

THE MODERN FRONTIER

BUILDING A LIFE FROM THE GROUND UP



AN ORIGINAL DOCUMENTARY SERIES

THE SERIES

Can the frontier approach work today?

A home and a livelihood, built from the ground up.

On a piece of Wyoming land, a TV Producer and military veteran starts with the essentials and builds toward a working home. His German Shepherd stays beside him as shelter, water, power and paid work become a daily reality.

Old-school resourcefulness meets modern technology. The cost, effort and results stay in the story.

12 x 22 MINUTES PROPOSED / ONGOING DOCUMENTARY SERIES



Your product becomes part of the story

A home takes shape through the things that make daily life possible.

The Modern Frontier gives relevant brands a role in that transformation. Products enter the story through real needs, then return as the camp becomes a working home.

A place in daily life

Shelter, power, water, cooking, refrigeration, tools, connectivity, apparel and outdoor gear.

A continuing relationship

Follow setup, daily use and improvements over time.



The cost of a home. The possibility of working anywhere.

Housing affordability gives the question urgency.
Remote work creates a new possibility: earning a living does not always require living near the job.

The series tests what happens when those two realities meet the older idea of beginning with land and building a life over time.

What could you make for yourself,
and what would it really take?



HOST & TV PRODUCER

A career telling stories. A life doing the work.

Eric Leopardi

Years represented by
William Morris Endeavor

TV Producer credits include NBC/Universal and BuzzFeed News. Production work spans Microsoft, UltraCore Power and repeated shoots for HOTSUIT, including work with MLS player Kortne Ford.

Former U.S. Marine and U.S. Army Combat Medic with combat experience. Experience managing remote ranches of up to 3,000 acres.

PRODUCTION EXPERIENCE / MILITARY SERVICE / RANCH LIFE





PILOT / THE STARTING POINT

An idea becomes a place to live

The vehicle stops. Boots touch the ground.
The dog moves ahead into a place that has
not yet become home.

The camera follows the first decisions: where to place
shelter, how to bring in supplies and what must work
before nightfall. The host records the starting budget
and marks the first build on the ground.

We end on the opening view. One small thing has
changed. At the end of the season, we will return to
that same frame.

12 × 22 minutes

One useful change. A life that keeps taking shape.

01 The need

A daily problem makes the next decision matter.

02 The work

Follow the attempt, its choices and the unexpected detours.

03 The result

Use what was built. Show the cost, the benefit and what still needs work.

Repeated camera positions and a simple account of money and labor make the transformation visible.



Establishing the essentials

The first decisions turn a beautiful
landscape into somewhere to stay.



01

The Starting Point

Read the land, set the starting budget
and decide where the first home can
work.

02

First Roof

Build the first shelter. Follow setup
through a meal, a night and what
morning reveals.

03

Every Drop

Follow water into daily use. Count the
work and cost of keeping the
household supplied.

Making a working life possible



04 Power on the Land

Match solar power and storage to the actual demands of tools, production and the evening at home.

05 The Remote Workday

Complete a real creative assignment from the site while the work of building competes for the same hours.

06 A Place to Make Things

Create a work area and finish a useful build or repair. Compare making, buying and bringing in help.

Building beyond the first camp

07 A Working Kitchen

Create a food routine that works every day, from storage and cooking to cleanup and resupply.

08 Something That Lasts

Complete a meaningful stage of durable shelter, balancing modern materials with available money and labor.

09 Food From Here

Start a growing project suited to the season. Follow what the land can realistically contribute.





A life that can keep working

10 The People Around Us

Work with a neighbor or specialist. Discover how useful relationships help a new home function.

11 Built to Keep Working

Return to early choices after weather and use. Follow the repairs and improvements that matter.

12 The Price of a New Start

Compare the home and livelihood with day one. Account for money, labor and support, then decide what comes next.



OUTDOOR LIFE

Movement. Character. A sense of place.

The same attention to light and human connection carries into the ordinary days of the series.



