



Technorati

/tek'nä rädē/

The intelligentsia-glitterati ruling class of Silicon Valley.

A TV series

created by Doug Karr & Susan MacTavish Best



Caught between a pair of brotop tech founders' desire for domination, Chloe Donaldson, a renowned Silicon Valley fixer, struggles with her belief that technology can mend a chaotic world, as a series of crowd-sourced murders threaten the tech industry's cult of personality.



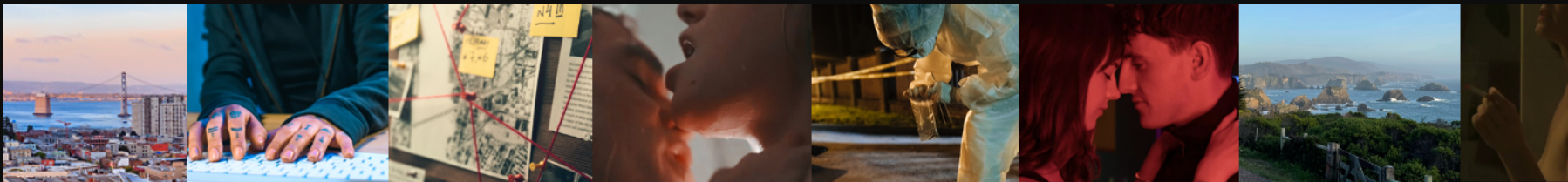
Technorati is a show set five minutes in the future about women navigating, surviving and thriving in the boys' club of Silicon Valley marauders. This is a high-stakes world where creativity, greed, passion, and hypocrisy fuel the tech industry. An ecosystem where the entrepreneurs enjoy Cult of Founder status and where risk and failure are rewarded just as long as one succeeds ASAP, no matter the cost. While men far outnumber women, the women must outwit at every turn to get ahead.

Despite a rallying cry that tech will continually improve humanity's future on Earth, the creeping tendrils of unintended consequences continually disrupt our culture. Technorati is a dive into the hearts and minds of those who create the platforms and apps we touch hourly. Skyrocketing valuations aren't all rainbows and unicorns. Selfishness, avarice and control are a toxic cocktail, and moral corruption is far from skin deep. Combine this with the cultural trend of virtue signaling and the tumultuous world of social media influencers, and we're presented with a society aching for change. The platforms that run our world are controlled by actual people who are passionate, flawed, likable, despicable and all relatable—this is their story.

In this Technorati universe, the life and death nature of online content is increasingly personified by bloody spillover from platform chatter to real world carnage. All the while, the media cover each ensuing tragedy with a feverish pace, drawing more ravenous eyeballs with every AI-rendered news headline.

The predicament between "legacy" governance in America is directly at odds with our own personal data privacy. In the world of Technorati we get to choose between a digital tattoo to encourage our "best selves" or a crowd-sourced serial killer to solve our digital identity conundrums. Before everything is said and done, real blood and digital fantasy will commingle, creating a new era in which you can get almost anything you want, only to find out that what you wanted... might just kill you.

Technorati is inspired by co-creator, Susan MacTavish's decades of real-world experiences in Silicon Valley fundraising, launching products, IPOs, hostile takeovers and acquisitions were all on the daily menu... as was managing the fallout from murder. Our series has a serial killer engine, and yet remarkably depicts less carnage than Susan dealt with in the real world.



Chloe Donaldson, an unsung Valley powerhouse, helped turn sleeper tech startups into household names, inadvertently enabling male founders' egos to dominate over platforms Chloe helped birth. Now, having jettisoned her former life for an off-the-grid surf shack on a Mendocino Coast property, Chloe believes she's finally finding the balance that has eluded her.

Chloe is sucked back into tech industry turmoil when she discovers a former friend and the co-founder of legacy dotcom, LOOQ, hanging from a tree on their shared Northern California sanctuary. When this apparent suicide is revealed to be a murder, and is then followed by a string of other killings, it's clear that a new kind of tech-savvy serial killer has arrived: Technorati.

Chloe is lured back into the pyre of surveillance capitalism by the promise of leadership in a rapidly skyrocketing "digi health" startup, Humanize. Humanize and its magnetic founder Henry have designed a digital tattoo, an implant that balances your mind and body by monitoring the health of your microbiome. Technorati is exclusively targeting Humanize users. As the killings grow increasingly more personal, investigative forces converge around Chloe as old school law enforcement and outdated laws compete with cutting-edge tech.

