

S U R V I V E

LUSSIER

# OVERVIEW

SURVIVE combines the immersive aesthetic of a first-person video game with the pulsing adrenaline of a horror movie, terrifying the contestants and delighting the viewers at every turn.

It's like you're at Universal's Halloween Horror Nights, navigating every tension-filled set alone, your heart pounding with every step knowing that someone is just around the next corner, waiting to jump out at you. But in this version, you're going to fight back...

It's as compellingly simple as FLOOR IS LAVA and as binge-worthy as AMERICAN NINJA WARRIOR.



# T H E G A M E P L A Y

Imagine yourself dropped into a dark, spooky warehouse that you know is filled with zombies (live actors) armed with nothing but a machete and a flashlight. (Don't worry, the machete is rubber.)

Your objective is to navigate from the start point to the exit point while hacking your way through an armada of zombies, all while maneuvering through physical challenges and racing a ticking clock.

Zombies can pop out from any shadow, behind any door, up from the floorboards, or drop from the ceiling. Two hits to a zombie and they're toast. Two touches from a zombie and it's game over for you.

As you complete levels, your enemies get faster, the challenges get more complex, and your weapons upgrade from machete to paintball pistol to paintball machine gun.

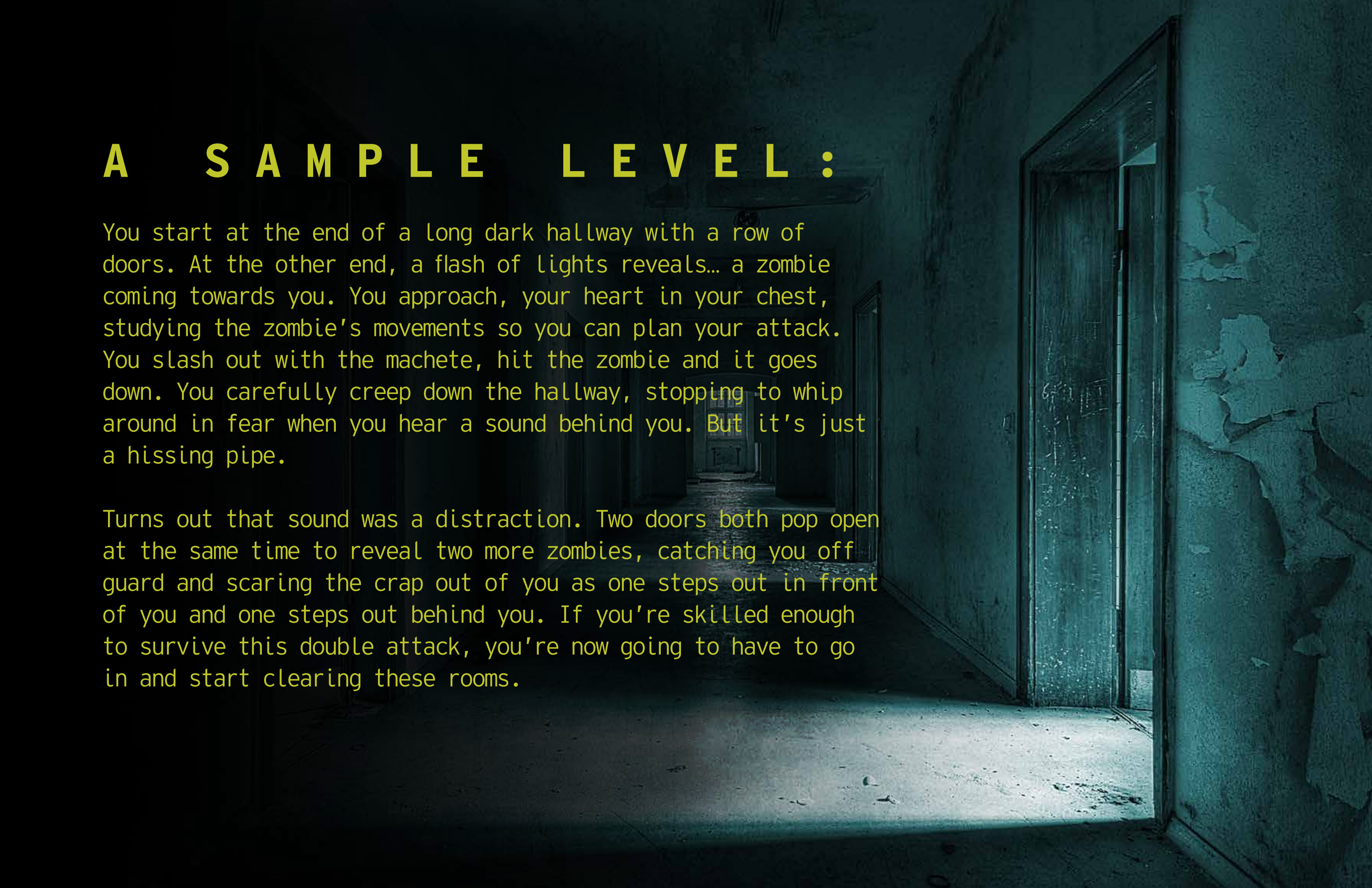
We can also swap out zombies for ghosts, creatures, or vampires, creating enemies that will require different strategic approaches.



