only to the audience, however, Ian's pretty packaging is now home to the consciousness of Yongmin, who brings his previous defeats, wounds and bad habits with him.

With a second chance at fame, Ian will do whatever it takes to reach the top!

But, once a part of the group AWY, he starts to care about the emotional wellbeing of his bandmates... maybe even more than his own fate.

As he navigates the complex world of Idol stardom, Ian learns the value of honesty, loyalty, selflessness, brotherhood and even love.



Jin, Ian's spirit guide

Sarcastic and cynical, Jin is a spirit guide who is recently deceased. He's cagey about his motivations, his relationship with the Grim Reaper and his own past.

Sometimes, he seems to have Ian's best interest at heart, other times, it seems like he has his own agendas or scores to settle.

Ultimately, Ian discovers that Jin was a particularly ruthless paparazzi reporter, who knew all of the gossip of the K-Pop world and was notorious for ruining careers by exposing secrets and scandals for clicks and views – or accepting payola to help the worst of the worst get ahead.

Despite his inherent corruption, he is a genuine fan (and scholar) of K-Pop, always regretful that he never created the magic, only tore it down.

Now, he's trying to save himself from eternal damnation by encouraging Ian to be righteous (not Jin's strong suit). However, Jin is also trying to prove that he has what it takes to help Ian make it to the top!

As a "Jiminy Cricket", Jin is deeply flawed, but as a kind of K-Pop "Yoda", Ian couldn't ask for a better ally.



YOUNGJOON, Ian's antagonist

He has everything, but wants it all!

Born into a rich, powerful family and blessed with talent and good looks, Youngjoon feels international superstardom is owed to him.

So, imagine his irritation when the group he clocked as losers replaces him and then starts to eclipse him on the K-Pop path to world domination?

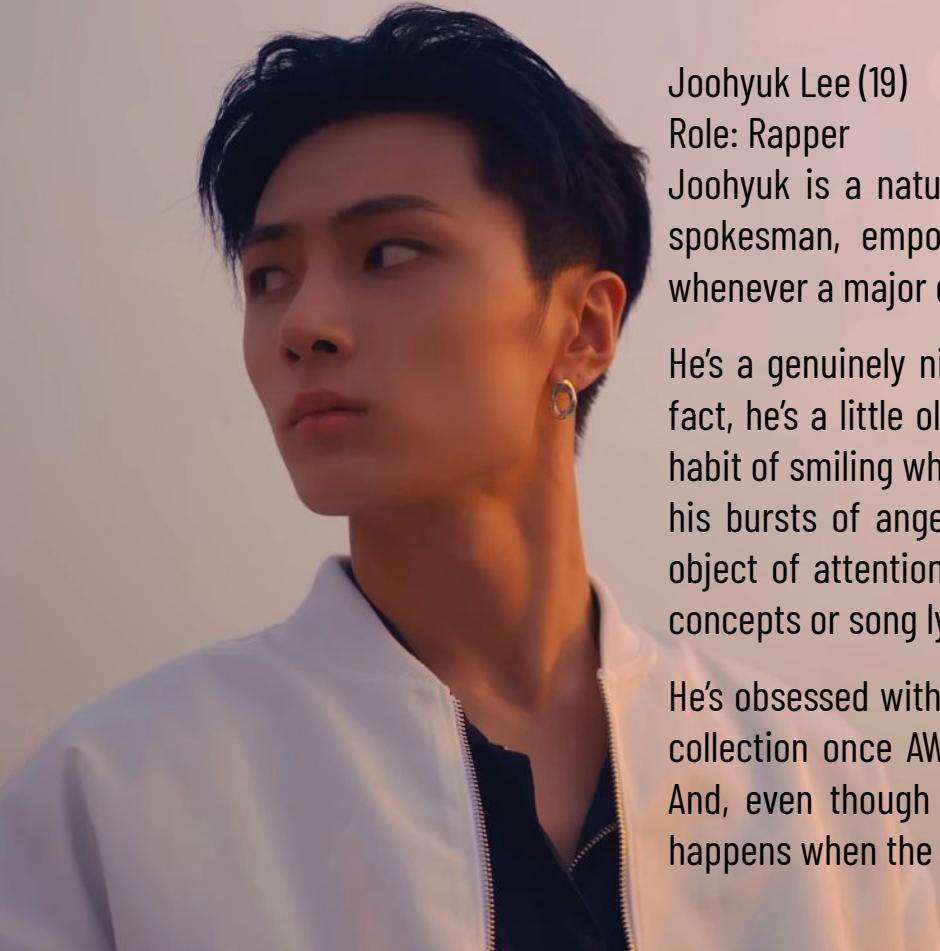
Youngjoon plans to show the world that he is the next global breakout, not Ian and AWY.

He will do everything in his considerable power to outmaneuver them...

...and when that doesn't work, he's not opposed to underhanded methods like sabotage, generating fictional scandals for them or even framing them for crimes!



AWY's JOOHYUK, the group leader



Joohyuk Lee (19)

