



THE PROFESSIONALS

A Poker-Based Unscripted TV Show

Created by:

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The Professionals: Not Your Father's Poker Show

What if you combined the *traditional poker tournament show* with *The Real World* and sprinkled in a bit of *Survivor*?

Welcome to The Professionals!

A new take on today's poker programming that will draw a large lucrative, key demographic...
affluent males 18-35.



Why THE PROFESSIONALS?

The Professionals differs from all of today's poker programming in that it's not an endless tournament that appeals only to the poker aficionados.

Ten players from wildly different backgrounds will slug it out on the tables and behind the scenes for the right to the life of a professional poker player.

Young vs. old. Experienced vs. novice. Luck vs. skill. Sane vs. crazy. Them vs. The Gods of Chance.



The Professionals combines an average poker player's yearning to be a full-time poker star with the vicarious enjoyment of reality TV.



Lucrative, Large Target Market

- The average online poker player is **Male 18-25.***
- 60M regular poker players in the US.
- 46% of fans in the US choose to watch the game on TV.
- The average online bettor is **Male, White, 18-35, \$100K + annual income.****
- Online betting is expected to be a \$86B in '28.
- Globally, 155M regular bettors generate \$45B revenue.

* GITNUX MARKETDATA REPORT 2024

** IPSOS: Sports Betting Is Everywhere 2023

Sample Episode

- The final game results from the previous episode determines how the players will live throughout the week.
 - The winner gets the king suite, and lives the life of luxury. The loser leaves. Middle players have perks based on their finishing order. Bottom tier live hostel-like and have to do the chores around the house.
 - Last week's king is this week's servant. Having barely survived the tournament, they are in the bottom tier and payback is a bitch for how they treated the other players the week before.
- Each remaining player is given \$2,500 to start the week. Skill, luck and chance will make or break the players fortune and determine how they build or lose their stack for the weekly poker game.
- The last place finisher has a good week and pays down-on-their-luck players to do their chores.
- A hot mic moment during a night out, reveals a player's disdain for another player.
- A few prop bets during the week will make it interesting on how the players can improve their living conditions throughout the week.
- A player who has discovered a tell on a housemate confesses it during the isolation-room interview . They sells it to the highest bidder to build their stack.
- A popular player who has been in the bottom for several weeks snaps and threatens to leave the show. Will the hosts talk them off the ledge.
- The host throws in twist and players can buy time with a pro for coaching. Is it worth the cost?
- The weekly game pits two rivals, one with the largest stack against his hated, low-stacked foe. Does the big stack play out of his game just to take his enemy out?

The Episodes



Get To Know Them: The 10 cast members, host, co-host and rules are introduced to the audience. **No one is eliminated, 10 players remain.**



HIGH STAKES MOMENT: Two pros with bad blood resume their rivalry.



Let The Games Begin: This is the first real competition. The players build their stack throughout the week and the initial weekly tourney will eliminate the first player. **1 player is eliminated, 9 remain.**



HIGH STAKES MOMENT: It's for real after one leaves. The group realizes that no one is safe, they are one bad beat from leaving.



Team Play: The players will be teamed together to build their stacks then the winning team will play heads up. **2 player eliminated, 7 players are left.**



HIGH STAKES MOMENT: Bitter rivals are placed on the same team.



Party Week: The players are tired, frustrated, annoyed and confident but will be tempted by the Vegas nightlife. At the end of a long week players realize how tough of a life being a pro is. **1 player is eliminated, 6 survive.**



HIGH STAKES MOMENT: A player can't take the pressure and wants to quit. Will fellow players try and convince them to stay?



Get Out Of Dodge: The remaining players will travel to a sponsoring casino to play for the week. **1 player doesn't get to go back to Vegas, 5 will return home.**



HIGH STAKES MOMENT: A player gets arrested on the road.

The Episodes



Pro-Am: The players form into teams and the chip leader will pair with a pro. **1 is eliminated, 4 players remain.**



HIGH STAKES MOMENT: The player teamed with the pro shuns the pro's advice. Will ego cost them a chance to win?



Clashing Pros: Four pros with opposite styles and personalities will be paired with the remaining four players. **4 start the week, 3 remain.**



HIGH STAKES MOMENT: A player is accused of cheating by a pro.



Rerun: The host and the pros can choose, with help from online voting, one player that has been eliminated to return at the beginning of the week. **4 start the week, 3 end the week.**



HIGH STAKES MOMENT: The least liked player, but popular with the audience is invited back.



Loser, Loser: A double elimination tournament. The first person to lose two times goes home for good. **3 begin the week, 2 remain.**



HIGH STAKES MOMENT: A former player recognizes a tell on current player and offers the information to the highest bidder.



Heads Up: It is down to the last two. Friendship be damned and the winner will be crowned.



HIGH STAKES MOMENT: Friends are pitted against each other for the final prize, the life a poker pro.

