

Title: Money Max
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Produced by: Alex Pink



Logline: Money Max follows the entrepreneurial escapades of Max, a bright and determined 10-year-old, who balances school life, friendships, and personal growth while learning to make money and have fun.

Show Introduction

Money Max follows Max, a bright, ambitious British-Caribbean boy who's always on the lookout for clever ways to earn money. Like Ed, Edd n Eddy, Money Max revolves around the pursuit of a simple goal—just as the Eds' schemes to buy gobstoppers lead them into wild, unpredictable situations, Max and his friends often find themselves in increasingly unexpected scenarios while chasing their own relatable desires.

Whether it's trying to impress a girl, buy the latest toy, or gather enough money for gaming controllers, Max's entrepreneurial efforts frequently spiral into comedic chaos. Each episode is an adventure in itself, driven by Max's determination to succeed, even when things don't go according to plan. The difference, though, lies in Money Max's focus on financial literacy and real-world lessons, teaching viewers that making money isn't just about quick rewards, but about growth, creativity, and resilience in the face of challenges.

Target Audience

Primary: Children aged 10-16

Secondary: Families and adults seeking light-hearted but meaningful content

The series appeals to ambitious, fun-seeking youth, mirroring the charm of shows like Ed, Edd n Eddy, with a rebellious but educational tone.

Tone & Style

The playful tone combined with teachable moments keeps the series enjoyable and insightful.

Tone: Light-hearted, humorous, and educational

Style: Each episode blends everyday school life with entrepreneurial adventures, featuring flashbacks for deeper character exploration and lessons on money-making.

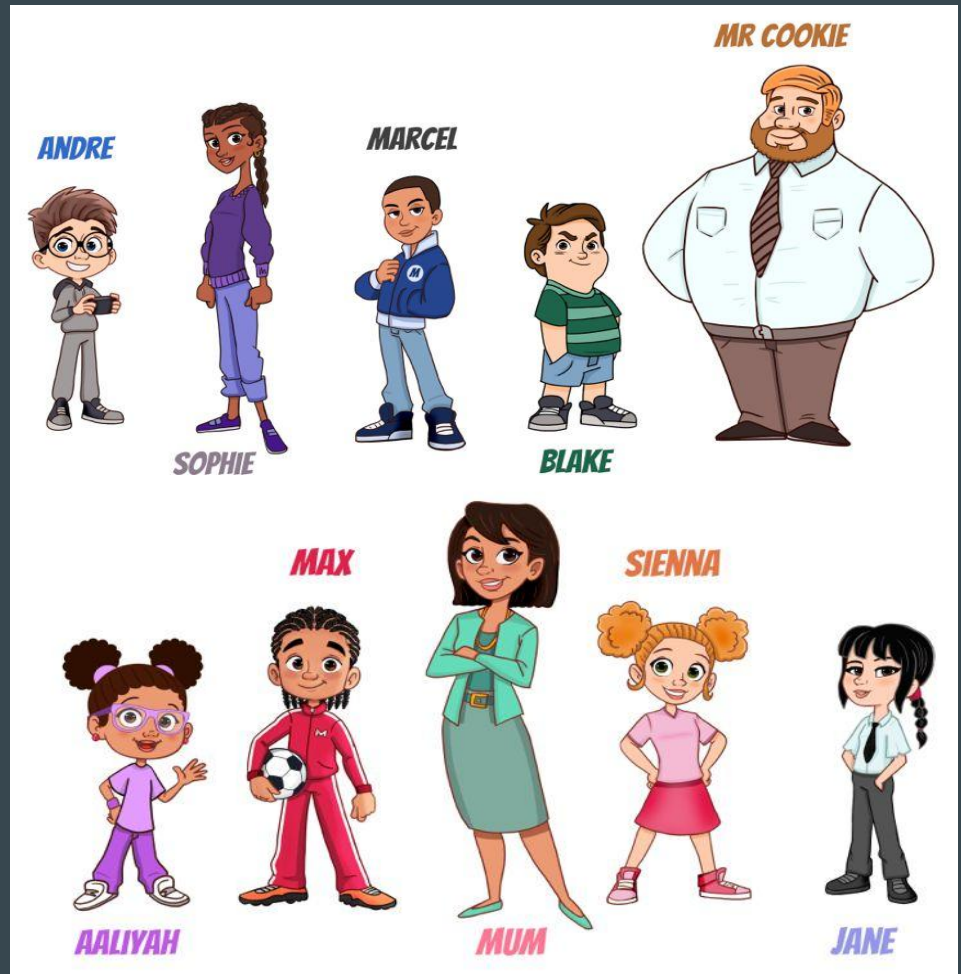
Themes

- **Comedy & Rebellion:** Embracing youthful ambition and rebellion while turning these traits into positive entrepreneurial determination.
- **Money & Entrepreneurship:** Financial literacy lessons seamlessly integrated into the storylines.
- **Growth & Relationships:** Max and his friends evolve emotionally, learning the importance of genuine connections and resilience.

Key Characters

- Max: A curious and resourceful 10-year-old boy with big dreams of becoming rich.
- Mum (Mrs. Hall): Max's supportive but practical mother.
- Aaliyah: Max's smart, talented little sister who often argues with him.
- Sophie: Max's wise older cousin who gives him much-needed advice.
- Andre: Max's tech-savvy best friend and partner in his schemes.
- Marcel: Max's athletic rival who constantly competes with him.
- Sienna: Max's secret crush and the most popular girl at school.
- Blake (Bruiser): The school bully who is outsmarted by Max.
- Mr. Cookie: Max's quirky teacher who pushes him to reach his potential.
- Jane: A shy girl who secretly admires Max.

Each character has a distinct role, complementing Max's growth and learning curve.



Example Episode: "Sweet Hustle"

The episode showcases financial lessons while maintaining excitement, humour, and character depth.

Act 1: Max struggles with family and school, but a new football kit motivates him to earn money.

Act 2: Max and Andre launch a sweet-selling venture at school, creating a loyalty card system to boost sales.

Act 3: The plan works, but Max realises the value of saving and reinvestment rather than spending all his earnings on the kit.

Educational Value

Money Max promotes essential life skills in an approachable way.

The content is never preachy but subtly woven into Max's daily escapades.

Financial Literacy: Understanding money-making, saving, and investing.

Entrepreneurship: Encouraging creativity, problem-solving, and self-reliance.

Social Dynamics: Navigating friendships, peer pressure, and online personas.

Market Comparisons

- **Ed, Edd n Eddy** – Known for its humorous take on childhood schemes, it shares a similar target demographic.
- **Recess** – Captures the day-to-day life of children in a school setting, blending humour with relatable experiences.

Money Max stands out with its focus on financial literacy and entrepreneurship, filling a current gap in children's animated programming.

Why Now?

With rising discussions around financial literacy for younger generations, Money Max taps into a growing parental and school demand for content that educates while entertaining.

Parents understand money and entrepreneurship from a young age is increasingly relevant. Money Max embodies the spirit of entrepreneurship and incorporate financial literacy in a relatable and fun way which skews heavily toward entertainment.

Financial literacy and entrepreneurial skills have never been more critical. In the UK, initiatives aim to reach 2 million more children by 2030, highlighting the increasing focus on early financial education([OECD](#)).

Conclusion



Money Max is positioned to be a fresh, entertaining series that educates children on entrepreneurship and personal growth through relatable stories and humour. With its engaging characters and valuable life lessons, the series offers immense potential for both educational and entertainment value across multiple platforms.