

RISK vs. REWARD

“You control the stakes. Can you handle the pressure?”
(Alternate taglines available upon request)

Format: 1-hour game show

Contestants: Solo or Couples

Prize Range: \$0.01 to \$1,000,000

Overview

RISK vs. REWARD is a high-stakes trivia showdown where knowledge meets nerve. Contestants face 12 multiple-choice questions—but unlike traditional formats, they control the value of each one using a dynamic RISK/REWARD slider. The higher the risk, the bigger the potential reward... or the steeper the fall.

Each round, players:

- View a question from 13 trivia categories—one per round, plus an extra for the lifeline—arranged alphabetically to remove bias
- Set their RISK/REWARD slider to determine potential gain—or loss
- Lock in their answer before the timer runs out

Real-time stats show:

- 💰 What you stand to win if correct
- 💸 What you'll lose if wrong
- 📈 Your best/worst-case trajectory

The Stakes

At maximum risk, a perfect game earns \$1,000,000. But one wrong answer can send your total plummeting.

Miss every question at maximum risk? You'll still walk away with \$0.01—the absolute minimum. (Statistically unlikely, but technically possible.)

Every decision matters. Every slider move is a gamble. And once the timer hits zero, your fate is locked in.

Key Features

- ✓ RISK/REWARD Slider – Contestants set the stakes each round
- ✓ No Walking Away – Everyone plays all 12 questions
- ✓ One Lifeline – A single “Do Over” (unused early = slight advantage in the final round)
- ✓ Compounding Rewards – Like interest, your winnings can snowball—or collapse
- ✓ Broad Appeal – From gamblers to trivia buffs, everyone has a strategy
- ✓ Couples Mode – Adds tension, teamwork, and relationship drama

Tone & Host

Tense gameplay meets a charismatic, quick-witted host who keeps the pressure 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.”

Why It Works

RISK vs. REWARD blends trivia, strategy, and psychology into a format that’s endlessly watchable and wildly replayable. It’s not just about what you know—it’s about how far you’re willing to go. With universal appeal, edge-of-your-seat tension, and limitless strategic variation, this is a format built for primetime—and ready for global adaptation.

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