

WYRD PRODUCTIONS

MONEY: INTERACTIVE

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ONE STORY → A NETWORK OF EXPERIENCES

IN THE YEAR 2026...

We are living through a renegotiation of values.

MONEY: INTERACTIVE | © Rick Miller | WYRD Productions, 2026



MONEY: INTERACTIVE | © Rick Miller | WYRD Productions, 2026



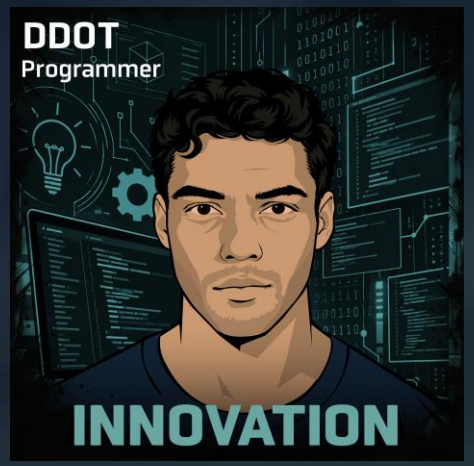






We turn the competition into a story with eight characters.









MONEY: INTERACTIVE | © Rick Miller | WYRD Productions, 2026





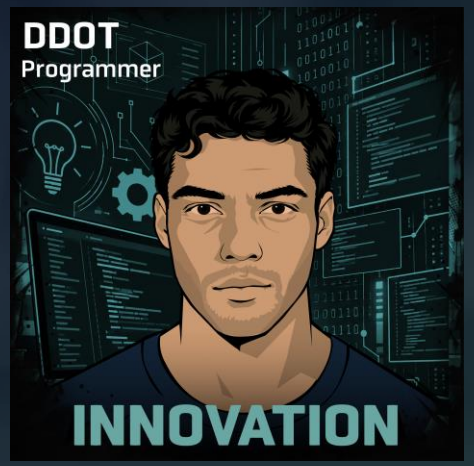




And the **story** is called

MONEY

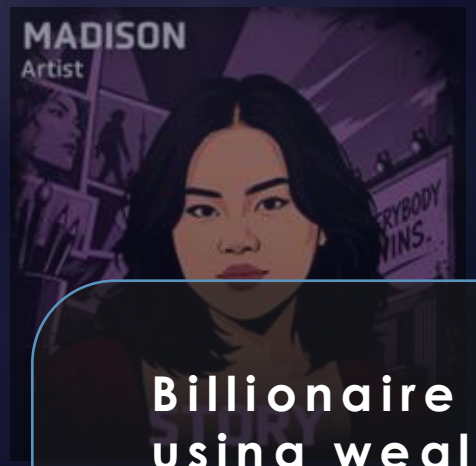


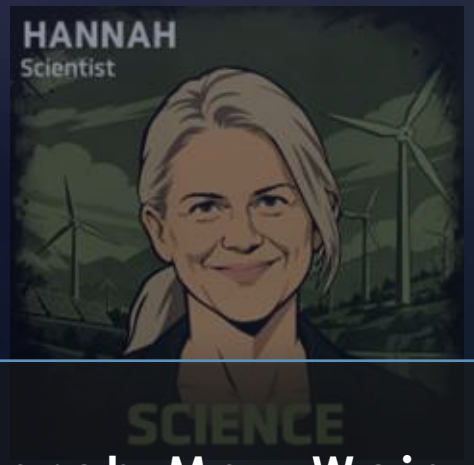






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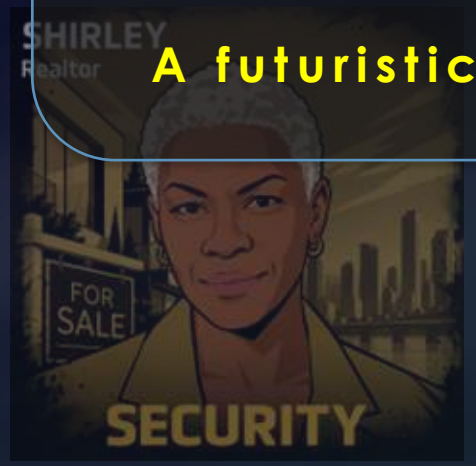


