

DIVORCE MANSION

Marriage in crisis: six couples,
one ultimate test of love

Three married couples enter the mansion, but will they stay married or leave separated. See what happens as husbands and wives fight to stay married in Divorce Mansion.

The show will be sensitive to the fact that not all couples will succeed in saving their relationship. Additionally, participating in the show may aid in reconnecting, but professional counseling will be recommended.



SEASON 1

Divorce Mansion [Reality Show]

The Setting and Format : A Mansion on Chicago's North Shore

"Divorce Mansion" is a reality TV show set in a luxurious mansion on Chicago's North Shore. The show follows four couples, ranging in ages from 25-45, who are considering divorce and looking to mend their relationships or part ways in a healthy way.

The format of the show is similar to that of the Bachelor Nation franchise, but instead of single individuals trying to find love, the couples are working to repair their relationships. The couples will participate in group activities, one-on-one challenges, and therapy sessions led by a host and experts, in order to gain insight and guidance on their relationships.

The close quarters and dynamic with other couples going through similar challenges adds a unique element to the show. The potential for dramatic interactions between contestants and the mixing of all the couples together make for an educational and entertaining viewing experience. The show also serves as a platform for the couples to share their stories and experiences, educating and informing the audience on the realities of relationships and the process of divorce.



"I wish I had videotaped my bar mitzvah, because now I know almost anything can be a reality show." Mike Darnell, President, Warner Bros. Unscripted Television

THE PROBLEM

Unhappy Couples And The Need For Shared Obstacles

- Many couples struggle with feelings of unhappiness and disconnection
- Show aims to help couples improve their relationships by working together to overcome shared challenges
- Couples embark on a journey to tackle a shared obstacle and see the positive impact on their relationship
- Show is not just for entertainment, but also for helping couples to improve their relationships
- Couples will receive guidance and support as they work to overcome their shared obstacles
- Goal of the show is to demonstrate how working together towards a common goal can bring couples closer and improve overall happiness.



"Couples going through their first divorce are around the age of 30. Married couples between the ages of 20 to 25 are 60% likely to get a divorce."