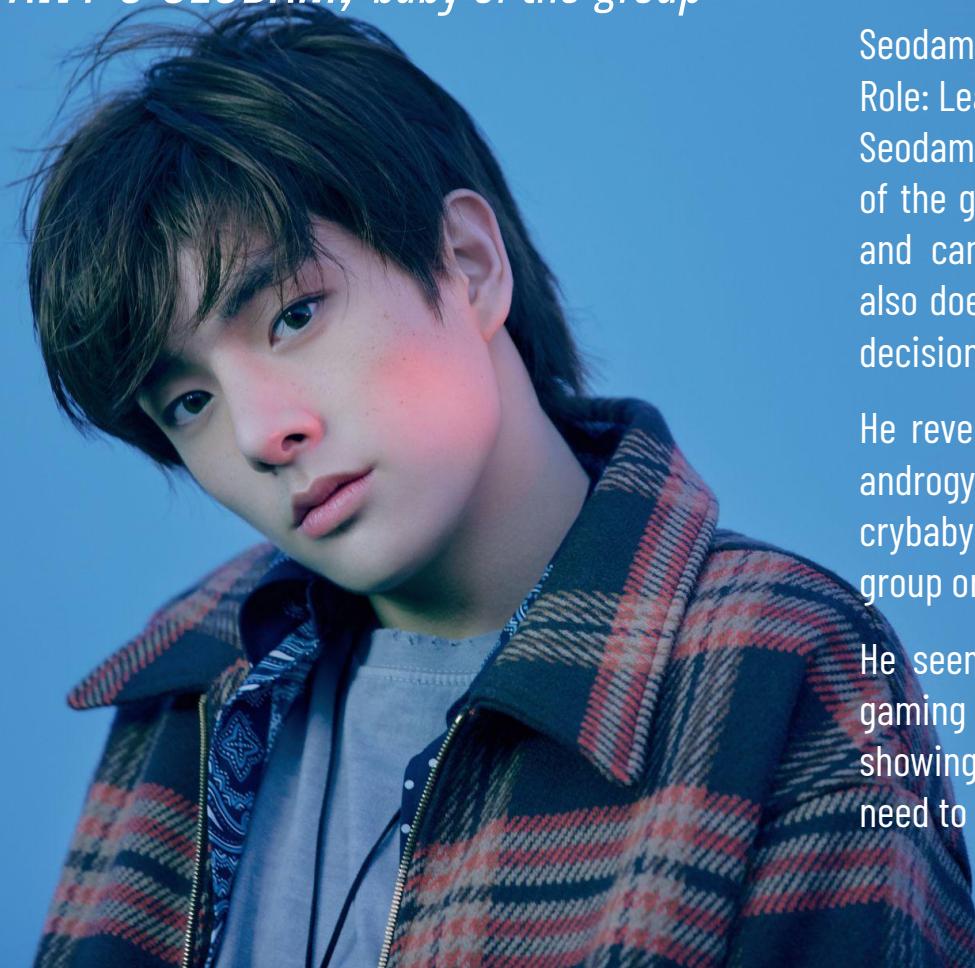
Role: Rapper

Joohyuk is a natural born leader, the oldest of the group and the designated spokesman, empowered to talk to the press. The others look to Joohyuk whenever a major decision needs to be made.

He's a genuinely nice guy, with a big heart and a strong sense of propriety. In fact, he's a little old-fashioned and can have a judgmental side. He has a nasty habit of smiling when he's trying to suppress his anger, leaving some unready for his bursts of anger. Part of that conservatism is a discomfort with being the object of attention, which makes him veto more salacious photo shoots, video concepts or song lyrics and hampers his ability to connect with female fans.

He's obsessed with luxury watches and will blow any money he gets building his collection once AWY starts to see any success. Will that get him into trouble? And, even though he insists he doesn't relish the role as group leader, what happens when the others start turning to Ian instead of him?

AWV's SEODAM, baby of the group



Seodam Park (16)

Role: Lead Vocalist

Seodam Park is a prototypical *Maknae* – the youngest member of the group, which means Seodam gets babied by the others and can get away with teasing everyone. However, the *Maknae* also doesn't have any clout or responsibility when it comes to decision-making and is often expected to do gruntwork.

He revels in being the cutest member of the group, wearing androgynous outfits and soft fashion. He's also a bit of a crybaby, knowing how to engender the pity of the rest of the group or fans.

He seems to become a different person when anonymously gaming with a headset – viciously trash talking in a deep voice, showing there's a lot of suppressed adult feelings Seodam will need to contend with someday.

AWV's TAEWOOONG, the boy wonder



Taewoong Cho (19)

Role: Lead Vocalist

Dubbed the Boy Wonder, Taewoong puts all of his energy into making sure the group stays cutting edge. He writes the songs, learns beatmaking and audio production and monitors the latest and greatest in tech. He's also shameless, doing anything and everything (even tacky and tasteless things) to please the fans (a contrast to the group leader Joohyuk), earning him the nickname "king of fanservice". This has led him to investigate make-up with the same studied fervor he brings to tech. The group *is* his identity, so any threat to the group causes him to crack up.

AWY's JOOYOUNG, a loner

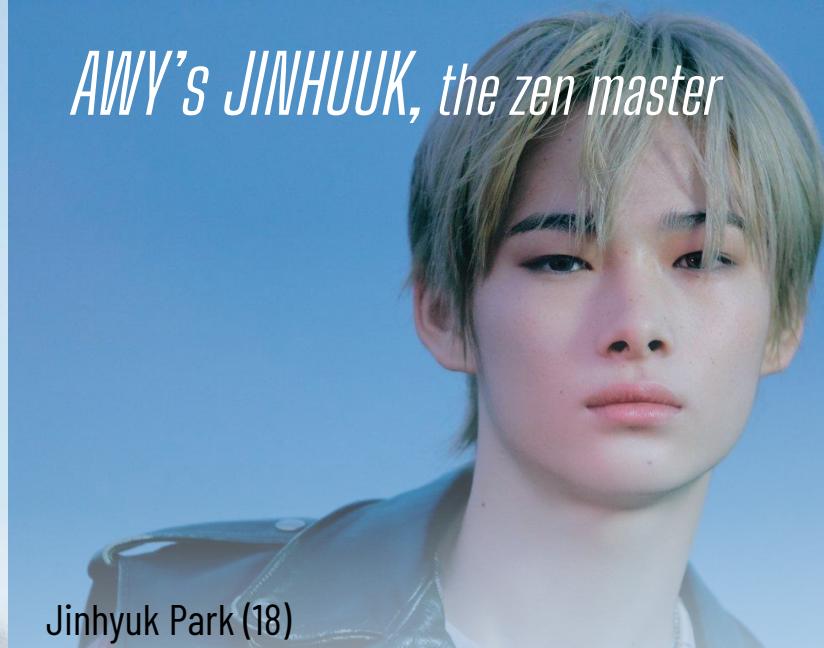


Jooyoung Kim (19)

Role: Main Dancer

Jooyoung is a bit of a loner, and a little selfish – mainly concerned with how he looks, rather than how he works with the rest of the group. He's also a bit of a coward. He hates scary movies, but he also hates anything that takes him out of his comfort zone, such as travel, foreign countries or live TV. Can Jooyoung be counted on when the chips are down?

