



The Caste of
Beula



Betrayed by her wife and business partner, Beula must risk everything to protect her cast of stars — and survive the fallout.

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When a cutthroat entertainment mogul orchestrates a hostile takeover against her wife and business partner, she sets off a war of betrayal, ambition, and power plays. As their crumbling marriage fuels an all-out industry battle, she must outmaneuver her rivals—or risk losing everything.

The Caste of *Beula*



The Caste of Beula is a high-gloss drama about power, legacy, and the unrelenting hustle behind the world’s most elite talent agency. It’s about women who build empires—and the ones bold enough to burn them down. There are red carpets, multi-million-dollar deals, celebrity meltdowns, and brand endorsements that can shift culture. But underneath the glam is a war zone of abandonment issues, betrayal, and ambition that cuts deeper than any press headline. These women curate stars. Protect images. Own the rooms they walk into. And when it all unravels? They do it with a fresh silk press, a killer monologue, and receipts.

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Statement of Diversity

The Caste of Beula is more than a television pilot; it is a bold and unflinching exploration of intersectionality, placing characters up front and center who are often relegated to the margins of mainstream shows. Professional women, older Black women, queer women, and people from the Diaspora are allowed to see themselves in all of their complexities on screen. This is a story about ambition, love, betrayal, and redemption that transcends demographics while honoring the unique experiences of underrepresented voices.

Tone and Style:

The show employs a cinematic and dramatic tone, weaving together intimate moments and grand visuals to set the stage for the series' high-stakes drama. The opulence of luxury suites, sophisticated social clubs, Manhattan penthouses, and the industrial chic offices of Blackberry Talent Agency, emphasize Beula's evolution in life – from a rural farmhouse to a life of glamor and high-stakes tension. The visual style balances the polished glamour of the entertainment world with the gritty, emotional undertones of Beula's personal struggles, creating a cohesive and atmospheric tone.

Market and Genre similar to Empire (FOX):

Why It Relates: *Empire* masterfully combines personal drama with corporate intrigue, centering on a Black family vying for control of a lucrative empire. This screenplay shares its flair for dramatic confrontations, high stakes, and ambition-driven narratives.

Key Similarities:

- A focus on betrayal and revenge within a professional context.
- Glamorous settings and larger-than-life characters.
- High-stakes power plays that are as emotional as they are strategic.



The Characters



Beula Johnson (40)

Description – Deep brown complexion with penetrating dark eyes that miss nothing. She exudes a quiet, commanding elegance—never in heels, yet always immaculately styled in wardrobe choices that speak volumes. Her build isn't defined by size but by presence; she enters a room and owns it. Sophisticated, serious, and self-assured, Beula's intensity simmers just beneath the surface, revealing itself only when necessary—and always with impact.

Role: Protagonist, CEO of Blackberry Talent Agency

Personality: Defensive, calculating, ambitious, and fiercely protective of what she's built. Beula's brilliance is matched by her emotional guardedness, stemming from childhood rejection and trauma. She's a survivor who sees relationships as transactional, though she struggles to suppress her buried longing for genuine connection. Her decisions are driven more by a fear of losing than a desire to win, often putting her in morally ambiguous territory.

Ari Jones (early-50's)

Description – Light-skinned with striking hazel-green (or blue) eyes. Slim build, effortlessly sexy, and magnetic. Playful on the surface, but fiercely determined and fiery beneath—Ari commands attention with charm, ambition, and unapologetic edge.

Role: Antagonist and Beula's estranged wife and former business partner

Personality: Charismatic, passionate, and vindictive, Ari is both Beula's equal and opposite. While Beula operates defensively, Ari is driven by a hunger for validation and revenge. Ari has a sharp tongue and a flair for drama, often using public perception as a weapon. Her bitterness stems from years of feeling devalued in both her marriage and partnership.

