

Game Show Pitch: RISK vs. REWARD

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

1. Show Title

RISK vs. REWARD

2. Concept Overview

RISK vs. REWARD is a high-stakes trivia game show where contestants shape their own fate by selecting both the **category** and the **value of each question**. Using a dynamic **Risk/Reward Slider**, they control how much they're willing to RISK—and how much REWARD they stand to gain.

- 12 questions.
- A maximum million-dollar prize.
- No option to walk away.

Every decision counts. The stakes **compound exponentially**, forcing contestants to think strategically about when to take risks—and when to play it safe. A perfect game at **maximum risk** earns **\$1,000,000**, while a complete wipeout leaves just a single cent.

But no one reaches the million without **facing the ultimate dilemma**—how much are they willing to risk when everything is on the line?

3. Target Audience

- **Demographics:** Broad appeal across adults **18–49**, with crossover potential for trivia fans, gamblers, strategists, and viewers who love psychological tension.
- **Psychographics:** Thrill-seekers, cautious planners, and strategy lovers will see themselves in every contestant's decision—sparking debate long after the episode ends.

4. Format Details

Host: A charismatic, lightly comedic host who balances the tension with wit. They keep the energy engaging while letting the pressure speak for itself:

- *"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."*

Contestants: Solo players or couples. Players select one of **13 trivia categories** and adjust their Risk/Reward Slider before answering. The same categories are available throughout the

game—forcing contestants to decide when to use their strongest topics: **early for momentum, or later when the stakes explode.**

5. Round Structure & Game Mechanics

Category Selection: Contestants choose one category per question from a **fixed list**—no difficulty implied, just personal strategy.

Risk/Reward Slider: Contestants set their **risk level**, dynamically adjusting their potential gain or loss.

Timer & Pressure: Each question is timed. If time runs out, the current slider setting and answer are **locked in**—ready or not.

The “Do Over” Lifeline: One chance to replay a question with fresh settings. If unused in the first six rounds, it becomes a bonus advantage in the **final question**: the ability to choose between two categories.

Endgame: No walking away—every contestant plays **all 12 questions**. The tension **compounds** as the stakes grow.

The Million-Dollar Dilemma:

Take this **high-stakes moment**—the final question:

- After 11 correct answers at **maximum risk**, their bank is **\$533,669.92**.
- If they risk big, they could win **\$1,000,000**—or drop to **\$215,443.47**.
- If they play it safe, they’ll walk away with either **\$447,017.94** or **\$533,669.92**.

One move defines their financial destiny.

6. Special Features & Appeal

✅ **Dynamic Risk Control:** The slider mechanic adds **personalized** strategy. ✅

Psychological Drama: Every contestant must make high-pressure choices, knowing one mistake could cost them everything. ✅ **Universal Appeal:** Trivia buffs, risk-takers, and strategists will all **see themselves in every decision made on screen**.

7. Unique Selling Points

🎯 **Real-Time Risk Control:** Contestants shape their own fate with every slider move. 🤖

Comedic Host: A witty but balanced presence keeps the show fun yet intense. 📈

Compounding Stakes: The Risk/Reward values grow exponentially, making the final rounds thrilling and unpredictable.

8. Show Length & Timing



 **1-hour episodes**  **Weekly primetime slot**—ideal for suspense-building and audience loyalty.

9. Production Notes

Set Design: Sleek, modern, and interactive. The **slider is the centerpiece**, with real-time displays showing **Risk/Reward shifts**.

Visuals & Graphics: Dynamic on-screen stats show **potential gains/losses, countdown timers, and projected earnings**, keeping contestants and viewers engaged.

10. Potential Spin-Offs & Variations

 **Couples Edition:** Two players share control of the slider—creating emotional tension and negotiation drama.  **High Stakes Week:** Special episodes with bigger prizes or tougher questions.

11. Closing Statement

RISK vs. REWARD isn't just a trivia game—it's a **psychological showdown** where every decision counts. With its **innovative slider mechanic, compounding stakes, and no option to walk away**, the show delivers nonstop tension, strategy, and drama.

Whether contestants are **navigating personal risk tolerance, negotiating as a couple, or racing against the clock**, viewers will be **hooked**—cheering, shouting, and **second-guessing every move**.

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