

SO YOU THINK YOU CAN BEAT THAT?

Go on then...RAISE IT!



PROUDCED BY

PokerStars

RAISE IT! – A NEW ONLINE SERIES THAT TAKES ONE-UPMANSHIP TO ANOTHER LEVEL

THE FORMAT

RAISE IT! Is a new “can you believe it” challenge show that is guaranteed to bring the rebel out in you.

Each episode will feature two contestants as they try to out do each other with a remarkable stunt or trick. Each trick will showcase impressive skills that will leave you thinking “that’s impossible, surely no one can beat that?” But just when you think one contestant’s challenge can’t be topped, our next contestant shouts ‘Raise It’ and hits them with an even more astonishing feat.

Each duel will feature a different theme, be it gymnastics, driving, basketball, golf, hula hooping, skateboarding, roller skating, eating, cooking, breakdancing, body popping, table tennis or even magic and technology. We may even include pets, the list is endless. Nevertheless, we’ll endeavor to find the best tricksters out there with the best skills the world has to offer

Our contributor scouts will be on the hunt across the globe to find us the the most ultra-competitive talent available. At first glance they may appear to be your average Joe, but when they reveal their unique skill you’re guaranteed to be left totally gob smacked by their super human skills. Each week the contestants might be work colleagues, friends or even rivals. They may even come from different countries. Whatever the combination, we’ll make sure their capabilities are on a par with each other.

Each film will be hosted by a well known social media influencer who loves a challenge and has a passion for ‘out there’ challenges and tricks.

Each episode is 4 minutes in duration and will be produced by Pokerstar and aired online via the Pokerstar website.



THE HOST

Our Raise IT! Host will be a Lad's bible favorite. Someone who's an independent thinker, who's also a bit of rebel at heart and loves to take risk's, but also has a devilish sense of humor. They could be male or female. For example: (from left to right)

Chris Stark – Regular on Radio 1's "Scott Mills Show". He's also hosted his own TV Shows. His unique and eccentric interviewing skills make him an extremely likeable guy.

Sabine Van Dieman – Sabine is one of the hottest new talents to come out of world of Magic. She's currently one of the main stars in the critically acclaimed West End magic show "Impossible".

Zach King – Is an American Vine star, film-maker and YouTube personality who is best known for his online pranks and digitally enhanced magic show.

Luke Franks – Youtube host and presenter of X-Factor online. Luke is a young influencer to watch out for with a big presence on all social media platforms.



VOICE OVER

If we felt the format didn't lend itself to a host, another option is voice-over. Just like the running commentary heard regularly on youtube from enthusiastic gamers, we'd opt to find a commentator with a strong sense of humour and quick wit and a large online following.

For example (Left to right)

Felix Arvid Ulf Kjellberg – Better known as PewDiePie. Felix is extremely funny and has over 49 million followers on youtube. <https://www.youtube.com/user/PewDiePie>

CutiePieMarzia – Is the girlfriend of PewDiePie and is extremely cute and fun. She has over 6 million followers on youtube. They could make a great commentary pairing.

<https://www.youtube.com/user/CutiePieMarzia>

Cr1Tikal – Or Penguniz0 one of the driest and funniest monotone voices on youtube.



THE CONTESTANTS

Our Raise IT! Contestants will range in age from 18-34 and will come from whichever country we can find them in. Be it a young mum in Brazil that likes to dip her biscuit in her tea whilst bungee jumping, to the housewife that likes to eat her apples whilst juggling them.

Our contributor researchers will have experience of wrangling contestants in foreign countries and have a working relationship with a multitude of fixers in most international cities around the world. These essential relationships will be key in helping us source the right talent and enable us to keep the series within budget.

Each film will feature 2 contestants. The relationships between the contestants is never set in stone, they could be total strangers, rivals, friends, colleagues, family members. Keeping this open enables us to keep the format fresh and entertaining. The key thing is getting to the heart of each contestant's story and skills and then pairing them up with a competitive rival with similar talents.

Just like a game of poker. Our two contestants will face off together in a bid to outdo each other. Can our contestant raise our skateboarder with a better trick or can our break dancer outshine his rival? Just like a battle of wits our viewer will watch in awe and suspense to see which of our contestant will outclass each other.

Thus contestant research is crucial. We might find a sibling rivalry between two brothers, or perhaps neighbours. We'll let the contestant and their story dictate the duel. If there is no natural story available we'll have the ability to mix it up. Pitting 2 contestants from rival countries against each other or local heroes? The format will enable us to carefully decide each pairing to make sure we've got the most compelling duels.



THE CHALLENGES

Each film will feature a different skillset, we might get two lorry drivers with super human strength who want to outshine each other. Or two food fanatics from different countries who want to challenge each other on the hottest food they can eat.

We'll look for challenges from a range of different areas, food, technology, sport, fashion, magic, gaming, animals and ones that just can't be categorised, the more extraordinary the better.

At the top of each show we'll get a bit of backstory on the contestants so you can instantly buy into their stories and decide which contestant you want to back.

After each film, viewer's will then get the opportunity to vote on which contestant they think outclassed the other. A leader's board could also be published online highlighting the viewers favourite challenges.

A dedicated team of gaming researchers will be hired to help develop each challenge and to make sure each showdown is as visually arresting as possible.



CELEBRITY SPECIALS

RAISE IT! As a format lends itself perfectly to one off celebrity challenges. We'll be looking for celebrities from the world of sport, film and fashion who like to out do each other. Uncovering those unique friendships or possible rivals and approaching celebrities who really want to get one over on their mate or colleague and have that ultra-competitive nature and desire to win whatever the cost.

Possible combinations:

Kendall Jenner Vs Cara Delvigne
Sara Sampaio Vs Mirela Laguna Royo
Fearne Cotton Vs Holly Willoughby
Jenson Button Vs Lewis Hamilton
Danny Dyer Vs Mark Wright
Niall Horan Vs Rory McIlroy
Rafael Nadal Vs Andy Murray
Brooklyn Beckham Vs Rocco Ritchie
Harry Styles Vs Nick Grimshaw
Naomi Campbell Vs Kate Moss



RUNNING ORDER

1. Host intro to this week challenge and our two contestants	00:00 – 00:20
2. Introduction to contestant 1 and backstory	00:20 – 00:50
3. Introduction to contestant 2 and backstory	00:50 – 01:20
4. Contestant 1 Raise It challenge	01:20 – 02:20
5. Contestant 2 Raise It challenge	02:20 – 03:20
6. Host outro with a teaser for the next up and coming duel	03:20 – 03:50