

A vertical digital artwork featuring a futuristic city skyline at night. The city is composed of various skyscrapers, some with glowing windows. In the background, a large, bright, blue-tinted moon hangs in a dark sky filled with wispy clouds. Several sleek, dark flying cars are visible in the air. A perspective view of a road with white lane markings leads from the bottom center towards the city. On either side of the road, there are vertical lines with small glowing points at the top, resembling stylized trees or light poles. The overall color palette is dominated by blues, oranges, and blacks.

STARTUP SCIENCE



An enlightening journey into the heart of the startup world, shedding light on the transformative impacts and cutting-edge innovation of entrepreneurial ventures. This dynamic exploration peels back the layers of the entrepreneurial spirit, unearthing the relentless drive that is sculpting our future and reshaping society as we know it.



Synopsis:

"Startup Science" provides a distinct and in-depth exploration into the intricate world of startups and their underlying culture. It uniquely combines analytical overviews of the startup ecosystem with a genuine portrayal of its vibrancy and diversity. Our rich blend of informative content, engaging interviews, and insightful real-life success stories offers an unmatched perspective into the multifaceted challenges and triumphs encountered in the startup landscape.

What truly sets "Startup Science" apart is its commitment to delving beneath the surface. While most shows skim the surface of startup culture, we provide a comprehensive understanding of the world startups inhabit. We dedicate time to explore not only the concepts, technologies, and innovations propelling startups into the future but also the stories of those who dare to disrupt the status quo. The show evolves further by focusing on the people at the heart of these startups. We shine the spotlight on the journey, resilience, and impact of founders and entrepreneurs, giving voice to their experiences that shape the world through their groundbreaking ideas. This unique approach enables us to delve into the personal side of entrepreneurship, capturing the emotional, psychological, and social facets of leading a startup.



Format:

8 episodes

45-minutes each

The show will be divided into two parts:

- The first part will feature a mix of informative segments, such as "The State of the Startup World" and "The Future of Tech."
- The second part will feature interviews with founders, experts, and more.



Target Audience:

- People who are interested in startups, technology, and innovation
- Investors who are looking for new opportunities
- Students who are interested in starting their own businesses



Season 1 Summary:

Season 1 forms a foundation by focusing on different industries disrupted by startups:

1. Decoding Startups: Understanding the startup landscape
2. Govtech: Technology meets bureaucracy
3. Edtech: Redefining the pillars of education
4. Medtech: Health and technology hand in hand
5. Braintech: Unraveling the mysteries of the mind
6. Agtech: The greener future of farming
7. Commercial Tech (B2C): Revolutionizing customer experiences
8. Fullbright's Future: Role of Fullbright and future of startups



Episode Summaries

Episode 1: What are Startups?

This episode will define what a startup is and why they are so important in shaping the future of our world. It will also discuss the challenges facing startups, such as prejudice and how we can solve problems using education, environmental sustainability, and inclusion.

Episode 2: Govtech

This episode will explore the use of technology to improve government services. It will look at startups that are using technology to make government more efficient, transparent, and accountable.

Episode 3: Edtech

This episode will explore the use of technology to improve education. It will look at startups that are using technology to make education more accessible, personalized, and engaging.

Episode 4: Medtech

This episode will explore the use of technology to improve healthcare. It will look at startups that are using technology to diagnose diseases, develop new treatments, and deliver care more efficiently.

Episode 5: Braintech

This episode will explore the use of technology to improve our understanding of the brain. It will look at startups that are using technology to develop new treatments for neurological disorders, improve cognitive function, and create new forms of entertainment.

Episode 6: Agricultural Tech

This episode will explore the use of technology to improve agriculture. It will look at startups that are using technology to increase crop yields, reduce food waste, and make farming more sustainable.

Episode 7: Commercial Tech (Business to Consumer)

This episode will explore the use of technology to improve our lives in the consumer space. It will look at startups that are using technology to make shopping more convenient, travel more affordable, and entertainment more engaging.

Episode 8: The Future and Fullbright's Contribution

This episode will look at the future of startups and the role that Fullbright plays in empowering and educating founders to start new companies. It will also discuss the impact that startups are having on the world and how they are shaping our future.



Production Team:

The production team of Startup Science consists of experienced professionals in the field of television production. With a track record of delivering high-quality content, they are equipped to create engaging and informative episodes.



Greg Shepard

Greg is a 20 year startup veteran and serial entrepreneur with 14 liquidity events under his belt, two of which were sold as part of a \$925M transaction that won 4 PE awards for transactions between \$250M-\$1B. A ForbesBooks author and has written over 100 articles published in 25 national and international publications.

A TEDX speaker and keynote speaker for universities, associations and conferences worldwide. He is the Host of Meet The BOSS Forbes Radio show and has been featured as a guest on over 25 popular podcasts as well as numerous network TV and radio shows.

Greg Co-Founded BOSS Capital Partners, a global syndicate for investing in tech startups worldwide. Greg Co-Founded BOSSStartupScience the learning center is based on Greg's Business Operating Support System (BOSS) an open source methodology developed to empower entrepreneurs while increasing startup success rate.



Miguel A. Arguimbau

Miguel A. Castro Arguimbau is a seasoned TV content specialist and business development expert with a proven track record in the entertainment industry. He is currently a content producer for Shark Tank Mexico with Teleset Group. Miguel has over 15 years of experience in developing and managing successful TV content for major networks, including E! Entertainment and Discovery Channel.

He began his career writing for prominent Mexican magazines and quickly transitioned to TV, where he created and contributed to popular shows like La Teniente and Estilo DF. Miguel's expertise in content creation, combined with his strategic business insights, makes him a valuable asset for high-stakes television productions. His background in digital strategy and licensing for top brands further solidifies his ability to deliver compelling and commercially successful content.

<https://www.imdb.com/name/nm14661952/>





Team

Shannon Lucieer

Shannon Lucieer is the Founder of Lucieer Entertainment, bringing extensive experience in television production and content creation. With a strong background in English Literature, Classics, Visual Development, and Business Administration, Shannon has honed her skills as an award-winning producer, known for crafting engaging stories and intricate characters.

Her career includes the development of a TV series for Warner Brothers and an animated series for Paramount that promotes multiculturalism. Shannon is currently working on several innovative projects in both film and television, continuing to push the boundaries of creative storytelling.

In addition to her work in entertainment, Shannon is the Co-Chair of the nonprofit Chateau Noir Art Institute, dedicated to preserving the art of improvisational jazz. Her diverse experiences and dedication to her craft make her a dynamic force in the industry.

<https://www.imdb.com/name/nm10607243>

Katie Pruitt

Katie Pruitt is an accomplished producer and assistant director with a strong track record in the television industry. She co-produced the critically acclaimed series *Severance* on Apple TV+, showcasing her ability to bring complex and innovative stories to life. Katie has also served as the first assistant director on *Severance*, and her expertise extends to other prominent TV series such as *Fallout* (2024), *Kidding* (2018-2020), and *L.A.'s Finest* (2019).

Her experience as a second assistant director on popular shows like *Westworld*, *Escape at Dannemora*, and *In Plain Sight* highlights her capability in managing high-stakes productions and delivering compelling television. Katie's work on these series demonstrates her versatility and dedication, contributing to the success of some of the most well-regarded shows in recent years.

<https://www.imdb.com/name/nm1015459/>



Conclusion:

Startup Science is a unique television series, offering an all-encompassing view of the startup world. Its captivating format, varied themes, and insightful conversations make it a must-watch for anyone interested in innovations, startups, and the forces that are sculpting our future.