## A SAMPLE LEVEL:

You start at the end of a long dark hallway with a row of doors. At the other end, a flash of lights reveals.. a zombie coming towards you. You approach, your heart in your chest, studying the zombie's movements so you can plan your attack. You slash out with the machete, hit the zombie and it goes down. You carefully creep down the hallway, stopping to whip around in fear when you hear a sound behind you. But it's just a hissing pipe.

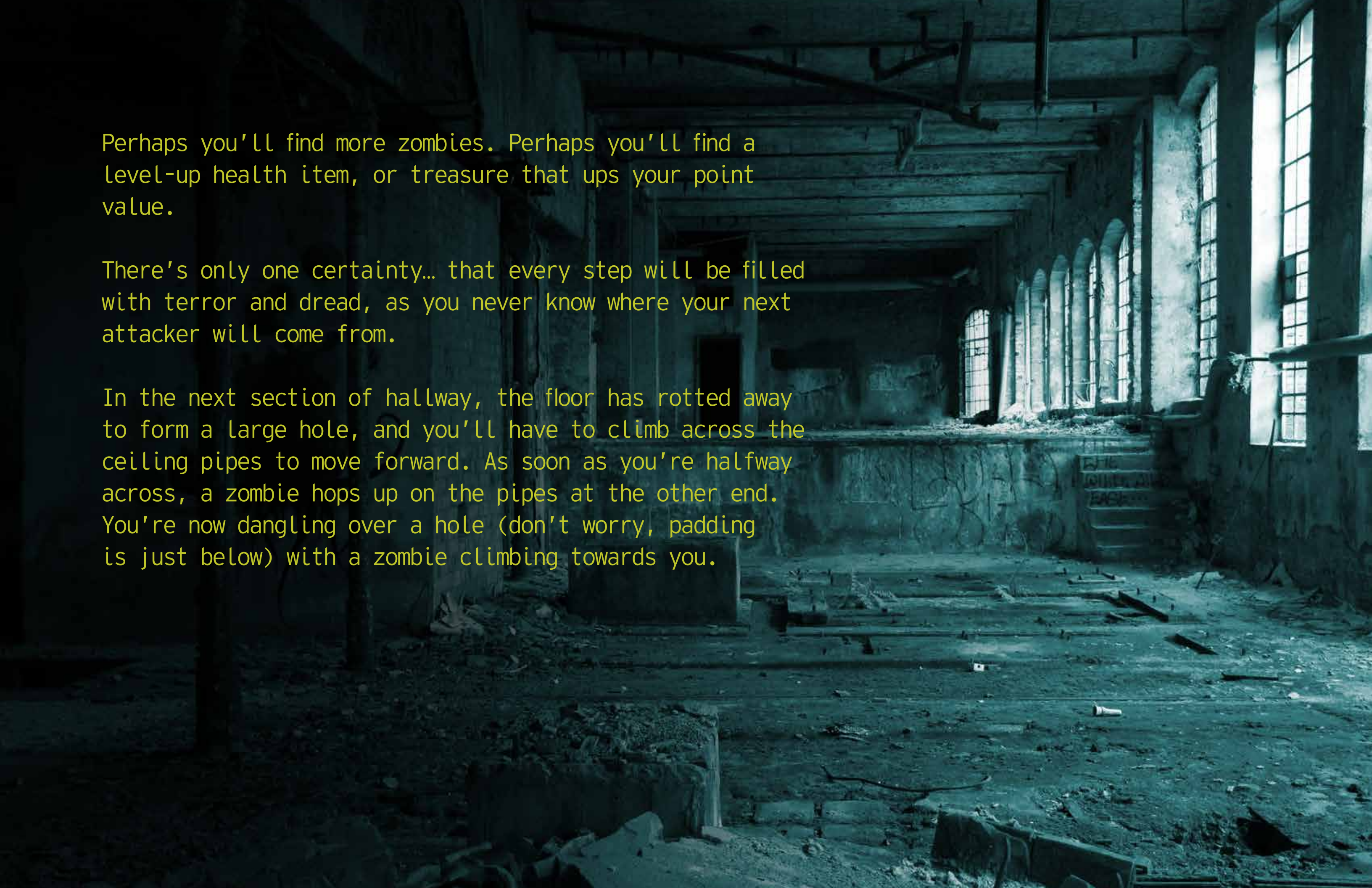
Turns out that sound was a distraction. Two doors both pop open at the same time to reveal two more zombies, catching you off guard and scaring the crap out of you as one steps out in front of you and one steps out behind you. If you're skilled enough to survive this double attack, you're now going to have to go in and start clearing these rooms.