SELECTED ORIGINAL PHOTOGRAPHY



THE VISUAL APPROACH

Inside the journey

The land as it is experienced, with the person living in it.



Life Untamed

A series partnership
with a visual world.

Developed and packaged the original series, secured NBC Sports Network distribution and brought Jaguar Land Rover North America into the production as automotive sponsor.

The Defender became part of the story
and the original lifestyle photography.



[VIEW THE CASE STUDY](#)

ORIGINAL DEFENDER PHOTOGRAPHY / PRIOR PROJECT

A commercial, from script to broadcast



Led the full project with a small crew: script, casting, on-set direction, edit and media buy.

60-second film / Brief to broadcast in 14 days

[WATCH THE COMMERCIAL](#)



Former Pro Athletes like **Pat MacLeod**
Trust **UltraCore Power**



CASE STUDY / MICROSOFT BING TRAVEL

150+ destination films

Complete production, start to finish. A repeatable process for visual storytelling, editing and delivery across a large film library.

[VIEW THE FILMS](#)

Travel films produced using Microsoft Flight Simulator footage.

FINISHED FILM FRAME / PRIOR MICROSOFT PROJECT

Stories that have reached national audiences

CLIENT & PROJECT PLACEMENTS

Forbes

Anthony “Rumble” Johnson feature.
Producer interview and project coverage.

[READ FORBES](#)

Sports Illustrated

Ron Dixon interview for 2THEMAXX.
Series producer credited in the coverage.

[READ SPORTS ILLUSTRATED](#)

PERSONAL INTERVIEWS & QUOTES

Los Angeles Times

Interviewed and quoted on outdoor travel
and a planned Grand Teton road trip.

[READ LA TIMES](#)

CBS NEWS

On-camera interview in a national
CBS Evening News travel segment.

[WATCH CBS](#)

AN EXISTING OUTDOOR AUDIENCE

A starting audience for the next chapter

700K+

Historical TikTok video views

102.4K likes

4,725 followers

A ranch routine reached 120.4K views.

A sponsor announcement reached 19.6K.

@lingleopardi

HISTORICAL RESULTS / VIEWS ARE NOT UNIQUE VIEWERS





BEYOND THE FIRST SEASON

The home keeps changing

The lasting story is the life built here.

Weather tests the early choices. Growing cycles bring new work. The home expands, the livelihood evolves, and each improvement changes what becomes possible next.

A media library built around your products

A dedicated shoot plan turns your marketing priorities into finished assets.

Product and brand films

A complete story, clear demonstrations and founder-led content where it fits.

Social content

Vertical edits, short cutdowns and useful behind-the-scenes moments.

Product and lifestyle photography

Product details and outdoor use, with crops for product pages, banners and campaigns.

An ongoing supply of material

Create fresh content as your product range and marketing needs evolve.

Unlimited usage rights

Agreed, delivered brand content for your website, social channels and advertising.



A first shoot. A campaign. A place in the series.

Paid creative production with product support, scaled to your goals.

First collaboration

Start with one product and a focused brief. Agree the films, photography and intended uses, then create a first collection of finished content.

Campaign partnership

Build a coordinated set of product films, social edits and photography around a launch, seasonal campaign or direct-to-consumer rollout.

Series partnership

Integrate a relevant product category into the ongoing build, with dedicated brand shoots and recurring content as the project develops.



SPONSOR PARTNERSHIPS

The Modern Frontier

*A place for your brand
in a life built from the ground up.*

We are selecting partners whose products can help shape the build and whose stories we can bring to life through dedicated films and photography.