Technorati begins to drop polls on LOOQ's platform, goading the public to choose which victim they will kill next.

Chloe is confronted by unfinished business with her old lover and former business partner, Duncan James, a reclusive Valley tech god who finds that his stock is soaring thanks to the killings and LOOQ's digital traffic skyrocketing... only to be faced by a hostile takeover from within. With the crowd-sourced body count rising and the media in full frenzy, Chloe is forced to take on the rockstars of Silicon Valley—the celebrated Brotopia—who harbor little fear of repercussion as they bend society to their will.

Nobody is safe as the smart-tattooed perfect bodies pile up, while Chloe tries to hack her own mind and finally put a stop to the mayhem.

From the epic remoteness of coastal Northern California with its towering redwoods and deserted, wind-strewn beaches, to the gloss and grit of the Valley tech world, Technorati unfolds as a crowd-sourced murder mystery deepens.

This is a world where a solitary tech king avoids human interaction as he remotely runs his social empire from atop the Millennium Tower, while his latest competition operates from a sleek, glass-encased flagship lifestyle hub. Juxtaposed against these gleaming environments is Toxic House, a drug-fueled warren of biohacking lofts, where the inhabitants spread their own corrupt brand of nihilistic individualism.

These clashing visions of a networked future are now at war in a world where tech shapes all facets of human interaction, consumption and behavior. With blood staining the streets of San Francisco, D.C. on high alert, and a terrified user base heeding a vigilante rallying call, Technorati is a tech thriller that lives where our deepest hopes and fears collide, ushering in violence and ultimate influence over our bodies, beliefs and behavioral futures.







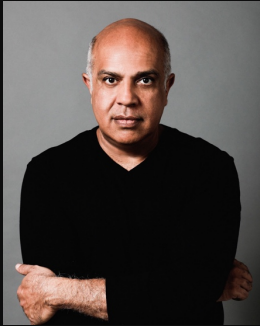
CHLOE

(34) - Silicon Valley's renowned fixer grew weary of the tech bro-worship cult of personality and her guilt over protecting the safety of users at LOOQ, a company she helped her ex-lover start. Sick of the male dominated tech worlds Chloe has moved to the rural Mendocino Coast north of San Francisco, bringing her center of gravity with her. Her lifelong passion for the magic of technology and voracious work ethic is gradually corroded by the toxic culture of Silicon Valley. Chloe has an insatiable need to turn chaos into order, a love of power over money, and thrives in high-pressure, high-stakes situations. Coolly fashionable, Chloe's an overly well-read brainiac who can't possibly stay out of the fray for long, even as she claims that she wants to.



DUNCAN

(48) - The co-founder and CEO of LOOQ, Duncan resents his days of bouncing around foster homes. He loathes the glittery and social-climby intelligentsia and no amount of iron-pumping or non-consensual sex tapes can dampen his dislike. From unpopular, dorky kid to controlling, egocentric CEO with a dark passion for surveillance, Chloe has seen all sides of her ex Duncan over the years, and she was critical in his transformation, encouraging him to believe in himself until he embraced all the trappings of a sociopath and screwed her out of her promised equity. Duncan spends 15+ hours a day staring at LOOQ's real-time site activity and obsessively tracking perceived competitors.



JASPER

(61) - a jovial yet ruthless VC who's invested in more tech companies than most anyone, typically without ever bothering to understand the underlying technology, yet he's never had the multi-billion-dollar unicorn breakout hit. An old friend of Chloe's family and her godfather, Jasper has always looked out for her and been a mentor, but business is business and he's capable of anything. Jasper's inner strength comes from having his supportive second wife Malika by his side.



MALIKA

(53) - Brilliant, accomplished, and a member of the Technorati in her own right, the Saudi-born, British-bred, Trans-Atlantic educated second wife of Jasper met him while working in a conservative think-tank at Stanford and he's been smitten ever since. There's a worldliness to Malika, and she's rumored to have the ear of the Saudi Royal family and influence on where the Middle Eastern money lands in the Valley. The details are murky but she always seems to be in the know before those around her.



HENRY

(31) - Oxford-educated, Trans-Atlantic sounding CEO of the Valley's hottest new venture-backed startup Humanize, Henry has a luster of good looks, a bluster of charisma and a decathlete's body that opens doors and wallets. Henry's keen to impress, but put him into a stressful situation and the facade cracks. Although he's found quick success as an entrepreneur, he's still never lived up fully to his father's expectations.