Perhaps you'll find more zombies. Perhaps you'll find a level-up health item, or treasure that ups your point value.

There's only one certainty... that every step will be filled with terror and dread, as you never know where your next attacker will come from.

In the next section of hallway, the floor has rotted away to form a large hole, and you'll have to climb across the ceiling pipes to move forward. As soon as you're halfway across, a zombie hops up on the pipes at the other end. You're now dangling over a hole (don't worry, padding is just below) with a zombie climbing towards you.



You enter a tight space with a bed full of ruffled lumpy blankets on the other side. You're going to have to shimmy across this bed to reach the door, but you can tell just by looking at it that there's something waiting for you under that blanket. When you summon the courage to approach, a zombie jumps out and you hack away, but the screams of the zombie you just killed send several more rushing in after you.



In the final scene of the level, you find yourself in a room full of silhouetted backlit mannequins, knowing one of them is going to start moving... As your fear rises, you drop to the floor, belly-crawling across in the hopes of quietly sneaking past. Too late... none of them are mannequins at all. Somehow you make it to the exit and shut the door behind you.

Congratulations! You've just completed LEVEL ONE... out of TEN... and it's only going to get more difficult.

But since you ran out of the last room without killing every zombie and capturing the bonus items like health packs and weapon power-ups, you're far from a perfect score, and if you're not in the top 10 at the end of the round, you're eliminated.







## A NOTE ON SAFETY:

While there's direct physical contact, safety always comes first. Players and zombies will have padding and eye protection.

# T H E   W H Y :

Just think of how many people are watching a gamer's live streams on Twitch right now.

By relying on genre conventions and tropes in a competitive setting, we can capture that gamer/Twitch fanbase and the horror fanbase. But our show has even more broad appeal... What draws viewers to our show is universal to any sport fan, the opportunity to watch a player make unique choices and root for them to succeed. We never know what kind of strategy a player will choose until they're in the game. Will they be really aggressive and gonzo, or super defensive and cautious? Which door will they open first, second, or last? How will they react to the myriad jump scares they'll face? When faced with an option to choose a power up, will they choose protective armor or more ammo?



We'll create human connection with each of our relatable players, employing the standard confessional videos both before and after a level so we can truly empathize with the players' joy of victory or agony of defeat.

Adding to the fun is that after the first round, home audiences know what lurks on the other side of any given door, so they're one step ahead of an unsuspecting player - which makes for a fun viewing experience and a lot of yelling "DON'T GO IN THAT ROOM!" at the screen.





## THE STYLE :

To truly craft an experience that feels like an immersive video game, we'll create a camera style that keeps us in lock step with our players. We'll have a cameraperson following a player from behind, creating an over-the-shoulder view. We'll have head-mounted cameras on our player, creating a first-person view, and we'll have drones or jib arms above, creating a bird-eye view- in addition to multiple hidden cameras and strategically placed camera operators throughout the level to capture the challenges and scares with cinematic impact. Adding to the sense of being there, our players will be miked so we can hear every breath, gasp, and effort noise.

Additionally, high production values for our production design and top-notch sfx artists for our zombie makeup elevate the show to premium quality.

## THE PLAYERS

Any normal civilian who thinks they can take on this challenge.

## THE WINNERS :

In a bracket tournament style, players will compete for a cash prize till there's only one top winner left standing - the player who completed the most levels with the most kills, the best time, and the most bonus points accumulated.



## THE GAME DESIGNERS :

Another potential show element is a segment with the level designers - all seasoned immersive experience creators - as they interact with each other to craft challenges and scares in the most fun and exciting way possible. We'll learn some of the tricks of their trade, their personalities, and what elements make for a great level design.

## THE FRANCHISE POTENTIAL :

As with American Ninja Warrior, there's the potential to expand outward, hosting local competitions and city finals to cull players from as the show's popularity surges.

There can also be special editions, for example an extremely tough course designed specifically for Navy Seals, first responders, or Twitch Gamers themselves.

Lastly, there's tie-in potential with existing or upcoming horror IP, like IT or HALLOWEEN, where players could find themselves up against Pennywise or Michael Myers.

The possibilities are infinite.

THANK YOU

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