

THE LUCK HUNTERS

Season 1: Traveling Around the World with Wine and Music from Argentina

Treatment

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Introduction

“Welcome to The Luck Hunters! Two friends, five continents, 24 time zones, 47,000Km, a bottle of wine, and a guitar...”



[The Luck Hunters Sizzle Reel](#) (pword=tlhsizzle)

The Luck Hunters is a reality / travel program, for television, web-video, and social media, that follows two friends as they travel around the world looking for luck with wine and music.

Mike Barrow is looking for lucky opportunities for his wine “Mike Tango Bravo” (www.costaflores.com).

Natalio Faingold is searching for friendly ears and large stages for his rock-opera "[El Futre – The Phantom of the Andes](#)".

They are taking their products from Mendoza, Argentina – to the world.



The Luck Hunters is a program about:

- Chance, the black swan, and the highly improbable
- The power of ideas, new media and social networks, and guerrilla marketing
- New markets, globalization, and the new information economy
- Culture, food, penguins, alcohol in society, and the universal language of music and theater
- Audacity and optimism
- Two middle-aged characters, and their struggle to bring to fruition their passions
- Different visions: rationalism vs. spirituality, chance versus destiny
- High-risk startups, entrepreneurs going for broke



The document in your hands tells the story of **The Luck Hunters** in detail:

- Introduction, Synopsis, show philosophy and ethos, talent, locations, scripts, music
- Design for TV and Internet
- Promotion, Marketing and PR
- Sponsorship and Advertising opportunities
- The Luck Hunters On-Line!
- Episode Details

This planning document covers everything important about The Luck Hunters, and over time will serve as a living repository of changes and updates, lessons learned, and everything else pertinent to the program.

Outline Synopsis

True to the title, this program is about people who are looking for Luck. This program shows how small entrepreneurs take their products from their backyards to a global audience by leveraging the internet, web video, television, and their own audacity.

Specifically, the first season of the series is about two entrepreneurs from Mendoza, Argentina traveling the globe looking for lucky opportunities for their products: Mike Barrow, winemaker and Natalio Faingold, composer/musician.

Mike and Natalio will travel from Mendoza, Argentina to Los Angeles, Hong Kong, various cities in India, Ethiopia, London, Barcelona, Venezuela, Buenos Aires, and finish the first season with the finale in India.

Number of shows

Each season will contain 13 episodes for television, and approximately 40 webcast videos.

Duration

The running time for the television episodes is 23 minutes (standard ½ hour format).

Webcast videos can vary in length, but most will be under 3 minutes. See section [Web video](#) for more details.

Target Audience

The program showcases two entrepreneurs, traveling around the world, taking wine and music from their backyards to a global audience...and having fun along the way.

Therefore, the target audience for The Luck Hunters would include:

- Men and women in their late 20's to early 50's
- Individuals who consider themselves, empowered, mobile, educated
- Small business owners and people who are self-employed, or who dream of starting a business
- Enthusiasts of **travel, wine, music and food**
- Wanderlusts
- Reality TV fans
- People who enjoy watching other people take risks and sometimes make idiots of themselves

The Luck Hunters is inspirational, vicarious entertainment based on an extended road/buddy program. This program has all the audacity and courage of "[No reservations](#)", but with the naiveté of "[Dragon's Den](#) (Shark Tank)".

Demographics:

Viewers from different countries will be attracted to The Luck Hunters for different reasons. Argentine viewers will follow The Luck Hunters, because of their obvious affinity with Argentina, but also because Mike and Natalio will be traveling to "exotic" locations: India, Africa, Hong Kong.

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Indian, African and Hong Kong viewers will be entertained by The Luck Hunters' "courting" their countries merchants and markets. Indian TV viewers will take pleasure in our misfortune, their schadenfreude, at the clueless mis-steps of Mike and Natalio as they present their wares to merchants and producers.

Viewers from the US or the UK, will be attracted to our follies in these countries, for just the opposite reason: they, like Mike and Natalio, want to know the secret of doing business in places like India, Ethiopia, and Hong Kong, and empathize with the underdogs.

This unique dynamic, that of our target audiences responding favorably to the program for opposing reasons, will come into it's own, and thus become part of the program, by the Positive Feedback Loop that is created through dialogue on The Luck Hunters social media sites. Indians will be able to exchange views and comments with Argentines, Ethiopians, Californians and Catalans, all mesmerized by The Luck Hunters for different reasons.

Seasons two and beyond: The "Luck Maker" Contest

During the first season, Mike and Natalio are the passionate "Luck Hunters" with their wine and music. Subsequent seasons however will be hosted by a new batch of "Luck Hunters". The "Luck Maker Contest" will be used to choose the upcoming season's "Luck Hunters".

The "Luck Maker" contest is an online participatory scheme where aspiring Luck Hunters compete to become one of the finalists for Mike and Natalio to choose from for the next season.

This is what "Luck Makers" are asked to do:

1. Create a profile on www.TheLuckHunters.com, describing their stories, passions, and project.
2. Upload videos and other user generated content to The Luck Hunters site
3. Actively promote "The Luck Hunters" by posting information about The Luck Hunters in blogs, forums, and social media pages

To become finalists, "Luck Makers" must earn four badges (represented graphically as "passport stamps" in their Luck Maker profiles, visible by all on the site and Luck Hunters phone app):

Viral badge:

To earn this badge, one of the Luck Maker's uploaded videos must ranked among the top 25 of all Luck Maker's videos, based on the total number of views.

This badge is designed to encourage attractive and compelling content, and to incentivize Luck Makers to promote their content, and push traffic to www.theluckhunters.com

Vote badge:

Any authenticated user (registered Luck Makers, or users from Facebook, Twitter, Google+) can vote for their favorite Luck Makers on theluckhunters.com once every 8 hours. To earn this badge, the Luck Makers must be among the top 100 "most voted".

This badge encourages Luck Makers to get the word out about the competition. By requiring users to authenticate on The Luck Hunters site, or through social media sites, we expand exponentially the number of followers for the program. Allowing users to vote every 8 hours encourages them to return to the site, where they will see updated content.

Blogger badge:

Luck Makers are asked to post links about The Luck Hunters in blogs, forums, and social media pages. We provide Luck Makers with suggestions and templates, but they are essentially free to post their own unique promotions of "The Luck Hunters" on different sites. Their links and page shares must be uploaded to their user profiles on theluckhunters.com for validation. Every Luck Maker must make a minimum of 20 validated posts to earn this badge.

Here we are asking our audience to promote our program. The payoff for our audience is twofold:

1. This is an easy badge – anyone can earn this by simply making 20 posts – and earn a prize.

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2. Luck Makers are promoting the program, but they are also using a tool to promote themselves, and help achieve the viral and vote badges

The payoff for The Luck Hunters is clear: we get our Luck Makers to help promote the program with unique and personal testimonials.

Guru badge:

This is hardest badge to earn. Our mentor, and entrepreneurial guru [Doug Richard](#) from Dragon's Den and schoolforstartups.co.uk must personally vet, and give the thumbs up for a Luck Maker to earn this badge (see Doug Richard's bio below for more info)

Mike and Natalio meet Doug Richard in an episode in London. The Guru badge, not only creates a qualitative yet arbitrary challenge for the Luck Makers, but provides us with a necessary filter for the final selection round. It also means Doug can give the thumbs up to Luck Makers we really like, but who are far behind with their other badges.

Prizes

The big prize winner(s) become next season's Luck Hunters. Essentially winning your own TV show is a big prize, but the winner has been chosen by popular acclaim through the Luck Maker program, and finalists have passed not only Doug Richard's filter, but Mike and Natalio's (i.e., the network broadcaster) filter.

Contestants receive prizes according to the number of badges they earn:

1 badge prize: free download of "El Futre" – access to additional material, TLH dice for the first 100 Luck Makers. Anyone can earn at least the blogger badge.

2 and 3 badge prizes: The total number of contestants able to earn 2 or 3 badges would mathematically be under 200. The prizes for these contestants could be items associated with program sponsors. Interesting Luck Makers with 3 badges will be mentioned or discussed by Mike and Natalio during episodes, yet another way to encourage the positive feedback loop.

4 badges: Bingo! you are one of the finalists to be chosen from during the episode finale.

