

DATING AS EASY AS PIE

Streaming Platform Pitch Package

Created by Jalen Criss

Series/Film Positioning

Dating As Easy As Pie is a feature-length romantic comedy-drama that combines the humor of modern dating with the emotional depth of personal growth and healing. Blending the heart of classic relationship films with contemporary Black storytelling, the project is designed to appeal to audiences seeking authentic, mature, and uplifting stories about love.

Platform Fit

Netflix: Appeals to viewers of character-driven romantic dramas and culturally relevant relationship stories.

BET+: Strong fit for audiences who enjoy Black love stories, family dynamics, personal growth, and community-centered storytelling.

Amazon Prime Video: Broad appeal for viewers seeking relatable romantic comedies with emotional depth and strong character arcs.

Tubi: Ideal for audiences seeking feel-good independent films with humor, heart, and strong word-of-mouth potential.

Elevator Pitch

Jalen St. Rose can help thousands of radio listeners solve their relationship problems every night—but he cannot solve his own. When a remarkable woman challenges his carefully guarded view of love, he is forced to confront old wounds, face his fears, and decide whether real love is worth the risk. Filled with humor, unforgettable dating disasters, and heartfelt emotional moments, Dating As Easy As Pie is a story about vulnerability, redemption, and second chances.

Why This Story Matters

Modern audiences are hungry for authentic relationship stories that move beyond stereotypes and showcase emotional honesty. Dating As Easy As Pie explores themes of trust, masculinity, communication, healing, and personal accountability while remaining entertaining and accessible. The film speaks directly to couples, singles, and anyone who has ever struggled to let their guard down.

Target Audience

- Adults 25–65
- Fans of romantic comedies and relationship dramas

- Black audiences seeking positive and authentic representation
- Viewers of Hitch, Think Like a Man, The Best Man, Love Jones, and modern streaming romance content
- Couples and singles interested in personal growth and relationships

Comparable Titles

Hitch – Relationship humor and personal transformation.

Think Like a Man – Ensemble relationship storytelling and comedy.

The Best Man – Friendship, romance, and emotional authenticity.

Love Jones – Mature Black romance and vulnerability.

The Photograph-Unexpected Romance

Creator Statement

Inspired by real-life experiences and observations about modern relationships, Dating As Easy As Pie was created to spark conversations about love, healing, communication, and emotional growth. While the story entertains through humor and relatable dating experiences, its heart lies in showing that true love often begins when people stop pretending and start being honest with themselves and each other.

Closing Statement

Dating As Easy As Pie delivers laughter, heart, and hope. It is a commercially accessible romantic comedy-drama with a meaningful message, memorable characters, and franchise potential through future stories centered around relationships, family, and personal growth.

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