ERNESTO

(45) - A homicide detective for Mendocino County, California, he may work in a podunk county but Detective Ochoa has seen it all over his thirty year beat in California's violent black market weed territory. Ochoa is unfazed by shiny, new Silicon Valley money appearing in his rural county, and uninterested in ever leaving a comfortable job that rarely requires crossing county lines. Slow, deliberate, divorced, and much smarter than most of those who don't see him coming.



LESLIE

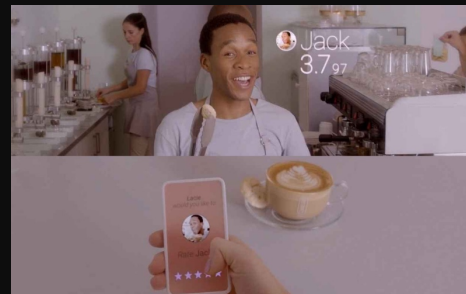
(48) - Chloe's big sister, a tech journalist who covers the scene her sister has fled. Anxious to pull Chloe back to San Francisco and "the real world," Leslie will soon find herself drawn into this mystery as she covers the story. Typically a woman whose work has touched on startups and unicorns and hostile takeovers, Leslie soon finds that investigating the Technorati killer is an entirely different kind of journalism, one that might just get her killed.



TAL

(26) - Henry's cute and energetic poly girlfriend and the unsung backbone of Humanize, despite being a shameless and ambitious founder-hounder. She's peppy, pretty and extraordinarily sincere hailing from SoCal originally, but even though her mind and body are in perfect equilibrium, it doesn't mean she's with Henry for the right reasons. Tal is street sharp and two steps ahead of everyone around her.







When Chloe's sister, LESLIE turns up for the weekend with an uninvited guest, HENRY, founder of Humanize, Chloe has to push back as Henry pressures her to supercharge his health tech startup.

Chloe discovers her former colleague and friend IAN—co-founder of LOOQ—hanging from a tree outside his cabin on their shared property, and the police descend on the cabins. Detective OCHOA is assigned the case, which at first glance appears to be suicide. Then, a slimy political LOBBYIST is killed, and it swiftly becomes apparent that a new kind of serial killer has appeared, plotting each death, by anonymously sourcing bountied hitmen from the dark web.

Chloe returns to San Francisco for Ian's wake, hosted at old-dog Silicon Valley investor (and Chloe's godfather) JASPER and his wife MALIKA's new money mansion. There she's confronted with unfinished business by her ex-lover DUNCAN, the CEO of LOOQ, while fending off probing questions from Valley tech-biz reporter, UMA.

The wake is brought to a stunned halt when the anonymous killer reveals a terrifying online poll posted on LOOQ inviting crowd-sourced votes to choose the next victim with zero ramifications, the killer identifying themselves only as: TECHNORATI.

Still drenched in guilt from lovesick inaction, Chloe is lured back out of the woods and into the fray by the opportunity right past wrongs.

**script available*

EPISODE 2: Rife Nimbyism

Chloe's frenemy Uma, the tech journalist, is confirmed dead when her body is found floating in the Bay. Further muddying the waters and bringing the murders far too close to home for Chloe to do nothing.

Chloe's ex-fiance, Duncan, is detached in his penthouse surveillance lair above San Francisco despite the killer's manipulation of his company's platform LOOQ. In fact, the feverish press coverage of the murder polls has once again made LOOQ relevant in the public's eye, causing both user traffic and company valuation to skyrocket.

Meanwhile over at Humanize, Henry and his saucy, star influencer girlfriend Tal plead with Chloe to join their team. Dead bodies embedded with Humanize tattoos are killing their new round of fundraising. The police demand Humanize hand over legacy data of the deceased. Who really owns the data? Despite her reluctance, Chloe finds herself back in the saddle as she agrees to help Humanize navigate the mess.

Another Technorati poll appears on LOOQ: should the killer assassinate one of San Francisco's homeless? Yes/No. The poll includes a sinister yet clear message to the mayor and DA of San Francisco: Either you clean up our dirty streets, or we will.

EPISODE 3: DAO

The victim of the latest Technorati poll is a "Supercommuter," a Humanize-tattooed single mother and contract worker at a big tech company who lives out of her van in the late stage housing crisis of a city rife with nimbyism.

Even as her story fills the media, a new poll drops: Should we kill the mayor or the DA of San Francisco?