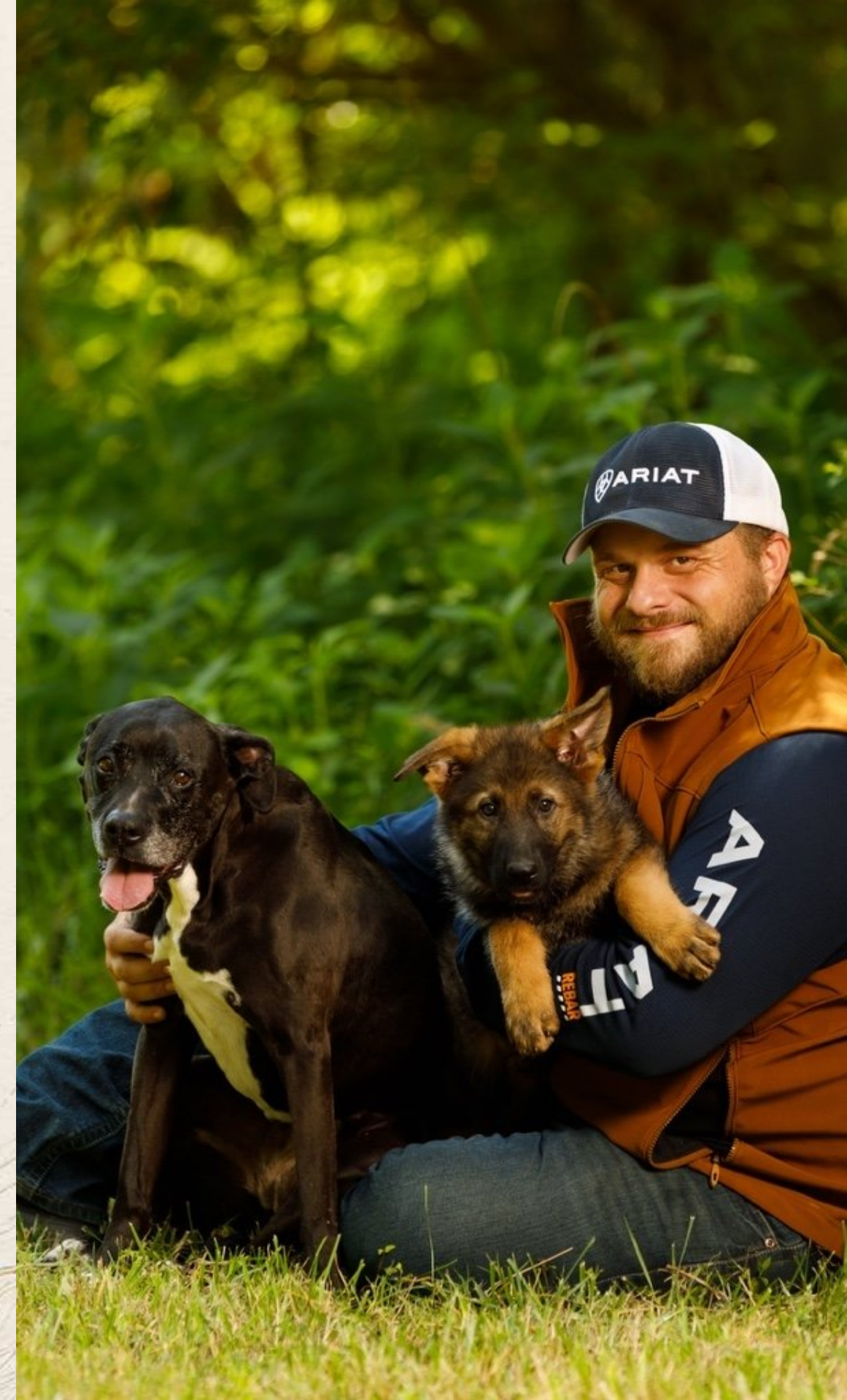
Production is funded.

Tell us your product priorities, content needs and timing.
We will shape a collaboration around them.

FUTURACOMM

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futuracomm.com



THE MODERN FRONTIER

BUILDING A LIFE FROM THE GROUND UP



AN ORIGINAL DOCUMENTARY SERIES

SERIES TREATMENT

FUTURACOMM / 12 x 22 MINUTES PROPOSED

An old idea. A new set of possibilities.