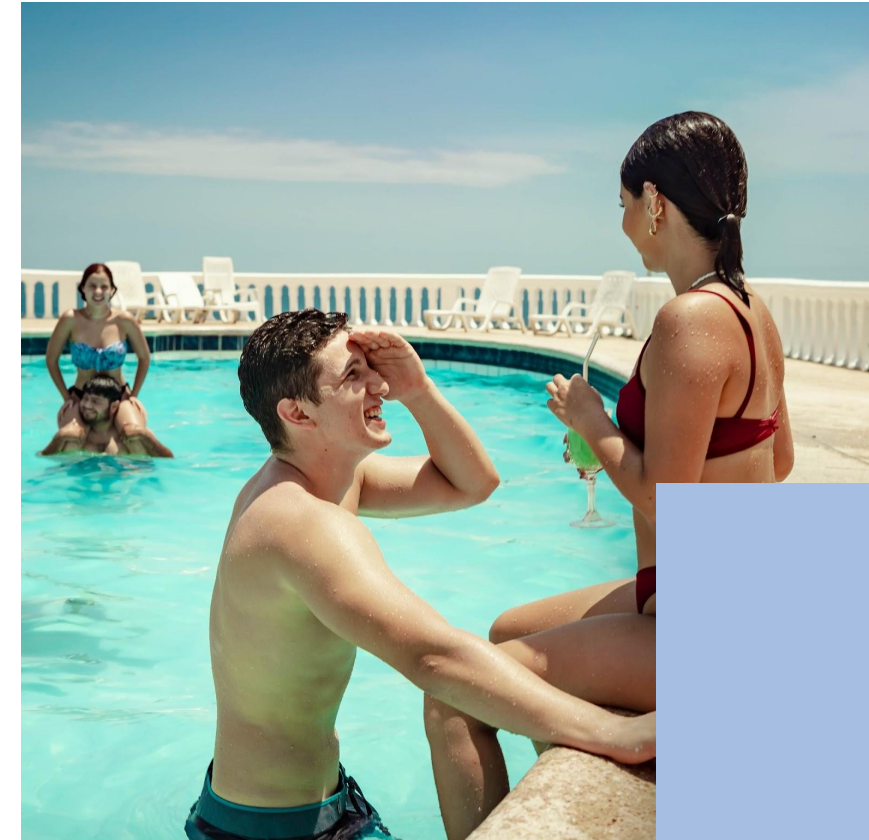
THE SOLUTION

A Unique Opportunity For Couples To Improve Their Relationship

- Reality show gives couples the opportunity to work together and overcome a shared obstacle
- Show provides guidance and support to help couples understand the issues that led them to this point
- Couples are given tools and resources to make an informed decision about the future of their relationship
- Show creates a safe and supportive environment for couples to work on their relationship
- Led by relationship experts and therapists who provide guidance and support as couples work to overcome their shared obstacle
- Show addresses underlying issues in addition to the immediate challenge
- Couples receive resources to improve communication, trust, and intimacy in their relationship
- Through working together to overcome the shared obstacle, couples gain a better understanding of themselves, their partner, and their relationship.

MIDAMERICA
NAZARENE UNIVERSITY

“In a 2017 study, millennials have attended couples therapy the most (51%), followed by baby boomers (48%), then Gen Xers (46%)”



"Are you and your partner ready to work together to overcome a shared obstacle and build a stronger, happier relationship? Apply now to be on our show and get the support and guidance you need to improve your relationship."

THE FORMAT

A Breakdown Of The 8-12-episode First Season, Including The Introduction, Counseling Sessions, Group Activities And Challenges, Relationship Evaluations, Decision Time, And Finale.

EPISODE 1:
Introduction and Meet the Couples - Couples introduced and move into the mansion, get to know each other, and host/psychologist explains rules and expectations of the show

EPISODE 4-5:
Group Activities and Challenges - Couples participate in group activities and challenges to test their relationships and communication skills

EPISODE 9-11:
Decision Time - Couples make difficult decisions about the future of their relationships with the assistance of host/psychologist

EPISODE 2-3:
Individual & Couples Counseling - Couples begin individual and couples counseling sessions with host/psychologist to explore relationship issues and address underlying problems

EPISODE 6-8:
Relationship Evaluations - Couples participate in individual and group evaluations with host/psychologist to assess progress and discuss any changes or developments

EPISODE 12:
Finale and Reunions - Show concludes with couples revealing if they will stay together or divorce, host/psychologist reflects on the overall experience, and couples share final thoughts and post-show plans.



"A typical season of The Bachelor clocks in at approximately 13 episodes overall."

THE HOST AND EXPERTS

Information On The Host/Psychologist And Any Other Experts Or Therapists That Will Be Involved In The Show.

- Our host is a well-known and respected therapist/psychologist with extensive experience working with couples, who will guide and support the couples on the show.
- A team of experts and therapists, including relationship counselors, life coaches, and other professionals, will also be involved in the show, providing guidance and support to the couples.
- Host and experts have a wealth of knowledge and experience in the field of relationships, providing valuable insights and personalized support to the couples based on their specific needs and challenges.
- Host and experts will be available to the couples throughout the show, both during filming and after, to ensure the couples receive the necessary support to improve their relationship.

"Our host and experts are here to help the couples on our show improve their relationship. Apply now to be part of the show and get the support and guidance you need to take your relationship to the next level."

LUCY ARENBERG

Licensed Clinical Professional Counselor
Clinical Hypnotherapist
- Divorce Mansion Host Prospect

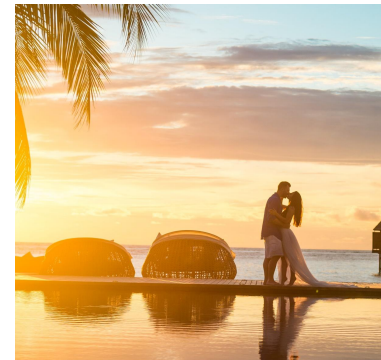


AUDIENCE AND IMPACT

A Discussion Of The Potential Audience For The Show And The Impact It Could Have On Helping Couples Reconnect And Potentially Save Their Marriage.

