

# Introduction & Project Overview

**Show Title:**

**RISK vs. REWARD**

**Tagline:**

*"Every choice is yours — can you handle the pressure?"*

## Concept Overview

**RISK vs. REWARD** is a high-stakes, high-drama trivia game show where contestants control their own financial destiny. In each episode, players face 12 increasingly valuable trivia questions — but unlike traditional formats, they set the stakes themselves using a dynamic **Risk/Reward Slider**. With every question, contestants must weigh their confidence against their nerve, adjusting the slider to control both how much they stand to win — and how much they could lose.

The ultimate prize: **one million dollars**.

The ultimate challenge: **there's no option to walk away**.

Each choice amplifies the tension, as decisions compound exponentially throughout the game. Do contestants take big risks early to build momentum? Or play cautiously and save their boldest moves for the million-dollar finale? Strategic thinking, psychological nerve, and knowledge all collide in a format where a single answer can dramatically shift a contestant's fortune.

## Key Features

- **12 Questions. 1 Million Dollar Top Prize.**
- **No Walkaways:** Every contestant must finish all 12 rounds.
- **Real-Time Risk Control:** The Risk/Reward Slider puts players in full control of their potential winnings — or losses.
- **The "Do Over" Lifeline:** A single-use safety net adds an extra layer of drama and strategy.
- **Psychological Tension:** Every choice is a visible, high-stakes gamble that keeps viewers engaged and second-guessing alongside the players.

## Tone & Style

**RISK vs. REWARD** delivers edge-of-your-seat tension with a light comedic edge, led by a charismatic host who balances humor with the mounting drama. The gameplay creates natural audience interaction, sparking passionate debates as viewers at home question what they would do in the contestant's shoes.

## Audience Appeal

- Broad appeal to viewers aged 18–49.
- Trivia fans, gamblers, strategists, and casual viewers alike will be drawn to the show's mix of knowledge, nerve, and financial stakes.
- Built-in social media buzz as viewers debate each contestant's decisions.

## Why Now?

In today's crowded game show landscape, **RISK vs. REWARD** offers a bold, fresh format that merges trivia with real-time strategic risk management — something rarely seen on television. The innovative slider mechanic adds personal stakes, psychological drama, and endless replay value as every contestant plays differently.

**"Knowledge gets you far—but nerve takes you to the top. Do you trust your instincts when the stakes are at their highest?"**

Created by: Eddie Lawhorn

 eddie.lawhorn.author@gmail.com |  256-975-2238 |  eddielawhorn.com