

THE RICH POOR



Successful businessmen become participants in an unusual and complex experiment - they will be left without money, gadgets, guards, assistants and an expensive car for exactly two days in an unfamiliar city with the task to survive: to find a job, to find a place to spend the night and not to be indebted to anyone.

Genre:
Reality / Social Experiment

Duration:
Weekly, Prime Time



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At the very beginning of the experiment, the participant will leave all the attributes of wealth and receive “new” clothes and the legend.

The participant will have to leave to another city different from the one where he lives in and/or comes from without money, secured housing and amenities.

The participant will only be given a bottle of water, a travel ticket for public transport, an old mobile phone and several SOS envelopes: in case he does not find work / housing / food, he will have to admit his failure to open the corresponding SOS envelope.

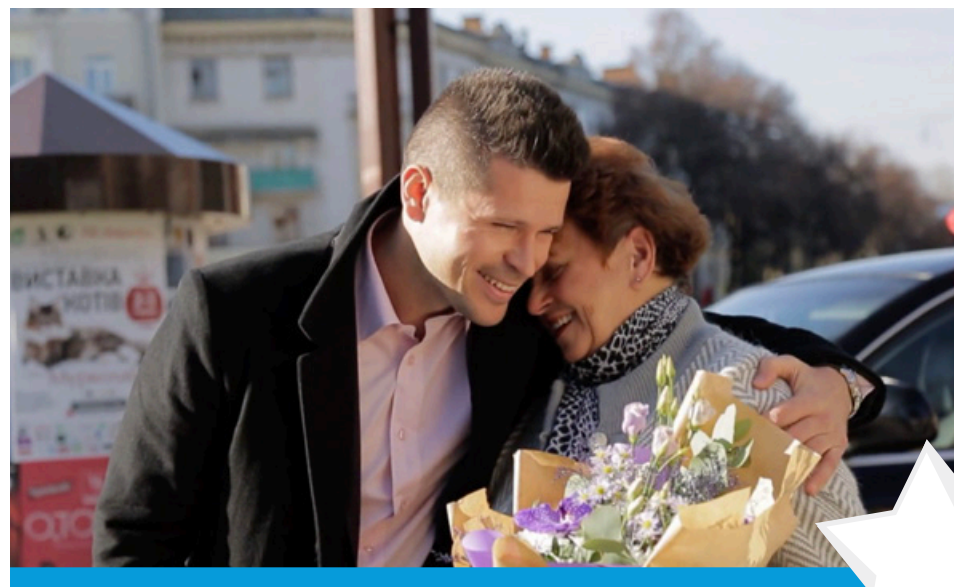
Once he arrives to a new city, the rich man will have to find a job in order to earn money for food and shelter. In the course of his attempt to survive it is possible that different people will render him unpaid benefits: shelter, food, work etc.

They are the ones he should not be indebted by. At the end of the experiment, he will return to these kind people again and after opening the truth, he will take this turn to perform the act of kindness in the form of gift giving or helping them in making their dream come true.



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