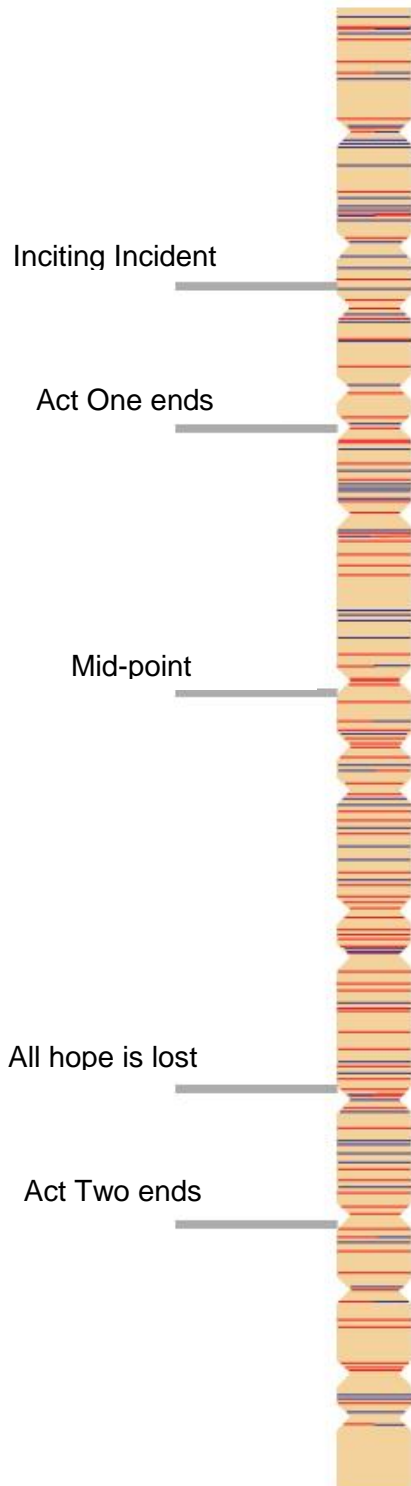


## ROUNDERS (1997)



### A- Plot Value Hypothesis:

Males aged 18 - 39 in the Fall of 1997 will be interested in a sports drama about professional poker players in a gritty New York underworld.

### B- Plot Value Hypothesis:

Males aged 18 – 39 in the Fall of 1997 will resonate with a guy learning to risk again.

### Results:

Est. Profits – \$6.9M      Est. ROI – 44%

Inspired the following people to play professional poker: Chris Moneymaker, Brian Rast, Hevad Khan, Gavin Griffin, and Dutch Boyd.

### Theme:

You gotta take risks to be a winner.

### CAUTION    v.    RISK

"A true grinder."	"whole life can become a grind."
Blue	Worm
Knish	con
truck	Vegas
"I let that vision blind me"	boxers
"Always leave yourself outs"	"Caveat emptor, pal"
"That'll come back to you"	"I felt alive"
"The same."	"You domesticated yourself"
"People were counting on me"	red
"Look at his control"	Chan in 88' World Series
Nice guy = poor card-player	"Sometimes reasons don't matter...it's all about feel – what's in your guts"
"My kids eat"	"you don't have the stones"
"Vegas pipedream"	A mitzvah
"You did this to yourself"	...but you can't win much either"
"You can't lose what you don't put in the middle..."	