

The New Inventors Reimagined

IT ONLY TAKES ONE GREAT IDEA
TO CHANGE THE WORLD

A studio entertainment show making heroes of everyday inventors!







The perfect offering for primetime, co-viewing audiences, *The New Inventors* is a proven concept, reimagined with a fresh new twist for 21st century audiences – making it ideal for audiences who have loved *Dragon's Den*, *Shark Tank*, *LEGO Masters* and *Mythbusters*.

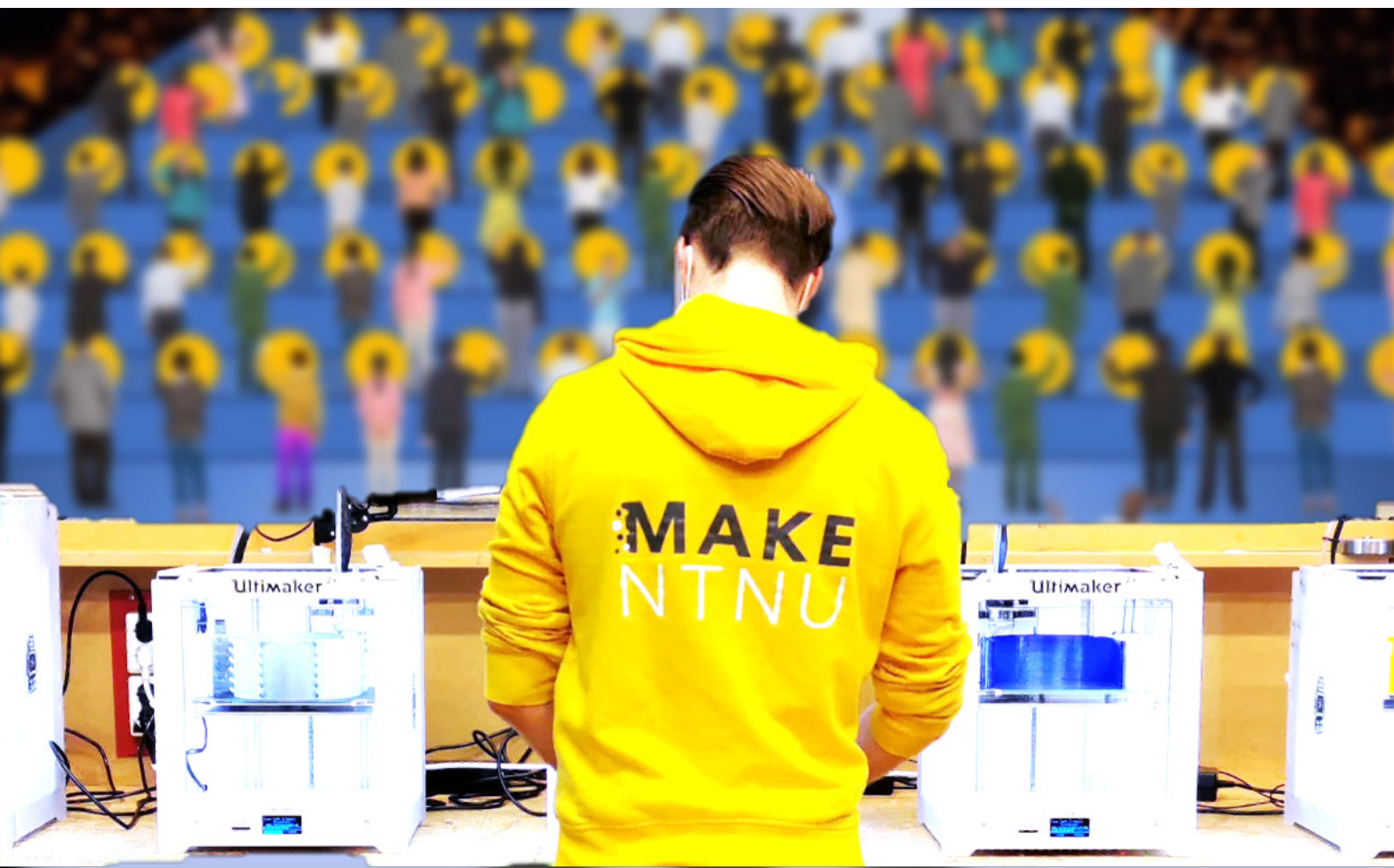
Celebrating the nation's creativity, *The New Inventors Reimagined* provides inventors from all walks of life the opportunity to showcase their ideas in an authentic competition format, to be watched by millions.

Entertainment Format | 13 x 60'
Australian Broadcasting Corporation



How It Works

-  In each episode, three inventors have the opportunity to **wow a panel of expert judges**.
-  Two will have their **3D-printed prototypes mass tested by a live studio audience** in real time and/or by **large-scale mobs in dramatic locations**.
-  Building **audience participation and engagement**, each episode also features a third invention: **Invention 'X'**. In this segment, **social media channels** and **user-generated content** are utilised to throw a **potential wildcard inventor** into the mix!
-  The panel of experts decide **which inventions go through to a public vote and the season grand finale**, where one contestant will be named **'Inventor of the Year'**.
-  A **'Young Inventor of the Year'**, an **'Environmental Impact'** and an **'Audience Favourite'** invention will also be awarded.
-  Three runner up inventors return for our **'Second Chance' episode**, to see if their modifications can save their place in the competition.



TV Program 'Firsts'

-  A specially designed, **large-scale and visually arresting studio set**, encompassing **testing areas** and a **'makerspace'**.
-  **Mass production of invention prototypes** – printed at a viable cost via **3D-printing manufacturing process**, using environmentally friendly, recycled plastics.
-  **Live mass or 'mob' testing of prototypes** – in an **eye-popping, dramatically staged, hi-tech studio** and/or on **locations**.
-  Large **demographically selected audiences**, designed to be diverse, targeted and relevant.
-  All of the above will deliver **visually exciting large-scale, mass events** and **instant feedback** that matters!
-  Expanded **audience appeal** with dynamic **hosts** and **judges**, clever contestant **casting** and **integrated UGC** and **social content**.