Abebi Ibeh (mid-40's)

Description – Nigerian/Dark brown in complexion. Conservatively chic and intentionally understated, Abebi wears her masculinity like fine silk—quiet, confident, and commanding. She dons a cropped natural afro, giving off a soft masculinity that disrupts expectations. Her wardrobe leans minimal—tailored suits, neutral palettes, and clean lines—yet her presence is impossible to ignore. With no need for embellishment, Abebi exudes a deliberate restraint that is both enigmatic and disarming.

Role: Nigerian tech mogul and Beula's silent partner

Personality: Sophisticated, calculating, and power-hungry, Abebi thrives on control and influence. Her marriage to Bassey is one of image and convenience, hiding the fractures beneath her polished exterior.

Sterling Calloway (early 40's)

Description – Medium to dark brown complexion, refined and poised. Think Abby Phillip in her quiet elegance. Sterling dresses with impeccable restraint—clean lines, classic silhouettes, neutral tones. Her style speaks of intellect over flash, grace over boldness. She moves with measured confidence, but beneath her polished exterior lies a woman who hides her insecurities.

Role: Beula's former lover and "The Fixer"

Personality: Brilliant, resourceful, and emotionally guarded, Sterling is a powerhouse in her own right. She is driven by a need to prove her worth, not just professionally but personally, especially in the shadow of Beula's rejection.

Dream Kelly (early 30's)

Role: A rising star under Beula's management.

Personality: Beautiful, ambitious, and hungry for success, Dream is willing to make sacrifices to achieve her dreams but struggles with insecurity and imposter syndrome.

Amara Mendoza (late 20's)

Role: A rising star under Beula's management.

Personality: Amara Mendoza is the embodiment of contradictions—a woman both elevated and haunted by the story that made her. Discovered as a child in the Colonias and adopted by a powerful Texas Congressman and his wife, Amara's life has always been shaped by optics, narratives, and the expectations of others.

Bassy Ibeh (50's)

Role: A Nigerian billionaire and husband to Abebi Ibeh.

Personality: Reserved, traditional, and deeply rooted in cultural values.

Tangle Webb (30's)

Role: Beula's trusted advisor and confidant, though increasingly disillusioned.

Personality: Tangle is ambitious, sharp, and pragmatic, but beneath her composed exterior lies a yearning for independence and success.



The Characters



Trenton Calloway (60's)

Role: A shrewd billionaire investor and Beula's rival in the battle for control over Blackberry Talent Agency.

Personality: Calculating, charismatic, and ruthless, Trenton thrives in the world of high-stakes negotiations. He is charming but manipulative, always positioning himself for maximum gain.

Senator Michelle McGee (54)

Role: Pastor Sloan's politically ambitious half-sister

Personality: Manipulative, self-serving, and razor-sharp, the Senator is a master of optics and backroom deals. She uses her connection to the church and her family as leverage for her political aspirations.

Mercedez (25)

Role: Blackberry's assistant, caught between loyalty and ambition

Personality: Eager, impressionable, and somewhat naive, Mercedez is a "yes girl" who's strategically planning for her future.

Ketsie (late 50's)