Recruiting Luck Maker's can be done in three ways:

- Mentioning the program in the monologue at the end of each episode of The Luck Hunters
- Promoting the Luck Maker program on The Luck Hunters' digital assets: theluckhunters.com, social media pages, phone app
- Approaching entrepreneurs who already have interesting profiles and projects on kickstarter.com

Bridging TV and the Internet

Every television show today has some presence on the internet, but usually this is limited to a fan page or a web site with additional program content. The problem with creating a truly interactive program, which leverages social media and the internet to create a positive feedback loop, lies with the atemporal nature of television programming; the lag time between episode production and broadcast.

The Luck Hunters provide several mechanisms to bridge the gap between broadcast television and the internet, such as the "Luck Maker" program, the references and utilization of social media within episodes, and digital assets including theluckhunters.com and phone apps. But these tools alone do not address the problem created by the time delay between production and program airing.

To solve this problem, The Luck Hunters implement a strategy to create the **illusion** of real-time television, thus maintaining program freshness, and overcoming the inherent perishable nature of reality / travel shows. Here is how the strategy works:

Step 1: The Luck Hunters team delivers a completed set of episodes to the broadcaster. For example, Mike and Natalio travel with a crew to Hong Kong, Bangalore and Mumbai in March and film three episodes. They send them back to the studio for editing and post-production, and deliver the finished product to the broadcaster in May.

Step 2: The broadcaster decides the schedule for airing the premier of each episode. Ideally, this schedule should coincide across all the broadcasters global media markets. For example, the broadcaster decides to air globally the Hong Kong episode on the 17th of September.

Step 3: Shortly before the episode is going to be aired, Mike and Natalio (and a cameraman) travel back to the location which coincides with the episode (i.e. Hong Kong on the 17th of September) and revisit some of the places that appear in the episode. This time, however, instead of shooting sequences, Mike and Natalio are occupied with three primary tasks:

generating fresh social media content: posts, tweets, and photos of timely/current events

geotagging: their current locations in facebook, foursquare, twitter, etc.

visiting local media outlets: radio interviews, morning shows, local news interviews, etc.

The material The Luck Hunters post online during this step is a mixture of current photos, videos, and tweets, with material that was prepared during the filming of the actual episode. None of this material needs to be wedged into the actual broadcast episode, unless an extraordinary local event occurs.

While visiting the same location twice might seem like an expensive proposition, in fact, it would only require moving the protagonists and a cameraperson, and involve none of the expensive logistics of an actual episode shoot. The reason for having a camera in tow is to capture any unique images for online content, and to fortify the illusion of live television.

This strategy benefits the program in multiple ways. For one, The Luck Hunters (Mike and Natalio) are able to promote the program in-situ, as if they were on a press junket. And by using geotagging services and creative social media promotions, The Luck Hunters can provoke live followings, produce crowds wherever they go, and generate a buzz in the local media markets.

In other words, "The Luck Hunters" becomes a program directed towards the media markets they venture into, and not simply an export product from a foreign broadcaster. The protagonists are free to move around the cities and interact with people in a way they were unable to do when they were constrained by their episode shooting schedule.

But most importantly, this strategy of creating the illusion of real-time television allows "The Luck Hunters" to bridge the television / social media gap, because on-line participants will see content and feedback that is current, and thus spawn a level of interaction never seen before on a non-live television program.

Show philosophy

Mike and Natalio are passionate about wine and music, and they want to share their passion with the world.

"We believe that anything is possible with the tools available today. We show respect to the audience by being open and transparent. And with the program we want to create a positive feedback loop, converting our audience into real participants, bringing them on board as fellow luck hunters."

Thus, the root philosophy for The Luck Hunters can be broken down into three core elements: **DIY**: do-it-yourself, **New Transparency**, and the **Positive Feedback Loop**.

DIY

The Luck Hunters are all about **DIY: Doing-it-yourself**. The Luck Hunters understand that we are living in an age of unprecedented tools and facilities that allow us to take DIY to whole new level.

"Natalio and I agree...The world won't come looking for us. So we need to get my wine under their noses, and his music in their ears"

For the first time in human history, we can easily share our products and passions with a global audience thanks to social media, television, web video, low-cost travel, openness and accessibility brought about by globalization, mobile communications, computers, and cameras. To be clear, we are not inventing anything new with our approach in The Luck Hunters. What we are doing is

repacking, tweaking, and applying these new tools. The writer Malcom Gladwell explains this process in a [keynote speech](#) he gave in 2011.

In synthesis,

“We believe that if you have an idea today, all you need to go from your backyard to a global market is **the four C's**: A **cell phone**, a **camera**, a **computer**, and a **credit card**. With these four, you can reach people all over the globe”.

New Transparency

We believe in the New Transparency; a contemporary tendency to expose and share the inner workings, intentions, motivations and desires with the world, and establish a transparent and honest dialogue with the audience. The documentary filmmaker Morgan Spurlock best describes the new transparency, and how it is becoming part of our society in his film, “[The Greatest Movie Ever Sold](#)”.



With **The Luck Hunters**, we want to make it clear to the viewer that we (Mike and Natalio) are part and parcel of the creation and direction of the program itself. The viewer becomes aware that **The Luck Hunters** created the program as a vehicle to become “luck hunters”.

We will communicate this transparency in many ways. Having the protagonists (Mike and Natalio) occasionally speak to the camera as if they were directing the camera, is one obvious way.

Mike directing the camera, “Come here...(pointing to the camera)...get a shot of me doing this”.

The Luck Hunters will show the inner workings of their social media push by presenting a group of bloggers in Argentina, India, and most notably, in Ethiopia, who are responsible for keeping the conversation rolling on-line.



Any advertiser sponsorship that appears within the episodes of The Luck Hunters can be mentioned openly by The Luck Hunters. In other words, we can share with our audience the fact that we are flying on airline X, or using hotel Y, or 3G data provider Z, because they are our partners in our hunt for luck. This is, to reprise a comment from Morgan Spurlock's film **The Greatest Movie Ever Sold**: "the ultimate respect for the audience". There is no need for surreptitious or subliminal advertising.

Positive Feedback loop

The Positive Feedback Loop is where we do something on television that creates a storm of interest and participation on social media and the web, which in turn, spawns participation in the real world, and ultimately generates more viewers of the television program.

We create the positive feedback loop in two ways:

- Engaging viewers to become "Luck Makers"
- Integrating social media tactics into The Luck Hunters episodes

Imagine a scene where we see Mike walking into a wine shop, holding a bottle of wine, and an iPad. He approaches the shop owner, obviously with the camera person in tow. The exchange with the shop owner, might look something like this:

"Hi, my name is Mike, I would like to offer you my wine from Mendoza, Argentina. This is an organic wine, made from Malbec and Petit Verdot grapes. Would you like to try some?"

The shop owner shrugs, looking at the wine...and points to all the other wines he has already on the shelf:

"Hello...but I have never heard of your brand and I am not interested in new labels at this time..."

Mike briefly explains, "...if you allow me to take four photographs of you and your shop, I will post them immediately on my web site and Facebook, and tell the world that "Mike Tango Bravo" is on sale HERE. Tomorrow, we will publish a small video online of our conversation (pointing back to the camera), and in a few weeks, this will become part of our TV program "The Luck Hunters", which will be broadcast to people all around the globe. Now are interested in tasting my wine and offering it to your customers?"

At this point, the shop owner really has three possible responses:

- A) "OK! This sounds interesting. Let me comb my hair..."
- B) "I don't know what you are talking about..."
- C) "Please stop filming in my shop, and go away..."

All three responses make entertaining content for television.



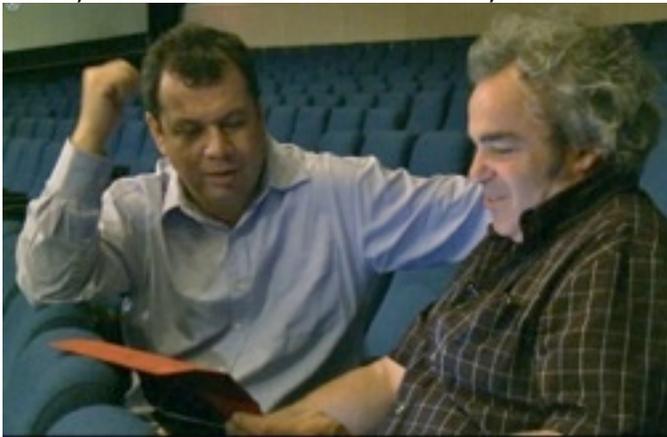
The positive feedback loop is thus created by local people visiting the shop, following our movements on geotag services like foursquare and facebook, and by people watching the program on television who will want to see the photos and web video posted online.