AWY's JINHUUUK, the zen master

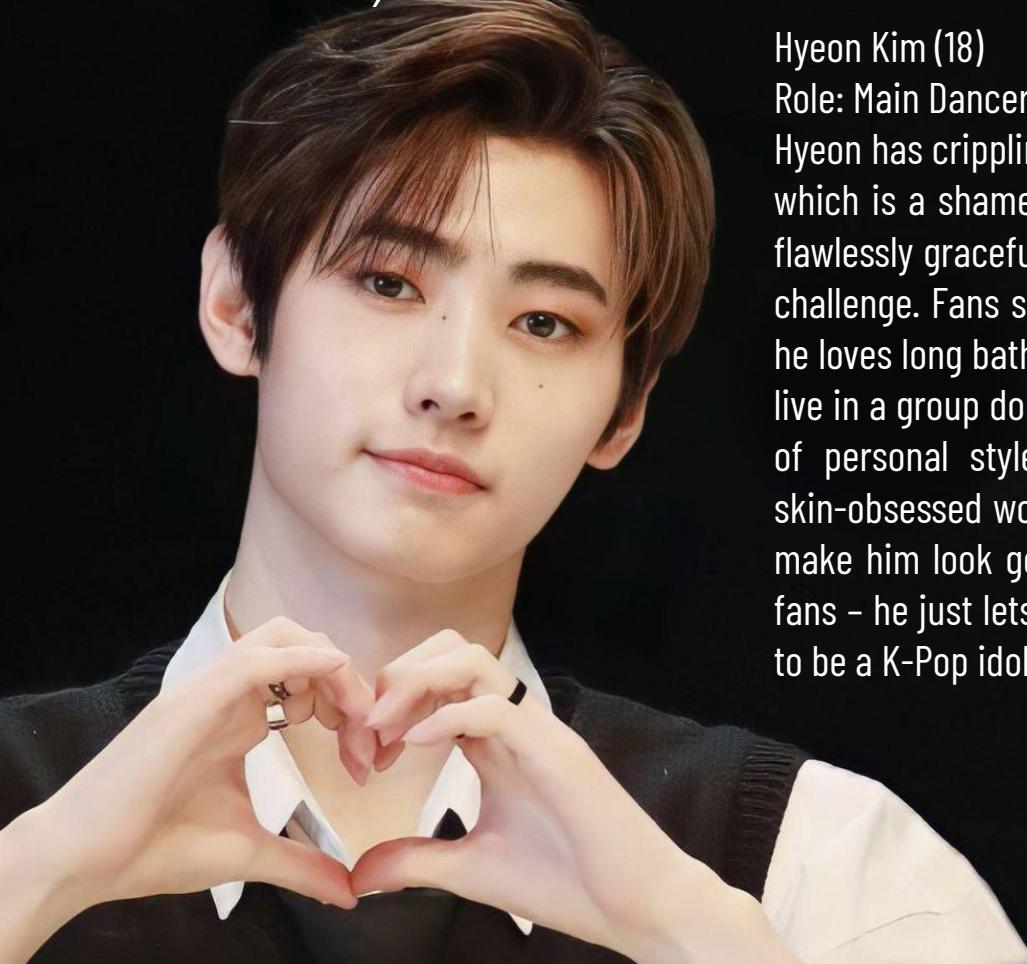


Jinhyuk Park (18)

Role: Rapper

Jinhyuk is ripped, but he earns it. He lives by the credo that his body is his temple and he keeps his temple clean. He meditates to keep his mental fitness as acute as his physical fitness. As a result, he's one cool customer. He hates drama and conflict. Rather than fight, he'd prefer to chill with his cheerful dog, Rabby.

AWV's HYEON, the sensitive one



Hyeon Kim (18)

Role: Main Dancer

Hyeon has crippling imposter syndrome, coupled with anxiety and shyness, which is a shame because when he lets his body do the talking, he is a flawlessly graceful dancer. Getting him to the stage, however, is always a challenge. Fans say he is as skittish as a kitten. Unlike kittens, however, he loves long baths (which can annoy the other band members when they live in a group dorm with one bathroom). Although he has a terrible sense of personal style and a pernicious acne problem (a "no-no" in the skin-obsessed world of K-Pop), stylists love him and go the extra mile to make him look good. Hyeon is serious about being an idol and pleasing fans – he just lets his own anxiety get in his way. He may have the talent to be a K-Pop idol but he may tear himself apart before he believes it.

SECONDARY CHARACTERS



Byungheon Lee (54)

CEO of BHL Entertainment

Demanding and imperious – can be your best friend or your worst enemy, and that can change in the blink of an eye.

Sooryeon Seo (38)

Director of BHL Entertainment

Tense and suspicious, directly responsible for keeping the guys in line and scandal-free.

Dongsoo Park (28)

AWY's Manager

Slick, but with a heart, ready to advocate for the guys, right or wrong.

Minhee Jang (25), aka Dragon Mint

She runs a powerful K-Pop fansite, despite being a shy office worker who prefers anonymity. She once championed Diamond when she was a teen, and now is an early supporter of AWY and Ian.

