

# Prototype this



Do you have an invention that you think is the best thing since sliced bread?

Half hour reality show

Demographic: Family

The world is full of great inventions that inspire us everyday. Everybody has had a moment when they believe they are Albert Einstein and they have an invention that will rock the world. PROTOTYPE THIS is a new series in which 8 men and 8 women compete against each other for the chance to have their invention put into production. During the show the contestants run their ideas through a different consultant each week ranging from manufacturing, to market research, to advertising and test all the ideas feasibility. A panel of two judges and one new judge that is the weekly consultant decide who's idea is rejected each week.