Distraught with the violence and feeling helpless, Chloe vows to do something transformational to support victims of the online world, forming "The Victims' DAO," a decentralized autonomous organization that will give victims a platform and collective power that cannot be overlooked. Chloe's godfather Jasper promises to invest in Humanize and secure Chloe a board seat IF she joins the company full-time, appealing to her ambitious nature.

The SF DA, a longtime frenemy of Chloe's, is brutally murdered. The FBI and police pressure Humanize to hand over victims' user data, and CEO Henry continues to resist the notion.

Chloe hosts a digital detox rave in the woods. As the hipster digital-native guests are settling into their boho-chic glampy tents, Technocrati posts another poll on LOOQ. This time: Vote to kill an online influencer. In a nearby dive bar, a patron is pinged with the offer of crypto to kill.

EPISODE 4: Legacy Data

Chaos unfolds at the rave as word of the latest Technorati poll spreads and a biohacking influencer embedded with a Humanize tattoo is found dead. Despite the lack of evidence of foul play (rather, over-hydration while on MDMA), the FBI and local law enforcement descends on the remote property.

Arm twisted by Jasper, Chloe finally agrees to join the Humanize leadership team as co-CEO and board member. Now invested in Humanize, Jasper and Malika get digital tattoos. The FBI steps up pressure for the company to release the six Technorati's victims' legacy data but Henry obstinately refuses. Instead he decides the Humanize community can collectively beat law enforcement at their own game and catch the serial killer themselves.

Biohacking Toxic House dwellers wake up to a new Technorati poll: transhumanist experiments at Toxic House threaten the foundations of society. Your choice: Teach them humility, or trial by fire?

EPISODE 5: Trial by Fire

Skirting the edges of humanity and tech, the Toxic House residents are unperturbed by the latest poll. As Chloe tries to stop Leslie from stirring the pot penning another feature story about Toxic House's epidemic of individualism.

Against Chloe's advice, Henry goes full throttle vigilante and offers a bounty to the Humanize community to catch the Technorati Killer. The house's self-proclaimed "Den Mom" sues Leslie for defamation. The vigilantes overstep, torturing a purported "Technorati" and broadcasting it online. But their purported suspect has a rock solid alibi. Chloe leaps into damage control as Humanize's user numbers plummet and investors revolt. An activist investor publicly questions Chloe's qualification to regaining Humanize's stratospheric startup status.

As the last minutes of the poll tick down, we return to Toxic House, where a rager is in full swing: nobody betting on humility. The clock runs out and the winner by a wide margin is "Fire". Somebody smells smoke. Incendiary devices planted all over the wooden firetrap explode. As an inferno sweeps the building, the luckiest people manage to make it out. The second luckiest die quickly. The remainder aren't lucky at all.

EPISODE 6: Death & French Fries

The aftermath of the Toxic House warehouse fire is devastating, and Chloe is rattled to her core. Accusations fly with increasingly megalomaniacal Henry obsessing over Duncan, blaming him for the atrocity. Convinced of Duncan's innocence, Chloe turns to her ex-fiance for help to unravel the Technorati's true identity.

Chloe finds an unlikely ally in Tal, who sees that her boyfriend Henry is going off the rails. Chloe, now fully invested in her leadership role at Humanize, wants to save the company. Why? Because she believes she can do some good, and also (much as she hates to admit this) it gratifies her ego. Chloe and Detective Ochoa compare notes and realize the killer is too close to Chloe for comfort.

EPISODE 7: Hot Mic

Henry has now lost touch with all reality. Chloe steadily continues to gain control at Humanize. Duncan is caught on a hot mic disparaging the Toxic House victims. His rant is remixed into hip hop and becomes a TikTok sensation.

Henry holes up at a baby millionaire's bunker-share seemingly safe from the Technorati Killer till he finally announces he's going "on retreat" in Fiji for the foreseeable future... and Chloe is chosen to give Humanize's inaugural address at the Founders Convention.

Chloe and Tal hatch a plan, using the Founders Conference as bait, to catch the Technorati Killer. They enlist a reluctant Duncan offering a chance to redeem himself publicly. The live-streamed Founder's Conference "fireside chat" kicks off with a bang, rocking the internet as Duncan proclaims he's retiring and shuts LOOQ down in real-time to root out the killer. As the poll picks a victim, the Conference concludes in a real-life horror crescendo when Chloe takes a bullet to the head, streaming live from the Humanize boardroom.