STORY OPPORTUNITIES

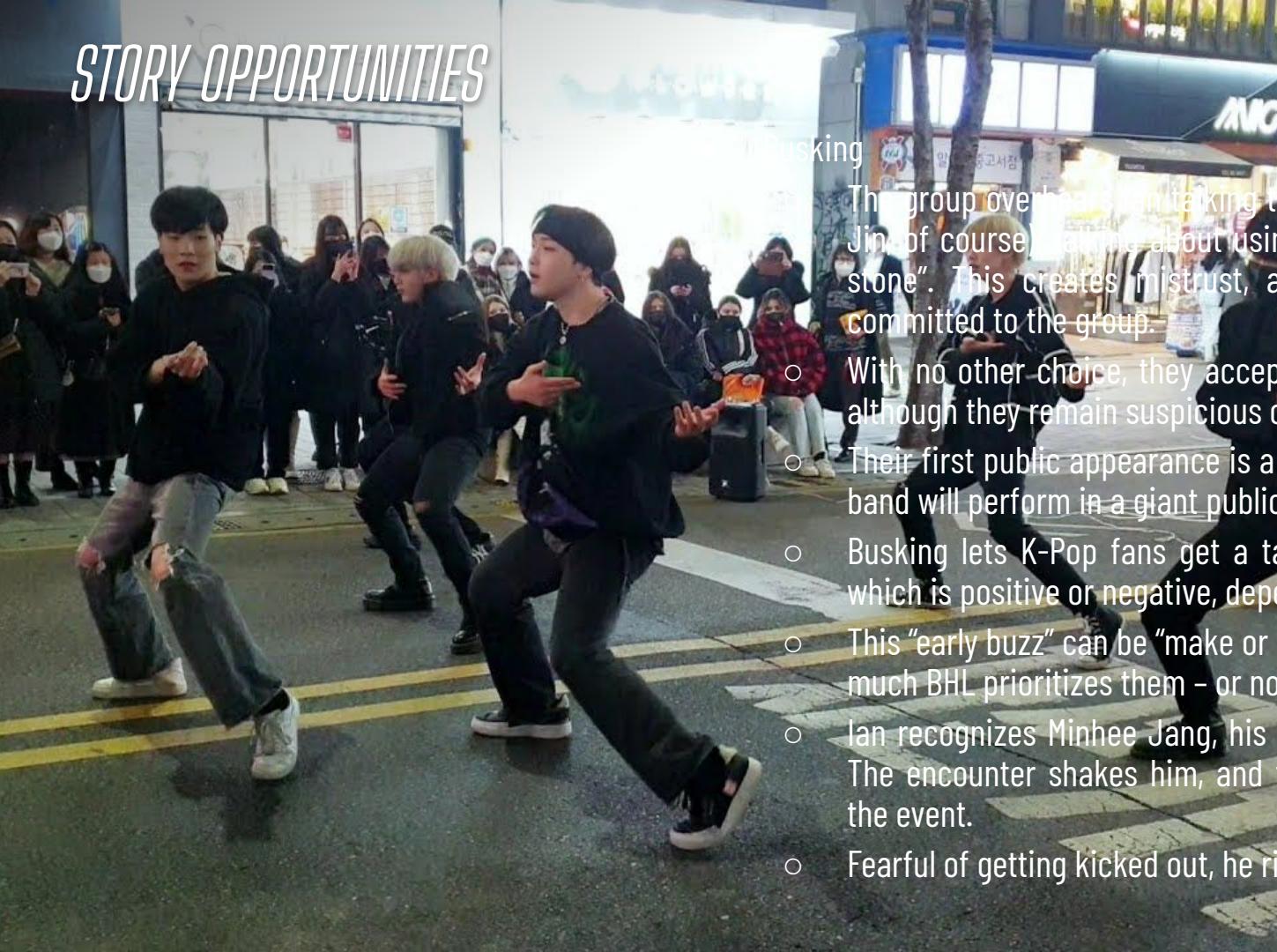
The story is structured to follow the very real trajectory of a K-Pop band from shortly before their debut to their first global tour.

Episodes can be built around each of these career challenges and milestones, with the characters' storylines and arcs, interpersonal dramas and larger season-long throughlines all weaving together against these more focused and contained episodic moments.

STORY OPPORTUNITIES

- Ian joins the group AWY
 - K-Pop bands often go through months or years of training at K-Pop *training facilities*, dorms where they live and practice singing and dancing, often starting as pre-teen.
 - Different trainees are paired at random in “chemistry tests” to settle on the right combination for a potentially potent group (worthy of the management company putting resources into the group’s career).
 - The group needs a variety of personalities and styles, to appeal to a variety of fans, and members must have strengths in skills such as singing, rapping and dancing.
 - In our story, AWY had locked their line-up until Youngjoon (our antagonist), lacking faith in the group, defected suddenly, forcing BHL to postpone their debut.
 - Ian, recruited off the street, proves to be a powerful singer and decent dancer. He’s signed to a BHL management contract.
 - He meets the group and is proposed as their lead singer. It’s unprecedented for an American to moonwalk into a line-up poised to debut... but, of course, Jin, the spirit guide, knows that Youngjoon’s defection has BHL’s back against the wall and he’s using his knowledge to make magic happen!
 - The band isn’t sure if they can trust Ian, but *if* they accept him, their debut will be rescheduled. Otherwise they could be dropped...

STORY OPPORTUNITIES



Busking

The group overheard Ian talking to "himself" (they can't hear Jin, of course) talking about using the band as a "stepping stone". This creates mistrust, as they don't think Ian is committed to the group.

- With no other choice, they accept him as their lead singer, although they remain suspicious of him.
- Their first public appearance is a "busking" event, where the band will perform in a giant public concourse in Seoul.
- Busking lets K-Pop fans get a taste of what is to come - which is positive or negative, depending on how they do.
- This "early buzz" can be "make or break" (and can affect how much BHL prioritizes them - or not).
- Ian recognizes Minhee Jang, his #1 fan in his previous life. The encounter shakes him, and forces him to almost blow the event.
- Fearful of getting kicked out, he rises to the occasion.

