

A close-up photograph of a tattered American flag. The flag is draped, showing its characteristic red and white stripes and a blue canton with white stars. The word "SCAMERICA" is printed in large, bold, black, sans-serif capital letters across the center of the flag, partially obscuring the stripes. The flag appears worn, with frayed edges and some discoloration.

**SCAMERICA**

*The history of Americas greatest cons...*

***FOR AS LONG AS THERE'S BEEN AN  
AMERICAN DREAM, SOMEONE'S BEEN  
WAITING TO STEAL IT***

- Scamerica is a fast-paced docu-series that rips through 200 years of fraud but with a new twist: every episode begins at the scam's birth and races forward to its cutting-edge, modern mutation.
- Each riveting episode follows a clear lineage from its earliest forms—snake-oil cures, Ponzi schemes, and telegraph cons—to modern-day variants powered by social media, cryptocurrencies, and AI-generated deepfakes.





## SCAMERICA IS

THE BIG SHORT meets

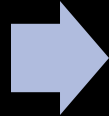


meets

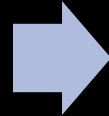
catch me

if you can

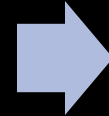
It's universal, high-stakes entertainment that's immersive and alarming.



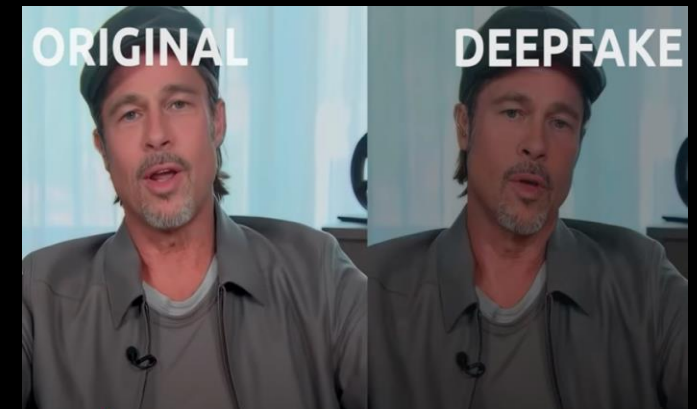
The fact that the gifts from our past are still coming for us today hooks the viewer instantly.



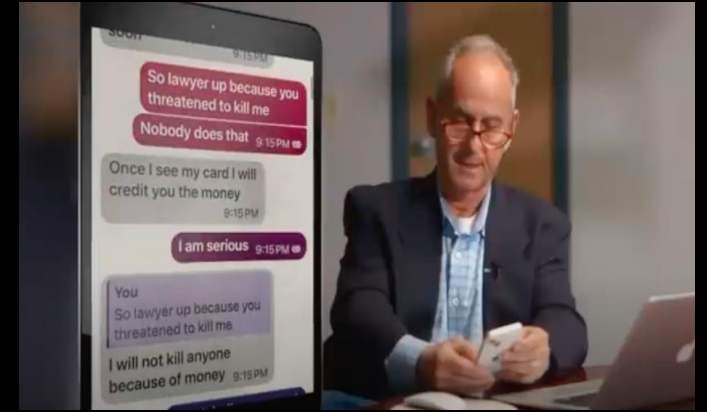
No other existing series binds America's entire fraud lineage into one relentless, present-day cautionary tale.



It thrills, it informs, and it arrives precisely when the line between real and fake is vanishing.



## INVESTIGATIVE MEETS ENTERTAINING



Scamerica blends hard-hitting journalism, high-end cinematic reenactments, compelling archival footage, and kinetic animation graphics to create a gripping, educational viewing experience. The show balances dark humor, pop-culture references, and serious investigative depth, making complex fraud schemes understandable—and relatable—for broad audiences.



## SCAMERICA AS A SERIES

- 8 one-hour episodes
- Hosted – Interview driven
- Each episode is self contained
- Series is evergreen

### Hooks:

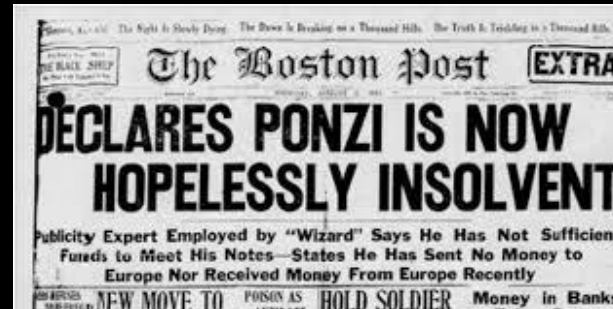
**Instant Relevance** – Viewers see right away that an 1880s street con is the direct ancestor of the text message that almost fooled them this morning.

