

THE TOP FLOOR

30 Seconds to Change the World

A Seanne N. Murray/Attain 9 Production | WGA #2250458 | Budgets Available on Request

Project Overview

THE TOP FLOOR is a revolutionary unscripted competition series where diverse contestants - from business schools to skid row - compete to secure \$5 million (or more) in startup funding to launch world-changing ventures. Over 10 episodes, contestants face immersive challenges, psychological tests, and real-time crowdfunding opportunities while being mentored by industry titans. This isn't just a show—it's a platform for creating real-world change.

Why This Unscripted Series Matters

Timely Relevance: Taps into the explosive growth of impact investing (\$715B+ market) and Gen Z/millennial interest in social entrepreneurship.

Educational Impact: Provides practical insights into solving global challenges through business innovation while inspiring the next generation of change-makers.

Emotional Resonance: Unique no-elimination format focuses on growth and redemption, creating deeper audience connection.

Interactive Engagement: Revolutionary real-time crowdfunding platform transforms passive viewers into active investors in causes they believe in.

Vision and Impact Goals

THE TOP FLOOR aims to revolutionize both entertainment and social impact by:

- Creating tangible opportunities for diverse entrepreneurs
- Building a global platform for social innovation
- Democratizing impact investing through interactive viewer engagement
- Inspiring the next generation of world-changers

Format Innovation

Series Structure

- 10 one-hour episodes

- \$1M per episode budget (\$10M total)
- Immersive challenge environments
- Real-time crowdfunding integration
- No-elimination format
- 30-second elevator pitches
- Boardroom battles with industry titans

World-Class Mentors

The Motivation Master

Ray Lewis | NFL Hall of Famer, Social Enterprise Co-Founder

The Dealmaker

Ed Brennan | Venture Capitalist, \$440M+ raised

The Mind Bender

Dr. Sarah Williams | Mental Health & Performance Expert

Opportunity for Investors

THE TOP FLOOR offers multiple revenue streams and growth opportunities:

Primary Revenue Streams

- Broadcast/streaming rights
- Real-time crowdfunding platform
- Brand partnerships and sponsorships
- Educational licensing
- International format rights

Strategic Advantages

- Built-in social media amplification
- ESG-focused brand partnership opportunities
- Global format potential
- Educational institution partnerships

Multi-Platform Strategy

Creating a comprehensive media ecosystem:

- Interactive website hub
- Companion podcast series
- Educational outreach program
- Live events and viewing parties
- Social media integration

- Proprietary crowdfunding platform

International Expansion Strategy

THE TOP FLOOR's format is designed for global scalability and cultural adaptation:

Regional Versions

- Localized productions with region-specific mentors
- Cultural adaptation of challenges to address local social issues
- Partnership opportunities with regional impact investors
- Market-specific crowdfunding platforms
- Integration with local entrepreneurship ecosystems

Global Impact Hub

- Cross-cultural collaboration opportunities
- International mentor network
- Global social impact measurement
- Worldwide distribution potential
- Multi-language platform support

Target Audience

THE TOP FLOOR speaks directly to socially conscious millennials and Gen Z viewers seeking meaningful, impactful entertainment that sparks conversations, ignites passions, and inspires them to actively shape a better future.

Production Team

Creator/Executive Producer

Seanne N. Murray, Esq.

Line and Co- Producer

Sheila McCormack | Emmy & PGA Award Winner

Contact Us

To learn more or discuss investment opportunities, contact:

Seanne N. Murray, Esq.

seanne@attain9.com

+1 201 681 9229