In another example, we park a flat-bed truck in front of a crowded beach on a Sunday in Mumbai. There are hundreds of thousands of people enjoying a sunny afternoon. Atop the flat-bed, Natalio is performing songs with other musicians. Above the truck you see a large banner which reads: "Would you like to hear more? Send a text message to 9769900123. This is being filmed for TV: The Luck Hunters: www.TheLuckHunters.com"



In the next scene, we show Natalio talking to a theater producer in Mumbai. He is explaining "El Futre", and showing scenes on his iPad, and new images that were filmed at the beach. He asks the producer:

"Would you like to show "El Futre" in your theater? I received 7,415 text messages from people on Sunday who would like to hear more of my music."



If the response is positive, Natalio takes some quick pictures of the encounter, and publishes them online immediately, along with information on where to buy tickets to see "El Futre - The Phantom of the Andes".

Look and Feel

This section describes the "look and feel" of The Luck Hunters and enumerates applicable style rules.

Digital Cinematographic L&F

The Luck Hunters will incorporate two different photographic looks:

The standard, high-depth, vivid-color, low latency look and feel associated with today's travel and reality programming will be used for the on-the-road sequences.

A shallower, crisper, cinematographic pastel look, using digital SLR cameras, will be used for musical interludes, reflective moments, and for the end-of-show monologues. These segments incorporate more close-up, artistic images, and utilize darkness and texture more extensively, communicating the pensive, introspective moments of the protagonists.

Protagonist Aesthetics

Mike and Natalio start out in Mendoza, unattractive, a bit sloppy...especially Natalio...and gradually improve over time, as their luck improves. They are REAL people.

Natalio has “crazy hair”, unbuttoned shirts, and a very laid back attitude to everything. Mike has an extravagant side, with **The Wine Suit** and using bright colors...especially orange. They have a certain “odd couple” dynamic, but neither have a clue. Natalio always seems out of place with his “look”, and Mike tries to persuade him to do something about it. Mike is overconfident, and ebullient in his manor, offsetting Natalio's sluggishness.



When they travel to Hong Kong, they receive a “Hong Kong Makeover”, by eccentric magnate David Li, who takes them to a tailor to get flashy clothes which they wear throughout much of the rest of the series. We see Mike and Natalio in the beginning as threadbare, operating on a shoestring, but over time they acquire a new flair. They are not uncomfortable with this new style, but they are unaccustomed to it, and it becomes apparent to the audience that this is one more “production” aspect of their Luck Hunting journey.

Use of dialog / voice over

Dialog is presented in three different ways throughout each episode:

- The protagonists speaking to each other or with people they meet and interview.
- Voice-over, read by Mike and Natalio, setting up new scenes, condensing back-stories, and stitching otherwise slow and laborious segments.
- The protagonists occasionally speaking directly to camera, as if they were directing the scenes themselves. They are not speaking to the audience, but to the camera, breaking the rule of exposing the camera as part of the scene.

The American radio program RadioLab (www.radiolab.org) is an excellent example of how a presenter can also become a protagonist and producer, fulfilling all three roles. Within The Luck Hunters, we draw upon the “radiolab” aesthetic of mixing soundscapes and voice-over throughout conversations, as a tool to pull the audience into the DIY experience, by both relying upon, and exposing, or making transparent, the deus ex machina.

This extraordinary episode “[A Four Track Mind](#)” includes multiple examples, specifically the intro and outro.

Tone

Funny: The audience laughs at Mike and Natalio, for the situations they find themselves in, as well as the humorous rapport they share.

Desperate: Mike and Natalio **MUST** succeed in their quest, or they will lose everything they have invested in years of passionate labor. Mike has “bet the farm” on this quest, and Natalio is already “running on vapors”.

Quick-witted: The Luck Hunters are flying by the seats of their pants and rely upon quick-wit to get in and out of difficult situations.

Fast-paced: We are going 1 ½ times around the world in 13 episodes, while mixing a handful of themes, personalities, and situations. It's got to be fast-paced, or The Luck Hunters will never make it. The clock is ticking.

Optimistic: Anything is possible. All you need are “The Four C's” (see [DIY](#)), and the three A's: Audacity, audacity, and audacity.

Positive: The Luck Hunters are enemies of complaint. Well...except when Natalio is hungry.

Collaborative: The Luck Hunters are always bending over backwards in order to move forwards.

Accessible: The Luck Hunters are “all terrain”. They mix and meet people from all backgrounds and walks of life. One night they are in a 5-star hotel...the next night, sleeping on the ground.

Defiant: As the underdog, the small-fry, The Luck Hunters are forced to fly under the multi-national radar. Defiant as always:

“will they get lucky? Or will it be, back to Argentina, with our tails between our legs...”

Ethos

The Luck Hunters are living in the new age of empowerment, where the world is accessible as never before.

“This is the spirit of the Luck Hunters: Two friends, giving all they've got to share their passions with the world.”

They are David vs. Goliath, two middle-aged guys giving it all they've got.

Mike and Natalio are opposites in many ways: yin and yang, the analyst and the artist, the atheist and the superstitious, Felix Unger and Oscar Madison.

The reason The Luck Hunters are able to do what they do, is because they are naïve and unaware of the challenges they face.

Program structure

Each episode of The Luck Hunters is structured around five primary components:

Reality Travel roll

Most minutes of each episode of The Luck Hunters are comprised of Mike and Natalio coming and going. This is the Reality/Travel TV aspect of the program.

Here we see Mike visiting wine shops, bars, restaurants, and hotels with his wine, getting frustrated with Food&Beverage managers, bloggers, critics, and wine-snobbs of every ilk, and sharing wine with a contrasting collection of connoisseurs, street vendors, celebrities and rural peasants.

Natalio is busy meeting theatre producers, club owners, pretentious self-important Bollywood people, pundits and self-proclaimed music critics.

Together, they are on the move, stuck in traffic, lost, arguing with the police, always in front of a steaming plate of food, or eating something they probably shouldn't eat...on a stick.

Behind-the-scenes roll

The behind-the-scenes rolls are cut away to Mendoza: the winery, the vineyard, the “La Flora” rehearsal study for El Futre.



These scenes tell the continuous story of Mike and Natalio, where they come from, and what goes into making wine and rock opera.

Other behind-the-scenes rolls include shots of TLH bloggers working in Argentina (drinking mate), Ethiopia (at the TLH cybercafé), and in India (fish-eye webcam picture from the cramped blogger's office).

Music Interludes

Short “dream sequences” or music videos, showcasing fabulous or striking locations and scenery, with music in the background, often times being played “live” by Natalio. Music interludes are used to rap up and summarize locations, when we leave them, and to give a reflective moment to the viewer. They can be used any time they are appropriate in the program, but most often would proceed the monologues ending the episode.



[Natalio playing “El Cielo \(The Sky\)” @ Uyuni Salt Flats, Bolivia](#)

Meet the Luck Makers

In these short segments, The Luck Hunters showcase inspiring and innovative Luck Makers from around the world. Mike and Natalio meet other entrepreneurs from the Luck Maker program, and tell their stories. This is yet another way to establish the [Positive Feedback Loop](#).

Introspective monologues

These monologues end every episode. Mike and Natalio alternate giving the monologues. They are **TRAVELING AROUND THE WORLD WITH WINE AND MUSIC FROM ARGENTINA**

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recorded at stunning, odd, or otherworldly locations, and usually feature a face shot of Mike or Natalio, while they are walking, which communicates a “stay hungry” / “keep walking” / “just do it” sensation.

The monologues create an intellectual veneer to the program, where The Luck Hunters share an introspective moment with the viewer, clearing out any banality that might have set in, as a result of a ½ hour of fast-paced reality/travel, and cueing up the next episode with food for thought.

Talent

This section includes information for the hosts of The Luck Hunters, and their guests, mentors, and followers that will appear on the program.

Mike Barrow

Mike was born in Tucson, Arizona and raised in Texas. At the age of 14, Mike began working in the computing industry, first as a technician for a PC shop in his hometown in Texas, before moving to Los Angeles at 17, where he cut his teeth with a local PC integrator. He left the US at 21, moving to Spain, and hasn't stopped traveling since.

Mike has spent the past 20 years as an IT technical consultant, working in over 40 countries. In 2003, Mike moved from Barcelona to Mendoza to plant [Costaflores Organic Vineyard](#). Since then, he has combined his new adventures in winemaking in Mendoza with IT projects in places as far afield as Costa Rica, Brazil, India, Rwanda, Colombia, and Lebanon.

