

# SWITCHEROO

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## MULTIPLAYER LIFE SWAP SOCIAL EXPERIMENT

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4 X 4 Character Matrix &  
Game Challenges

Switchboard Roleplay Game App

Creative Identity / Personality Trait

Character Database

Job Skills Profile-based Web Content

Switcheroo Happy Face Mask & Uniform

Stateline Midpoint Finale Life Swap Ritual

MMOG Viewer/Player Polls

Real-life Life Swap User Profile /

Participatory Exchange Network

Integrated Marketing /

Product Placement Platform

Major Automative Sponsorship

Life Swap Relocation Grand Prize

(or Tuition Prize)

## **SWITCHEROO**

**Genre:** "Multi-player" Social Experiment / Self-Improvement

**Tagline:** "Who would you be if you could be anybody else?"

**Logline:** "*The Real World* format meets *Trading Places*  
meets a stranger kind of ~~Room~~ [Life] Raiders."

**Synopsis:** Using a "4 X 4" interchange format (to learn about the difference between outside and inside identity traits and personality qualities), four individuals hit the road to trade lives with four individuals from another town. En route (mapped with a tandem graphic switchboard matrix), each set of four review opposite character profiles, before arrival at an interstate midpoint. At the chosen road stop, *Switcheroo*-players -- temporarily stripped of their superficial identities (wardrobe style) and personality dispositions -- are introduced wearing *Switcheroo* uniforms and happy-face attitudes. Having met, both poker-faced groups then exchange valuables (favorite objects or talisman-clues) with the ones they will be tracing at the destination town. Upon arrival the *Switcheroo*-players are then assigned a new life borrowed from one of the four *Switcheroo*-players, whose routine they will soon become mixed up in. The new life transplant (in order to decode and break stereotypes) takes root as daily life begins with time at work, regular meet-ups with friends, hobby and personal enrichment activities, and total immersion in the relocated personal environment of the player. (For the convenience of the show, each player's home environment has been transferred to a shared four bedroom apartment -- one in each town. As well, both groups will be "hosted" by one mutual friend of the four, a designated "hostage" for the duration of the game who distributes clues, and acts as concierge and MC of events.) As players engage in their newly borrowed life, the who's-who mystery and decoding process continues to unfold using a half-life twist. Each *Switcheroo*-player has a chance to live successively in each of the four player's lives (according to increasingly shorter intervals) to build experiential knowledge, supplemented with updates via webcam, voice message, text and courier mail. Players assign values to a "4 X 4" switchboard interface, which records the dramatic beats of the dream-like alternative world experience. Finally, after all exercises and immersive experiences have been entertained, collective and individual tallies for each group of four are locked in, which becomes the basis for one of the teams to be flown in for the climactic identity reveal and overnight gathering. (The higher tally gets to travel.) As the overnight unfolds, personal realizations are explored, and the "4 X 4" juxtaposition on identity and self-improvement is delivered and celebrated. Ultimately, the two groups reveal their traces along with their self-evaluation to answer a singular question about what aspects of self might be **switched on** or **switched off** from the who's who experience. The player who is able to pattern the most traits onto the opposite team's characters is rewarded with prizes including a gift of total relocation life swap -- or tuition -- with both options featuring a grand prize Subaru auto for the highest-rated player. (Viewer prizes are also awarded at a post-season finale.)

**Format:** + "4 X 4" Character Matrix-- Two competing sets of four (eight *Switcheroo*-players from two towns).

+ Half-life Switching-- Each set of four switch traces at half-life intervals yielding

a 4-1, 3-2, 2-3, 1-4 temporal pattern facilitated for breaking stereotypes.

+ Split-world Narrative-- Dual town diary/investigative and fly-on-the-wall storytelling.

+ Interactive Brand Integration-- Online "4 x 4" switchboard journal system allows viewers to review traces and participate during broadcasts via the coordinated multi-lifestyle brand integration platform.

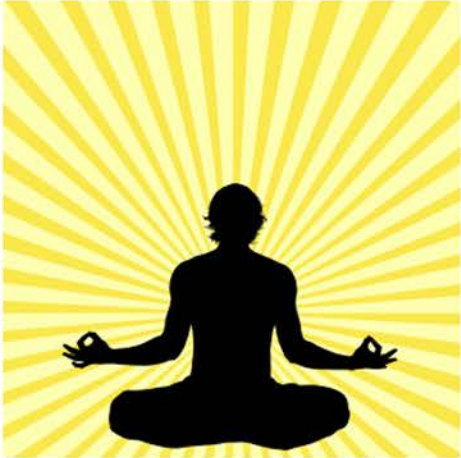
# Switcheroo

## 4 X 4 Character Matrix



Life Swap Drama

I don't know who I'm supposed to be. This is confusing me. I want my old life back. Or, maybe I should plot this out on the 4 X 4 character matrix.



### Win a 2019 Subaru!

The player who identifies the corresponding traits to each character with the most accuracy wins the grand prize Subaru, complete with lifestyle relocation, or 25K tuition for college.

Total traits  
of one set.

A	A	A	A	B	B	B	B
A	A	A	A	B	B	B	B
A	A	A	A	B	B	B	B
A	A	A	A	B	B	B	B
C	C	C	C	D	D	D	D
C	C	C	C	D	D	D	D
C	C	C	C	D	D	D	D
C	C	C	C	D	D	D	D

A	A	A	A	B	B	B	B
A	A	A	A	B	B	B	B
A	A	A	A	B	B	B	B
A	A	A	A	B	B	B	B
C	C	C	C	D	D	D	D
C	C	C	C	D	D	D	D
C	C	C	C	D	D	D	D
C	C	C	C	D	D	D	D

Dominant traits  
per each player.

Each character has 4 main attributes assigned to their personality, yielding a 4 x 4 x 4 permutation per character per set. Since the game is being played on both sides, in two separate towns, keeping track of which traits belong to which character, especially when cross-checked using the half-life method, becomes an exercise of gut calculated against probability. The total permutations, or possible combination of traits for any one character, is factored by 4-on (dominant) and 4-off (recessive) – with 8 set to zero, diffracting non-evident traits. Individual players, teams and viewers track each other to decode ID.

“Bonne chance travellers of the mind!”