**Built-In Payoff** – Every episode ends with a “here’s how the con still hurts you” punch, and here is the way to spot and avoid scams in the future.

**Broad Appeal:** It crosses true-crime, business, tech, and history demos. It’s open for a companion podcast.

## Episode Flow

Act	Runtime (approx.)	Purpose
1 – The Spark	8–10 min	Re-create the very first version of the scam—context, mastermind, economic climate.
2 – The Expansion	6-8 min	Show how the con scaled (new tech, new marks, bigger money).
3 – The Mutation	8-10 min	Time-jump through key milestones (regulation, media exposure, copycats).
4 – Today’s Version	10-12 min	Land in 2025: AI, crypto, social media, whatever the modern form is.
5 – Spot & Stop	4-6 min	Quick, shareable “tells” and defenses—keeps the public-service hook.



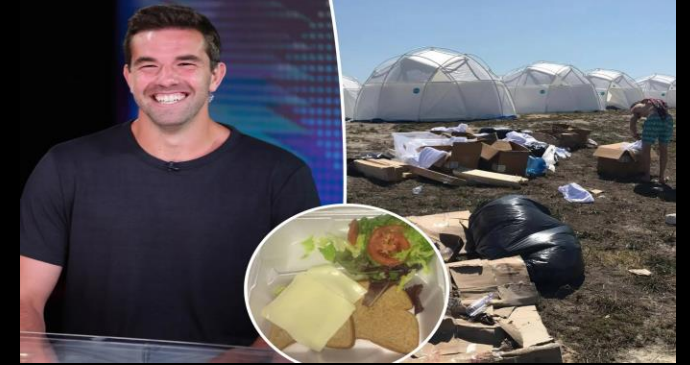
## EPISODE RUNDOWNS

### Episode 1: Snake Oil → Wellness Gift (1870s → 2020s)



From London's Madame Rachel's deadly beauty products to 19th-century snake-oil wagons to viral TikTok miracle cures, wellness scammers have repackaged the same old promises. With historians, scam insiders, and victims pulling back the curtain, we expose the playbook of empty claims, fake testimonials, and hidden dangers—revealing how yesterday's cure-all tonics became today's toxic trends.

### Episode 2: Paradise for Sale → Luxury Festival Fraud (1900s → 2020s)



From bogus Florida swampland to the Fyre Festival fiasco, scammers have been selling dreams that vanish on arrival. This episode follows a century of vacation cons—from timeshares to metaverse getaways—revealing how urgency, exclusivity, and influencer hype keep paradise just out of reach. Featuring firsthand accounts, scammer confessions, and a crypto-vacation sting, we expose the mirage and arm viewers with tools to spot it before the money's gone.



## EPISODE RUNDOWNS

### Episode 3: Ponzi 1.0 → Crypto Yield Farms (1920 → 2020s)



From Charles Ponzi's 1920s coupon scheme to Bernie Madoff's billion-dollar illusion, America has always fallen for the promise of easy money. This episode tracks a century of "too good to be true" returns—ending with Sam Bankman-Fried, celebrity-backed crypto hype, and the rise (and fall) of yield farms. A live blockchain demo reveals how fast fake profits can vanish, and viewers walk away with a five-point Ponzi Litmus Test to stay one step ahead.

### Episode 4: Telegraph Cons → Telemarketing & AI Voice-Clone Scams (1890s → 2020s)



It starts with a forged telegram in 1893—fake news, fast delivery, and no way to verify. That same pressure tactic evolves across decades: wartime charity calls, 1-900 psychic lines, IRS robocalls, and now... cloned voices. In 2025, a mother hears her daughter sobbing on the phone—it's AI, built from TikTok scraps. We build one on camera and test it live. Experts and whistleblowers reveal the through-line, and viewers get armed with the "Voice-Fraud Shield"—modern tools to fight a con that hasn't stopped calling in over 130 years.