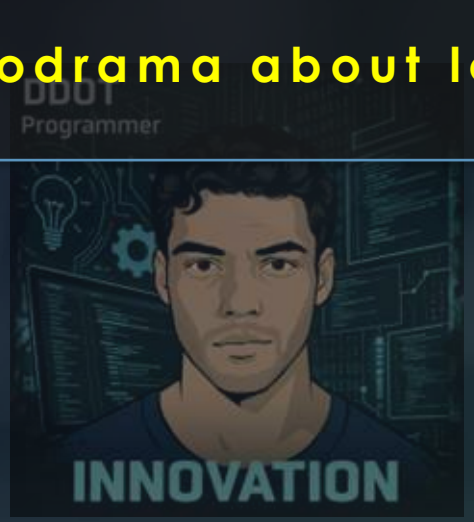


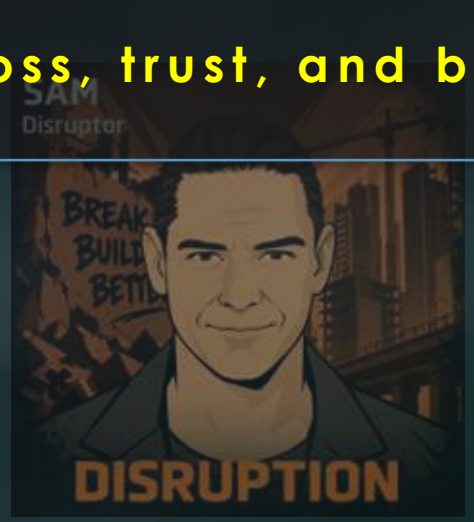


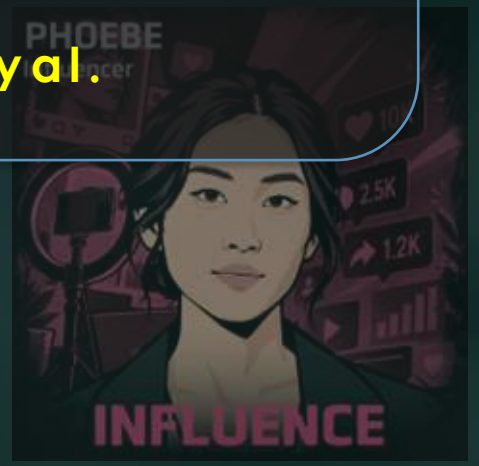
Billionaire patriarch Max Weisz pits his two sons against each other, using wealth as a weapon. Three generations of the Weisz family reel from the fallout, as Max's AI creation – N8 – runs for Prime Minister of Canada.

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









MONEY: INTERACTIVE | © Rick Miller | WYRD Productions, 2026

01.
The Vision



MONEY workshop photo: Michael Co

It begins with…

MONEY: THE PLAY

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











Staging

- MONEY is naturalistic in performance, but structured in design – like a futuristic chess game.
- At various points in the play, the eight characters are presented with a "PLAYER CHOICE". Default choices are selected by an unseen 'Player' – N8, the AI.
- As the performance ends, audiences are prompted to continue the experience with MONEY: THE GAME.

Establishes the story, characters and stakes.

And continues with…

MONEY: THE GAME

A PLAYABLE GRAPHIC NOVEL & DRAMATIZED AUDIOBOOK WITH MULTIPLE ENDINGS.



Dialogue recorded + scored by a team of Canada's top talents



Hands agency to the audience, who become the players.

Gameplay

- The same story unfolds, but as a playable graphic novel, where choices are made by voice or touch prompt.
- Audiences get to make different choices for each character according to their own values.
- Alternate story paths + different endings are revealed.
- The goal of the game: to maximize human well-being, and try to "beat" N8, the AI.

