TITLE: GASTRO'PUNK
GENRE: REALITY COMPETITION
TAGLINE: *"Your food could make you famous!"*

LOGLINE: Contestants compete for a chance to have their food become a famous grocery product, while playing game levels that help shape their personal cuisine, test food knowledge and skills, and ultimately contribute to the ingenuity of American cuisine.

SYNOPSIS: Players move from a rapid **AUDITION** round where the focus is on creating a unique drink mixology that highlights their personal identity, as an emerging foodie or chef. Players may advance through the audition based on an existing influencer following, limited culinary training, or raw evidence of talent. Being a chef is not required, though creativity is a must.

America votes on the top 24 player to enter **LEVEL ONE**, which is an elimination round that puts players into a professional context of working in teams to execute a designated menu for a unique cause or event. There are 6 teams of 4, and entire teams, or single individuals, may get eliminated. Only 12 players will be left.

LEVEL TWO contestants will play using Chef Watson's computational creativity, redesigned as the Gastro'Punk Recipe WordBall Machine. Each player is given the same challenge to reinvent a specific food (e.g. the BLT sandwich). The new food must have an original name, and original recipe, both of which Watson can help with. 8 players will advance to the next round based on judge votes, using criteria of presentation, originality, and taste.

LEVEL THREE further helps define each chef's original food brand with focus on crafting a convenience food, small plate, or snack, using gamified ingredients. Players engage in a quiz round that allows each to win ingredients that can be used in their snack food. The judges will be looking for the same food appeal captured by the fast moving consumer goods category. Only 6 will continue.

LEVEL FOUR gives the judges and America a chance to see the personal brand of each chef expanded into a cuisine. Players will invent a restaurant design and present judges with a popular meal from that menu. Judges will be looking for overall concept, marketability, and virality of the food/brand based on the audience response. Players have a chance to build a world around their cuisine, but only 3 will survive. America votes on which food item they want to see produced, but also the story behind the brand.

LEVEL FIVE places our contestants into a test kitchen with professional chefs that can help hone America's favorite food choices into recipes that can be mass produced into a grocery product. Although the product now has validated demand, the player must be able to provide enough direction to the kitchen staff to improve on the dish and wow the judges. Only 1 can win. The judges will help guide America's decision, but America's vote is final.

The **FINALE** reveals the winner. While the winning food enters the pantheon of new American grocery products, the proceeds of the Gastro'Punk food line are designed to benefit a charity. This allows the winning player a choice of prizes including a chef's kitchen, a scholarship to culinary school, or startup money.

GAME SCHEMATIC

#FOOD HERO

INVENT NEW FOODS

GAME SHOW

Gastro'Punk

"YOUR FOOD CAN MAKE YOU FAMOUS!"

A New Cuisine is Born

GAME PLAY LEVELS

Execution
6 groups of 4
(6 hours to plan / 6 hours to execute)

1. Can you cooperate in a team, with a theme and a budget?
2. Does your dish stand out?
3. Is the client happy?

THEMED PARTY/ SPONSORED CAUSE
a) picnic
b) baked sale
c) business meeting
d) birthday party, etc.

Creativity
Think Outside The Box

Convenience Culture
Test Your Culinary IQ

Fast Moving Consumer Good
1. Further develop your brand / culinary style.
2. Play to win ingredients from food pantry.
3. Create original snack food.

SNACK
APPETIZER
SIDE DISH/
SMALL PLATE

Menu Design
Develop Your Brand ID
1. Design a restaurant concept or dining/eating environment.
2. Showcase a menu item.
3. Gamify the experience.

FAST FOOD
FAST CASUAL
FINE CASUAL
FINE DINING

New Product
1. Take something from your restaurant menu, go into test kitchen, and refine it into a grocery product.

GRAND PRIZE

Grand Prize
a) Win a Chef's Kitchen.
b) Culinary School Scholarship.
c) Startup Money.

Identity
MIXOLOGY
(unique drink)

Introduce/tease your brand to the judges.

SPECIAL EVENT

AUDITION (BEACH VENUE)

REALITY CHALLENGE (SET)

LEVEL 2

GAME SHOW (SET)

Chef Watson / AI WordBall Machine
(everyone has to make same sandwich)

Your brand should now be clear to the judges.

FOOD STAND (SET)

LEVEL 3

RESTAURANT (SET)

LEVEL 4

GROCERY PRODUCT (SET)

LEVEL 5

GASTRO'PUNK

LEVEL 1

SIGNATURE DRINK
(5 min. challenge)

GROUP ROUND
(contestant skill test; elimination event)

RECIPE GAME
(play with Watson)

QUIZ FORMAT
(food history)

SHOWCASE
(brand gestalt)

TEST KITCHEN
(invent a new grocery product)

FINALE

AUDITIONS -------->

| TOP 24 | TOP 12 | TOP 8 | TOP 6 | TOP 3 | WINNER |

Gastro'Punk Definition: *"A person whose culinary style defies convention in a way that reinvents how food and culture intersect."*

SHINY-FLOOR COOKING COMPETITION

Talent Search
Social Experiment
Quiz Show

HYBRID UNSCRIPTED

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Gastro'Punk
Original Game Format with Watson AI