

THE TOP FLOOR

30 SECONDS TO CHANGE THE WORLD

Created by Seanne N. Murray, Esq.

A REVOLUTIONARY UNSCRIPTED COMPETITION WHERE SOCIAL ENTREPRENEURS BATTLE TO SOLVE GLOBAL CRISES AND SECURE LIFE-CHANGING INVESTMENTS.

WGA #2250458



- 10 EPISODES OF INTENSE CHALLENGES, SHOCKING TWISTS, AND WORLD-CHANGING IDEAS
- DIVERSE CONTESTANTS FROM BUSINESS SCHOOLS TO SKID ROW, UNITED BY A BURNING DESIRE TO MAKE A DIFFERENCE
- NO ELIMINATIONS; CONTESTANTS HAVE THE OPPORTUNITY TO LEARN, GROW, AND REDEEM THEMSELVES
- TEAMS COEXIST IN IMMERSIVE ENVIRONMENTS REFLECTING THE URGENCY OF THE GLOBAL CHALLENGE
- MENTORS ASSIGN CHALLENGES TO TEST TEAMWORK, CLARITY OF VISION, AND TANGIBLE PROGRESS
- BRUTAL BUSINESS TESTS AND PSYCH CHALLENGES PUSH CONTESTANTS TO THEIR LIMITS
- REAL-TIME CROWDFUNDING LETS VIEWERS BACK THE IDEAS THEY BELIEVE IN
- NERVE-WRACKING ELEVATOR RIDES; CONTESTANTS HAVE JUST 30 SECONDS TO SECURE THEIR FATE
- BOARDROOM BATTLES WHERE CONTESTANTS FACE INTENSE SCRUTINY FROM INDUSTRY TITANS
- ONE TEAM SECURES \$5 MILLION IN STARTUP FUNDS TO LAUNCH THEIR WORLD-CHANGING VENTURE

the format



the who

Ray Lewis, NFL Hall of Famer, Super Bowl MVP, Co-Founder of social enterprises Power52, **The Motivation Master**

Mathias Kiwanuka, 2x Super Bowl champion, NFL star turned entrepreneur and grandson of Uganda's first Prime Minister, **The King Maker**

Ed Brennan, Venture Capitalist, Proven tech & finance exec with 200+ deals and \$440M+ raised, **The Dealmaker**

Dr. Sarah Williams, Senior Licensed Mental Health Therapist specializing in trauma & performance, **The Mind Bender**



the difference

Unlike traditional entrepreneurial competitions, "The Top Floor" is not just about making money, but about making a real, measurable impact on the world. The show's immersive challenge environments, psychological tests, and real-time crowdfunding set it apart as an intense, emotionally engaging, and interactive experience.

multiplatform promotion and engagement

- The Top Floor's interactive website serves as the central hub for contestant profiles, behind-the-scenes content, and resources, providing viewers with a comprehensive platform to explore the show's universe.
- A robust social media presence featuring live Q&As, viewer polls, and user-generated content will be crucial for building buzz, engaging viewers, and driving traffic to the website, ensuring a strong connection between the show and its audience.
- The companion podcast, featuring in-depth interviews with contestants, judges, and industry experts, will offer a deeper dive into the show's content and personalities, appealing to highly engaged fans and expanding the show's reach beyond the television screen.
- The crowdfunding platform, a unique and interactive element that allows viewers to directly support their favorite ideas and track their impact, will be introduced once viewers are familiar with the contestants and their ventures, encouraging active participation and investment in the show's mission.
- Live events and viewing parties, organized in partnership with local organizations, sponsors, and venues, will help create a sense of community and shared experience among fans, further strengthening the bond between the show and its dedicated followers.
- The educational outreach program, providing lesson plans and resources for schools and universities, will extend the show's impact beyond the screen and target a specific audience, promoting social entrepreneurship and inspiring the next generation of changemakers.

TARGET AUDIENCE

"The Top Floor" electrifies 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.

the impact



More than just a competition, "The Top Floor" is a launchpad for ideas that can change the world. The show partners with leading NGOs and impact measurement firms to quantify and report on key metrics, demonstrating its commitment to driving lasting, meaningful change.

Created by Seanne N. Murray, Esq., a trailblazing force in law, finance, entertainment, and social enterprise, including Emmy & PGA award-winning line producer Sheila McCormack, and co-produced with Mathias Kiwanuka, NFL legend turned entrepreneur, "The Top Floor" is poised to revolutionize the unscripted competition genre, inspire a new generation of socially conscious entrepreneurs and change the world!



the creator

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PASSION PROPELS PURPOSE

the contact

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FULL BUDGETS AVAILABLE UPON REQUEST.

AN ATTAIN 9 PRODUCTION

