

RISK* vs.** ***REWARD

“Every answer is a gamble. Every gamble is a choice.”

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Concept Overview

What is RISK vs. REWARD?

A high-stakes trivia game show where contestants control their fate using a dynamic RISK/REWARD slider.

Each of 12 questions lets them choose a category and set how much they're willing to risk – and how much they stand to gain.

The more they risk, the more they can win... or lose.

At maximum risk, a perfect game earns \$1,000,000. Miss every question? You still walk away with \$0.01.

A deceptively easy question... worth a million dollars.
Would you know it – or how much would you RISK?

RISK vs. REWARD

Question: 12 Category: Measurements

How many tablespoons are in one cup?

- A) 48
- B) 3
- C) 24
- D) 16

-\$318,226.45 RISK

REWARD \$466,330.08

Countdown: 46

If you miss...

Current Bank:	\$533,669.92
Minus RISK:	\$318,226.45
New Bank:	\$215,443.47
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You Would Win:	\$215,443.47

If you are correct...

Current Bank:	\$533,669.92
Plus REWARD:	\$466,330.08
New Bank:	\$1,000,000.00
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You Would Win:	\$1,000,000.00

Lock in Answer

Click the video. See the stakes unfold – how would *you* play?

How It Works

- 12 multiple-choice questions
- Choose from a fixed set of 13 trivia categories
- Adjust the RISK/REWARD slider before each answer
- One “Do Over” lifeline
- No walking away – every question must be answered
- Timer locks in your answer and slider if time runs out

RISK vs. REWARD

Question: 1 **Category: Science**
Light in which of these colors of the rainbow has the shortest wavelength?

☐ A) Green
☐ B) Yellow
☐ C) Red
☒ D) Blue

-\$86.65 RISK**REWARD \$0.00**

Countdown: 40

If you miss...

Current Bank:	\$533.67
Minus RISK:	\$86.65
New Bank:	\$447.02
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The Least You Can Win:	\$0.02
The Most You Can Win:	\$385,094.60

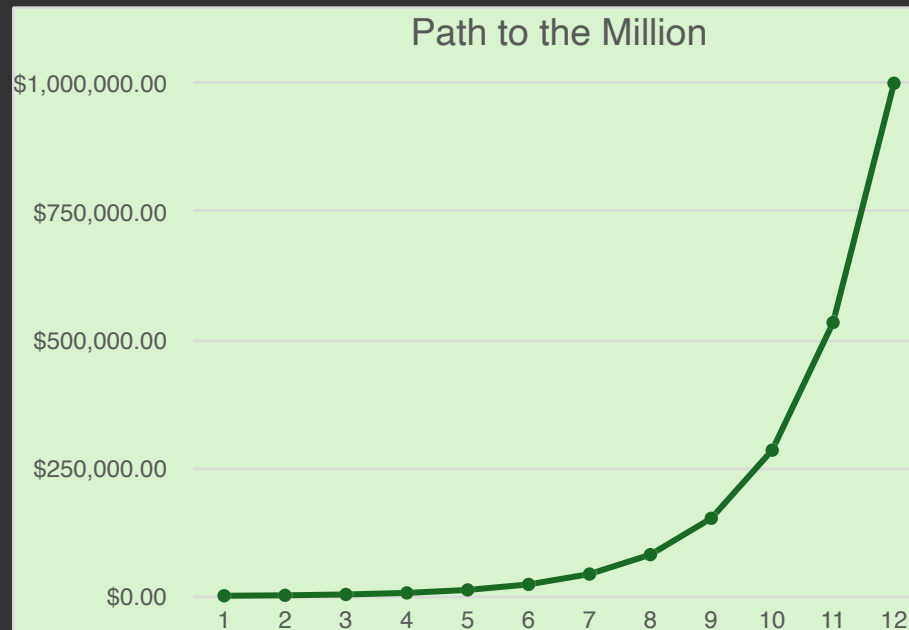
If you are correct...

Current Bank:	\$533.67
Plus REWARD:	\$0.00
New Bank:	\$533.67
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The Least You Can Win:	\$0.02
The Most You Can Win:	\$459,743.09

Lock in Answer

The Stakes

- RISK and REWARD values compound over time
- Early rounds build slowly
- Final rounds can spike dramatically
- One wrong answer can drastically reduce your total
- Strategic slider use is key to maximizing winnings



Each step intensifies the risk. The million isn't just a number – it's the final leap that separates legends from hesitation.

What Makes It Unique

- Slider Mechanic – Contestants control their own stakes
- Psychological Pressure – Strategy meets stress
- No Walk-Away Option – Every decision counts
- Compounding Rewards – Like interest, the stakes grow
- Couples Mode – Adds emotional tension and teamwork

Tone & Host

- Charismatic, lightly comedic host
- Balances tension with humor
- Keeps the energy high and the gameplay fun

“You start the game with \$533.67. The producer says that’s for putting up with me.”

“Don’t worry about the money – I get paid the same no matter how you do.”

Audience & Appeal

- Ages 18-49, broad gender appeal
- Trivia fans, gamblers, strategists, and casual viewers
- Viewers love debating: “What would you have done?”
- Build-in social buzz and replay value

Set & Visual Style

- Sleek, modern set with a central slider control
- Real-time graphics show RISK, REWARD, and trajectory
- Countdown timer and dramatic lighting build tension
- Designed for high visual impact and audience immersion



Spin-Off Potential

- Couples Edition – Shared decision-making and drama
- High Stakes Week – Bigger prizes, tougher questions
- International format potential with localized trivia

RISK vs. ***REWARD***

*It's more than a trivia game.
It's a test of nerve, knowledge, and how far you're willing to go.*

A working prototype is available for hands-on demonstration upon request.

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