The Cast

-  **The Host:** The celebrity poker host is a must and will add legitimacy to the show with proven poker skills and a winning history. But, they will also need to have a dynamic presence to add personality to the show.
-  **The Co-Host:** The co-host would have to know their poker but also serve the role as comedian, commentator and instigator as needed.
-  **The City:** Vegas and Atlantic City have their own personalities that would be a great host city. International cities are a possibility to take advantage of the global boom.

NOTE: Pictures are for tone and placement only. No commitments have been made.



The Players

- ❖ **The Grizzled Veteran:** Meet poker's version of the Marlboro man. This person grew up on the road in the old days, traveling from games with a gun under the seat to protect their bankroll and going broke more times than they can remember. They've got a story to tell at all times, but the ending is always the same – they went broke. But they're still standing, and want a chance at the big time before it's too late.
- ❖ **The Man Who Was King:** This person is living the Stu Ungar story. They were once a big name who made a lot of money, but since then riding out a string of bad beats. They've had misfortunes dealing with success (Read: Partying) and looking for this to be their ticket back to the fast lane.
- ❖ **The Smartass:** They think they know it all, but confidence and arrogance is the most they have going for them. Their demeanor in the house will serve to create conflict among the other players and tension among some of the visitors to Las Vegas.
- ❖ **The B (or Z)-list Celebrity:** They've had some fame and now they have an entitlement issue, but as most famous people past and present they have charisma. They feel like this is their chance to get back into the mainstream either as a pro poker player or a cameo in the next Adam Sandler movie. Either one will be good enough and will put them back in the limelight they crave.
- ❖ **The Attractive One:** They might be pretty, but under that beautiful exterior lies the heart of a true assassin. They use their looks to their advantage, and there's definitely going to be some sparks that fly when the rest of the cast realizes they are being manipulated.



The Players

- **The Rookie:** They've been playing for a little while, but think they can learn enough to play with the big boys. This person represents everyone, and their experiences will go far in helping the audience relate to what is happening.
- **The Internet Assassin:** They started out with a modem and a dream, now they are getting a chance to play with live fish. They qualified for this spot online and they are ready to put what they learned to use in the real world.
- **The Geek:** This player believes that math is the most important thing in poker, and they are willing to bet to back it up. They represent the new breed of math geeks that are taking the poker world by storm, and will mix it up with the old timers something fierce.
- **The Dealer:** They've been dealing for years and looking to get out to the other side of the table. They are now ready to take their chance with the knowledge and the bitterness they have built over the past 30 years.
- **The Trustafarian:** They've got the money. But poker is a challenge and they are not going to abandon their dream just because they were born with a silver spoon in their mouth.



The Nitty Gritty

No jobs, outside income, funds or donations or anything illegal to supplement weekly bankroll.

The Rules? Simple...

- All players live in the same house.
- Start the week with \$2,500.
- Build (or lose) your stack throughout the week that plays to their strengths...poker craps, sports betting, cash games.
- Compete directly against the other players in the weekly player's tournament to determine your standing the following week...if they survive to play another week.



The Nitty Gritty

The Weekly Player's Tourney

- Chip leader from the week gets to choose the game and consult with a pro.
- First player out is eliminated from the competition.
- The final chips stacks from the week end tourney will also provide perks to the players who do well in the weekly tournament...better sleeping arrangements, gourmet meals, time with the pros.
- Lower ranking players will share rooms, do household chores (wash dishes, shopping, food runs, scrubbing toilet, laundry) incenting them to do better the following week.

If a player goes broke during the week, they will start with a minimum chip stack of \$1,000 for the weekly tourney.

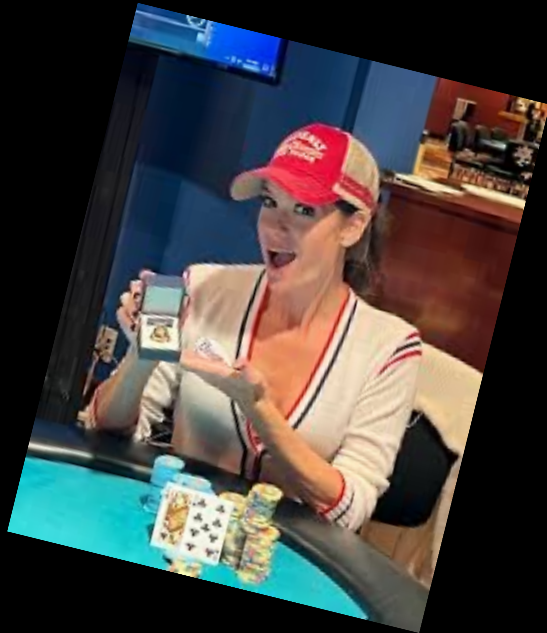




The Winner?

The winner of THE PROFESSIONALS will receive a prize package worth up to \$500K.

- ◆ A \$100,000 winner's check.
- ◆ Living accommodations in Las Vegas for 1 year.
- ◆ Travel and entry into 10 key poker tournaments throughout the year including WSOP Main Event.





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