Helping Couples Reconnect and Potentially Save their Marriage

- Show appeals to a broad audience of couples looking to improve their relationship
- Offers valuable insights and guidance for couples facing challenges
- Entertains and educates, empowering couples to work on their relationship
- Provides a platform for couples to reconnect and potentially save their marriage with expert support and shared obstacles
- Accessible to all couples, regardless of background or challenges
- Safe and supportive environment for couples to work on their relationship
- Platform for couples to share their stories and educate the audience
- Couples can reconnect, build trust, improve communication and intimacy with expert support.





CASTING

INTERESTED IN BEING ON THE SHOW?

- Looking for married couples considering divorce who want to share their story, receive professional counseling, and potentially save their marriage
- If you're ready to take a leap of faith and improve your relationship, apply by sending a brief video introduction of yourself and your partner, recent photos, contact information, and a brief description of the issues you are facing in your marriage to ideas@doejo.com
- Note that the best advice for couples in this situation is to seek professional counseling, and the reality show is intended to help couples understand their relationship better, not for entertainment or to generate drama.



**"Civic Science data show
that 52% of U.S. adults watch
at least one hour of reality TV
in an average week"**

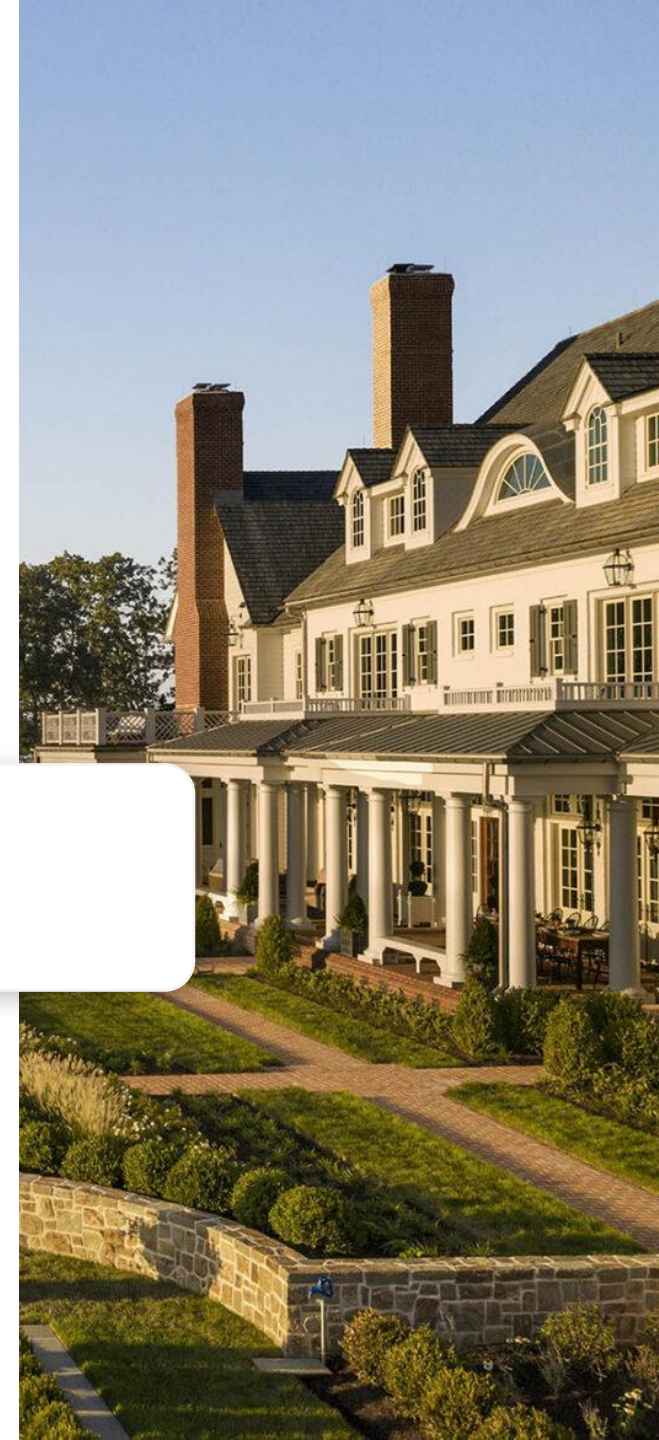


Syndication : Gameplan

- Conceptualization: Develop a unique and compelling concept for the reality show
- Research: Conduct market research to determine the feasibility of the concept and identify similar shows currently on the air
- Pitch: Create a package that includes a detailed overview of the show, pilot episode script or treatment, and any relevant materials such as character bios or footage of potential cast members to pitch to networks and production companies
- Production: Once the show is picked up, begin production on the pilot episode and the rest of the season, including casting, location scouting, filming, and editing
- Distribution: After the show is produced, find distribution for the series by pitching to networks, streaming platforms, or other outlets