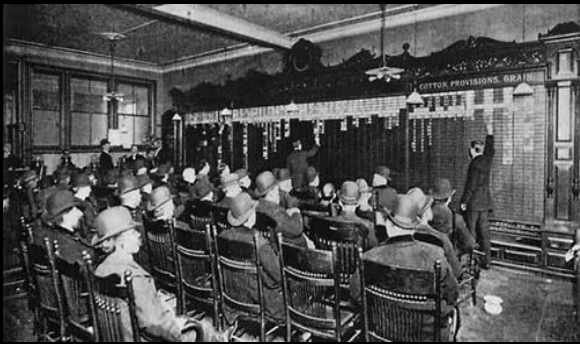
## EPISODE RUNDOWNS

### Episode 5: Pyramid Chains → Social-Commerce MLMs (1920s → 2020s)



It starts with a 1920s chain letter and a simple promise: recruit others, and money follows. By the 1950s it's beauty kits; by the 1980s, Herbalife rallies fill stadiums. Decade after decade, the dream of passive income hides a brutal truth—most recruits lose everything. Today's version lives on TikTok, where boss-babe coaches push \$10,000 “automation stores.” We join a real webinar and watch the hustle unfold, then hear from Toni Braxton about her own MLM loss. The episode ends with a “Pyramid Detector”—a five-second math test to tell if you’re buying in, or being sold out.

### Episode 6: Market Manipulation → Meme-Stock Mayhem (1930s → 2020s)

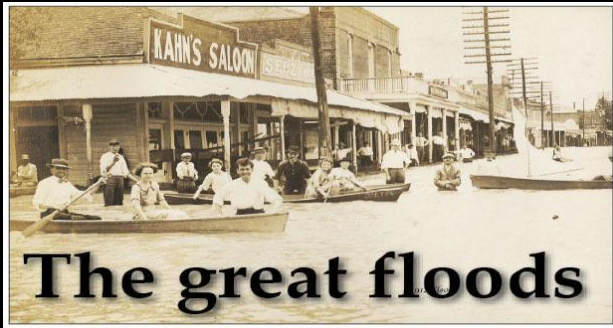


From 1930s bucket shops to Enron's laser-lit lies, every generation sees the same play: spark a frenzy, cash out early. Whether it's junk bonds or viral tweets, hype is the real product. Today, Reddit rockets GameStop to the moon—then leaves Dave Portnoy down \$700K. We watch Discord channels move markets in seconds and reveal the “Meme-Stock Exit Plan,” a simple red-light system that shows when it's time to log off before your savings vanish.



## EPISODE RUNDOWNS

### Episode 7: Charity Cons → GoFundMe & Disaster Scams (1860s → 2020s)



In the 1920s, fake Red Cross reps and phony flood-relief carnivals popped up across America, collecting cash ‘for victims’ that never saw a dime. Over the next century, the playbook evolves: fake Spanish Flu drives, televangelist hotlines in the ’80s, and Facebook fundraisers after the 2010 Haiti quake. The technique stays the same—exploit emotion, vanish with the money. Today’s version is faster and more convincing: AI-generated wildfire videos raise hundreds of thousands in hours. Even Sandra Bullock donates to a fake NGO. We build our own scam GoFundMe (and refund every dollar) to expose just how easy it is—and how little vetting exists.

### Episode 8: Forged Photos → AI & Deep-Fake Deception (1890s → 2025)



In the early 1900s, so-called ‘spirit photographers’ charged grieving families to pose beside ghostly images of dead loved ones—manipulated photos designed to sell hope and steal savings. Over the next century, image fakery evolved: tabloid photo scandals, Photoshop blackmail, and deepfake porn. By 2025, entire AI-generated video calls con grandmothers into sending Bitcoin to Keanu Reeves lookalikes.”

## SCAMERICA TALENT



**Host:** Jason Bateman - Actor/Director/Producer. Famous for “Ozark.” Currently cohost of the popular podcast “Smartless.”

Investigative Journalist   Cyber Security Expert   Criminal Psychology   Scam Goddess Podcast   Former DEA Chief



Ana Garcia



Robert Herjavec



Maria Konnikova



Lacey Mosely



James J. Hunt

Cyber Criminal



Brett Johnson

Mortgage Scammer



Matthew Cox

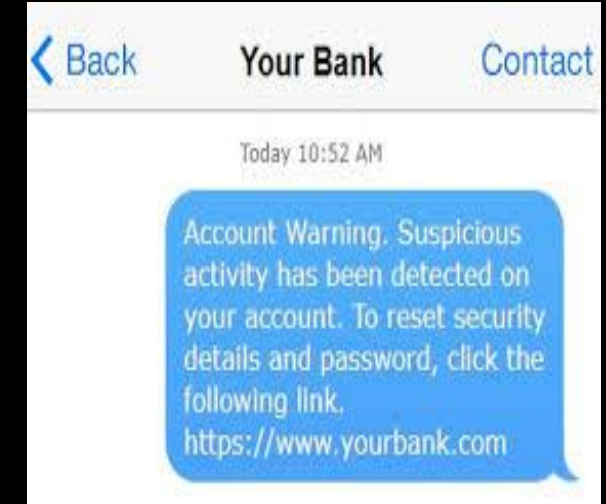
Infamous Hacker



Kevin Mitnick



## WHY SCAMERICA MATTERS NOW



Americans lose a staggering \$10.3 billion to fraud annually. Investment scams alone accounted for over \$6.5 billion in losses in 2024.

