

Synopsis

Young entrepreneur Beatrice Little is desperate to change the world with Potatogram. Originally dreamt up during her student days, Potatogram invites customers to order potatoes with personalized messages to be sent anywhere in the world to anyone of their choosing. It's set to revolutionize the communications industry and repair the potato's reputation.

However, it's struggling.

They need funding, they need to get to Yellowknife, and their last resort is Dr. Inge Templeton of Pitch Me, Dufferin Mall's live version of Dragon's Den. (They say it's done wonders for mall foot traffic.) Absolutely *not* famous (and mad about it) for inventing the e-card at eight-years-old, Templeton quickly dismisses Beatrice. She's already filled the quota Beatrice fits into.

In a dumpster outside the mall, Beatrice runs into former classmate, Agatha Bickmore, founder of Women Rule the World, purveyors of t-shirts, pancake mixes, portable batteries and empowerment. Unlike Beatrice, Agatha is thriving. Discovering down in the dumps Beatrice, Agatha invites her to join her company as an Independent Retailer (IR). And Beatrice, in desperate need of a funding source for Potatogram and broken after her encounter with Templeton, agrees.

Despite a bumpy start, Beatrice finds her stride after learning the key to selling: don't sell the product—sell the hope behind it.

But just as Beatrice begins to hit record sales and develop a newfound confidence, the rest of her world, including Potatogram, slowly falls apart. And she's left questioning what she really believes in and the lengths she'll go to in order to make change.

Along the way, she meets a cast of characters like herself: desperate to save the world, find community and define their own identities. These characters include antagonistic fellow IR, Eugene Wallaby, wannabe artist, Dort, Bloor Collegiate's biggest bully, Jennifer, a chorus of single mom bingo players and more.