Mike and Natalio first met in London in 1992.



www.facebook.com/mdzbarros

www.linkedin.com/mdzbarros

Natalio Faingold

Natalio is a Mendoza native. He began his musical career at an early age in Mendoza, forming influential bands of the day. Later, Natalio moved to the US, where he studied at The Berklee school of Music. He continued his studies in Paris, before moving to London, where he lived for 12 years, performing with many big name groups, including Joan Armatrading. Natalio wrote the hit song "Lamento Boliviano" with fellow musician Dimi Bass. This song is well known throughout Latin America. In 2000, Natalio returned to Mendoza, where he built a recording studio for his own music, film scores and jingles, and producing music of other musicians.

For a longer version of Natalio's story, see: www.NatalioFaingold.com



Douglas Richard

Doug was one of the main protagonists in the BBC series, “[Dragon's Den](#)” (“Shark Tank” in the US) during the first two seasons. Doug Richard is a serial entrepreneur, early stage investor, government adviser and philanthropist best known for his award winning work in entrepreneur development in the UK and internationally. In 2008, Doug founded School for Startups which has subsequently provided accelerated instruction to more than 15,000 business owners.

<http://www.dougrichard.net/>
<http://www.schoolforstartups.co.uk>
<http://www.schoolforstartups.co.uk/smallgiants/>

Doug Richard interviews “The Luck Hunters” at One Young World, Zürich 2011. This is part of Doug's “Small Giants” program. Mike worked for Doug and his brother in the late 80’s in Los Angeles.



[Doug interviews The Luck Hunters at “One Young World”](#)

Hugh Wooldridge

As a freelance director Hugh Wooldridge has directed theatre and television productions throughout Europe, Africa, Japan, Australia, Canada and the United States: in England he has been a resident director with the Haymarket Theatre, Leicester, the Thorndike Theatre, Leatherhead and the Prospect Theatre Company at The Old Vic Theatre, London.

<http://www.hughwooldridge.com>



Hugh came to Mendoza for the launch of “El Futuro” and has served as Natalio’s mentor.

Steven Spurrier

Steven Spurrier is a British wine expert and former merchant in Paris, France, who has been described as a champion of French wine. Spurrier organized the Paris Wine Tasting of 1976, which promoted the expansion of wine production in the new world. Steven’s role in the Paris Wine Tasting of 1976 was portrayed in the movie “[Bottle Shock](#)”

Mike met Steven, over a bottle of MTB, in Mumbai during an event of the Wine Society of India.



[Steven Spurrier](#)

Morgan Spurlock

[Morgan Spurlock](#) is an American documentary filmmaker, humorist, television producer, screenwriter, bounty hunter and political activist, best known for the documentary film Super Size Me. Spurlock was the executive producer and star of the reality television series 30 Days.

[Super Size Me](#)

[The Greatest Movie Ever Sold](#)

The Greatest Movie Ever Sold (officially titled POM Wonderful Presents: The Greatest Movie Ever Sold for sponsorship reasons) is a 2011 documentary film about product placement, marketing and advertising in movies and TV shows, directed by Morgan Spurlock. The film’s slogan is “He’s not selling out, he’s buying in”.

Gustavo Santaolalla

[Gustavo Santaolalla](#) is Argentine musician, film composer, producer and wine maker. He has won two Academy Awards for Best Original Score in two consecutive years, for Brokeback Mountain in 2005 and Babel in 2006.

Today he is one of the most popular musicians in Latin America.

Among other activities, he participated in the 2008 edition of the Argentina Wine Awards and the New York Wine Expo 2008. Together with his electronic tango band Bajo Fondo, he currently joins [Wines of Argentina](#) at certain events and provides artistic support abroad as their “wine ambassador”.

Gustavo will be one of the mentors that Mike and Natalio meet in Los Angeles.

Ian Blackburn

Master of Wine and innovative wine industry spokesperson, Ian Blackburn drinks wine for a living. Since it was established in 1995, Ian Blackburn has worked on building Learn About Wine into the leading source for wine education and events in Southern California.

Ian is mentoring Mike on getting his wines to the Southern California market.



David Li

Mike’s friend David Li is a extravagant business magnate from Hong Kong, responsible for providing some business and fashion sense to Mike and Natalio.



Craig Wedge

This loud, gregarious, outspoken Australian is a renowned international wine consultant and writer, and Chief Operating Officer for Mike's wine importer in India.



Dharti Desai

The lovely Dharti Desai is a compulsive entrepreneur. She and her brother, Mehul A. Desai, are the founders of the Indian Wine importer FineWinesnMore.

Dharti is tough negotiator, making Mike jump through endless hoops to get his wine into the Indian market.



Patricio Santos

Patricio is Mike's oenologist. Good natured, jovial, and experienced, Patricio is patient with Mike's setbacks in getting the wine out the door. Patricio is a Mendoza native. He received his degree in oenology from UC Davis in California.



The “El Futre” crew

Lisandro Sandes

Lisandro “Lichi” Sandes, is an accomplished bass player from Mendoza, and key element of the musical production of El Futre. Lichi accompanied Mike and Natalio as they drove for 5 weeks between Mendoza and Cartagena, Colombia. He also traveled to India in 2009 to perform on Mike's “Wine and Music from Argentina” tour.



Jeff Eidemiller

Jeff Eidemiller is lead guitarist for El Futre from Jackson Hole, Wyoming. He also toured in India in 2009 with Mike's “Wine and Music from Argentina” tour.



Mariano Leotta

Mariano is the extraordinary vocalist, singing the lead role of Foster/El Futre.



Mariel Santos

Mariel Santos is the lead soprano, playing to role of Beatrice in El Futre. She is a beautiful, uptight, vegan prima donna who will be an amusing source of headaches on the road for Natalio.



Locations

This section explains why The Luck Hunters chose the itinerary:

Mendoza → Los Angeles → Hong Kong → Bangalore → Lucknow → Mumbai → Ethiopia → London → Barcelona → Caracas → Buenos Aires/Mendoza → Mumbai → Lucknow

These locations are all exotic, sexy, appealing to a global audience, but more importantly, these cities are “well known” by Mike and Natalio.

Interesting juxtaposition: Mendoza to LA, Hong Kong to Bangalore to Lucknow, London to Ethiopia, Barcelona to Caracas. We are constantly going from one extreme to another.

RTW: Round-The-World

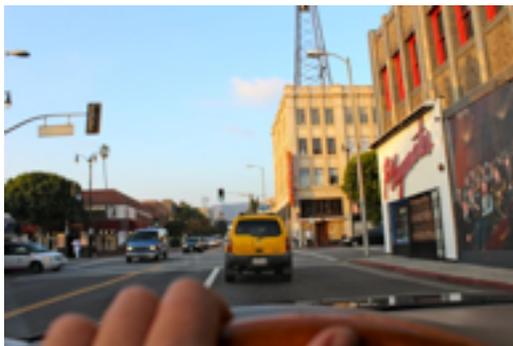
These are places that Mike and Natalio know very well:

Argentina

Mike and Natalio both live in Mendoza. Natalio is a Mendoza native. Mendoza is a visually stunning location, similar to Arizona, in the American south-west, but with the backdrop of the highest snow capped peaks of the Andes. Vineyards, mountains, and colorful people populate the landscape.

Los Angeles

Mike lived for five years in Los Angeles in the late 80's, and returns annually. He retains contacts with interesting personalities in the city. Natalio is currently producing an album for musicians from Los Angeles. Los Angeles is the quintessential destiny for any “Luck Hunter”.



Hong Kong

Mike has visited Hong Kong on numerous occasions and has experience selling and exporting wine to this market. If India is the “Asian Elephant” that the Luck Hunters are courting, Hong Kong is the “Glamours Gateway” to Asia.

Luck is engrained in the Hong Kong psyche. People regularly go to temples to burn fake money as a gesture to the gods to bring good fortune.

Also, Hong Kong as a stylish city, is the home of eccentric magnate and restaurant owner, [David Li](#), a friend of Mike's, and an ideal chaperone for a “Hong Kong makeover”.



Most would consider India (and Ethiopia) to be difficult locations to produce television episodes. But Mike and Natalio are no virgins to the Indian landscape. Mike has traveled extensively throughout India over the past years, not as a tourist, but as an entrepreneur, promoting wine in India's major metropolitan cities. Natalio and his band, [Space Garage](#), traveled to India in 2009 to perform in six cities, alongside Mike's wine promotions.



Ethiopia

Mike travels twice a year to Ethiopia, to support his ongoing IT project and startup in Addis Ababa and Mekelle: [Digital-Campus](#). Mike has developed a support network in the country which will help facilitate the production challenges for The Luck Hunters.

