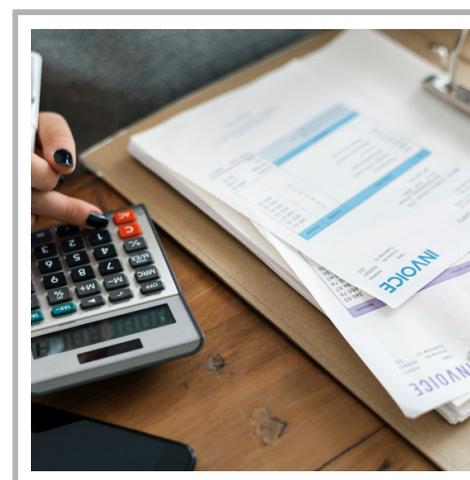


BANKRUPT

primitives ▶

WISE MONKEYS - 8X42' - RTL 4

FOR THE FIRST TIME, FAMILIES WILL DO THE UNIMAGINABLE - DECLARE THEMSELVES BANKRUPT LEGALLY AND START A FRESH. WITH A TEAM OF EXPERTS BY THEIR SIDE, THEY LEAVE THEIR HOME AND ALL THEY KNOW TO HAVE A SECOND CHANCE AT LIFE. NOT TRICKS OR COACHING, AN ENTIRE NEW START.



ORIGINAL PITCH

- Research shows that the rich are getting richer and the poor are getting poorer. There is a growing number of Dutch people struggling to pay their monthly expenses:

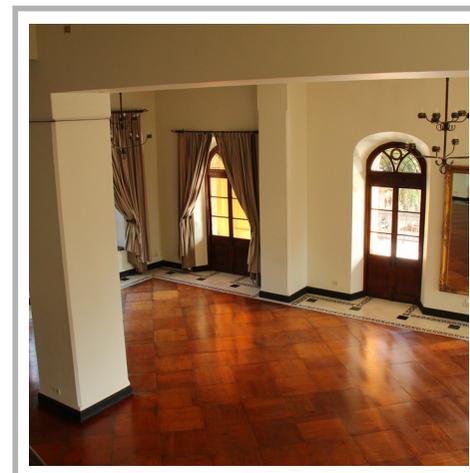
No longer postponement of a problem but execution as a solution, decisive and definite action from which you have to build

One in five households has to deal with debt. It is a common problem



FORMAT PILLARS

- Host & 2 experts (1 financial and 1 housing)
- Experts designated to assist and advise families for the year
- Presenter does the intake and closing interviews plus acts as a life coach
- Candidates have to pronounce the bankruptcy themselves and give up their home (rent or ownership) en relocate
- 100 days calendar countdown in which goals are set
- Before photo on day 1 & after photo on day 100



EPISODE STRUCTURE



STEP 1

Meeting of the family with the presenter. They set out the situation. At the end of this meeting they must announce that they will be declared Bankrupt and will go through the formal process to do this. Only by doing they do they take full responsibility of the actions and emphasis on them to find a solution. A photo is taken on this 1st day documenting the start of this journey.

STEP 2

The experts arrive and will interact with the family from now on. They assess all details – debt burden, living situation, incomes and spending patterns. They must also assist the family in sharing the news with relatives, employers etc. Financial institutions are contacted to start the process.

STEP 3

Ground zero moment where family is informed of the status of progress. A step by step plan is revealed. The experts are to advise but not to take control. A timeline is also revealed and an end date set. The calendar will detail important dates in this process. The days are counted down as the episode progresses and on the screen with interim goals being ticked off also.

STEP 4

Progress or difficulties in the process.

STEP 5

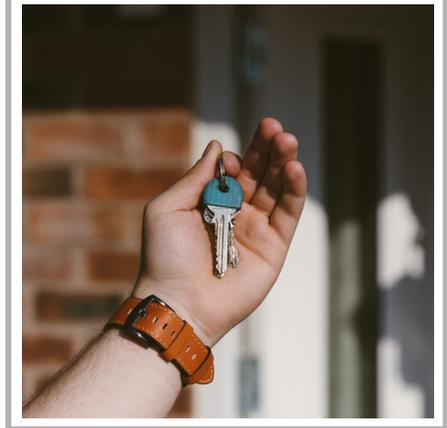
The end date. Presenter meets with the family and experts - where are they living now, update on the situation, what has been achieved. Final photo as a point of comparison from the start to now.

STEP 6

Celebration - family and friends are at a restaurant waiting to hear the news and finish the process together.

PRODUCTION DETAILS

- Production period 9 months
- Parallel filming all cases during 9 months
- After editing 1 case (family) per episode.
- Small and efficient production team: 1 editor in chief/ director, 2 experienced producers, 3 experienced editors
- Average of 6 days filming per episode



CASTING & BUDGET

- Both experts take also part in behind the scenes production process
- € 65K / episode
(8 x €65.000 = €520K series)



ONLINE

- Online you chat with the experts during the broadcast of an episode.
- After the broadcast there is an online talk show of half an hour. The presenter, participants of the episode, experts and other experts who have something sensible to tell.
- Bankrupt has the potential to grow into a platform where consumers and advertisers in the financial, mortgage and labour sectors can come into contact with each other.