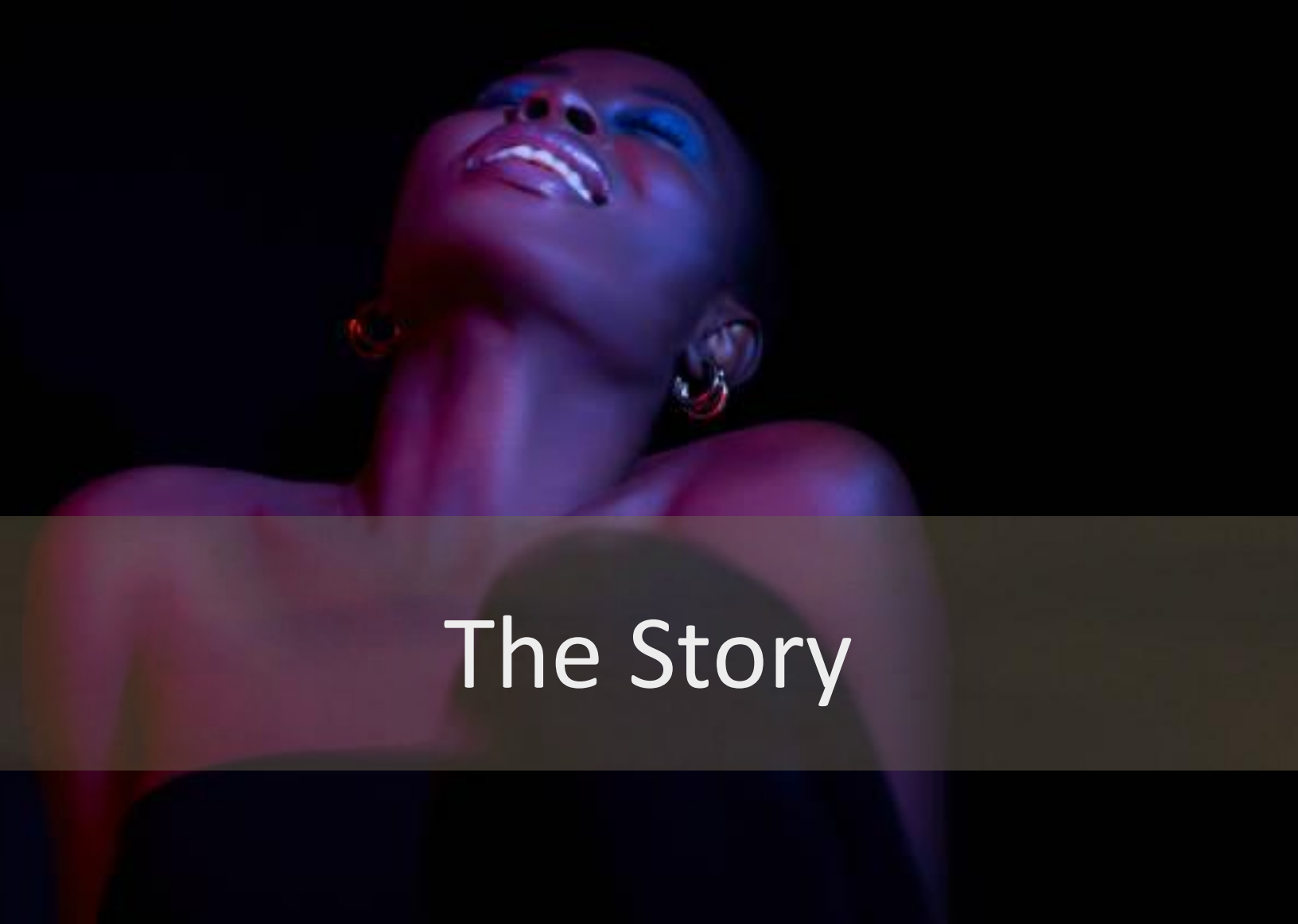
Role: Beula's estranged mother and Remy's biggest supporter

Personality: Wise, sharp, and unapologetic, Ketsie is a survivor who carries the weight of her past mistakes but refuses to let them define her. Her focus is on supporting Remy and rebuilding their fractured family legacy.

Remy Blue (mid-20's)

Role: Ketsie's youngest daughter and a rising musical talent

Personality: Bold, soulful, and intuitive, Remy is a natural-born star with a deep connection to her roots. She carries her mother's dreams on her shoulders but remains grounded in her authenticity.



The Story

The Caste of Beula is a prestige, character-driven drama that blends the ruthless corporate warfare of *Succession* with the cultural gravitas of *Empire*. At its core, it's the story of a brilliant woman navigating betrayal at the highest level—both in business and in love—while confronting the trauma that shaped her.

