



MONEY: INTERACTIVE

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ONE STORY → A NETWORK OF EXPERIENCES

IN THE YEAR 2026...

**We are living through a
renegotiation of values.**

A word cloud on a dark blue background. The words are arranged in a horizontal, slightly overlapping manner. The four largest words are 'SCIENCE' (green), 'JUSTICE' (blue), 'CULTURE' (purple), and 'POWER' (yellow). Smaller words in various shades of gray surround them, including 'evidence', 'truth', 'research', 'fairness', 'rights', 'equity', 'access', 'growth', 'markets', 'investment', 'democracy', 'accountability', 'climate', 'reason', 'discovery', 'art', 'memory', 'identity', 'story', 'belonging', 'meaning', 'leadership', 'authority', and 'ownership'.

Multiple values compete for our attention, allegiance and resources.

attention, allegiance and resources.

SECURITY

home safety stability quantum engineering progress individuality politics status choice

resilience property invention autonomy rebellion opportunity attention

family

INNOVATION

technology evolution independence risk

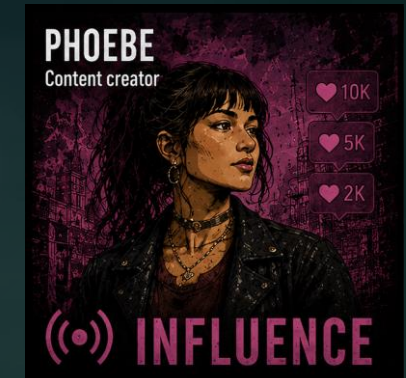
FREEDOM

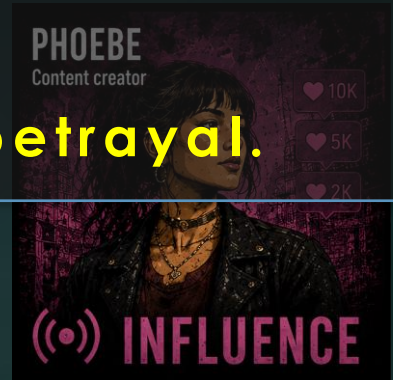
INFLUENCE

persuasion



We turn the competition into a **story** with eight **characters**.





Billionaire patriarch Max Weisz pits his two sons against each other, using wealth as a weapon. Three generations of the Weisz family reel from the fallout, as Max's AI creation runs for Prime Minister of Canada.

A futuristic melodrama about love, loss, trust, and betrayal.



And the **story** is called...

MONEY



MONEY

01.

The Vision



MONEY workshop photo: Michael Co

It begins with...

MONEY: THE PLAY

AN EPIC NEW STAGE PRODUCTION,
STARRING EIGHT CANADIAN THEATRE STARS.



Establishes the **story**, **characters** and **stakes**.

Audience

- General audience, A13+
- Theatre, music and live performance enthusiasts
- Interested in social commentary & current affairs
- Cross-sector relevance: tech, finance, politics, education, culture

Production Status

- In development since 2022
- World premiere at Luminato Festival, Toronto, 2027
- National & international touring from 2028
- Innovative staging designed for efficient touring
- Potential commercial runs & international festivals

Partners & Funding

- Current partners: WYRD Productions & other Canadian theatre companies.
- Production cost: \$500K CAD including in-kind
- Funding and sponsorship opportunities

And continues with...

MONEY: THE GAME

A PLAYABLE GRAPHIC NOVEL & DRAMATIZED AUDIOBOOK WITH MULTIPLE ENDINGS.



Hands agency to the audience, who become the **players**.

Audience

- A13+, skews younger millennials, gen-z
- Technophiles, gamers, young investors
- Interested in graphic novels, comics, manga, anime, RPG (role-playing games), technology, current affairs, theatre and culture, investment decisions

Production Status

- Currently in design phase, Sep-Dec 2026
- Anticipated launch, Jun 2027
- A standalone and complement to MONEY: THE PLAY
- QR code access as a web-based interactive, dramatized audiobook and/or graphic novel

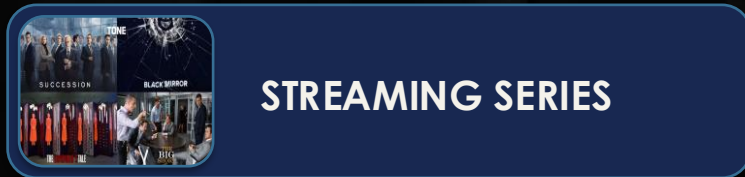
Partners & Funding

- Possible partners: RedBull Gaming Hub (TMU), SeaMonster, EarReality, FableVision
- Seeking funding from CMF, Ontario Creates
- Production cost: \$250K CAD
- Sponsorship opportunities: finance, tech, entertainment & game design, policy, education

