

GAMING™ UNDER THE INFLUENCE GUSHOW.TV

This confidential information is being furnished by GAMING UNDER THE INFLUENCE LLC for consideration of forward looking business relationship. This information is not to be reproduced, distributed, or used, in whole or in part, for any other purpose or made available to anyone other than the Recipient. By accepting this the recipient acknowledges that it is confidential information. The recipient agrees to hold in confidence and not possess or use or disclose any of the proprietary information contained in this document except information that is in the public domain through no action or fault of the recipient or was properly known to the recipient, without restriction, prior to disclosure by Company. Rights to Gaming Under the Influence are not licensed to or granted to the recipient.



GAMING™ UNDER THE INFLUENCE

GUI SHOW.TV

GUI is an adrenaline-pumping, unforgiving, audience fueled, hyper-interactive show.

Streaming live, GUI is a 22-minute gaming competition show where audience members **influence the outcome!** GUI was created to broadcast live from stage and events, pitting celebrities, sports icons, gaming influencers and everyday people in a competitive gaming match where players not only try to win the game, but also win over the audience!



LIVE



Box Hug	
hank	50%
patrick	0%
steve	50%

GUI SHOW.TV
VOTE NOW

ROUND 2
31:16



[WATCH](#)

VIDEOS

Click on a video below to watch on YouTube:

[Full Episode](#)

[Episode #3 in 60 Seconds](#)

[GUI Promo \(Studio\)](#)

[C2E2 Promo](#)

[GUI At C2E2](#)

[GUI At Home](#)



**GAMING™
UNDER THE
INFLUENCE**
GUSHOW.TV

SHOW FORMAT

SHOW FORMAT

-22 MIN SHOW

-3 ROUNDS

-NEW GAME
EACH ROUND

-WINNER OF
EACH ROUND
SCORES A
POINT.

-WINNER OF
MOST ROUNDS
WINS THE
SHOW.

CAST

-1 HOST TO
INTERACT WITH
PLAYERS

-1 PLAY-BY-PLAY
ANNOUNCER

-1 AUDIENCE /
SOCIAL MEDIA
WRANGLER

CONTESTANTS

-3 PER SHOW

-EVERYDAY
PEOPLE TO
SOCIAL
INFLUENCERS

-ESPORTS
TALENT

-ATHLETES

-CELEBRITIES

CAGE MATCH STYLE

-VIDEO GAME
BATTLES

-HOTTEST
GAMES ON
MARKET

-WEIRD /
WACKY GAMES

-EASY TO
WATCH AND
PLAY

AUDIENCE

-PROPELS THE
INTENSITY

-INFLUENCES
THE SHOW
FROM THEIR
PHONES

-CONTROLS
OBSTACLES VIA
"HOTBOX"
VOTING

-WIN PRIZES IN
REAL TIME

WINNER

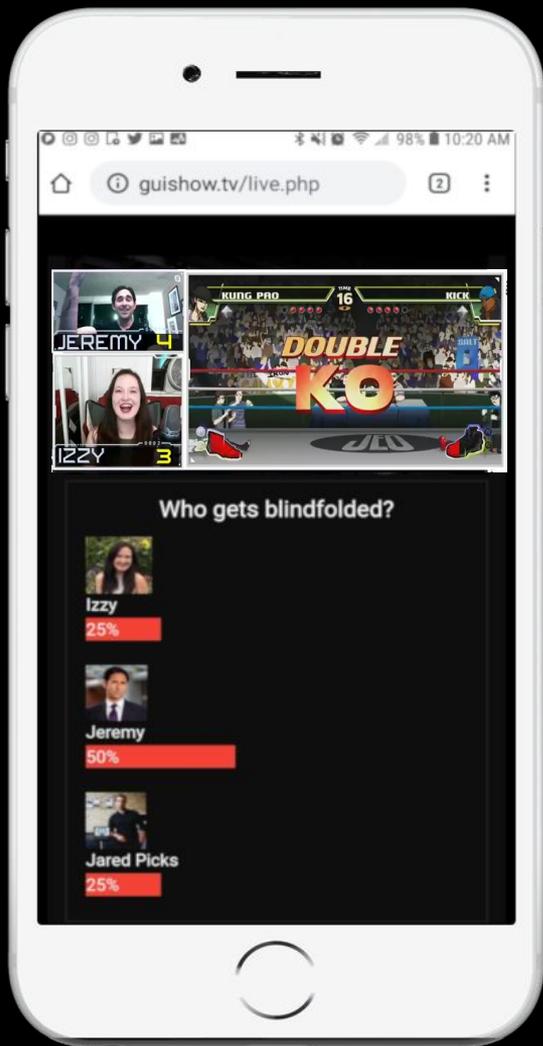
-PLAYER WITH
MOST POINTS
AT END OF
SHOW

-EARNS BIG
CASH PRIZE

-WINNER
MOVES ON TO
COMPETE IN
NEXT SHOW

-VIES FOR
FINAL GUI
CHAMPIONSHIP

HOTBOX[®]



GUI has developed its own interactive tech: HOTBOX.

HOTBOX allows anyone watching the show to vote during the livestream and INFLUENCE what challenges and obstacles the contestants face.

Features:

- Playing along w/show
- Voting on contestants
- Brand survey/polling
- Peer-To-Peer interaction

CONTESTANTS

3 CONTESTANTS PER SHOW:

Example contestants: Social Media Influencers, Twitch stars, Esports Athletes, Celebs and Everyday People.

Social media influencers: Use GUI as self-serving promotion. Helps build instant audience.

Esports Athletes: The show becomes a bridge to market the player (and the team) to a general audience.

Celebs & Athletes: GUI becomes a marketing platform for their newest movies, TV shows and products.

Everyday people: The “American Idol” Effect. General audience believes they could compete and win. “My nephew could win. My Mom was awesome at Wii sports.”

INFLUENCE
INFLUENCERS PROMOTE THE BRAND

**INFLUENCERS / CELEBS / ATHLETES
AS CONTESTANTS
BUILD INSTANT AUDIENCE**

YouTube 50M+ subs **twitch** 10M+ followers **Twitter** 20M+ followers

**GAMING™
UNDER THE
INFLUENCE
GUIHOW.TV**

PR & BRAND LOVE

PRESS



CBS CHICAGO

May 15th, 2020

CBS reporter Jeremy Ross interviewed Jared Hoffa about GUI and the tech to launch it during COVID-19

CLICK TO WATCH

SPONSORS



RXBAR®

THE GUI TEAM



Jared Hoffa - Host, Creator, Executive Producer ([Linkedin](#)) is the creative force behind GUI. His technical expertise in livestreaming technology, extensive background in gaming and 10+ years in television production have supported the development of GUI to be the next great gaming entertainment.



Mary Kathryn Seipke - Executive Producer ([Linkedin](#)) is an award winning Executive Producer & Director working with some of the largest brands and entertainment personalities in the world. MK has developed and created over a billion dollars of media and marketing throughout her career.



Cindy Patrasso - Executive Producer ([Linkedin](#)) is an Emmy award winning, career television and events producer and broadcast executive, who's run production companies, divisions of companies and is responsible for thousands of hours of LIVE TV talk and sports programming.

GAMING™ UNDER THE INFLUENCE GUISHOW.TV

Thank You!

