



UNEXAMINED LIFE



Bunim/Murray
Productions
A Banijay Group Company



**LIFE IS HECTIC, FRENETIC,
AND OVERSCHEDULED.
WE ARE TAUGHT:**

*BE THE BEST.
GET AHEAD.
CREATE THE NEXT
GREAT IDEA.*

**WE ARE SO CONNECTED
THAT WE SPEND ALL DAY
LOOKING AT MULTIPLE
SCREENS, FORGETTING
TO LOOK UP AND OUT AT
THE WORLD.**

**BUT WHAT IF TECHNOLOGY
COULD CHANGE THAT?
WHAT IF IT COULD GIVE US
CONNECTION TO THE WORLD
OUTSIDE THE EMAILS,
TWEETS AND POSTS OF LIFE
THAT INUNDATE US?**



UNEXAMINED LIFE IS A SITE DEDICATED TO TELLING THE TRUTHS THAT CONNECT THE WORLD. IT USES TECHNOLOGY AND STORYTELLING TO ILLUMINATE WHAT IS HAPPENING IN THE WORLD RIGHT NOW.

IT'S AN INDISPENSABLE RESOURCE FOR ANYONE WHO WANTS TO BE ABLE TO HAVE A CONVERSATION THAT GOES DEEPER THAN, "SO, WHAT DO YOU DO?" "WHERE ARE YOU FROM?" "I LIKED YOUR POST ON INSTAGRAM."

I finally dove into dating. Actually it's been more of a toe wobble in the deep waters of a very imposing pool, and I've already had enough social exercise for this week.

Having grown more accepting of my own company, I think it will take a nonstop man to make me give up my lounge chair. But I never get this. When mellow with wine and imprudent "fucks" (selections, I ache for a deep back rub and light carous. And in my "epiphany" moments, I kind of wish I had someone to not along with me. But I think I can teach my dog life to do that. And for sixty bucks, a stranger will rub my bare back with no further expectations whatsoever. See what I mean? Still waiting...

After what I term the "Walmart incident", it seemed appropriate to take practical measures toward meeting dating candidates. And when my sister Katie started picking out guys on Yahoo's match site one night, I decided I'd do better making my own selections. Not that she has bad taste; Katie just thinks that I'm younger and wiser than I really am. A little protection on her part, I think...

The Walmart incident began when my peripheral vision something near the bread aisle. I spotted a double-take from a fellow shopper and allowed the angeliest compliment to put a little spring in my step as I headed toward the checkout. But Mr. Double-Take was a bold and daring man. When he found himself to be only three short checkout lines away as the blue-shirted greeter fled, he left his cart and approached me with a close-mouthed, serious smile that made me wonder if he had enough teeth to pop up his lip.

"He there." He beamed at my forehead, still clutching a stack of neatly clipped coupons. I smiled, well... I moved my lips and hoped my expression was at least within the ballpark of graciousness. Awkward polite nod. "Ye." The cashier had already begun ringing up my order and I hated not being able to check prices. It was so much easier to eyeball sideways glance at the price screen, but Compersion head-locked me and restricted me back. Mr. Double-Take was still smiling, he been an earlier dress rehearsal in front of his bathroom mirror.

"I couldn't help noticing that you have a beautiful smile," he said. I could describe him paper-bag. Fedore! page number! -f-

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Could describe him paper-bag. Fedore! page number! -f-



UNEXAMINED LIFE IS...