Can the build-from-the-ground-up approach of the *American frontier* work today? A TV Producer and military veteran sets out to turn a piece of Wyoming land into a home and livelihood, combining practical skills with modern technology.

The proposition

If a finished home feels out of reach, could you begin with land and build the rest over time? The series follows the practical progression of frontier homesteading: establish shelter, secure daily resources, create useful infrastructure and develop a livelihood. Modern tools remain part of the experiment at every step.

The contemporary opening

Housing affordability pressures give that question urgency. Wider access to working from home creates a possibility that earlier generations did not have in the same form. Solar power, connectivity and digital work can sit beside physical skills and local knowledge. The show follows the actual combination that works for this person, on this land, with the costs and limits visible.

A life worth the work

The host brings two kinds of experience to the project: practical work on the land and a career telling stories.

Eric Leopardi spent years represented by William Morris Endeavor. A TV Producer with credits including NBC/Universal and BuzzFeed News, his production work spans Microsoft Bing Travel, UltraCore Power and repeated shoots for HOTSUIT.

A former U.S. Marine and U.S. Army Combat Medic with combat experience, he has managed remote ranches of up to 3,000 acres. Those skills provide a starting advantage. The build supplies decisions whose answers remain open.

The planned Wyoming setting gives the story scale. His German Shepherd brings continuity to the daily work of making a home and earning a living there.



The work drives the story.

Each episode begins with a need that affects daily life and ends with a result the audience can see.

A concrete objective

The host explains what has to change and why it matters now. Available money, materials and time set the boundaries. A decision follows: build, buy, repair or seek help.

An observed attempt

The camera stays with the work, including detours and the less picturesque tasks. Conversations and small decisions explain the process. Actual conditions shape the episode.

A useful reckoning

The solution moves into daily use. Its cost and limitations become visible. The host decides what earns a permanent place and what needs another attempt.

The continuing record

Repeated camera positions show change. A simple account tracks money and labor. Earlier builds return when daily use reveals something new.

The Starting Point

Before there is a home, there is a decision to begin.

The opening stays with the arrival: the vehicle stops, the dog steps onto the ground, and the host walks the place where this life might take shape. Wide views establish the landscape. Close coverage turns it into decisions: access, working space, the first shelter and the route to daily supplies. Brief narration introduces the central question and the host’s reasons for testing it.

The host lays out the starting resources and records the site before major work begins. He compares the imagined home with the tasks that must happen first. A sketch becomes a physical layout. Supplies move into position. The first practical job gets underway, creating visible progress and revealing the next dependency.

The closing image

Return to the opening view. Something small has changed, and the next piece of work is clear. That same view will return at the end of the season, with a record of what it took to get there.

Establish the essentials.

01 The Starting Point

The season opens with the choice that shapes everything: where and how to begin. The host walks the proposed site, follows the access route and lays out the priorities for shelter, water and work. A starting budget and a visual record of the land become the season’s baseline. The first decisions expose the gap between an appealing landscape and a place that can support everyday life.

03 Every Drop

Water becomes a system to maintain every day. The episode follows the available supply, the work of transporting or accessing it, and the decisions around storage and household use. Cooking and cleanup reveal consumption that is easy to overlook. The question is whether the chosen arrangement saves effort over time or creates a recurring task that limits everything else.

02 First Roof

Shelter turns a visit into a stay. The host establishes a temporary home, organizes essential gear and creates a first cooking area. The camera stays close to the physical work and the choices that affect comfort later. At night, the dog settles while the host reviews what is ready and what remains exposed or awkward. Morning supplies the first useful feedback.

04 Power on the Land

The frontier comparison becomes visibly modern when the camp starts producing and managing electricity. The host identifies actual loads and establishes a power routine around daily life, tools and production. An evening of use makes the trade-offs tangible. The episode records what the system supports, what has to wait and what additional capacity would cost, using the conditions actually encountered.

Turn camp into a home.