MONEY: INTERACTIVE

ONE STORY → A NETWORK OF EXPERIENCES

LINEAR EXPERIENCES



THE PLAY



FINANCIAL LITERACY



PODCAST



FILM

INTERACTIVE EXPERIENCES



THE GAME



GRAPHIC NOVEL



TABLE-TOP RPG



LIVE-ACTION RPG

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

MONEY: INTERACTIVE | © Rick Miller | WYRD Productions, 2026

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, A18+
- 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

- A18+, 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

- Jan-May 2027: prototype development
- Jun 2027: prototype launch + QA/playtesting as an extension of MONEY: THE PLAY at Luminato Festival
- A web-based interactive experience that audiences will access through a QR code at the end of the play

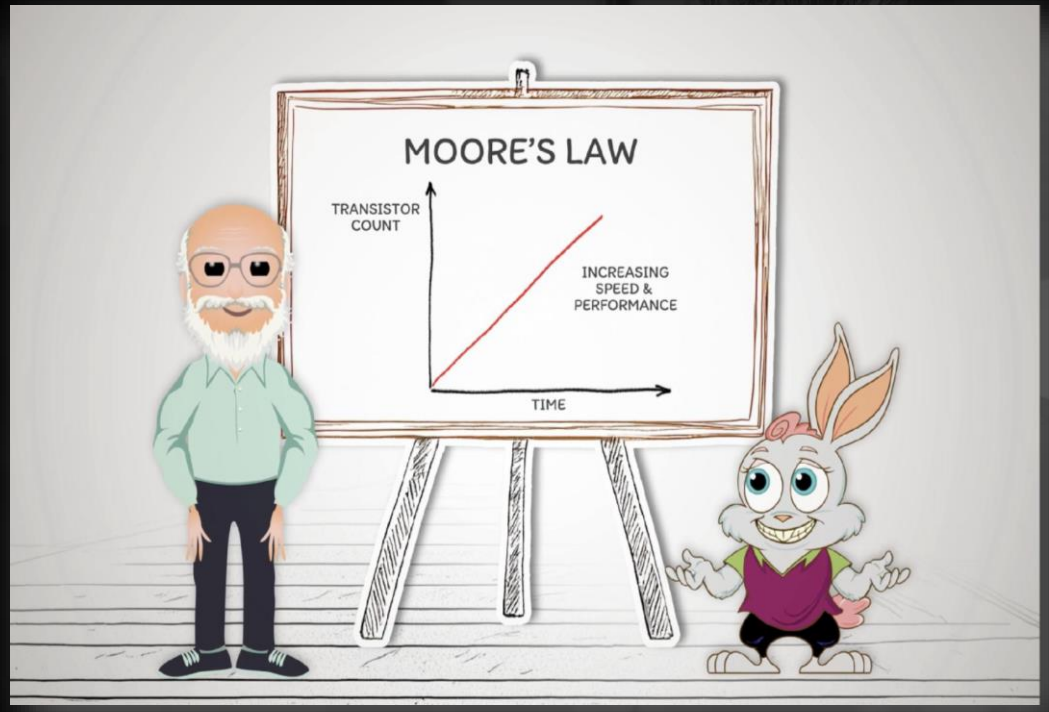
Partners & Funding

- Production partners: Quiet Revolution Pictures, RedBull Gaming Hub (TMU), Studio Caol. EHM!
- International partnerships (conditional on funding): SeaMonster (South Africa), EarReality (Germany).
- Cost of prototype: $300K CAD

