

CHANNEL 4 SERIES - MAKE ME A MILLION

Submitted by: RDF International

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Channel 4 is making a series that will see budding entrepreneurs turn their dreams of money-making into reality, with the help of a millionaire mentor.

Make Me A Million will follow three teams of budding entrepreneurs over their first 9 months in business. Each company will be overseen by a multi-millionaire who will advise their 'business virgins'; on how to be a successful entrepreneur. The millionaires will act as 'business angels'; to their chosen team, investing and drawing on their experience and know-how to guide and mentor them.

The series will explore what it takes to set up a business and make as much money as possible. We will see the evolution of each of the selected businesses from paper to reality, listening in on team talks and tactics, observing strategies; all enabling us to get inside the mind of the truly successful entrepreneur. We will film the three companies and their mentors at every stage, with regular meetings updating the viewers where each team is up to.

It's a tough challenge and not for the faint-hearted. We need successful business mentors who are willing to invest some of their time, and money, into these new companies. We are also looking for teams of budding entrepreneurs who have the drive, passion and determination to be successful and would welcome the support of a millionaire mentor.

The programme is being produced by RDF Media - the award winning production company behind Boss Swap, Faking It, Wife Swap, Scrapheap Challenge and a whole host of other factual and entertainment programmes. You can find us at www.rdfmedia.com

Filming is due to start late September 2004 so if you would like to discuss the project further please do not delay in contacting us today.

If you are a 'successful entrepreneur'; contact nicky.waltham@rdfmedia.com or call Nicky on 020 7013 4288

If you are a team of 'budding entrepreneurs'; contact neil.rubinstein@rdfmedia.com or call Neil on 020 7013 4480