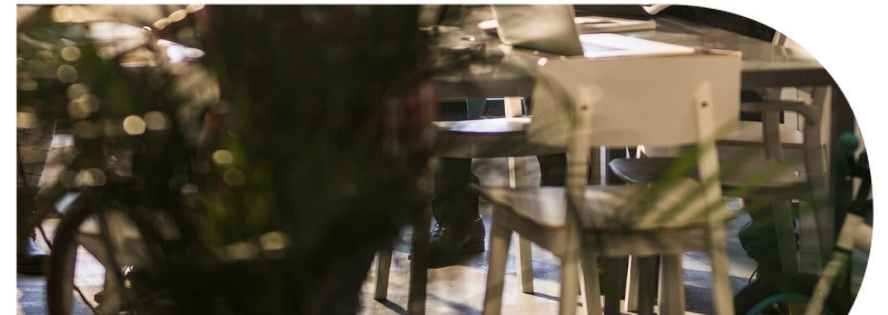


THE CRAZY STARTUP

The Reality Show for Web3 | 8 episodes | 30 minutes





THE CRAZY STARTUP

Do you believe in your idea? The opportunity has arrived to develop and sell your project to the whole world, without any exaggeration!

With The Crazy Startup, we'll get to know the day-to-day life of an accelerator program that gives startups a unique opportunity:

Through a blockchain crowdfunding platform, simple and intuitive to use, crowdfunding becomes global and makes supporters become investors. The audience will choose which companies are getting into the show while they invest in them.

The Crazy Startup is the first reality show focused on entrepreneurship that goes beyond pitching, where viewers can see a full business model.

Led by a host, The Crazy Startup TV show will be divided into 2 phases:

1ª PHASE (Digital Ecosystem):

50 companies with disruptive ideas will be registered on The Crazy Startup platform, which will allow the public to engage, collaborate and invest.

Through a series of Social Media posts together with a media campaign, the objective of this content is to make the audience:

1. To download and learn how to use the app
2. To get to know the projects* and invest or vote for them (*2-minute pitching video sent by participants within technical specifications provided by Endemol's Production team).

Of the 50 initial companies, the 10 startups that receive the most votes from the audience will proceed to the next stage (reality show).

Important: the engagement/voting from the public can generate extra prizes to the audience during the following phase.
Examples: NFTs, token airdrops, gift bags, tickets, etc.

Even with the episodes recorded in the second phase, investors will be entitled to awards according to the performance of the invested companies during the reality.



2ª PHASE (Reality):

CHALLENGE OF THE SEASON

Startups will have to close new deals in just 8 weeks.

In each episode (weekly and recorded), we follow the evolution of these companies, facing challenges and being evaluated by viewers, mentors or by the group formed of 30 investors with differentiated profiles.

PRIZE-WINNING

During the show, participating companies receive a series of investments and mentorships.

The startup that leads the investment ranking at the end of the 8th episode, receives an extra prize.



CAST



HOST

- A national celebrity who could easily present this type of content to the general public.



MENTORS

- 2 successful entrepreneurs with different profiles, who serve as a reference for the participants.

They have the goal of determining the 4 companies that would remain in the reality show. Afterwards, each mentor continues to mentor 2 of these startups – also generating competition between them.



JUDGES

- 30 investors* of different profiles; from the most conservative to the most aggressive, also taking into account representativeness.

**Participation by videoconference, through a big screen.*



SPECIAL GUESTS

- Important names that are related to the proposed theme and/or challenge. This one professional can act as a judge, adviser, or teach a masterclass.



CRAZY OFFICE

Ideal workplace for great ideas to become successful businesses. It is in this environment where competitors:

- Talk and receive guidance from the Host and Mentors;
- Participate in masterclasses;
- Plan and prepare for challenges;
- Generate coexistence content, which brings the audience closer and leverages the narrative arc of the program.