STORY OPPORTUNITIES



- K-Drama

- Ian is cast as a guest star in a cop drama, ironically, as a delivery driver. This presses some trauma buttons, but he does his best.
- He becomes a viral sensation, as female fans try to figure out the identity of this new face.
- His dramatic exploits make the rest of the band suspicious, as they are all engaged in band activities:
 - Joohyuk and Jinhuyk are writing songs
 - Hyeon and Jooyoung are regularly uploading dance videos
 - Seodam is studying Japanese, so they can expand their fanbase
- Reaching out to Minhee, Ian begs her to help redirect the attention he is receiving towards AWY.
- Luckily, she's successful, and Ian is redeemed in the eyes of his group.

STORY OPPORTUNITIES



- Idol Life
 - We see the sacrifices Idols make
 - No phones
 - No personal social media
 - No girlfriends or dating
 - No unsanctioned spending
 - On the eve of their debut, every member risks their collective future by breaking the rules in some way.
 - We see how their secrets and lies could spell trouble in the future.

STORY OPPORTUNITIES



- Debut

- The group is tested amid the tension of AWY's first live performance in front of 1,000 fans, which also serves as their first TV performance, timed to the release of their first single... aka, their DEBUT, an almost sacred ritual in the K-Pop world.
- It seems touch-and-go, but ultimately they not only sell out their 1,000 seats, but need to add extra!
- Jin helps Ian identify FANSITES, a slang term for people (usually women) who run social media accounts dedicated to K-Pop. Acting as a kind of "fan press", Fansites are allowed to shoot stills and video of the groups (despite the fact that photos and video are prohibited for everyone else).
- With the energy from Fansites' posts on social media, AWY watches their single hit the charts! They are way down the list, but it's a start!

STORY OPPORTUNITIES

- Fansign
 - The group has their first signing event with fans, aka a FANSIGN.
 - Minhee shows up. Ian makes her feel special, as he clearly recalls the times they had spoken before, cementing their alliance.

STORY OPPORTUNITIES

- End of the Year K-Pop Festival on the KBN TV Network
 - Even though they just debuted, AWY is invited to perform at the televised end of the year K-Pop festival.
 - They are asked to cover a song by a “first generation” (1990’s-early 2000’s) K-Pop Idol group. In his former life, these were the Idol groups that originally inspired Ian.
 - Ian is improbably asked to duet with his childhood hero, Heesang Kim, an elder statesman in music, now a ballad singer.
 - But it’s not all looking back, as AWY are able to interface with all of their heroes and peers, including:
 - Black Rush, BHL’s most profitable group (their BTS), but behind the scenes the group is in chaos
 - Youngjoon Kim’s new group, backed by BHL’s competitors, MJ Entertainment
 - Mykitt - a kind of doppleganger group that also just debuted; AWY’s “frenemies” and a dark mirror to our heroes
 - Jin knows all of the dirt on all the bands, which he gleefully shares with Ian!

STORY OPPORTUNITIES

Scandals Erupt

A member of Mykitt is caught sleeping with an Idol from a female group. The word on the street is that the paparazzi stalked them out for a months to catch an incriminating photo.

Jin lets slip that he knows differently.

It was actually a “fansite” - a female fan deputized by the entertainment agency, who sold the story to the trash tabloid media.

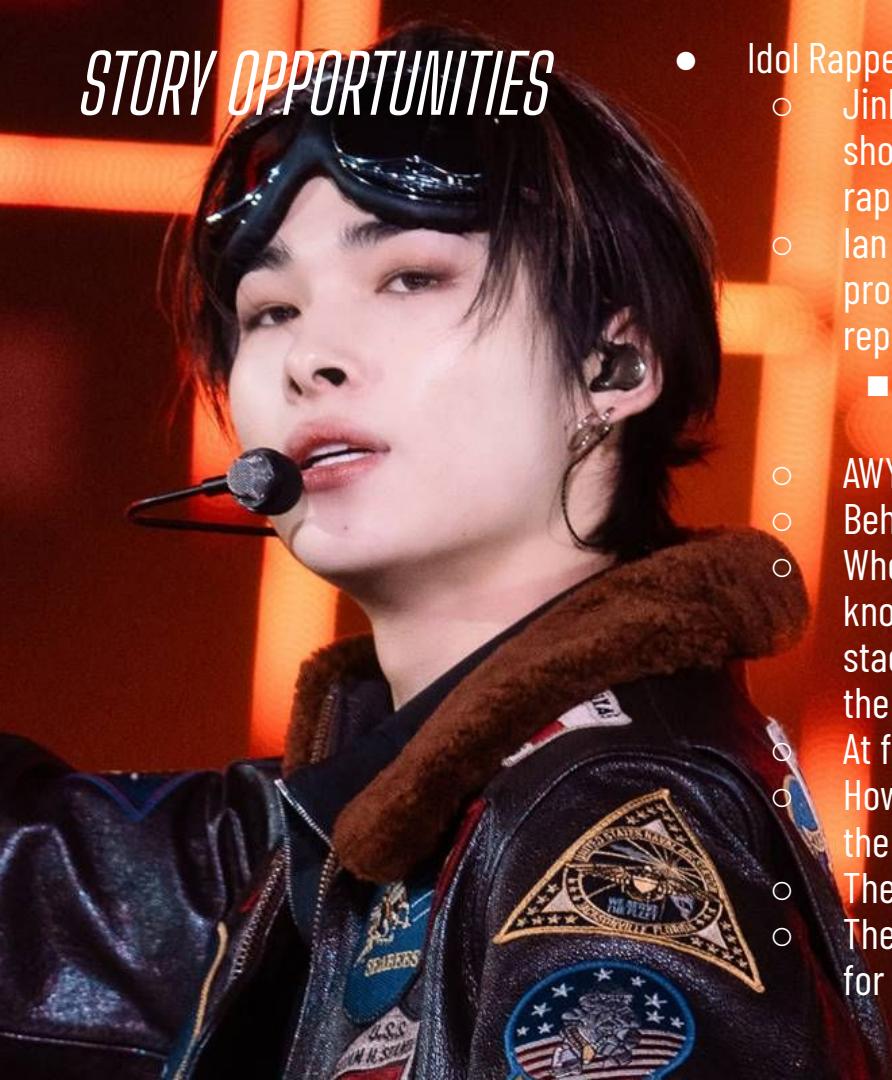
Ian, with the help of Jin and Minhee, learn the fan earned \$50k for the photo.

