

FRANCHISE & COMMERCIAL OPPORTUNITY DOSSIER

RANSOM, TEXAS • A SOUTHERN GOTHIC SUPERNATURAL SAGA

Created by EL DuBois | October 2026

Prepared as a spoiler-controlled producer discussion edition from EL DuBois's existing creator statement, streaming series bible, franchise roadmap, IP opportunity map and licensing style guide. This document is a selective synthesis, not a substitute for the approved source materials.

01 | The proposition

RANSOM, TX begins in a contemporary West Texas town and expands into a character-led supernatural saga with distinct regional settings, recurring relationships, escalating mythology and a planned long-form arc. Its central strength is the combination of a recognizable origin story and a world designed to expand without resetting its emotional stakes.

The emotional core of the franchise is its found family.

The initial producer conversation is about a premium serialized screen adaptation anchored in the novels, with further pathways considered only when creatively and commercially appropriate.

02 | The creator's why

The following passages are reproduced from EL DuBois's original creator statement, preserving her words rather than replacing them with marketing language.

"I created RANSOM, TX because I wanted to build the kind of heroic world I rarely saw when I was growing up: a world broad enough for people who felt different, overlooked, complicated or outside the traditional image of a hero to recognize themselves in the people who save it."

"Representation matters to me most when it is allowed to be heroic without being ornamental."

"That combination is what I want RANSOM to offer: a large, entertaining genre world with something human beating underneath it."

The story explores belonging, fear, loyalty, agency and difference through genre entertainment—not through exposition that displaces character or spectacle.

03 | Series engine and adaptation runway

The existing development bible maps four seasonal movements from the first four books. The episode count and runtime in that development document are planning assumptions, not a platform order or a production commitment.

- RANSOM, TX — Origin: Homecoming in West Texas; Cowboy's awakening; the beginning of an extraordinary threat.
- NOLA BOUND — Expansion: New Orleans opens the story into a wider supernatural society and tests the growing ensemble.
- TENNESSEE WHISKEY — Escalation: family and supernatural stakes converge as the heroes' understanding of their world is challenged.
- DAKOTA DIVIDE — Transformation: the journey broadens into the Great Plains and Dakota, placing home, loyalty and choice at the center of a larger conflict.

The source franchise roadmap identifies a six-book principal saga and four mapped seasons. Later-book outcomes, hidden identities, ultimate mythology explanations and endgame revelations are intentionally withheld from this first-meeting edition.

04 | Why the world sustains

The original producer case describes a repeatable expansion engine: each new region introduces another supernatural culture, institution or history while the same found-family relationships continue accumulating consequences.

The series bible identifies a repeatable expansion engine without requiring the story to reset.

That design allows the screen narrative to combine intimate character stakes with changing environments, new supporting roles, escalating threats and an unfolding central mystery.

05 | Commercial pathways

The categories below are potential rights and licensing opportunities identified in EL DuBois's existing IP strategy. They are not active deals, booked revenue or guaranteed products.

Primary screen proposition

Premium live-action scripted television / streaming adaptation. The source materials also contemplate premium adult animation as a distinct visual pathway; the two existing proof-of-concept films demonstrate aesthetic possibilities rather than finished episodes.

Publishing and storytelling

Illustrated and collector editions; graphic novels and comics; audiobooks and dramatized audio; companion fiction and selected in-world publications.

Audience and licensed products

Creator-approved art prints, apparel, collectible objects, select props and character-inspired products, with attention to brand standards, performer likeness permissions and safety.

Interactive and experiential

Potential narrative gaming, interactive investigations and future immersive experiences, dependent on audience scale, technical feasibility, funding and appropriate partners.

The commercial opportunity lies in a recognizable canon, distinct characters and places, and multiple storytelling formats. No revenue forecast or market valuation is asserted here.

06 | Brand and canon stewardship

The franchise style guide establishes a premium, grounded, character-first visual and narrative identity. RANSOM is not generic superhero spectacle or a collection of disconnected genre tropes; supernatural power must carry emotional and narrative consequence.

- Preserve creator-approved character identities, relationships, tone and foundational story logic.
- Allow different artistic expressions—live action, adult animation, publishing and immersive media—without making every asset look identical.
- Protect long-arc mythology, reveals and later-book spoilers through tiered access to the complete series bible.
- Maintain version control and a defined creator/canon review process for substantive changes.
- Respect cultural and regional specificity rather than reducing Texas, New Orleans or other settings to stereotypes.

07 | Rights and business discussion

The original IP opportunity map calls for careful definition of the scope of any screen, publishing, derivative, animation, interactive, audio, merchandising and promotional rights. Agreements may require chain-of-title review, registration and contract checks, third-party permissions, and applicable guild or platform requirements.

A productive producer conversation should address the proposed adaptation format, development process, creative involvement, rights scope, approvals, reserved categories and the materials needed for the next stage. All deal terms remain subject to negotiation and independent legal review.

08 | Materials available and withheld

Available in the initial producer review

- Approved cinematic presentation (PDF and editable PowerPoint).
- Episode One screenplay (PDF).
- Two separate proof-of-concept films: Graphic Novel / Live-Action Hybrid first, Anime / Manga second.
- Producer one-sheet, creator statement selection and spoiler-controlled franchise materials.

Reserved for a deeper development conversation

Unabridged series bible and four-season episode mapping; complete creator statement; detailed franchise style and licensing bible; comprehensive merchandising/rights inventory; later-book mythology and story outcomes.

09 | The invitation

“I want to build RANSOM with partners who see the commercial scale of the world and also understand what makes that scale worth protecting.”

RANSOM offers a distinctive genre world with a defined creative foundation and room for ambitious screen development. The immediate invitation is to explore the right producer partnership, development strategy and rights framework—not to assume a sale or predetermined platform.

ONE WORLD. ONE LOVE. ONE WAR.

SOURCE NOTE: Original materials consulted: [RANSOM_TX_CREATOR_STATEMENT_WHY_EL_DuBois.docx](#); [RANSOM_TX_Streaming_Pitch_Package_Books_1-4_EL_DuBois.docx](#); [RANSOM_TX_FRANCHISE_ROADMAP_ONE_SHEET_EL_DuBois.docx](#); [RANSOM_TX_IP_FRANCHISE_MERCHANDISING_SEAM_TERMINOLOGY_EL_DuBois.docx](#); [RANSOM_TX_FRANCHISE_STYLE_GUIDE_LICENSING_BIBLE_EL_DuBois.docx](#). Original files remain unchanged. Quoted excerpts retain original wording; surrounding synthesis is producer-facing editorial framing.