05 The Remote Workday

A functioning laptop and connection are only the beginning. The host attempts a real working day from the land, with an assignment, interruptions and a delivery to complete. The work that earns money competes with the work that builds the home. This episode tests the central modern advantage: whether income can travel with the person rather than dictate where that person lives.

07 A Working Kitchen

An appealing camp meal is one moment. Feeding yourself repeatedly is a system. The host builds a more useful kitchen routine and follows food through purchase or sourcing, storage, cooking and cleanup. Fuel, water and shopping distance all enter the calculation. The episode looks for an arrangement that supports a productive day without consuming most of that day.

06 A Place to Make Things

The next improvement is the ability to improve everything else. A work area, material storage and an achievable project make construction and repair part of ordinary life. The episode follows a complete piece of useful work and the decisions around it. The host records materials, labor and tools, then asks when doing it yourself creates value and when buying or hiring makes more sense.

08 Something That Lasts

The temporary camp has made it possible to stay. Now the host advances a specific, achievable stage of a more durable home. Materials, available labor and the site determine the approach, which may combine conventional building with modern components. A physical before-and-after anchors the episode. The question is how to improve permanence without letting one expensive decision consume the entire project.

Test the life taking shape.

09 Food From Here

The homestead begins testing what it can produce for itself. A growing or other food-production project is selected for the season and conditions, with protected growing considered where useful. The episode follows setup and the earliest evidence of progress. Space, water and daily care are counted alongside purchased inputs. Longer results return in later episodes rather than being rushed into a false harvest.

11 Built to Keep Working

Repeated use has now produced a repair list. The host returns to early choices and tackles the fixes that matter most for continued living and work. Actual weather and wear supply the conditions. The camera compares the original setup with what has changed and records the cost of maintaining each improvement. A solution earns its place by continuing to be useful.

10 The People Around Us

Building a life also means finding the people who make that life workable. A real project brings a neighbor, maker or specialist into the story. The host contributes what he can and learns what the other person knows. Local exchange and digital connections reveal how independence depends on useful relationships. Guests follow the work, with participants selected during production.

12 The Price of a New Start

The finale returns to the ground where the project began. Repeated camera positions reveal the transformation while a practical account shows what it required. Cash spending, contributed equipment, labor and ongoing costs are kept distinct. The host assesses the ability to live and earn here and identifies what remains dependent on outside support. The season answers what this approach has made possible so far and opens the next chapter of the homestead.

Aspirational, with the work visible.

The landscape offers possibility. The details make it believable.

The visual language moves from the scale of the land to the texture of daily work: boots, boards, weathered fabric, hands on tools and a screen lighting up at the end of the day. Natural sound carries useful stretches of action. Music supports transitions and emotion. Narration supplies context and reflection without explaining every movement. The host appears on camera where a decision, conversation or result benefits from his presence.

The season makes room for pleasure as well as labor: a finished meal, an improvement that finally works, a dog at rest, a conversation with someone who knows the area. Its larger promise is a cumulative transformation. Later seasons can follow the home through growing cycles, changing weather, new structures and the development of the livelihood that supports it.

An honest account

Cash spending, labor, ongoing costs and the value of contributed equipment remain distinct. Sponsor support is visible in the account. The show tests what this approach requires and produces in this particular project.

Market context: Harvard JCHS, The State of the Nation’s Housing 2026

Work-from-home access: BLS, 2024–25 data

The next chapter, together

A funded production. A clear creative lead. A partnership shaped around your brand.

Production plan

The opening season is planned as 12 episodes of approximately 22 minutes. Principal photography targets December 1, with the calendar coordinated around site readiness and production needs. Initial brand shoots can begin before the extended camp production.

Creative delivery

The host leads as TV Producer, overseeing creative development, filming and post-production. Additional camera and editing support scales with the scope. Dedicated brand content can include commercial films, social edits and photography.

Your collaboration

We begin with the products and marketing priorities that matter to you. Together we agree the creative brief, deliverables, fee, product support and delivery schedule. Delivered brand assets carry unlimited usage rights for the agreed uses.