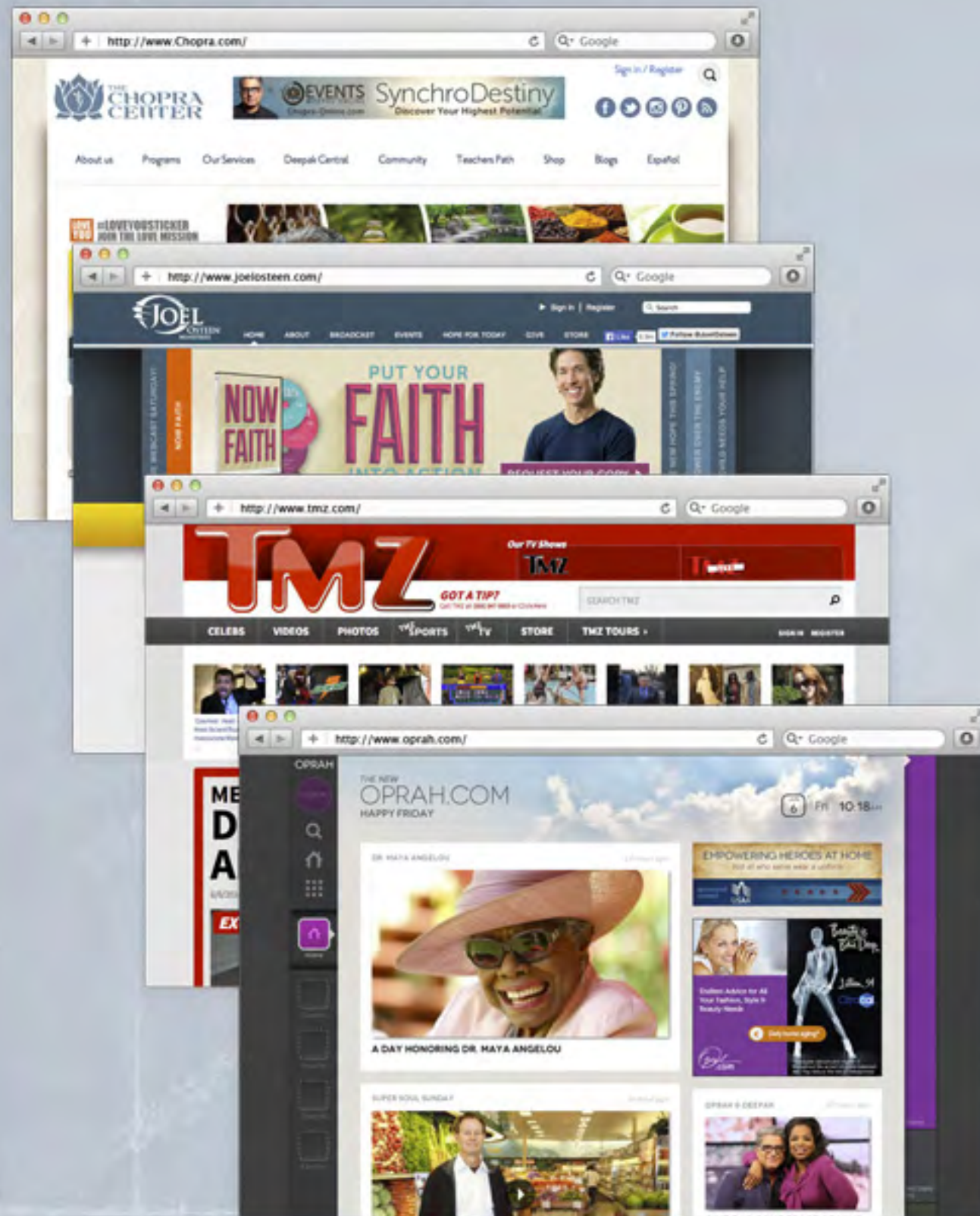
Comedy. Art. Music. News.
Overheard Conversations.
Photography. Video.

**THE STARTING POINT FOR MOVING
AWAY FROM A ME-FOCUSED SOCIETY.**

EX-AM•INE [IG-ZAM-IN] VERB

1. to inspect or scrutinize carefully:
to examine a prospective purchase.
2. to observe, test, or investigate (a person's body or any part of it), especially in order to evaluate general health or determine the cause of illness.
3. to inquire into or investigate:
to examine one's motives.
4. to test the knowledge, reactions, or qualifications of (a pupil, candidate, etc.), as by questions or assigning tasks.
5. to subject to legal inquisition; put to question in regard to conduct or to knowledge of facts; interrogate:
to examine a witness; *to examine a suspect.*

KALE CHINA ETHICS
THE ECONOMY CHILDREN
RELATIONSHIPS GLOBAL WARMING
TERRORISM MARIJUANA
PHILOSOPHY HAPPINESS
HIP HOP RETIREMENT
COMMUNITY



THIS SITE IS *NOT*

- A CELEBRITY SITE
- A PREACHY 'HOW TO' SITE
- SOFT AND REFLECTIVE
- SELF HELP

THIS SITE IS:

- COUNTER PROGRAMMING, A MOVEMENT AWAY FROM THE 'SELFIE' OBSESSED LIFESTYLE.
- A PLACE THAT CHALLENGES ONE TO THINK OUTWARD RATHER THAN INWARD.
- A SPACE THAT MAKES YOU FEEL SMARTER, SEXIER, ENERGIZED, FUNNIER.
- A JOLT TO YOUR CONSCIOUSNESS.





WELCOME TO THE BRIDGE

UNEXAMINED LIFE IS THE BRIDGE BETWEEN GENX AND THE MILLENNIALS. THIS SITE FINDS THE COMMON GROUND THAT LIES BETWEEN THE TWO GENERATIONS.