More than 1 in 3 US adults have experienced a scam or financial fraud in the last year. Globally, an estimated 608 million people fall victim to scams each year.

Identity theft affects 1 in 20 Americans annually, with losses averaging \$1,000 per victim.

Phishing & Email Scams hit 300% increase since 2023.

Older adults are disproportionately targeted, losing an estimated \$3 billion each year to financial scams.

Experts estimate up to 60% of scam victims never report – meaning losses may be double official figures.

## ***NO ONE IS SAFE***

### Celebrities who were scammed

**Kim Kardashian**



**Tom Brady & Giselle**



**Toni Braxton**



**Kyra Sedgwick & Kevin Bacon**



**Sandra Bullock**



### Celebrities whose identities were used in scams

**Keanu Reeves**



**George Clooney**



**Kevin Costner**



**Tiger Woods**



**Brad Pitt**





***THERE'S NO ESCAPE***

**Phones**

**Wellness**

**Text**

**Romance**

**Pyramid**

**Spoofing**

**Ponzi**

**Phishing**

**Telemarketing**

**Skimming**



**Deep Fake**

**Identity Theft**

**Voice Cloning**

**Computers**

**Crypto**

**Email**

## **ABOUT THE CREATORS**



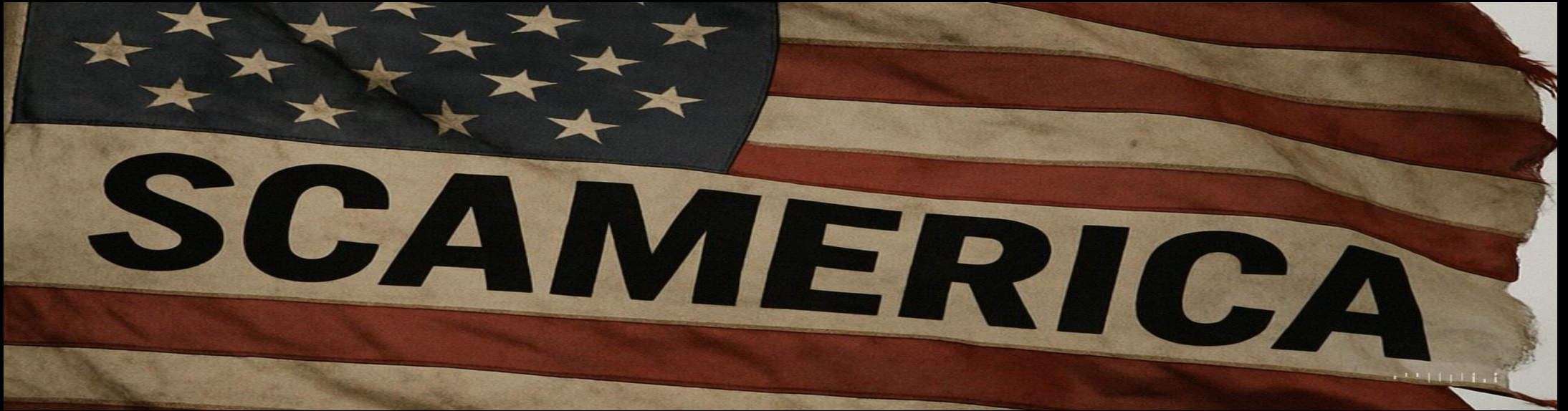
**Nancy Moscatiello is an Emmy Award Winning producer with three decades of experience specializing in true crime. Her most recent investigation is the subject of a number one rated podcast, and Hulu documentary called *Scamanda*. Nancy was also Supervising Producer for “Crime Watch Daily” and Managing Editor of "True Crime News" managing newsrooms and production of hundreds of crime stories for the two series. Nancy began her career at the nationally syndicated television show “Hard Copy”, where she covered breaking stories including OJ Simpson, Michael Jackson, and the Menedez**



**Jason Bourgault has been writing, producing, and directing in television for over 20 years. He’s worked for networks like Paramount, Warner Brothers, A&E, Oxygen, History, and Animal Planet. His company Matchlight Entertainment has developed, pitched, and sold original series for reality and true crime television. He’s written both feature and episodic scripts and produced over a hundred sizzle reels.**

**Both Nancy and Jason have collaborated on many true crime shows together through the years. Their love for the genre led them to create “Scamerica” a series they both feel very passionate about.**





### **Contact Information**

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