Ethiopia, though still a relatively undeveloped country, regularly figures in the top ten rankings of fastest growing nations (economically). A visit to Ethiopia by The Luck Hunters will reinforce and illustrate the relevance of south-south commerce and opportunities. We are not going to Ethiopia as travelers, tourists, or observers. We are going to Ethiopia to look for luck with wine and music.

Ethiopia has one of the most extraordinarily vibrant music scenes and a burgeoning middle class who are developing a taste for wine. There are currently NO Argentine wines available in Ethiopia, and certainly no South American rock operas have been performed there (that we know of).

London

Natalio lived in London for ten years, where he recorded and produced albums with many musicians, including [Joan Armatrading](#), and his own band: [Maroon Town](#). Mike travels to London every year. More importantly, London is home to mentors [Douglas Richard](#), and [Hugh Woolridge](#), who will be special guests on The Luck Hunters.

If Los Angeles was the quintessential destination for all “luck hunters”, London is the mecca of theatre and the largest market for imported wines in the world. And the city of London is a radical contrast from our previous episodes in Ethiopia and India.

Barcelona

Mike lived in Barcelona for thirteen years, where, among other things, he co-edited a small vanguard magazine about music, art, and literature, called “Snack”. He stills travels twice a year to Barcelona, and maintains contacts with people involved in film production, television, advertising, and music.

Natalio performed on many occasions in Barcelona with his band [Maroon Town](#).

Barcelona is still considered the “cool” city. With Mike and Natalio's contacts, The Luck Hunters will have access to the best locations and people Barcelona can offer. If London is the world's theatre and imported wine capital, Barcelona is the old-world, yet chic, ground zero for food, wine, and the good life.

Caracas

Mike has worked extensively on IT projects in Caracas, and is currently preparing his first wine export to Venezuela. Caracas is a city exploding with Chavez' revolutionary fervor, covered with brightly colored socialist murals, icons and images of the great leader, and frenetic Caribbean populace: the stereotypical Latin America, so distinct from Mendoza or Buenos Aires.

The question becomes, "Why would The Luck Hunters court the Venezuelans?" Well, why wouldn't we? In the program we visit complex and complicated places...none of the places we visit are stagnant or benign. Our premise is that opportunity and luck are out there, waiting for us. Let's take our game to the places where people are on the move...despite the difficulties and complexities.

Behind-the-scenes locations

Costaflores Organic Vineyard

Mike lives in a small, spartan house in the [Costaflores Organic Vineyard](#). The backstory for Mike's passion and product reside here. Throughout The Luck Hunters, we will show Mike working in the vineyard and in the winery, discussing organic viticulture, and winemaking, and sharing with the audience the joys and challenges of this enterprise.



[VIDEO: The Luck Hunters Backstory](#)

Ideally, we would like to begin the series during the Costaflores grape harvest (mid-April), with images of harvesters collecting grapes, the crush in the winery, and bottling the previous year's wine. The harvest is the time of the year when the hard work of the season comes to fruition.



[VIDEO: Costaflores Grape Harvest 2012 \(2:31\)](#)

La Flora recording studio

Natalio's home base is the recording studio called "[La Flora](#)". This is where Natalio makes the magic happen.

Natalio converted this traditional Mendocino country home, surrounded by twenty acres of vineyard, into a recording studio, both for "El Futre" and other musicians who's work he produces.



“The Luck Hunters” Internet Café – Addis Ababa

Bloggers and internet mavens from Argentina, Ethiopia, and India will insure that The Luck Hunters are seen, heard, and “liked” around the world. One of our groups of supporters are based in Addis Ababa, Ethiopia. For the program, we will brand our own “command center” in Ethiopia. This location will be an actual internet café, near the University of Addis Ababa campus, and an example of REAL, functioning, profitable, entrepreneurial project, spawned by the inspiration of The Luck Hunters. We are sharing our luck.

Aeroclub Mendoza

Mike is a pilot with [Aeroclub Mendoza](#) and this is the airport where The Luck Hunters take their first flight on their journey around the globe.



Music

Along with the body of work which comprises “El Futre – The Phantom of the Andes”, Natalio Faingold has an extensive archive of hundreds of pieces music that he has created and produced specifically for television and cinema. This treasure is available for The Luck Hunters, as all the rights are owned by Natalio.

A few examples of these pieces can be found on www.nataliofaingold.com
Music from [El Futre is available on iTunes](#).

Additionally, Natalio will create other soundscapes and musical compositions specifically for the program, as is the case of [The Luck Hunters theme song](#).

Many of the songs Natalio played during the creation of The Luck Hunters can also be found on his site: <http://www.spacegarage.net>

Language

Both Mike and Natalio speak English and Spanish fluently, and with flair. Throughout episodes, they can switch from one language to another, alternating English/Spanish subtitles, whenever the occasion warrants one language or another. While at first this might seem cumbersome for the audience, this bi-lingual capability allows us to create single episodes for a much wider audience.

The mixture of English and Spanish will depend on the locations where Mike and Natalio find themselves. So, when we see them interacting with people in Mendoza, Barcelona, or Caracas, they will tend to speak Spanish more often than when in the other countries.

Words and phrases used that are particular to the show

“Triglis”

Mike and Natalio call each other “Triglis” – shorthand for “triglycerides” – testament to their penchant for high cholesterol foods and resulting bad blood test results.

“Maybe...somebody wants to drive.”

Sarcastically, Natalio is wont to begin phrases with “maybe, somebody needs to eat something”, or other banalities, in which he refers to himself in the third person, with a tone of sarcasm.

Easter-egg music lyrics

From time to time, Mike and Natalio will use obscure musical lyrics thrown into normal conversation. These easter-eggs are yet another way to develop an attentive audience.

Additional Video Content

Although The Luck Hunters TV series is limited to 13, 23 minute episodes. The Luck Hunters program includes additional video content, created specifically for the web.

These videos are created with the following objectives in mind:

Viral Videos

These are short, entertaining, videos, whose purpose is to become viral on the internet, and help expand the audience base of the program. The series “Extreme wine tasting with Mike Barrow” are examples of potentially viral videos.

These videos would be promoted on The Luck Hunters social media and web sites, but also, viral video promotion techniques will be applied to these videos.

Going Deeper...

The ½ hour television format does not allow The Luck Hunters time to explore or explain topics in any detail. By creating topic specific videos, The Luck Hunters can delve deeper into a subject. The objective of doing so is to attract niche oriented fans. For example, a lengthy (10–15 min) discussion on organic viticulture might not be attractive to a broader audience, and thus would not make the cut in an episode of the program, but a web video on this topic would be something that many specific fans would find compelling to watch.

These videos can be mentioned or hinted at during the [Introspective monologues](#) section of the program.

Music videos

Throughout the series, we will be recording sessions where Natalio and the cast from El Futre perform songs and extended music versions, both within the studio, and at unique and striking locations. Most of these videos will be too long to show in their entirety on The Luck Hunters TV series, but we can post these videos on the web.

Here are some examples of web video content:



[VIDEO: Sub-aquatic wine tasting \(3:34\)](#)

Mike performs an “Extreme wine tasting” underwater – while diving off the coast of Panama, at the exact spot, where Christopher Columbus anchored his fleet for the last time, in 1502, and drank the last drops of red wine he had brought from Spain.



[VIDEO: El Futre – the story behind the legend \(3:25\)](#)

A silent film explaining the legend of El Futre – phantom of the Andes, shot in the mountains near Mendoza.



[VIDEO: Natalio playing “El Cielo \(The Sky\)” @ Uyuni Salt Flats, Bolivia](#)

Natalio and Lichi Sandes perform “El Cielo (The Sky)” in the middle of the world's largest salt flat.



[VIDEO: Costaflores Grape Harvest 2012 \(2:31\)](#)

Mike presents the Costaflores 2012 grape harvest.



[VIDEO: Cooking pitchfork sausages with Mike \(1:52\)](#)

Mike explains the secret behind “pitchfork sausages” at Costaflores Organic Vineyard.



Design

Design team

The Barcelona based, "[La Pera Limonera](#)" is the design team behind the graphic image of The Luck Hunters.