She tried to sell to the talent agency first, but they only offered her \$3k, not believing the fan would betray the group.

Ian figures out Jin was a tabloid reporter in life - that's how he always knows everyone's “dirt”. He ruined so many careers, as penance, he needs to build one.

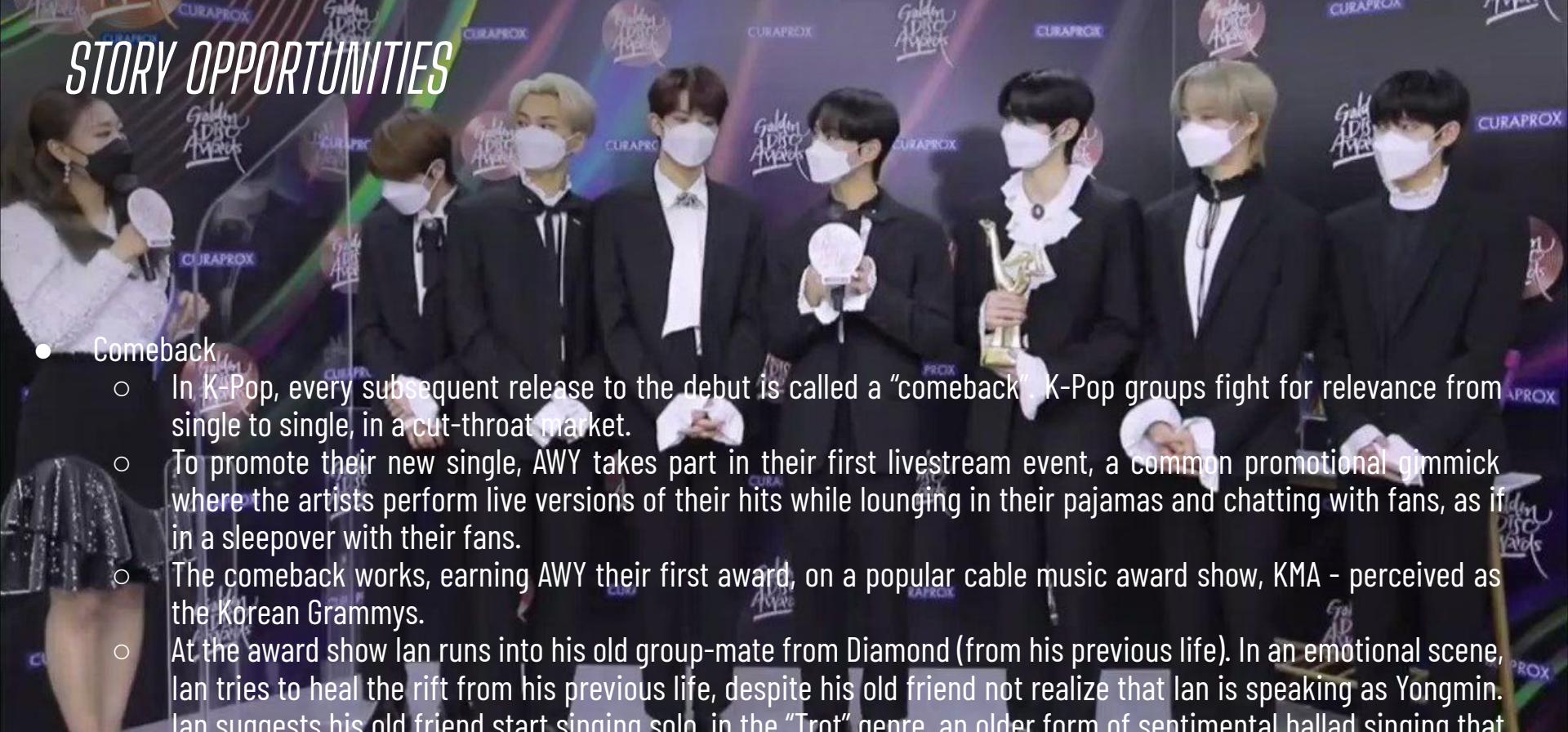
With Jin's help, Ian prevents a similar scandal from hitting AWY during a photo shoot for AWY's first Photocards (exclusive photos included in albums or sold as trading cards).

STORY OPPORTUNITIES



- Idol Rapper
 - Jinhyuk is cast on Idol Rapper, a competition/elimination reality show on Q-Wide, a popular TV network. This new show features idol rappers competing against each other.
 - Ian learns that, despite the extreme competition stunts, the show's producers, the network and even the management companies representing the rappers, have **ALREADY DECIDED THE WINNER**.
 - The program is a sham to give management companies cover to cut trainees they view as a drag on their bottom line.
 - AWY rallies around Jinhyuk, working on a "secret project", led by Ian.
 - Behind the scenes, Ian and Jin feed reporters proof of the collusion.
 - When Jinhyuk is allowed to perform his showcase (even though Ian knows Jinhyuk is slated to come in second place), AWY rushes the stage from their seats and performs a new song – "FIXED" – live on the air, to expose the fact that the show is fixed.
 - At first, the management company is angry, doing damage control.
 - However, thanks to Ian's detective work, (and Jin) the allegations in the song are substantiated by reporters.
 - The new song explodes on the charts!
 - The news fallout from the scandal gets AWY international coverage for the first time, including in Ian's native land, the United States!

