

## FORMAT

**Level 1** player pre-selection based on genetic test for HLA Allele, a tested DNA "love gene" marker, describing biological compatibility at the immunological receptor sites. Players tagged based on superficial attraction, during ballroom icebreaker.

**Level 2** player interaction and dating pool reduction based on a gamified personality assessment, that excludes discrete demographic data in favor of a color array of sociological schemes and psychological traits.

**Level 3** personalizes individually tagged players using voice and storytelling reveals, without associating potential visual or physiological bias.

**Level 4** accelerates accrued tags (attraction imprints) with a series of speed mating events that can either confirm or deny validity of tags. However, players only engage via roleplay, costume and sketches, allowing for rounds of creative expression through a mix of stereotypes, dialogue and acting.

**Level 5** is the ultimate test where each player can finally be their real self, and peel away any remaining layers of uncertainty to discover if there is any raw chemistry that might lead to a mutual kiss – the trump card of successful matching and mating – regardless of scientific DNA results, or player preference that may lean towards more psychological, sociological, or physiological compatibility factors.

CAN YOU  
HOTWIRE THE  
LAWS OF ATTRACTION?

CAN YOU  
PICK YOUR MATCH  
IN A CROWDED ROOM?

CAN YOU  
PROVE YOU'RE  
WORTHY OF A FIRST DATE?

CAN YOU  
FORGET EVERYTHING YOU  
LEARNED ABOUT FALLING IN LOVE?



## WITH DATE PROOF PROTOCOL

The rules of attraction reinvented.

### SYNOPSIS

Attraction is a state of mind. First dates provide a way to collect evidence that the other person is who they appear (or are imagined) to be. But when the rules of attraction are short circuited, and sight, sound and mental image are allowed to form independent of each other, true attraction is cultivated – forcing players to discover evidence of what really draws them to another person. The proof of a more profound kind of attraction depends on the players' ability to engage in five rounds of investigative matching, mating and dating.

## THE KISS

"DATING FROM  
A WOMAN'S POV!"

"After ages of verbal or physical harrassment and assault, women finally have a bullet proof method to manage personal safety."

"Times have changed. It takes more than a glass slipper to earn a date with an accomplished woman!"

"We're empowering women to know it should take a lot of effort to get to a first date."



"If I want a  
glass slipper,  
I can get it  
myself...!"

*"The Kiss is proof  
that there are hidden  
layers of attraction pulling  
on our heart strings."*



She smiled. We danced. She tagged me.

### LOGLINE

From a room of fifty players, across five game levels, using investigative dating tactics, the odds of meeting your match depends on sharing who you really are.

# BIG THE KISS

(aka Ms. Hannah Brown's Revenge)

*Bachelorette, Season 15*



Ms. Hannah Brown

**SOCIAL MILIEU** – Shows that success doesn't exist in a vacuum. Something happens when the market reflects the social context. *The Kiss*, a courtship ritual and elimination game, captures the zeit of an emerging era that is centered on women's POV. As a reinvented dating competition, *The Kiss* is built for women who demand more from a gender-biased culture. So a better experience in dating demands a brand new dating format, that arcs from courtship rules to mating rituals, with dating tools that reflect both social science and rich game play designed to reveal true character and levels of attraction. *The Kiss* tackles the mystery of finding love by leading players through five levels of investigative dating experiences. Pushing the boundaries of attraction means breaking the barriers of emotional bias.

**HOST and HEROINE** – This year's *Bachelorette* broke the mold with Hannah Brown courageously defining the rules of the game on her own terms. Her character revealed a balance of honesty and fierceness, governed by intuition and a willingness to fight for the truth. Her keen sense of self and upfront style will add layers to a new dating competition that puts the female gender onto equal turf.

**LOGLINE:** Fifty single men and women must share who they truly are, while playing Ballroom Freeze Tag, Profile Scrabble, sharing a Sonic Selfie, Masquerade Dating, and going on the ultimate Musical Dinner Date. By revealing their true nature, they just might earn a Kiss that could lead from courtship into a marriage ceremony.

**GENRE:** An arced courtship ritual and mating format.

## Gender-fication

*The Kiss* is a dating format told from a "woman's POV." At core, it's a deeper dive into what makes a person truly attractive. And women deserve more than the myth of a handsome prince, to rescue them from the perils of everyday life. We already know that men and women can be different species, with men often lacking the emotional capital and intelligence to share or steer a healthy relationship. But the gender divide is more than an emotional gap, it can result in behaviors and patterns that break trust and the bond of love.

As we saw in this season of *The Bachelorette*, Hannah Brown stood her ground against even the most beguiling of suitor whose intentions were masked, even to himself, apparently. How could Jed accuse Luke P. of the same disruptive and selfish conduct he would later use to steal Hannah's affections, without regard for her one guiding principle: that a relationship be based on honest and open communication, no matter what needs to be expressed - good, bad or ugly.