THE MILLENNIALS CAN BE CALLED "GENERATION ME" BECAUSE THEY'VE BEEN TAUGHT TO PUT THEMSELVES FIRST. THIS ATTRIBUTE IS ONE THAT IS OFTEN REBUKED BY THE GENERATION AND THEY ARE CONSTANTLY LOOKING TO PROVE THEY ARE MORE THAN A GENERATION THAT SHOWS YOU WHAT THEY ATE, WHEN THEY ATE IT AND WHERE THEY ATE IT. MILLENNIALS BELIEVE THAT THAT THEY ARE NOT THE SELF OBSESSED GENERATION THEY HAVE BEEN MADE OUT TO BE.

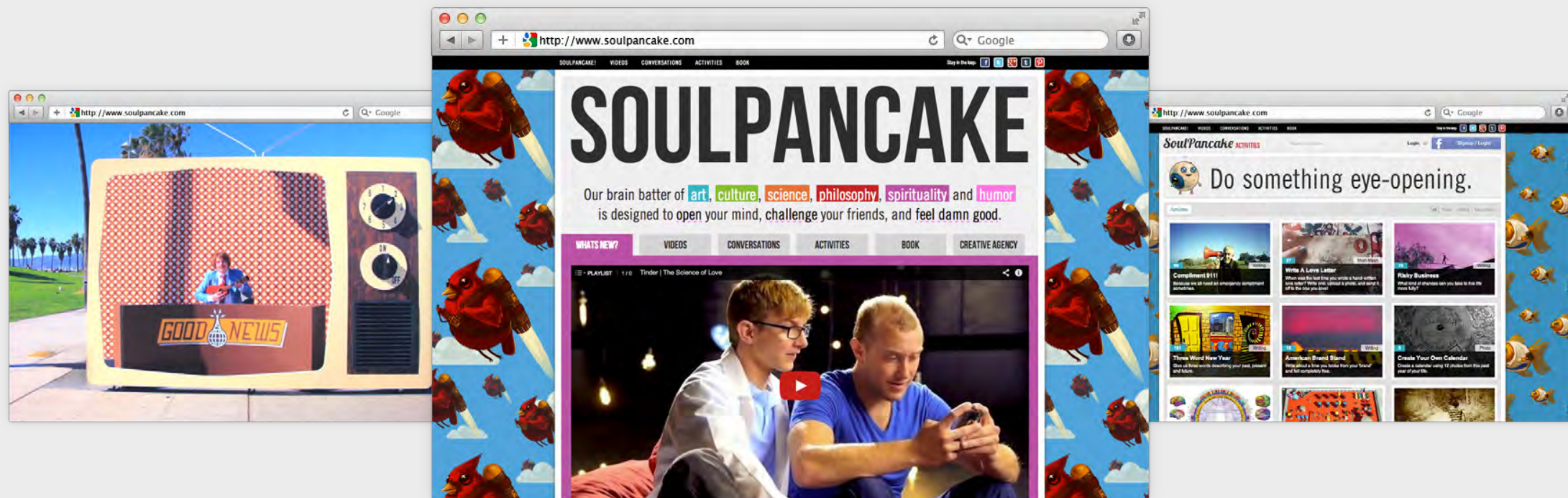
MEANWHILE GEN XERS ARE DEFINED AS BEING A GENERATION THAT ADAPTED TO THE EMERGING FIELD OF TECHNOLOGY. IN ADDITION THEY GREW UP IN A TIME OF POLITICAL UNREST. THEY ARE TRULY AUTONOMOUS AND INDIVIDUALS BY NATURE. GEN XERS ARE TRYING TO BE EVERYTHING TO EVERYBODY AND HAVE A DIE HARD WORK ETHIC. THESE ARE THE QUALITIES THAT BY NATURE NEED SOMETHING TO GIVE THEM A MORE BALANCED OUTLOOK.

UNEXAMINED LIFE SEES THE COMING PENDULUM SWING FROM THE SELFIE OBSESSED PERSON TO THE MORE GOAL DIRECTED, BALANCED, CONNECTED INDIVIDUAL. NOW IS THE TIME TO GIVE THIS PERSON A PLACE TO FEEL CONNECTED AND BECOME A MORE SELF-ACTUALIZED BEST SELF.

EXAMPLE OF A CELEBRITY BACKED VERTICAL

SOUL PANCAKE

SOUL PANCAKE DECLARES ITSELF AS A BRAIN BATTER OF ART, CULTURE, SCIENCE, PHILOSOPHY, SPIRITUALITY AND HUMOR DESIGNED TO OPEN YOUR MIND, CHALLENGE YOUR FRIENDS AND FEEL DAMNED GOOD. IT IS ALSO THE DIGITAL LOVE CHILD OF RAINN WILSON.





UNEXAMINED LIFE

An examined life is a life worth living.

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