



RISE OF THE REST



CONCEPT

Across America, communities are struggling to stay afloat. Jobs and opportunity have fled to the country's biggest cities. Depression and opioid abuse are on the rise. Once-thriving towns and their residents need help. But handouts alone won't solve the problem.

Enter: RISE OF THE REST, a superstar team of investors led by AOL founder Steve Case. They're dedicated to finding entrepreneurs, innovators and startups in places most VC firms never look. Their mission: invest in pioneering people and businesses in depressed regions in order to create thriving companies that bring back jobs, and in essence, restore a sense of hope and purpose.

And while this might sound like charity work—it's not. ROTR needs to make smart investments—albeit in unexpected places—and they have to see a return on their money to keep the operation alive.



FORMAT

In each episode of this documentary series, **small business and startups compete** for investment from an **all-star panel** of venture capitalists.

Each episode features a **different city** of the country where we tell the stories of entrepreneurs, their hometowns, and their business ideas.

We also tell the stories of the team at ROTR as they **road trip** across the country in their iconic bus, searching for unique businesses, investing in startups, and bolstering the efforts of their existing partners.

But beyond simply seeking profits, they're driven by an **intrinsic urge to help** their fellow Americans. This series will cover their highs and lows, successes and failures.



WHO?

The panel of venture capitalists is headed by **Steve Case**, founder of AOL. He's brought in the biggest names in the business world, who could appear on the show. They include:

- **Jeff Bezos** - Amazon founder
- **Meg Whitman** - Former CEO of Hewlett Packard
- **Tory Burch** - Fashion mogul
- **The Koch Brothers** - Head of Koch Industries
- **Howard Schultz** - Former CEO of Starbucks
- **The Walton Family** - Owners of Walmart
- **Eric Schmidt** - Chairman of Alphabet (Google parent company)
- **Dan Gilbert** - Quicken Loans founder
- **Sara Blakely** - Spanx founder
- **Ray Dalio** - Bridgewater Associates founder
- **J.D. Vance** - Investor and author of *Hillbilly Elegy*
- **David Rubenstein** - Carlyle Group founder
- **Sheila Johnson** - BET Co-founder
- **Sean Parker** - Napster founder and former Facebook Chairman



WHY NOW?

The media is flooded with stories that focus on suffering, loss, suicide and drug use in depressed regions, but rarely do we see uplifting stories that offer tangible, sustainable solutions.

This series is the perfect blend of heart + business. The characters are aspirational, intelligent and compassionate, and the TV audience—especially from Middle America—will connect with the people and stories featured.





TARGET NETWORKS

CNBC
FOX Business
Bloomberg
Sky Business
Netflix
Quibi

BACKROADS

PICTURES