LINEAR EXPERIENCE BRANCHING FROM THE PLAY

[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

LINEAR EXPERIENCE BRANCHING FROM THE PLAY

[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

LINEAR EXPERIENCE BRANCHING FROM THE PLAY

MONEY: THE FILM

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

INTERACTIVE EXPERIENCE BRANCHING FROM THE GAME

[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

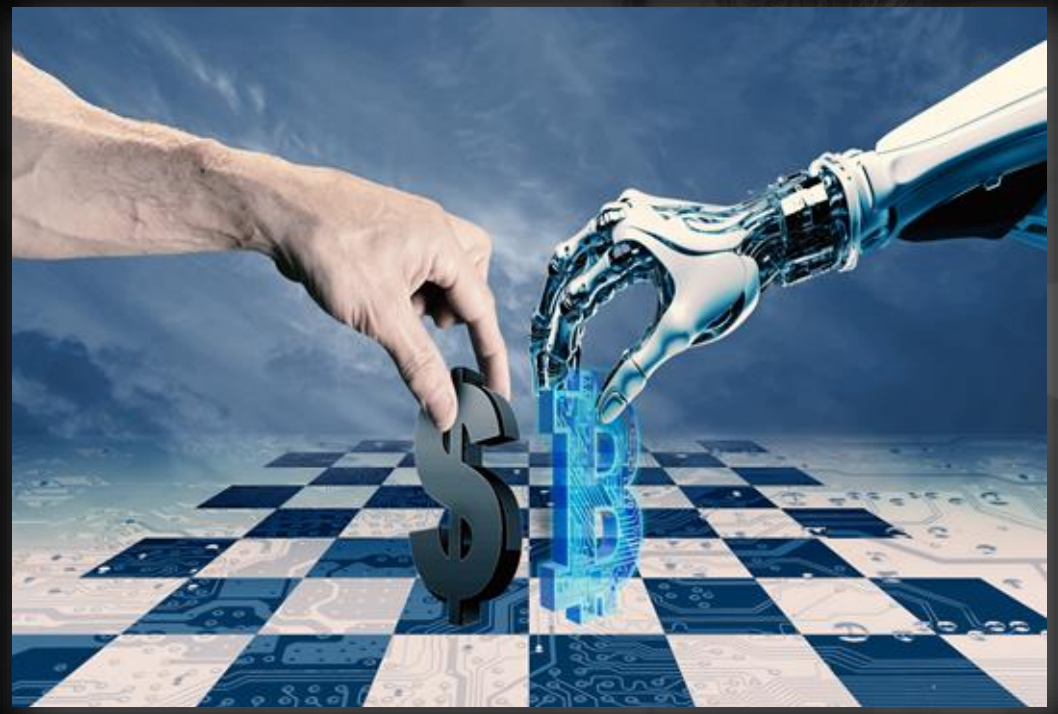
Partners & Funding

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

INTERACTIVE EXPERIENCE BRANCHING FROM THE GAME

[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

INTERACTIVE EXPERIENCE BRANCHING FROM THE GAME

[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

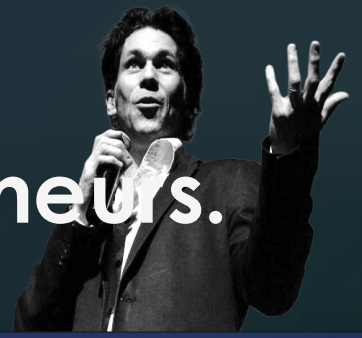
- Possible partners: TMU Creative School, UofT BMO Lab, Serious Play, Games for Change
- Production budget: TBC (time and materials)
- Sponsorship opportunities: education, corporate L&D, play-based learning conference, tech, finance, policy, culture

02.
The Team



MONEY workshop photo: Michael Coope

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

MONEY: INTERACTIVE | © Rick Miller | WYRD Productions, 2026

PRODUCTION PARTNERS

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



LEAD SPONSORS

RBC 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)

fundica

MAGICANA SHARING WONDER

THEATRE COMPANY SUPPORTERS

Luminato FESTIVAL

CROWS THEATRE

CanadianStage

whynot

BANFF CENTRE FOR ARTS AND CREATIVITY

The Creative School Chrysalis

BMOLab Art / Performance / AI

WYRD PRODUCTIONS

KIDOONS

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

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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



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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.

MONEY: INTERACTIVE | © Rick Miller | WYRD Productions, 2026

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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