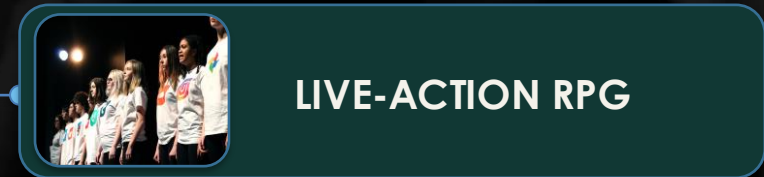
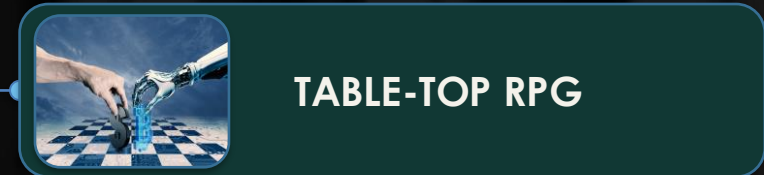
MONEY: INTERACTIVE

ONE STORY → A NETWORK OF EXPERIENCES

LINEAR EXPERIENCES



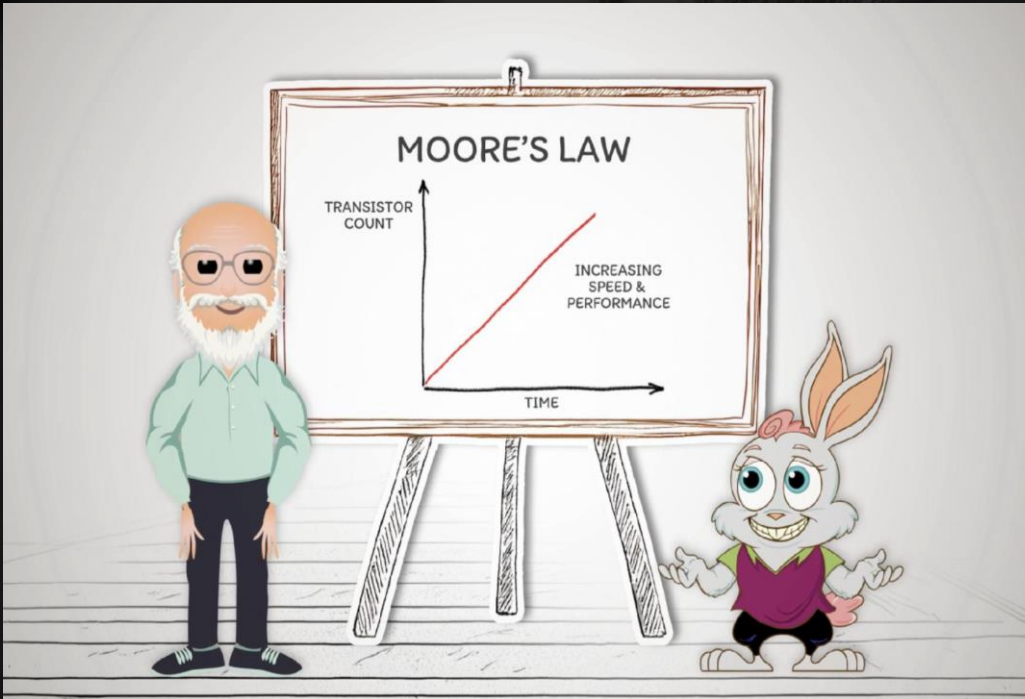
INTERACTIVE EXPERIENCES



THE PLAY and THE GAME each branch into new platforms and new audiences.

[FINANCIAL LITERACY]

ANIMATED “MONEY BUNNY” SHORTS CREATED BY MAX & HIS GRANDDAUGHTER MADISON.



A fictional artifact becomes a real-world learning tool.

Audience

- General audience
- Kids, young adults, parents, teachers
- Interested in financial literacy, financial planning, financial futures, educational content, and short-form social content

Production Status

- Three videos ready for launch
- Expanded reach possible with a development / distribution partner
- Built for social distribution: short & long form video

Partners & Funding

- Current partners: WYRD Productions, Kidoons
- Production budget: \$5K CAD per video episode
- Sponsorship opportunities: public broadcast networks, finance, tech, education

[PODCAST]

CONVERSATIONS ABOUT WEALTH, POWER,
TECH & THE FUTURE OF CANADIAN CULTURE.



Nonfiction conversation running alongside the fiction.