SEASON

EP. 1 – WELCOME TO THE CRAZY STARTUP

- We get to know the history of 5 companies selected in the 1st phase;
- We see the products/services they developed and get to know the people behind the ideas;
- After pitching, mentors announce the 2 companies that will join “The Crazy Startup”.

EP. 2 – WELCOME TO THE CRAZY STARTUP (PART 2)

- We get to know the history of 5 more companies selected in the 1st phase;
- We see products/services they developed and get to know the people behind the ideas;
- After pitching, mentors will announce 2 more companies that will join “The Crazy Startup”.

SEASON

EP. 3 – AUTONOMY

- Arrival and co-working of the 4 teams at “The Crazy Startup”;
- Announcement/choice of who will mentor each startup;
- Challenge: the theme of the test is the second basis of motivation: autonomy (making decisions to find the best path).
- The startups with the best performance, according to JUDGES, accumulate more points (investment) for the ranking, something decisive for the final stretch of the game.

EP. 4 – PURPOSE

- Co-working and networking of the 4 startups in “The Crazy Startup”;
- Challenge: companies need to show which one has a more solid purpose among startups;
- The startups with the best performance, according to the JUDGES, accumulate more points (investment) for the ranking, something decisive for the final stretch of the game.

SEASON

EP. 5 – DEMO DAY

- With the first elimination getting closer, coexistence (internal and between teams) at “The Crazy Startup” gets more tense.

Challenge: Demo Day, where they will pitch to three major investors. But first, they will receive a masterclass to help with this great challenge.

- The startups with the best performance, according to the JUDGES, accumulate more points (investment) for the ranking, something decisive for the final stretch of the game.

EP. 6 – ELIMINATION DAY

- Coexistence, challenge, masterclass. But one of the companies will not be able to complete its project: it is elimination day.

Challenge: companies need to show which has a more solid purpose among startups;

- After the JUDGES' evaluation, we meet the first person eliminated from reality (the company with less accumulated investment during the season).

SEASON

EP. 7 – THE FINALISTS

It's time for the last challenge before the grand finale. The teams will have to show their best to win the coveted spot, in a joint decision by the judges.

Challenge: put the startup to work definitively.

- After the judges' evaluation, we know the second eliminated from the reality (company with less accumulated votes during the reality) and, consequently, the two finalists of the reality.

EP. 8 – THE BIG DAY

- In an emotional mood, we're going to relive the trajectory of the 2 finalists and the best moments of the reality show;

Challenge: to close new deals, with the tools they learned throughout the season;

- Announcement of the first winning company of The Crazy Startup which, in addition to leading the judges' investments, receives an extra prize: presenting its project on the main stage of the WebSummit (or at the Crown Prince/Neom City, in Saudi Arabia).

EXAMPLES OF CHALLENGES

CONCENTRATION AT 100 PER HOUR

At the last minute, attendees will find they need to present their project for big investors. With one catch: they are late.

To get there on time, the team hitchhikes. The problem is that behind the wheel is a big name in professional drifting / racing - a driving style characterized by drifting.

Which team will be able to stay focused after all the adrenaline during the journey?

I KNOW MY BUSINESS

It was supposed to be more of a pitching. But at the time of the presentation, the teams are informed that they will not be able to consult any files or use support material.

