

# THE NEXT CRYPTO GEM

**EPIISODES:** 6x24'

**LOGLINE:** THE NEXT CRYPTO GEM brings the fast-paced and mysterious world of cryptocurrency to a big television audience for the first time. Crypto fans and those who are getting their first peek into this futuristic world will be entertained and enlightened.

**SYNOPSIS:** Using a competitive reality show format evocative of "Shark Tank" and "The Apprentice," this series takes audiences on a fast-paced ride into crypto currencies and fin-tech, featuring celebrities and a panel of experts who will mentor and score our teams on their ability to engage and execute. It is instinct and it is business, but not for MBA grads.

**LOCATIONS:** USA

**HOST:** Chelsea Gilson is a seasoned presenter and host. She's been on CBS, Travel Channel and Weather Channel, and is an early adopter of "crypto". Join Chelsea and her panel of experts as they guide the audience through a fast-moving and exciting new technology.

**REASONS TO BUY/DIFFERENTIATORS:**

- The show offers a unique look into a fast-moving new world of digital currency
- Entertainment and knowledge
- Formattable
- Returnable
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**KEYWORDS:** INFO-TAINMENT, KNOWLEDGE, CHALLENGE, TECH, FORMAT