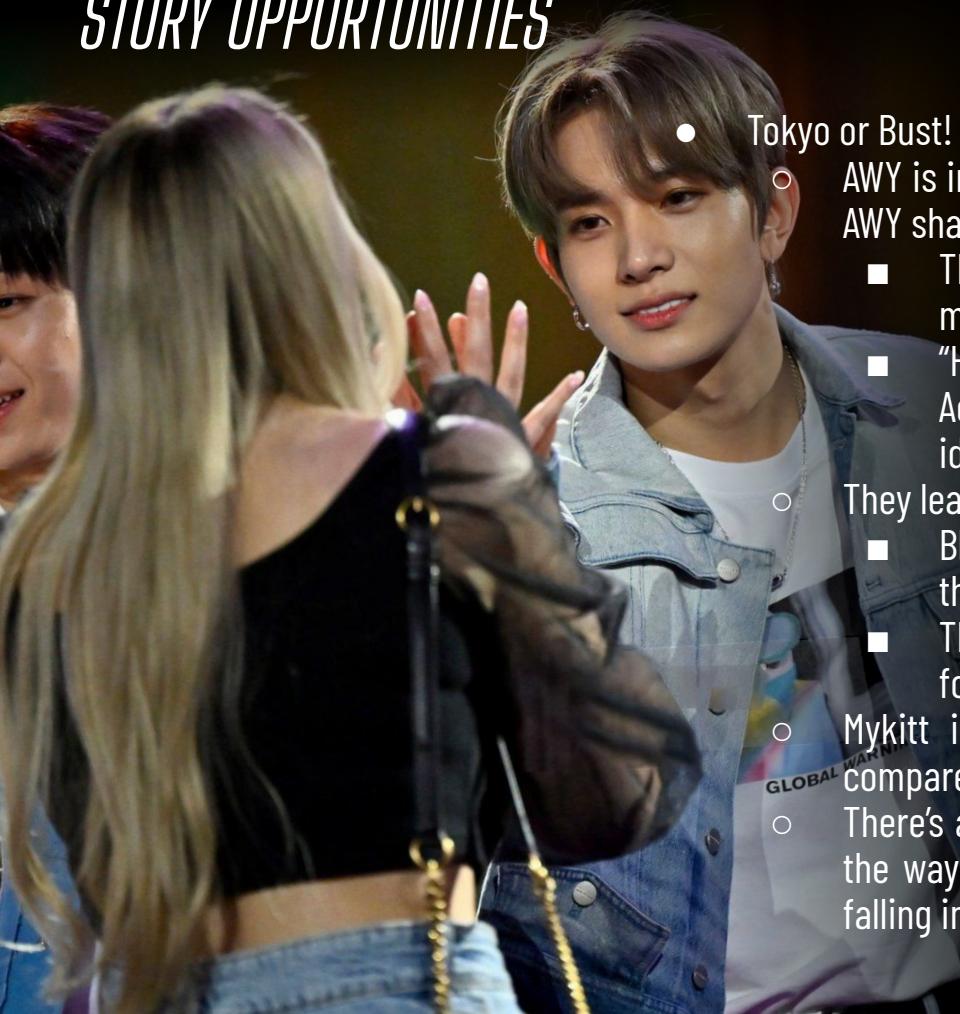
STORY OPPORTUNITIES



- Comeback

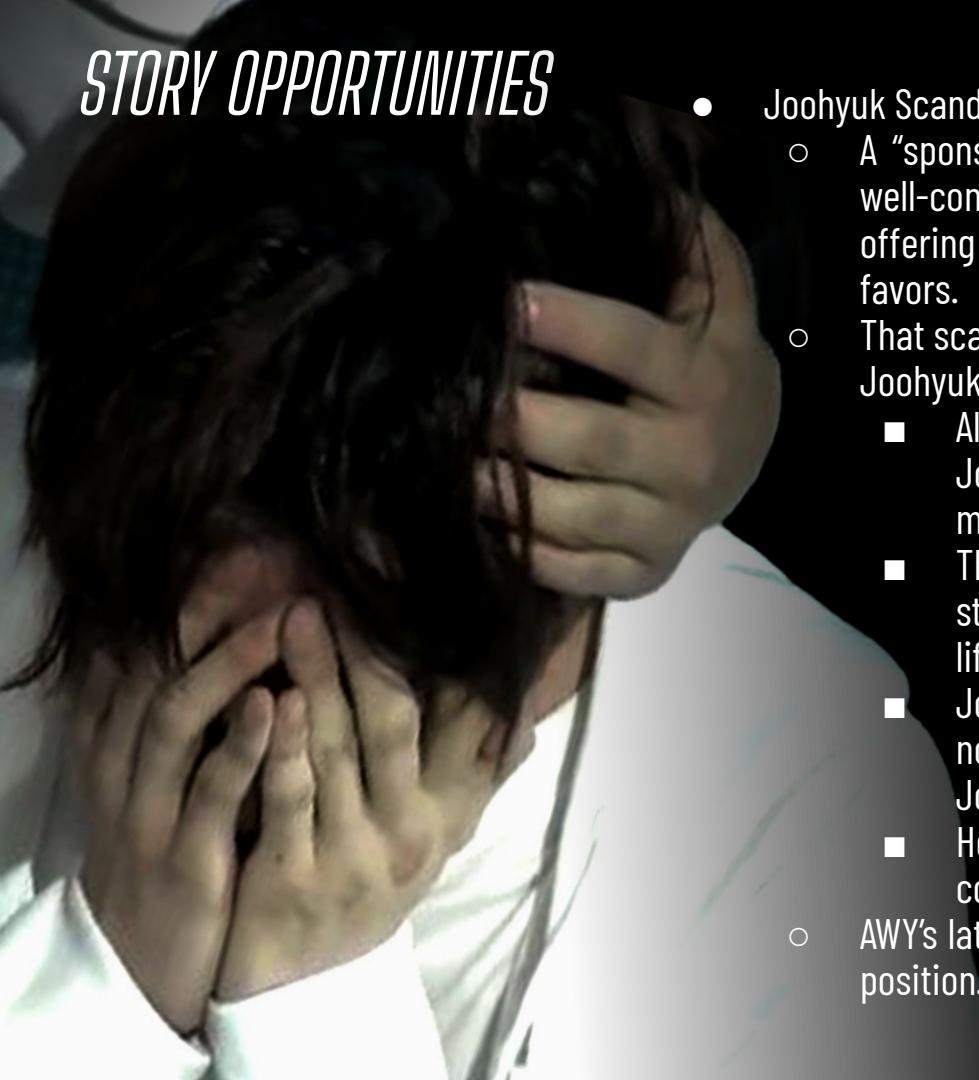
- In K-Pop, every subsequent release to the debut is called a "comeback". K-Pop groups fight for relevance from single to single, in a cut-throat market.
- To promote their new single, AWY takes part in their first livestream event, a common promotional gimmick where the artists perform live versions of their hits while lounging in their pajamas and chatting with fans, as if in a sleepover with their fans.
- The comeback works, earning AWY their first award, on a popular cable music award show, KMA - perceived as the Korean Grammys.
- At the award show Ian runs into his old group-mate from Diamond (from his previous life). In an emotional scene, Ian tries to heal the rift from his previous life, despite his old friend not realize that Ian is speaking as Yongmin. Ian suggests his old friend start singing solo, in the "Trot" genre, an older form of sentimental ballad singing that is becoming "retro cool" - think Neil Diamond or Tom Jones.
- As a reward, AWY's management gives them phones, but they are still monitored and not allowed on social media.