Audience

- General audience, A13+
- Young adults, young professionals, adults, podcast listeners
- Interested in current affairs, social commentary, discussions, and podcasts

Production Status

- First recording: Oct 7th, 2026, UofT BMO Lab with Antoni Cimolino
- Anticipated launch: Nov 2026
- Opportunity for guest features to further the conversation and build social community

Partners & Funding

- Current partners: WYRD Productions, Kidoons
- Production budget: \$2.5K CAD per podcast episode
- Category exclusive sponsorship opportunities: tech, finance, policy, education, culture

[STREAMING SERIES]

A SCREEN ADAPTATION OF MONEY: **THE PLAY**,
FEATURING A STAR-STUDDED ENSEMBLE CAST.



“Succession + Black Mirror” - but hopeful, not dystopian.

Audience

- General audience, A13+
- Young adults, young professionals, adults, families, binge watchers
- Interested in TV series, drama, thriller, history, comedy, and family drama themes

Production Status

- Anticipated pre-production start: May 2027
- Canadian focus with international characters and global relevance
- An expansion of the IP, not a filmed version of the play.

Partners & Funding

- Current partners: WYRD Productions, Quiet Revolution Pictures
- Seeking funding from: CMF, OC, SODEC
- Production budget: TBC
- Development/licensing opportunities: entertainment production companies, directors, distributors

[GRAPHIC NOVEL]

A PRINT ADAPTATION EMERGING FROM THE
VISUAL LANGUAGE OF MONEY: **THE GAME.**



The story distilled into a collectible object.

Audience

- General audience, A13+, teachers, educators
- Graphic novel, comic books, manga, anime, book, enthusiasts
- Interested in social commentary, current affairs, drama, adventure, role-playing games, and book clubs

Production Status

- Currently in ideation phase
- Production will follow the release of The Video-Audio RPG game to ensure consistency in artwork/style
- Complement to MONEY: THE PLAY and MONEY: THE GAME

Partners & Funding

- Current partners: WYRD Productions
- Production budget: TBC
- Seeking funding from CCA, OAC
- Sponsorship opportunities: publishing, education, tech, finance, policy, culture, environment

[TABLE-TOP RPG]

A FORESIGHT GAME ADAPTING THE STORY
TO THE POSSIBLE FUTURES FACING SOCIETY.



Merging fiction and foresight to inspire agency.

Audience

- General audience, A18+
- University students and faculty, organizations and decision makers, foresight practitioners, strategic planners and partners
- Interested in serious games, strategy, policy, social commentary, current affairs, and documentaries

Production Status

- Currently in ideation phase
- Acts as a standalone serious game and a complement to - and extension of - MONEY: THE PLAY and MONEY: THE GAME

Partners & Funding

- Current partners: Studio Caol, WYRD Productions
- Production budget: \$150K CAD
- Sponsorship opportunities: education, corporate L&D, tech, finance, policy, culture, environment

[LIVE-ACTION RPG]

FACILITATED ROLE-PLAY DELIVERED
THROUGH RESIDENCIES & WORKSHOPS.



Players don't debate values – they inhabit them.

Audience

- General audience, A13+
- Live performance, enthusiasts, school boards, universities, corporate L&D, conference goers
- Interested in social commentary, current affairs, arts & culture, theatre, teamwork, roleplay, games

Production Status

- Available immediately, facilitated by Rick Miller
- No major production funding required
- Content and format adaptable

Partners & Funding

- Possible partners: TMU Creative School, UofT BMO Lab, Serious Play, Games for Change
- Production budget: TBC (time and materials)
- Sponsorship opportunities: education, corporate L&D, play-based learning conference, tech, finance, policy, culture

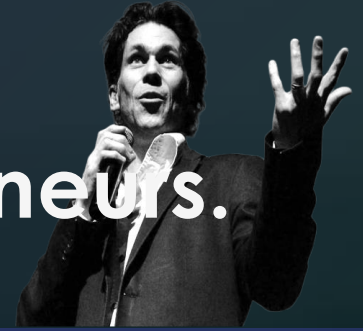
02.

The Team



MONEY workshop photo: Michael Cooper

MONEY is the creation of **Rick Miller**, one of Canada's most celebrated cultural entrepreneurs.