- Syndication: If successful, the show may be picked up for multiple seasons and eventually sold into syndication, providing additional revenue through reruns on multiple local or regional stations
- Continual marketing: Keep promoting the show through social media, traditional advertising, PR, and other means to keep it fresh and attract a larger audience.



“According to Kantar Media, the most recent run of "The Bachelor" brought in about \$86 million in advertising revenue”



Potential Production Partners

M
My 600 lb. Life
Shipping Wars
Martial Law

BBC Writers Room
Drama Room
Comedy Room
TV Drama Writers' Programme

PIE TOWN PRODUCTIONS
Summer Rush
Christina of the Coast
Fearless Fix
Holiday House Hunters

ROCK SHRIMP
a full-service production company making content for networks, brands, and viewers to love.

gass Productions

TAKE 3 TALENT
Love, Victor
The Big Show

SHAKY ALIBI PRODUCTIONS
The Tribute
LA Social

DISCOVERY STUDIOS
Ant Anstead Master Mechanic
Mike Brannan
Seeking Sister Wife

itv STUDIOS AUSTRALIA
Shawn Micallef's MAD AS HELL
CELEBRITY GET ME OUT OF HERE

The Fifth Estate
THE GAMBLIFICATION OF CANADA
THE U.S. AND THE HOLOCAUST
HEARTLAND
THE PEOPLE VS. THE PHONE GIANTS
STUFF THE BRITISH STOLE

CRAZY LEGS PRODUCTIONS
CRAZY LEGS PROJECT
HIDDEN CITY
HOW TO LIVE TO 100
Doggie Dream

ABC
ABC TV
ABC Kids

JUMA ENTERTAINMENT
SUPERSTAR RENOVATION
MVP MOST VALUABLE PERFORMER
THE SINGING BEE

B B C What was first thought of as a temporary fad has led to some series that are among the longest running and most successful in television history – June Deery

Budget : Season 1

A budget of \$500,000 for an eight 42 minute episode reality show shot in 1 week is quite low. However, it is possible to produce a reality show on a budget of this size with careful planning and budgeting. Here is a rough breakdown of how such a budget could be allocated:



"A reality show can cost approximately \$100,000 to more than \$500,000 per episode to produce."

How long do reality shows take to film?

On a one-hour non-scripted Reality episode you can expect 40-150 hours of dailies in one day! A show with a rigid format might shoot only **35-50 hours in one day**, whereas the first episode of a new series with lots of contestants could have 150 hours.

