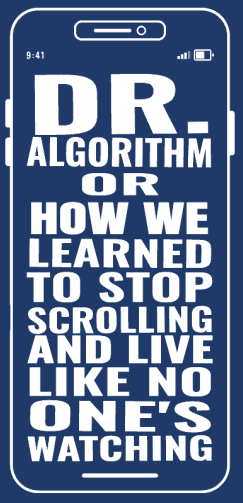
WATCH THE TRAILER




# Dr. Algorithm:

## *Or How We Learned to Stop Scrolling and Live Like No One's Watching*

The battle for their attention is already underway. Twenty teenagers are fighting back with art.

### HOW DO WE STAY HUMAN WHEN DIGITAL CONNECTION BECOMES THE DEFAULT?

*Dr. Algorithm* isn't your typical documentary about kids and technology. It's a film made with young people, for young people and their parents.

Directed by Matthew Brian Makar, this documentary blends storytelling, scripted comedy, original youth-created films, and real-world experimentation to explore one of the defining questions of our time: how do we raise a generation that can thrive in a world of social media, algorithms and AI without losing what makes us human?

Twenty New York City teenagers from different boroughs, backgrounds and walks of life come together as Media Ambassadors.

Their mission: examine their own relationships with social media, AI and technology, then use art and filmmaking to create solutions for their generation. They study the attention economy. Interview experts. Examine their own habits. Put down their phones. Learn to communicate face to face.

Ultimately they create original films designed to help their peers build healthier, more intentional relationships with media and technology. But they aren't doing it alone—and not everyone wants them to succeed.



## MEET THE FORCES WORKING AGAINST THEM



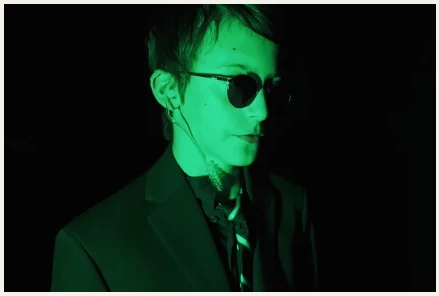
### Dr. Algorithm

Knows what you like, what keeps you scrolling and exactly how to get you to come back for more.




### The Dopaminion

Her dopamine-fueled sidekick—always waiting with another notification, another like and another reason not to look up.



### Atrie Intell, "AI Guy"

A large language model who can answer almost anything—except perhaps what it actually means to be human.

Throughout the documentary, these scripted characters tempt, distract and attempt to thwart the Ambassadors as the teens work toward their mission. The result is part documentary, part comedy, part coming-of-age story and part call to action—using entertainment, humor and art to teach media literacy without feeling like a lesson.

### THIS IS NOT AN ANTI-TECH FILM

Technology isn't going away. AI isn't going away. And simply telling young people to "get off their phones" isn't a solution.

We believe the answer is agency.

Young people need to understand the forces competing for their attention, recognize when technology is influencing their behavior, and decide for themselves when to connect digitally and when to connect with the human being standing in front of them.

Rather than making another film in which adults tell kids what's wrong with their generation, we're giving young people the tools (and the camera) to create the message themselves. That approach is at the heart of Take Two Media Initiative's work.

## HELP US FINISH THE STORY—AND GET IT IN FRONT OF A GENERATION

Production is done, with $80,000 invested to date. We are seeking Executive Producers, investors and philanthropic partners who believe this conversation needs to reach a much larger audience.

The next phase will transform our documentary footage, youth-created films and scripted world into a finished film, and then take that film into festivals, schools, communities and conversations across the country.

**Finish the film**

Completing the edit, animation, graphics, music, sound, color and final post-production.

**Build an audience**

A festival, distribution, school and community outreach campaign.

**Amplify the message**

Bringing youth voices and solutions into a national conversation about AI, technology and human connection.

**Open doors**

Distributors, platforms, press, schools, organizations and mission-aligned partners.

## PROJECT BUDGET

20% FUNDED TO DATE

| | |
|---|---|
| **Production crew & staff** — director, producers, DP, sound, PAs and production staff | $105,000 |
| **Youth Ambassador compensation** — paying young collaborators for their time, stories and creative work | $25,000 |
| **Editing & post-production** — editor, assistant editor, story edit, color, sound mix and finishing | $130,000 |
| **Animation, graphics & music** — original score, licensing, motion graphics and animated sequences | $35,000 |
| **Film festivals, distribution & outreach** — submissions, screenings, school and community outreach, and impact campaign | $70,000 |
| **Food, transportation & travel** | $20,000 |
| **Insurance, equipment & production expenses** | $15,000 |
| **TOTAL PROJECT BUDGET** | **$400,000** |

### WHERE WE STAND

**$400,000**
TOTAL PROJECT BUDGET

**$80,000**
ALREADY INVESTED AND RAISED

**$320,000**
NEEDED TO COMPLETE AND LAUNCH

### WHY THIS FILM. WHY NOW.

AI is advancing at extraordinary speed. Social media and algorithms are embedded in childhood. Parents, educators and young people themselves are trying to figure out what healthy technology use looks like while the technology keeps changing around them.

But young people are usually the subject of these conversations. We believe they should be leading them.

We want a teenager to want to watch this film. We want parents and kids to watch it together. We want classrooms to talk about it. Our goal is not simply to finish a documentary, we want this film to become a tool for conversation and change with educators, parents, policymakers and industry leaders.

AND WE WANT YOUNG PEOPLE TO WALK AWAY ASKING

Who is controlling my attention?

What am I giving up when I'm always connected?

What do I want my relationship with technology to be?

The next generation will inherit a world shaped by algorithms and artificial intelligence. Let's make sure they don't lose their humanity along the way.

TAKE TWO MEDIA INITIATIVE

EXECUTIVE PRODUCER & INVESTMENT OPPORTUNITIES AVAILABLE

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