

MEGALUCKY

TAGLINE

In this reality-based game show, three groups of three contestants compete to solve challenges in three stages at local businesses in their home towns/cities to win prizes.

PRODUCTION COSTS

Very Low

CONCEPT

This reality-based game begins with three teams of three people. Teams are all male, all female, and mixed, to create more gender-based drama.

The mission is to solve challenges in stages and find/win a prize at the end of the series. Each stage is one show, with three shows per series.

Teams race against each other to receive clues from what I will for now call "Riddlers". For example, Riddlers could be three convenience store clerks in different convenience stores, for the first challenge and clue (see below for more ideas on this). Challenges are structured so that all the action takes place downtown, with no driving required* to make filming easier.

Since there are typically a lot of convenience stores and other businesses in towns, before the show starts the clerks are allowed to call three other clerks and say their name, their store name, and "I have the clue" - and that's all that they are allowed to say.

At the start of the show the teams are told the rules and given a hint as to the occupation of the first Riddlers.

Once a team finds a person who is the Riddler (the Riddlers will wear hats or t-shirts or badges or some way to identify themselves) the team has to do something at the Riddler's request (tell a story, sing a song, draw a picture, solve a puzzle, reenact an event, create a sculpture out of items in the store, juggle three things in the store, convince someone to buy something they don't want to buy, make someone laugh really hard, do something nice for someone else, etc.), and impress the Riddler enough to release the clue. (This is intended to be somewhat subjective.)

The Riddler decides if the team is worthy of receiving the clue. If not, they either have to try again to convince the Riddler, talk the Riddler into giving them a different challenge, or find another Riddler.

The Riddler can only give one team (the first team that arrives and solves the challenge) the clue, but can give hints as to who/where the other Riddlers are if they have already given the clue and the team needs to find another Riddler.

For Series 1, limit the challenges/clues to three stages for time purposes:

1st Riddler/Challenge/Clue

2nd Riddler/Challenge/Clue

3rd Riddler/Challenge/Clue

Goal and Prize

All three teams have the same clue stages and the same ultimate goal - which they won't know until the third clue, and even then it's still just a clue/hint to lead them to the final location.

Riddle/clue stages and goals will vary by series.

EXAMPLE STAGES

Riddler Group 1: Convenience store clerks

Riddler Group 2: Candy store clerks

Riddler Group 3: Coffee shop clerks

Prize: Cash or TBD**

Riddler Group 1: Priests

Riddler Group 2: Police

Riddler Group 3: Paralegals

Prize: Cash or TBD**

Riddler Group 1: Bars

Riddler Group 2: Beauty Salons

Riddler Group 3: Bakeries

Prize: Cash or TBD**

Riddlers 1: Pizza Place

Riddlers 2: Hotel

Riddlers 3: Restaurant Host/Hostess

Prize: Cash or TBD**

** For funding, find sponsors to fund initially, and keep the prize pot small. Once the show is established, options to increase revenue are:

1. Get shops to provide cash or prizes, in order to be featured as a Riddler location.
2. Find local companies to donate prizes in return for promotional advertising.
3. Post the episodes at megalucky.me (or other) via embedded videos and sell advertisements.
4. Have contests pay to play.
5. Build an app that allows people to vote on teams, apply to play, nominate locations, etc. and displays embedded ads.

After the first few episodes to mix things up, one option is to alter the end goal to also reward alternative prizes to the team that best finds (experiences) the answer to one of life's more complicated riddles: love, happiness, fame, etc. This is where the app comes in, where people can vote and the host awards the prize at the end of the series. But this is far more complicated and will come later. Probably best to always give some prize money, no matter the alternative goal, because that's a good motivator.

As another option to increase drama, contestants could be eliminated as the show proceeds, possibly via app voting.

**Additional marketing hooks:

1. Work with Uber or Lyft to pay for exclusive use of their drivers to allow use during some episodes. For added drama, force contestants to use "shared" rides with other random people.
2. Sell Riddler merchandise

Start filming in a midsize US city, then (as it catches on) internationally.

For more information email megalucky@victorylogic.com.