Antonio González, Terrassa – Barcelona – Spain, 1970

Jose A. Alba, Málaga – Spain, 1972

Arturo Fernández, Río Puertas – Puerto Rico, 1963

Juan Carlos Gea, Terrassa – Barcelona – Spain, 1973

Logos

"The name Luck Hunters inspired concept of randomness. And what better way to get the message across than dice. Dice bring out the unexpected, the surprise and that's what we wanted. The logo presents 3 faces of the die where we placed the initials TLH right in the center. Our idea was to animate the logo make the faces of the logo vary for splits of a second to numbers, icons, and such."



Typefaces

“For the typeface, we wanted something blunt and visible, and Future was the way to go. **Future Black** is powerful, yet elegant at the same time. Besides, the **Future** font family has many thickness variants which allows us to work freely, independent of the medium.”

Color schemes

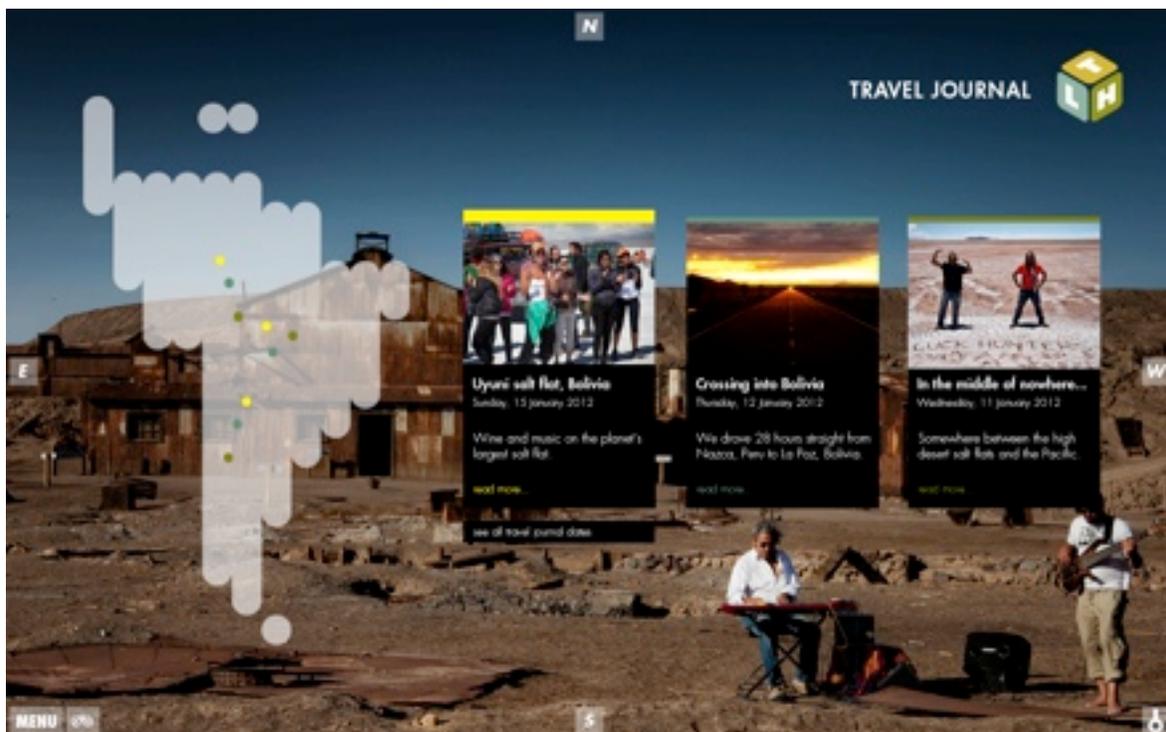
“With our choice of color we did not want the typeface to compete with the dice icons, so we chose three complementary colors that would bring balance to all the elements. The complementary colors are discrete but strong enough to be noticed.”

Look and Feel

“We were looking for freshness and fun. We were shooting for a laid-back look, yet we wanted THE LUCK HUNTERS to be taken seriously and I think our logo accomplish just that. The logo sets the mood for the rest of the image.”

Web Designs

“The creative team wants [The Luck Hunters](#) web navigation experience to be an adventure. We transmit to the web user the energetic, exploratory spirit of The Luck Hunters. The navigation is intuitive, yet at the same time, evokes the feeling of going on an adventure. We placed the cardinal points on each edge of the screen to emphasize the qualities of The Luck Hunters. The users will interact with the different elements on the page, and try their luck. From time to time, the site will adopt new concepts, so the dynamic spirit of the web page will not be lost.”



Promotion, Marketing and PR

Positive branding and product placement

Because The Luck Hunters is a positive program about entrepreneurship, we can openly discuss within the program the products and participation of our sponsors. Unlike most programs where product placement is surreptitious to the point where product and brand mentions are wedged into the program, we can be transparent about the positive role our sponsors are playing in making The Luck Hunters a success and vocally promote their agendas.

Internet Push

In addition to the [Luck Makers](#), The Luck Hunters will have an internet team is comprised of young, social media-savvy collaborators in Argentina/Uruguay, India, and Ethiopia. This team will be responsible for:

- Researching every specialized site, forum, blog, online group and social media outlet available to promote The Luck Hunters and our sponsors products and messages.
- Insuring that fresh multi-lingual content about The Luck Hunters and or sponsors is constantly being provided to our followers
- Reviewing our content, provoking "likes" and views of the videos, using techniques for viral media.

Netvibes dashboard reporting

The Luck Hunters will partner with [Netvibes](#) to create customized dashboards for each of our sponsors. These dashboards will allow our internet team and the advertisers themselves to track the results of our social media campaigns and the message penetration gained in each of the different markets and demographics.

Smartphone app

The smartphone app for The Luck Hunters will allow fans and "Luck Makers" to keep up to date with the following aspects of the program:

1. Where are The Luck Hunters? – a map of the current location of The Luck Hunters, and their most recent photos, comments, and links to videos
2. Who are the current top Luck Makers – a scoreboard showing the Luck Makers with the highest score and the most number of badges.
3. Luck Maker profile viewer – peruse other "Luck Makers" profiles, videos, and content.
4. Send a message or photo to The Luck Hunters
5. Participate in sponsor driven Luck Hunter [contests](#)

Live events

Live events will be produced by The Luck Hunters, offering yet another marketing opportunity for sponsors.

- El Futre live events
- Wine events

Throughout the life of the program we will have a dedicated press group, working with the Internet team, working to push our message into newspapers, magazines, radio, and local television outlets, [bridging the gap between TV and the Internet](#).

Merchandising

As The Luck Hunters travel around the world, they will be handing out all kinds of swag and gifts, providing yet another opportunity for promoting our partners. Items include:

TLH "magic dice": trick dice of The Luck Hunters logo that always land face up.

Wine penguins: ceramic wine decanters in the shape of a penguin, branded with TLH (and other sponsors logos), typically used for table wines in Argentina.



Tasks, games, challenges

In addition to the Luck Maker contest, the program will feature challenges associated with specific sponsors. For example, fans of the program can guess which airplane seats Natalio and Mike will choose for their next flights: Mike has been collecting his boarding card stubs for several years. He has stubs for 90% of the possible seat combinations accounted for, but a few seats remain. What seat will Mike and Natalio pick on their next flight? This is an excellent gaming opportunity for an online travel service or airline to partner with The Luck Hunters.



Sponsorships / Advertisers

This section lists ideas and objectives for attracting advertiser participation with The Luck Hunters.

Cell phone provider

The Luck Hunters say that all you need to get your product or idea in front of a global audience are the four "C":

- A camera (to capture images about your product and your story)
- A computer (to manipulate images, videos, and create content for the world)
- A cell phone (to be connected at all times)
- A credit card (to finance your crazy ideas)

Nokia maps / Navteq

Follow The Luck Hunters, on customized maps.

Kickstarter

A new way to use kickstarter...

Despegar.com / ebookers / travelocity

Online travels are ideal sponsors for the program. Program fans can follow our itinerary, see the price we paid for our tickets, etc., by linking to the online travel providers web services.

Airlines / RTW

The Luck Hunters will travel on a round-the-world ticket, offered by a major airline loyalty group like Skyteam, OneWorld, or Star Alliance.

American Express

American Express and other credit providers are [actively courting small businesses](#), branding their credit cards as tools of empowerment. The Luck Hunters can help get the message out.

Toyota

The Luck Hunters could travel around the world in a modified Toyota FJ Cruiser, like the one used in the sizzle reel.



The Luck Hunters, on-line!