## Reality of Love

You might be wondering why I would place so much emphasis on the outcome of season 15, but I think we have seen the bar raised high with Hannah's rejection of an engagement that ultimately compromised her values and beliefs. And in the women's movement we see happening today, through #MeToo, and as well so many female-driven projects getting cast and greenlit, we are truly in the emergence of an era where

women will continue to prove they are not only equal, but better at certain spectrums of the human experience.

Ms. Hannah Brown is proof that women are the incumbents in a territory that men fear to tread. When it comes down to it, Jed wanted to win Hannah without doing the work to earn her love. And we need to recognize Hannah for her courage on an epic journey where she was fierce and constant in sharing a truth that many women needed to see onscreen. We could say her B.S. detector alone has made her an icon of woman's intuitive power. Even if Jimmy Kimmel, or any other public figure's post-mortem coverage, saw the events as a game, what really motivated the driving force of the dramatic twists and turns was Hannah's quest for the truth.

On Season 15, it should be clear that Hannah fought like a warrior, a one woman army, under the treacherous spell of temptation (par for the genre), against thirty flirty and sometimes scheming men who often played love as one might a ball game. Winning a war but losing the prize was bittersweet for Hannah B., but only a woman of courage could walk away with her head held high, and her heart still on her sleeve.

Ultimately, like Dua Lipa's hit relationship anthem last summer, Hannah wrote "new rules" on *The Bachelorette*, on more than one occasion: 1) keeping Luke P. around when she only had three roses, but four unfinished relationships; 2) telling her male suitors to "stay in their lane," that she could make her own decisions about who was right for her; and most importantly, 3) cutting it off with Jed, when she found out he was playing chess with her heart, after learning from *People* he ghosted his ex-GF.

Hannah took us on a rollercoaster of the unexpected. And I'm sure we can anticipate the same moral courage and confidence in the face of whatever drama comes her way.

### Hannah the Heroine

So hats off to a new heroine, Ms. Hannah Brown, who has proven she has the wind in her sails to fight for a better kind of relationship, one where clarity and integrity trump romance and attraction. Hannah showed us what it means to be in it for the long haul, where the rules of true love can never be compromised – *even at the expense of breaking her own heart*. And for that I say, just like Katniss Everdeen declared herself a contender in the *Hunger Games*: "I nominate Hannah Brown for host of the new dating competition, *The Kiss*, where women find love on terms that no longer allow the fantasy to outweigh the reality."

The magic of finding true love has been Hannah's odyssey, albeit one with an open

ending. Yet beauty, brains and brawn make Hannah Brown the obvious choice for helping women find their footing inside the gender biased relationship stereotypes often projected onto young and dreamy-eyed lovers. Unchecked by the cathedral of the heart, true love often ends in broken homes and lives. But with Hannah's heart and head in the new and true game of love, *The Kiss* aims to change heartbreak into happiness.

### Future Leaning Format

By using new technologies like DNA allele testing, five levels of investigative dating, and new intimacy protocols, women will have a new set of tools and rituals to figure out if Mr. Right is the same man under the hood as he appears to be at face value. By breaking new ground, addressing the rules of attraction head-on, *The Kiss* elevates the status of courtship into a quest to find out what makes a partner truly attractive. By engaging in investigative dating rounds, the underlying fabric of a person's hidden nature and actions is exposed, allowing for an attraction that is more than skin deep.

Should players make it through the courtship process, all the way to the namesake "Kiss" round, the final couple will move from courtship matching and mating – sealed by a single kiss – into the first one-on-one date, and possibly an engagement that could end in an all-inclusive marriage ceremony and honey moon holiday.

### New Rules of Engagement

The stakes are high for true love and now there's a competition format that makes men work as hard as women do to fight for truth, honesty and integrity in a culture that often shows us the opposite of who we truly need to be, as individuals and partners seeking a long term relationship. While our hearts and hormones often give us the rollercoaster experience, *The Big Kiss* leverages the other side of human attraction (based on character, not just personality) to bring unique couples into the spotlight that might never have a chance to form a connection.

Join *The Kiss* to help women find life partners that share the same core values. With Hannah Brown driving the show, you can be sure both men and women will be pushed to the limit of their personalities, to discover who they really are, and what they want in a life partner and relationship. Romance, mystery and investigative dating.... *The Big Kiss* unlocks the secret of finding true love.

**Creator's NOTE:** *The Big Kiss* dating format represents gender roles inspired by #MeToo, breaking down the myth of the romantic prince, by showcasing how both personality and character influence the laws of attraction.