Dying to know who Technorati is...head to page 19



Season 2

Hot off the press coverage from Jasper's lawsuit, Humanize has regained media darling status with Chloe at the helm espousing the need for health equity across a very sick America. A vast multinational reaches out to Chloe to court her with a desire to do a strategic investment in Humanize. Chloe quickly finds out the world of health and wellness is just as competitive and murky as the world of tech as pay-to-kill dead bodies pile up around her. Smear campaigns, corporate espionage, intimidation and corporate assassinations ensue.



Season 3

Chloe and her Humanize team attract the attention of a solipsistic billionaire who initiates a hostile takeover of Humanize to accelerate his brain computer interface of the very near future. Once again the world is presented with a promise of technology to improve humanity, only to find it's one big ego play. As she fights back against the takeover, Chloe is assailed on all sides, finding herself on the wrong side of the prison bars.



Season 4

Freed from prison by the victims DAO, Chloe is seduced by the idea of starting an autonomous collective to redefine governance in tech. The more she succeeds, the larger the target on her back. Until now, Chloe has steadfastly tap danced around the political world; now, however, if she really wants to have a lasting impact she needs to take on the very seat of power.



Season 5

In an effort to bring the country back together, Chloe starts her own political party, the "DDC" (aka Disrupt DC), with backing from the DAO. When both Republicans and Democrats fail to woo Chloe, taking out one member of her coalition after another is the only thing the dual-party lobbying arms can agree on...



Doug Karr

Writer/Director Doug Karr grew up in a cult in Nova Scotia where he learned to march and meditate at the same time, then went on to light cars on fire (at the behest of broadcasters) and make people fly (on wire rigs, mostly). His credits include narrative feature [ART MACHINE](#), as well as shorts TINY DANCER, ANNIVERSARY PRESENT, THE STRAITJACKET LOTTERY, and award-winning documentaries LSD25, THE JUNE BUG SYMPHONY, LIFECYCLES: A STORY OF AIDS IN MALAWI. His short, [TEN FOR GRANDPA](#), premiered at Sundance '09 and went on to screen at over 50 international film festivals, winning multiple awards. His commercial directing has garnered three Cannes Lions. Karr has also written the novel DWELLING which was fundraised on the blockchain and featured augmented reality illustrations by celebrated crypto-artist Ophelia Fu. He loves to hike, sautee elaborate concoctions, adventure with his kids, and is a sci-fi idealist & dreamer.

Karr's crypto [HardFork series in Forbes Magazine](#)



Susan MacTavish Best

When she was 24, Susan founded Best Public Relations, a Silicon Valley firm she ran for two decades that specialized in influencing the public, the media and the influencers themselves around the globe. Fund raising, launching new products, IPOs, hostile takeovers and acquisitions, Susan has participated at all stages of the Silicon Valley ecosystem. Susan is no stranger to putting entirely male-led startups on the map and building massive valuations of those companies.

Susan was an Executive Producer of craigslistTV. She was on BBC's CBBC show Beat the Boss where she portrayed herself, an entrepreneur. Susan graduated from Hamilton College. While studying history at Oxford University, Susan was Editor of *The Isis*, the university's student magazine, following in the footsteps of Sylvia Plath, Graham Greene and Evelyn Waugh. She is the founder of [POSTHOC](#), Inc. a company that celebrates the power of gathering by bringing people together to share ideas, stimulate conversations, spark connections, and build community. When not developing film and television projects, she continues to host salons in LA, NYC, SF, London and beyond.

"Susan MacTavish Best is a San Francisco cultural icon."
- *This is Your Life In Silicon Valley* Podcast

Every Tech CEO Wants to Work With Susan MacTavish Best ...
known worldwide by top CEOs, authors, actors and influencers as a leading cultural connector.



"Susan MacTavish Best has become a de facto lifestyle guru for the tech set."



As soon as I arrive at PR-and-lifestyle guru Susan MacTavish Best's home ...I know I am in for a true Silicon Valley experience."



"...an Oxford-educated, Scotland-bred press rep ... has made a reputation for throwing some of the hippest get-togethers in the Valley."




"The scenery is eyebrow-raising...in the gracious drawing rooms of Susan MacTavish Best, recognised by discerning San Franciscan clientele as something approaching a public relations deity."



"In San Francisco, writers, financiers and technology entrepreneurs, most whom are friends -- cozy up near her fireplace."





...spoilers ahead...

Dying to know how it ends?

[Click to find out who the killer is](#)

password: chloe