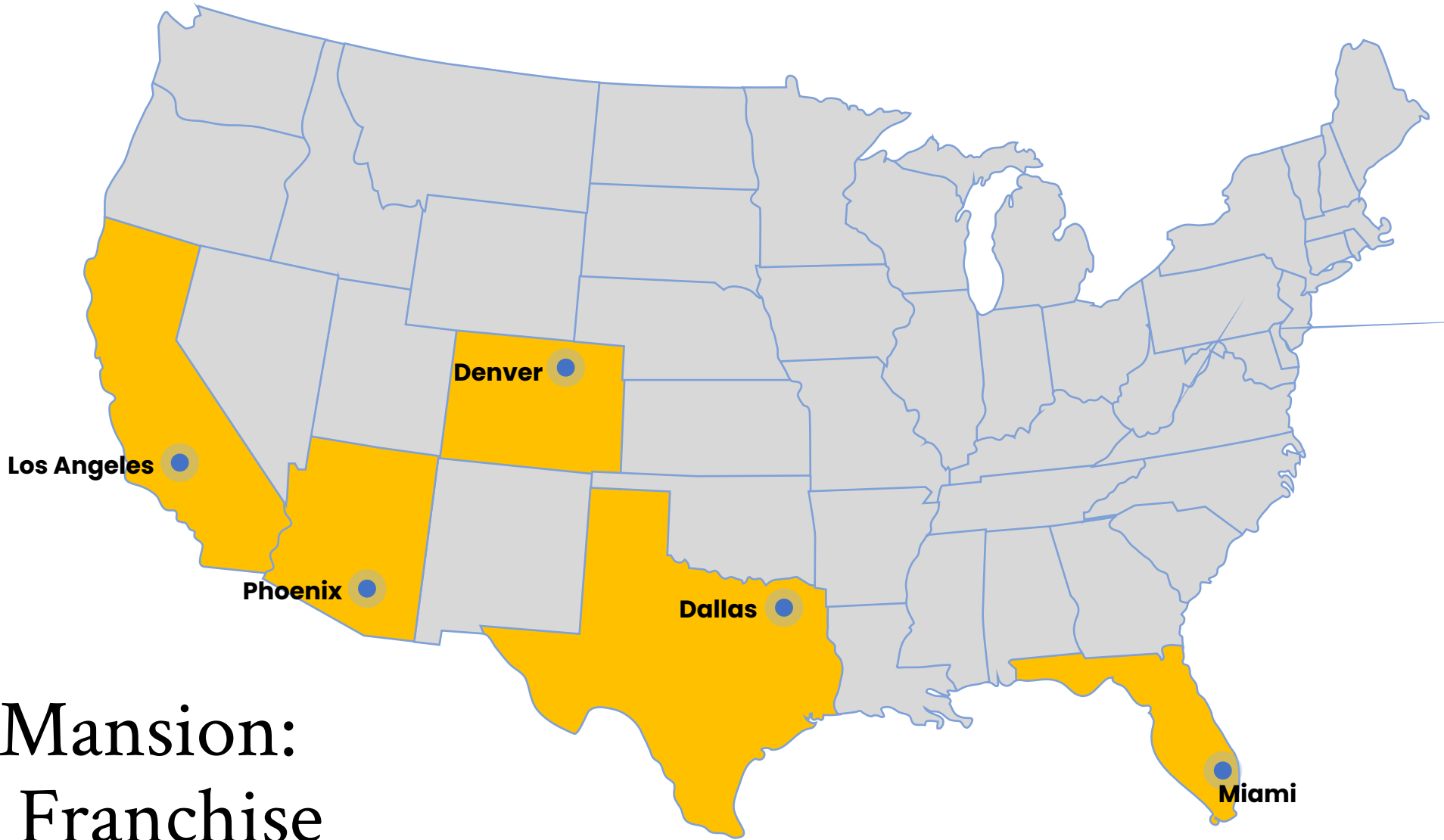
Location rental	\$50,000 - \$100,000
Cast and Crew:	\$100,000 - \$150,000 (salaries and per diems)
Equipment rental:	\$50,000 - \$100,000
Transportation:	\$20,000 - \$50,000 (depending on the location)
Post-production:	\$50,000 - \$100,000 (editing, color, sound design, music)
Insurance:	\$10,000 - \$20,000
Contingency:	\$20,000 - \$50,000

Capital Raise Investment Formula

- The LLC is owned 50/50 by the producer and investors.
- Capital raised is calculated by multiplying the investment amount by the number of investors.
- An Offering Memorandum is required for legal compliance and outlines the objectives, risks, and terms of the investment.
- Recoupment is done first for loans, then equity investors, with a split of profits between investors and producers once the investors recoup their full amount.
- Exit strategy involves regularly updating investors on the recoupment plan.



"The popularity and profitability of nonfiction programming, such as reality TV, has seen it capture an increasing share of the market, with profit margins as high as 60% for networks like Discovery."



Divorce Mansion:
National Franchise
Each Season, New City!

EXECUTIVE TEAM



Philip Tadros

Executive Producer :
Founder Doejo an award
winning Innovation Studio
and INC 5,000 Co.



Cindy Dababneh

Executive Producer/
Head of Studio- Creative
Services at McDonald's
Corporation



Zhenia Koval

Director | Creative Producer |
Video Content Creator



Herman Asph

DP | Still Photographer |
Director



Lucy Arenberg

Licensed Clinical Professional
Counselor Clinical Hypnotherapist
- Divorce Mansion Host Prospect



Chris Gearhart

Director of photography
at lakeview productions