The Luck Hunters is a truly multi-platform program, created with the internet and social media in mind, not as an after-thought, but as an integral part of the program. This section describes:

- Where The Luck Hunters on-line content will be published
- The types of content that The Luck Hunters will produce for on-line consumers
- How a large and interested fan base will be created
- How The Luck Hunters internet team will be integrated and managed
- How on-line content will be integrated with television and other media platforms

On-line platforms

This section lists all the places The Luck Hunters are currently active, although many of these sites have not received updated content, the internet strategy will require that all these sites are kept up to date.

How this content is kept up-to-date is described in section [6.4. Managing the Internet presence](#). An updated list of online sites

Web Sites

TheLuckHunters.com

TheLuckHunters.com is the primary English language website for the program.

CazadoresDeSuerte.com

CazadoresDeSuerte.com is the primary Spanish language site, and translates the content of TheLuckHunters.com into Spanish. It does not have any differentiating content from www.TheLuckHunters.com. CazadoresDeLaSuerte.com also points to this domain.

Costaflores.com

Costaflores.com is the primary domain for Costaflores Organic Vineyard. This is the site for Mike's wine, Mike Tango Bravo. Costaflores.com.ar also points to this domain.

ElFutre.com

ElFutre.com is the primary site for the rock opera "El Futre - Phantom of the Andes". This site currently contains some information about the story of El Futre.

Social Media

[Facebook / TheLuckHunters](#)

The Luck Hunters are active on Facebook through the following pages:

[TheLuckHunters](#)
[CostafloresOrganicVineyard](#)
[La-Opera-de-El-Futre](#)

[Mike Barrow](#) and Natalio Faingold maintain active pages.

Videos, photos, regular comments and updates are maintained on Facebook. A private facebook group for The Luck Hunters was created as a tool for the internet team behind the program.

[twitter / TheLuckHunters](#)

This is the twitter feed maintained for the program

[foursquare / TheLuckHunters](#)

FourSquare and other location based social media services provide a unique opportunity for fans to meet with The Luck Hunters. For more information see this would be used, see the

section on [Bridging TV and the Internet](#).

google+ /TheLuckHunters

We currently hold the placeholders for TheLuckHunters on google+, but have yet to exploit properly this service.

Web video

[Youtube.com/TheLuckHunters](#)

The youtube channel is the current location for publishing extra video content for the web.

All content is currently published with YouTube subtitles in Spanish and/or English.

Tags:

Category: Entertainment / Television

License and rights ownership: Standard YouTube

Comments and responses: Enabled

Syndication:

Video Location:

Titles:

High Definition: Yes

Aspect ratio:

[vimeo.com/TheLuckHunters](#)

Currently, vimeo is the repository used for non-public Luck Hunters videos.

Mapping services

Mapping services will be used during and after the production of The Luck Hunters for documenting:

- Where The Luck Hunters visited.
- Where MTB wine became available.
- Where was El Futre performed.
- Key filming locations
- The sources of the the legend of El Futre

CUSTOMIZED maps on services such as [maps.google.com](#) and [maps.nokia.com](#) will be useful tools for documenting and sharing our round-the-world story with followers, and also as a way of enticing sponsors and participants in the program.

Static content

[Slideshare.com/TheLuckHunters](#)

[flickr.com/TheLuckHunters](#)



Episode Details

Episode 1 (Origins)

During this first episode, we set the stage for The Luck Hunters.

Who are Mike and Natalio?

What is the story behind Costaflores Organic Vineyard?

What is the story of “El Futre - Phantom of the Andes”?

What problems do Mike and Natalio face - getting their products into the world?

How are they going to face this challenge.

Essentially, the first episode is a longer version of the sizzle reel. We begin in Mendoza and end in Colombia. Driving north through the Andes, Mike and Natalio begin “Luck Hunting” in Uyuni, Bolivia, Lima, Quito, and finish in Cartagena. Mike performs an underwater “extreme wine tasting” in Cartagena, and posts the video online.

Mike and Natalio decide to keep driving north.

Mike delivers the monologue about social media, connectedness, and “The Four C’s”. He finishes with the setup for The Luck Maker program - a segment that will be used at the tail end of every episode of The Luck Hunters.

Episode 2 (Meeting Mentors)

After a very long drive, The Luck Hunters arrive at the US border in Tijuana, the gateway to Los Angeles, the quintessential destiny for “Luck Hunting”.

Mike wants to meet Morgan Spurlock, and through social media, manages to reach him, and setup a phone call, reminiscent of the scene from *The Greatest Movie Ever Sold*. Morgan gives Mike some advice.

Natalio is out pounding the pavement, trying to get an interview on KCRW about “El Futre”. He is unsuccessful. Meanwhile, Mike receives good news from India about interest in his wines, because an importer in Mumbai has seen the underwater wine video taken in Cartagena.

Mike spends the rest of the episode trying to convince Natalio that they should go to India. Natalio is reluctant, flabbergasted, that after driving all the way from South America to Los Angeles, Mike wants to fly half-way around the world.

Mike decides to go to a local wine event, where he meets Ian Blackburn. Mike explains what he and Natalio are doing, and Ian says that he knows the program director of KCRW. So in the end, Mike is the one who gets lucky on behalf of Natalio.

Natalio meets with the people at KCRW, and they introduce him to Gustavo Santaolalla, the famous Argentine musician who is also working in wine. So, Natalio ends up repaying the favor to Mike, because Gustavo tells Mike about a wine importer that he should invite to Ian’s event.

Mike sets up a stand at Ian’s event, and the importer comes, but he doesn’t want to buy anything. Mike is failing at getting people interested in his product, because he has only a single label. But at the event, he meets David Li, a wine connoisseur and entrepreneur from Hong Kong. Mike mentions that he is going to India to try to sell his wines, and David suggests that he come to Hong Kong first.

Natalio is saying they should drive to other places in America, but Mike sells the car and buys RTW plane tickets without telling him. The money from the car is what facilitates the trip for The Luck Hunters.

In the last scene, Natalio says to Mike that he has finally acquiesced to Mike’s idea to go to India, but before he can say anything else, Mike tells Natalio that before they go to India they have to go to Hong Kong. Surprised, Natalio says “Hong Kong!?” and groans, and the segment ends.

In this episode, we introduce the idea of being at the right place at the right time. The KCRW interview would be a real event, but would be broadcasted to coincide with the airing of the actual episode on TV. This help build the illusion of real-time TV.

Episode 3 (Discovery)

The Luck Hunters arrive in Hong Kong, with the plan to meet David Li. They find a cheap hostel on Nathan Road, and call up David. He arrives in his Porsche Cayenne and takes one look at them, and decides they need a “Hong Kong Makeover” and take them to get tailor fit for new clothes.

Along the way they discover interesting new foods and music. Natalio begins thinking about El Futre in a new way, and changes he would like to make. Mike discovers that his wine really does go good with spicy asian cuisine. He tells them they are not going to get lucky in a youth hostel, and takes them to the Hong Kong W, where Mike meets the hotel F&B manager and is invited to do a wine tasting in the infinity pool on the 67th floor. The Luck Hunters can’t believe where there are.

Natalio begins working on adjustments for “El Futre” in his hotel room, and communicating the changes over the internet to the other musicians back in Mendoza, composing at a distance. (some of these pieces are updated on theluckhunters.com, with Natalio asking for feedback over social media, to create a collective piece similar to [Eric Whitacre’s virtual choir](#)).

Mike presents his wine at a shabu-shabu restaurant with steaming plates of food. Natalio is seen picking strange sea creatures out of tanks at the market. Afterwards, they visit a traditional temple to burn “good luck money” and ask for help from the gods.

Natalio ends the segment with a monologue about how creating music has changed with low-cost technology and the internet.



Episode 4 (Out of our League)

The Luck Hunters arrive in Bangalore, India – city of the future. Mike meets with the renowned Indian wine expert Alok Chandra, where they discuss pairing Indian foods with wine, and how wine culture has changed rapidly in India.

Mike and Natalio travel to a rural Karnataka theatre where famous actors teach kids Malayalam theatre. Natalio meets with local musicians whom could be integrated into a local performance of El Futre. We show cuts from the musicians in Mendoza with the musicians in Bangalore.

We finish up doing a wine tasting in the middle of a tea plantation, with outdoor cooking by Nishant Choubey.

Mike does a storyboard presentation to unresponsive participants at a five-star hotel: ITC Windsor, where he explains the story of The Luck Hunters, MTB, etc., and he gets asked to do a hotel staff training where he explains the magic of wines to you hotel staff, most of whom have never tasted wine before.

Natalio closes with a monologue about the legend of “El Futre” and how music is universal.