Writer

- Stage plays performed in 250 cities around the world
- Videos played to 9 million viewers + museum visitors

Director

- One of Canada's most innovative stage directors
- Known for immersive multimedia + playful theatricality

Performer

- Has performed in 6 languages on 5 continents
- Renowned Canadian actor/musician in TV, film, animation + video games

Producer

- Has developed commercially + critically acclaimed touring plays
- Has partnered with hundreds of organizations

Speaker

- Regular keynote speaker + conference host
- Specializes in play-based engagement

Educator

- University lecturer on creativity + innovation
- Facilitates workshops, masterclasses + residencies

Designer

- Award-winning media designs for stage plays
- Pioneering work in audience interactivity + engagement

Architect

- Graduate degree in Architecture from McGill University
- Has built companies, projects + networks

Rick Miller is “one of the most creative people alive today” - Entertainment Weekly

PRODUCTION PARTNERS

A POWERHOUSE TEAM HELPING US TAKE
MONEY: *THE PLAY* TO ITS WORLD PREMIERE



LEAD SPONSORS



Wealth
Management

MEERKAMPER
FAMILY

CORPORATE AND FOUNDATION SUPPORTERS

BULMASH-SIEGEL
FOUNDATION

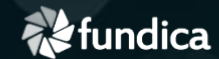
Bakish Wealth

ROSSY
FOUNDATION

THE BETTY & JOE GRAY
FAMILY FOUNDATION

FOUNDATION
ALEX U. SOYKA

SOYKA HOLDINGS
(Sylvia Soyka)



THEATRE COMPANY SUPPORTERS

Luminato
FESTIVAL

CROWS

CanadianStage

whynot

BANFF
CENTRE FOR ARTS AND CREATIVITY

The Creative School
Chrysalis

BMOLab
Art / Performance / AI

WYRD
PRODUCTIONS



THE 20k
COLLECTIVE

GOVERNMENT SUPPORTERS



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario

Ontario

STRATEGIC PARTNERS

A COORDINATED MULTI-PARTNER APPROACH
BRINGING MONEY: **INTERACTIVE** TO LIFE.

Eric Meerkamper
SOCIAL IMPACT
ADVISOR



Kyle Brown
FUTURIST



Crystal Law
STRATEGIST



Michael Dobbin
PRODUCTION
EXECUTIVE



**Dr. Kris
Alexander**
GAMING
CONSULTANT



03.

The Opportunity

We are actively seeking new
partners to **help us shape the
conversation** we need —
and the future we want.

MONEY: **INTERACTIVE** has multiple **benefits** for creative, technical, production & distribution partners

ACCESS

- To a high-profile cultural event
- To an intergenerational, multicultural audience

VISIBILITY

- On promotional materials
- Possible lobby displays + demos
- Naming rights available across the network

ENTERTAINMENT

- VIP ticket access to performances + events
- Rick Miller can speak / perform at your organization's events

TAX BENEFITS

- Donation receipts for individuals + corporations (for THE PLAY only)
- Canadian tax credits for multi-platform investments

ENGAGEMENT

- Play-based residencies + customized workshops
- Inspiring cooperation + creative agency

KNOWLEDGE-SHARING

- Pre-show panels + Post-show talkbacks
- Podcast guest openings

NETWORKING

- Cross-sector networking
- Connect with leaders shaping the future

GROWTH

- The IP gains value across the network
- The IP is translatable, adaptable + scalable globally

Join our growing network of partners, and turn our **values** into **VALUE**.

For partners in **finance + wealth management**:

Core arguments

- Aviation trains pilots with simulators. Surgeons rehearse before they operate. Money is the one high-stakes domain where we still hand people a brochure and hope. MONEY: THE GAME is a simulator for financial life – where clients can practice the decision rather than read about it.
- Failure has to be cheap before it can be useful. In real life, the tuition fee for learning about compound interest on revolving debt is the debt. Play creates a space where the consequence is real enough to teach and safe enough to survive. That is a proposition no disclosure document can make.
- Money decisions are emotional, and narrative is how you rehearse emotion. People default on loans due to emotional pressures, not because they misunderstand the APR. A story-driven game puts clients inside those pressures (inheritance, sibling rivalry, ambition, fear,...), where real decisions are made.

Business challenges

- YOUTH RELEVANCE: Gaming is their preferred medium, and we want to reach them where they are, to build communities of value. This is an effective counter to Neobanks like WealthSimple, as it builds on the trust and increases the relevance of well-known brands and institutions.
- LOYALTY BEYOND REWARDS: Most banks have well-developed reward systems, but they aren't really tapping into the potential of true loyalty. This is a much more subtle, but important aspect of engagement. Games can provide way to do this that is scalable, cost effective and data driven.
- INTER-GENERATIONAL WEALTH: One of the largest wealth transfers is underway, and conversations around values and legacy are more relevant than ever. These discussions are emotional and complex, and companies that find a way to facilitate them in a playful way will own the next generation's trust.

Join our growing network of partners, and turn our **values** into **VALUE**.



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