STORY OPPORTUNITIES



- Tokyo or Bust!
 - AWY is invited to a “Hi-Touch” event in Tokyo. The Tokyo festival has AWY sharing the bill with other acts
 - This is AWY’s first international event, in the K-Pop friendly market of Japan
 - “Hi-Touch” is the industry term for “meet and greets” or “VIP Access”, which allows K-Pop fans to file past their favorite idols after a show and give them a wave or high-five
 - They learn Black Rush is disbanding
 - Black Rush is BHL Ent’s star group and generated the bulk of the income for AWY’s management company!
 - There will be less money to promote AWY and more pressure for AWY to rise in profile and earn as much as Black Rush.
 - Mykitt is also there, allowing the two groups to hang out and compare notes.
 - There’s a security breach at the airport, leading to Jin explaining all the ways Idols’ privacy is intruded upon, including flight manifests falling into the hands of *Sasaeng* (obsessive fans).

STORY OPPORTUNITIES

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- Joohyuk Scandal
 - A “sponsor” scandal breaks - Sponsors are the name for rich or well-connected individuals who take advantage of the artists by offering money or career-related benefits in return for sexual favors.
 - That scandal is wiped away by a financial scandal focused on AWY’s Joohyuk!
 - Although seemingly damning, the actual scandal involves Joohyuk’s birth mother, a grifter who owes many people money, but someone who abandoned Joohyuk at birth.
 - The person AWY knows as Joohyuk’s mother is actually his stepmother, as he hoped to hide the messiness of his family life from the group and the public.
 - Joohyuk makes restitution on behalf of his mother, who is now trying to profit from her suddenly famous son, but Joohyuk pushes her away.
 - He begins to suffer from mental distress, as the internet conjures rumors that he is at fault.
 - AWY’s latest song gets leaked onto the internet, costing them chart position. The perpetrators seem motivated by the Joohyuk scandal.

STORY OPPORTUNITIES



- Easy Come, Easy Go
 - Ian gets lead in historical drama - *The Royal Consort Huibin Jang*
 - Ian learns a career in Trot worked out for his old groupmate in Diamond. As payback for the career advice, Ian is gifted an unreleased Diamond song (that he co-wrote in his previous life) to record as AWY.
 - This lets AWY rush out a fresh single to make up for the leaked single.
 - But things take a turn for the worse:
 - At a TV Showcase rehearsal, Ian (with Jin's help) narrowly avoids a deadly accident involving mechanized stage equipment. The show is canceled. Sabotage?
 - Shooting a video for a US award show, AWY dancer, Jinyuk breaks his ankle, sidelining their hopes for an international tour. Sabotage?
 - At a cosmetics brand fansign event, AWY is courted, but in the waiting room, Ian sees Youngjoon Kim plotting against his old group?
 - Selectively-edited video of Taewoong supposedly being rude to a coffee shop barista appears, but the tape doesn't show the whole story.
 - Ian finds the actual tape, proving the truth, but no one cares.
 - Youngjoon is awarded the cosmetics deal and a Netflix show. He reveals to Ian that he has been working to sabotage AWY the entire time, driven by petty bitterness that they thrived in his absence.

STORY OPPORTUNITIES

- Cliffhanger!
 - In a cliffhanger, we see that Youngjoon has set Ian up.
 - As soon as Ian is about to reveal Youngjoon's sabotage to the world, a cascade of bad press targeting Ian is released:
 - A personal conduct scandal
 - Ad sponsors flee Ian
 - BHL considers dropping him
 - Headlines blare: "Tepid performances and bullying allegations - AWY Ian faces scandal after scandal!"
 - What will the future hold for Ian and AWY?
 - Ian and Jin are both counting on doing better with this precious second chance - but things seem to be going worse!

My Second Life as an Idol

My Second Life as an Idol is a fresh **AMERICAN HALF-HOUR COMEDY** that plunges American comedy fans into exciting world of K-Pop!

Through RIDI's relationships, we can incorporate actual K-Pop bands and music.

What **Ted Lasso** did, setting a broadly crowd-pleasing comedy in the world of European soccer leagues, **My Second Life as an Idol** can do with the globally-embraced world of K-Pop, especially leaning on the magical high concept of an old (and selfish) soul in a new body and a new chance at a better future!