Episode 5 (Small fish, big pond)

We arrive in Mumbai. Mike meets the Indian importer interested in his wine from the diving video he did in South America. He is received by Master Sommelier Craig Wedge from FineWinesnMore. He is an Australian Mumbaiker. His boss is Dharti Desai, the lovely yet tough negotiator. They talk about globalization and wine, but they don't reach an agreement. Dharti lectures Mike on all the laws against marketing alcoholic beverages in India.

Mike sees the "mumbai beanbag" advertising and comes up with a scheme:

Natalio and some of his musicians (who have arrived in Mumbai) perform a couple of songs on the back of a flat-bed truck in front of Juhu beach, with a big banner that reads, "want to hear more? Send an SMS to 9769990710. They get into trouble with the police.

Natalio meets with a Bollywood producer – sees a Bollywood production being filmed, and gets schooled on how to produce effective shows for the Indian market. Later he meets with the program director NCPA, and makes his pitch for El Futre.

While this is going on, you see Mike and Craig eating bhel puri in Juhu, before heading over to taste MTB with a Rogan Josh at top restaurant in Mumbai. They meet people from the food blog "The Budding Gourmet" to discuss food, wine and social media. Mike shows them about a new cool phone app he has developed that allows Indian wine drinkers to "check in" and share with their friends what they are drinking, every time they open a bottle of wine in India.

Mike closes with a monologue about "Why wine is the noblest of drinks, and alcohol in the land of Gandhi".

Episode 6 (Lucky in Lucknow)

The Luck Hunters get lost in Varanasi. Mike meets with the local “liquor don”, a friendly Sikh man who doesn’t speak much english, and they have tea and talk about wine, though he is obviously not a wine drinker.. Finally, we see mike visiting a dusty local shop on the road to Lucknow, where he tries to explain what wine is like from Argentina.

Natalio meets up with Deepak Rastogi, the owner of the Genesis Club in Lucknow, where the chef prepares some incredible nawabi cuisine they taste with MTB, and Natalio discusses plans for doing an outdoor production of El Futre for the Lucknowites.

Deepak offers Natalio to do El Futre AND serve MTB at the event...a double prize.

All the time, The Luck Hunters are constantly eating different street foods, and trying them with MTB that they carry around in a plastic bottle. They finish up at a 5 stars hotel in Agra, where Mike and Natalio pitch a big event for El Futre and MTB in front of the Taj Mahal.

Mike gets a message from some Ethiopians who are following The Luck Hunters online. They have opened an Internet café in Addis Ababa called “The Luck Hunters”. Mike and Natalio discuss what they know about ethiopian music, food, and the expanding economy. They decide to head to Africa.

We see Natalio playing a song on the hotel grand piano.

Mike closes with a monologue about spice and organic viticulture.

Episode 7 (South to South)

Mike, Natalio, and one or two of Natalio's musicians head to Addis Ababa, Ethiopia.

The Luck Hunters are in Ethiopia to meet up with their internet entrepreneurs, play music with Ethiopian musicians, and try to sell wine to some of the up-and-coming Ethiopian restaurants.

Mike and Natalio visit "The Luck Hunters" internet cafe, where the bloggers are working.

Natalio plays music with Ethiopian musicians at a jazz club.

Mike does a tasting of Ethiopian wine...followed by an explanation of Ethiopian foods, and pairing with MTB. Mike does a wine presentation at an outdoor restaurant where they eat Kitfo – raw meats and spice.

Finally, Mike and Natalio travel to Mekelle, Tigray where Natalio and some musicians play outdoors on a balcony during the day where a large crowd of people have formed to come listen.

In Addis Ababa they meet Luck Makers: "Sole Rebels" and talk about their shoe business. Finally they met Fitsum Bekele, an ophthalmologist who cures forty blind people per day in his mobile health van. Mike and Natalio decide they are going to London and will do a wine and music event to raise money for Fitsum.

All the time Natalio is saying they should also go to Paris. Mike is not so sure.

Mike closes with a monologue about south-to-south commerce and globalization.

Episode 8 (Mentors x 2)

The Luck Hunters leave Ethiopia and travel to the other “extreme” – London. They are in London for some serious mentoring.

First Natalio visits the mythic Roundhouse Theater and meets with the theatre legend, Hugh Wooldridge. Hugh gives Natalio some tips and offers to help with the production of El Futre.

Mike and Natalio meet with Doug Richard, who explains all the things that they are doing wrong. Doug suggests to Mike that he come up with an attractive advertisement campaign.

Finally, Mike meets with the famous Steven Spurrier, to discuss wine and wine marketing.

The Luck Hunters hold a charity event, with wine and music. The theme is: for every bottle of wine you drink, a blind ethiopian regains his sight.

Mike visits a wine importer that mistreated him years earlier. Now that he has made a name with The Luck Hunters, Mike gets his sweet revenge.

Natalio closes with a monologue about how the music industry has changed with itunes and the internet.

Episode 10 (Reflection)

The Luck Hunters head to Barcelona. This is the city Mike lived in for 13 years, and where Natalio played many concerts. Giovanni “Flyingchef” Zanzi organizes a sophisticated wine dinner for Mike and Natalio at one of the cities Michelin starred restaurants. Mike tells the story of The Luck Hunters, and pours wine, while Natalio adds some humor to the presentation, and plays piano in the background.

Next you see that Mike and Natalio are on a yacht, with some obviously well-to-do people. Mike is explaining The Luck Hunters, and talking about foods from Ethiopia and India in glorious detail. Natalio is obviously sea sick from the boat and from hearing Mike talk about food.

You see Mike and Natalio walk into a casino, full of enthusiasm, but then you see them walking out, fighting about who's idea it was to go into the casino.

Episode 11 (Marketing and Vacation)

First we see The Luck Hunters in the chaotic city of Caracas. There are demonstrations, road blocks, and heavy traffic at every turn. Mike decides to go to Angel falls, deep in the jungles of the south, to do a photo shoot, following Doug Richard's advice. We see Mike heading up river through the jungle in a dugout canoe. He meets some Pemon indians that share their spicy sauce kumache, made from the rear section of bachaco culon ants. He does a wine tasting in the jungle with the indians and the spice. Finally he arrives at Angel falls where he does an "extreme wine tasting" in front of the world's highest waterfall. We see the waterfall turn wine color as he drinks from his glass.

Meanwhile, we see Natalio surrounded by beautiful Venezuelan women on the perfect beaches of "Los Roques". Mike is sweating in the jungle, and struggling to get to this remote location to do his promo shoot, while Natalio is obviously on vacation. When Natalio talks on the phone to Mike, he makes up a story about how he is working hard in Caracas.

Episode 12 (Preparing for India)

Natalio is gathering all the musicians from El Futre and preparing to travel back to India. Mike is checking the bottling and shipping of MTB and making sure the wine is en route to India for the big events.

Mike and Natalio and the 15 musicians arrive in Mumbai. Most of the musicians have never travelled before. The lovely soprano singers are unbearable, complaining about everything.

Mike is frantic, trying to get problems with his wine shipments sorted out. Meanwhile, we see Mike at The Club in Andheri, discussing with the head chef food requirements and preparing for a big wine event.

Finally, we cut to the “live” event – Mike presenting the opening of the presentation of El Futre – telling to story of The Luck Hunters, and we hear the first few chords of “El Futre”.

Episode 12 (Success)

This episode begins with the performance of El Futre in Lucknow, and follows with the Natalio, Mike, and the cast of El Futre traveling by train to Lucknow.

The soprano singers insist on vegan foods, but are not prepared for indian spice. Mike cools off their palate with MTB with soda and ice.

By this time, the internet following for the program in India is substantial, so during the episode, we show some of the ways people are following the content in real time- i.e. maps, foursquare, using iPads for instant web creation.

Finally, Natalio and the crew perform El Futre to huge crowd of expectant fans. Mike is busy pouring penguins full of wine. You see an ad for MTB "Music CD's" and Mike explains. They have made it. A success!



Episode 13 (Homecoming / Finale)

The finale episode shows The Luck Hunters, with the full crew of El Futre, and a few new friends (Doug Richard, chef Nishant Choubey, David Li, Ian Blackburn) all coming to Mendoza.

We see a short recap of the season, and a summary of the successes (and failures) of The Luck Hunters before we zoom into the “live” event, where Mike and Natalio are with friends on stage. We are about to pick the winner of the Luck Maker contest, and decide who will be The Luck Hunters for season 2.

Mike closes the episode with a short but sweet farewell monologue, and invites everyone to join him on his upcoming spin-off series about wine: “The Mike Tango Bravo show”