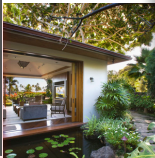


Twin Builders

Kindle Creative

Focus:



"Twin Builders" is a reality program hosted by the Carlson brothers, Kyle and Lane, and they are two of the most intriguing homebuilders around. They are twins, male models, and, gifted general contractors. And that's not all ... these days, the Carlson boys want to empower women to shed any notion that power tools and building projects are for men only – that women are just as able to do it themselves and do it well.

Concept:

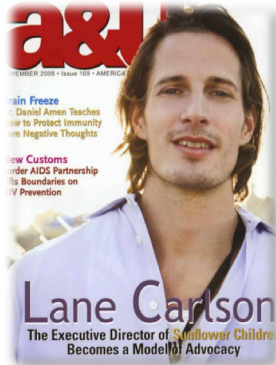


"Twin Builders" is a show that convinces women they can become "do it yourself" builders. And it teaches them how to get it done, hands on.



PROPOSAL:

"Twin Builders" is a weekly, one half-hour, home building show for women on cable TV.



BACKGROUND:

Kyle and Lane Carlson are the owners and operators of CI3 Construction and Licensed Contractors. They have helped create some of the hottest bars and most extravagant homes in Hollywood. And Kyle has appeared as a builder on TV shows including, "Deserving Design," "Mobile Home Disaster" and "The Outdoor Room." In addition, Kyle has traveled the world as a model for memorable fashion campaigns for Abercrombie and Fitch, Calvin Klein, Nautica and Armani.

Lane has built on his own contracting and male modeling background to found the New York City based non-profit construction charity, The Sunflower Foundation. Together with Kyle and their CI3 Construction enterprise, the twins have a dream to rebuild community housing in third world countries.

FORMAT:

From their home office, Kyle and Lane review the background stories and home projects being submitted online by women who have a home project and want to be the builders.

Selected from the submissions, the twins identify several fascinating women and their unique construction projects for the show.

Then, the striking brothers show up in person to the front doors of their chosen apprentices to inspect the work project and invite the women to join the show. The brothers' challenge the women to take full ownership of the job. No reluctance or wimpiness is tolerated. An early trust between master builder and client/student takes form.

Next, the women start up the construction challenge with a classroom orientation session with Kyle and Lane. The purpose is to discuss the actual home projects and practice with the power tools they will need. No fear of loud noises, grinding machines, or, feelings of inadequacy are allowed. By now, some good-natured, harmless flirtation is likely in play.

Once class is over, it's off to a Home Depot/Lowes (exclusive program sponsor) to buy the required materials. Rookies unfamiliar with ordering building materials from knowledgeable store clerks must get through the uncomfortable ordeal. Nevertheless, the girls will experience growing confidence in their abilities and become better friends with the boys.



The team of builders returns to the woman's house to start the project. Here the Carlson brothers will bring out a drill sergeant-like manner to keep their novice builders in shape. In a short amount of time, the renovation is demolished, built up, finished and cleaned to sparkling perfection. Everyone has done his or her part to the fullest and executed well. The transformation from before to after should be an eye-popping construction makeover. Best of all, the female homeowner has pitched in and done it all her self.

In the end, a traditional gender role has been demystified, construction skills have been developed, a building project has been completed and everyone involved feels good about the work and each other. She can do it just as well as any man.



CONCLUSION:

"Twin Builders" takes women through an exciting journey of self-discovery in a traditional man's world. Our story line is to make it sexy, gullible, counter-intuitive, hands on, difficult, expert, and at last, an amazingly proud makeover moment.

"Twin Builders" has the necessary elements for a successful TV show: great casting, unique locations and riveting story lines, from the wide world of home improvement.

THE COMPANY:

Kindle Creative – an established TV production company with a history of innovative, creative and professional successes will produce "Twin Builders."