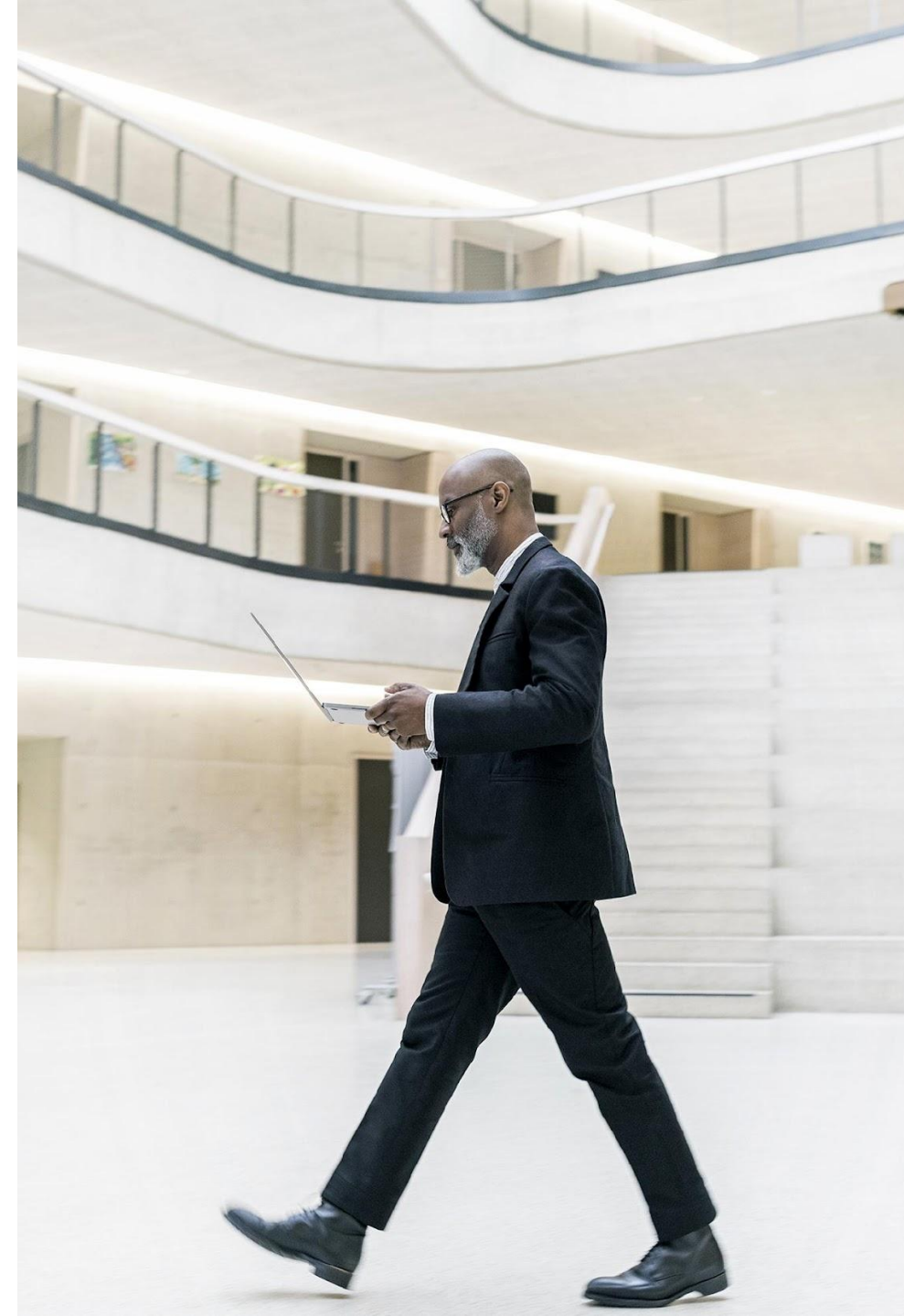
The challenge will be to do it well, using only the knowledge you have absorbed during the whole process.

ENTREPRENEUR'S HAIR

One of the great merits of leaders is team building.

To test this skill, each team will interview 4 people to choose only one professional to help in the development of the project during a certain episode.

However, of these 4 people, only one really knows about it. In truth, he is a great connoisseur. It is up to the team to make the right choice that will not impair its work.



COMMERCIAL OPPORTUNITIES

As it is a format that involves renowned entrepreneurs in BUSINESS – and where big brands serve as a reference for startups – the possibilities are countless:

- **In the first phase**, we have commercial opportunities in all content to be distributed not only on the brand platform but also THROUGH the presenter, mentors, JUDGES and participants.
- **In the second phase**, both the PACE and the challenges can be adapted to commercial opportunities.



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