Beula Johnson is the formidable CEO of Blackberry Talent, the largest Black-owned talent agency in the world. Commanding in presence with surgical precision in her control, Beula has spent a lifetime perfecting power moves. But just as she solidifies her agency's global reach, a storm brews inside her marriage to Ari Jones—her glamorous wife and business partner—who quietly aligns with rival forces to dismantle everything Beula has built.

The betrayal cuts deeper than business. Ari knows Beula's greatest weaknesses: her fear of abandonment, her aversion to vulnerability, and the secret trauma that's

hardened her heart. Beula's carefully curated empire—founded on order, loyalty, and strategic dominance—begins to splinter under the weight of Ari's calculated rebellion. As Ari positions herself for a hostile takeover, Beula must decide: will she fight the war like she always has, through control and retaliation? Or will she finally confront the wound at her core?

The show unfolds in five acts, each layered with reversals, high-stakes negotiations, and emotionally charged reckonings.

Act I sets the stage with a dazzling awards show where Dream Kelly, Blackberry's rising star, fails to deliver. Beula's signature intervention saves the moment—but it also exposes how much she controls from the shadows. Tensions between Beula and Ari surface publicly and explode privately. A flashback to Sundance reveals how long Ari has been sidelined in their partnership. Meanwhile, Dream becomes a symbol for every artist Beula molds and discards. As Ari begins colluding with Trenton Calloway, Beula discovers her wife's betrayal—and steels herself for battle.

Act II introduces Sterling Miles, Beula's former lover and a brilliant strategist with emotional armor of her own. Beula must swallow her pride and ask Sterling for help securing emergency funding. Sterling agrees—but not without emotional cost. Elsewhere, Ari manipulates church leaders and senators to secure a multimillion-dollar endorsement, putting herself at the center of a new faith-based cosmetics empire. The chessboard is set.

Act III ignites the power struggle. Beula calls an emergency meeting with Blackberry's top artists, announcing her divorce and a new partnership with Nigerian mogul Abebi Ibeh. But she's blindsided when Sterling is named COO, revealing that power is slipping from her grasp. At church, Ari is blocked from her own press conference, signaling her fall from grace. A viral video threatens Blackberry's Oscar frontrunner, Amara Mendoza, and Beula's former abandonment trauma resurfaces with searing clarity. Her breakdown becomes a crucible—and possibly, her awakening.

Act IV weaves together past and present. Beula visits her ailing father and uncovers a shocking confession about her mother's abandonment. Meanwhile, Amara delivers a

powerful statement reclaiming her story in the face of scandal. Ari's rage erupts at Blackberry's Oscar party, publicly confronting Beula and warning of her downfall. But Beula remains composed, gripping the hands of Sterling and Tangle as the Oscar envelope opens—a symbolic act of reclaiming both control and vulnerability.

Act V shifts to a softer, yet no less charged, note. At the legendary Troubadour, Ari spots a rising star—Remy Blue—the sister Beula has never met. A seductive deal is made, forging a new alliance. As Ari repositions herself for redemption, Remy unknowingly becomes the center of the next power cycle. Meanwhile, Beula's legacy remains uncertain. Will she cling to the cold control that's sustained her, or choose transformation?

The Caste of Beula is a high-stakes, character-driven drama that fuses the glamour and grit of *Empire* with the emotional complexity of *The Morning Show*. At its core, it's the story of a powerful Black entertainment mogul whose world unravels when her wife and business partner stages a hostile takeover—forcing her to fight for her company, her legacy, and herself.

It's a world brimming with ambition, betrayal, love, and reinvention. For actors, it offers rich, layered roles. For producers, it's a story with style and substance. And for distributors, it's a bold, binge-worthy drama rooted in identity, power, and the cost of success.

What makes *Beula* different is the heart behind it. It's inspired by my own evolution—navigating betrayal, finding my voice, and rebuilding from the inside out. That lived experience shows up in every line, every moment, and every move the characters make.

This isn't just drama for drama's sake. It's intimate. It's explosive. It's ready.