

THE POWER OF OUR DATA

Source 3 has created the world's first platform to identify high value branded content in products of all types – from handmade, apparel, toys, consumer packaged goods to digital products such as 3D animation and virtual reality. Source3's platform recognizes copyrights, trademarks, and other protected elements incorporated into those products and connecting product creators to brands and IP owners and providing those owners with insights and analytics.

Our Deep Data Set

Source3's recognition technology maps trademarks, copyrights, and high value branded IP to the universe of hundreds of millions of User-Generated (Seller/Maker) products.



How We Bring It All Together

In 1976, Star Wars franchise launched, creating a rich universe of characters and artifacts.

STAR WARS

(ARTIFACT-LOGO)



(CHARACTER)

Star Wars fan-made lore explodes in the 1980s and 1990s with multiple unofficial Star Wars fan conventions, fan-fiction, and memes.

Two subsequent movies expand the mania.



(TITLE)



(CHARACTER)

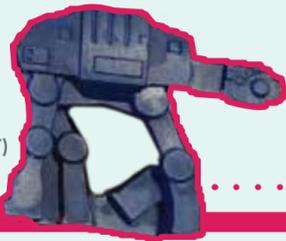


(TITLE)

Releasing 3 prequels, Star Wars expands its universe and becomes relevant for a new generation of fans.

In 2005, Etsy launches as a marketplace for creators to sell unique and creative goods. Today, it's home to over 40 million products and 1.7 million creators. Etsy, and many sites like it, give Star Wars fans a new creative outlet for their fan-made products.

(MARKETPLACE PRODUCT)



(MARKETPLACE PRODUCT)

(MARKETPLACE PRODUCT)



In 2014, Disney acquires Lucasfilms, adding another layer of complexity to the process.



(MARKETPLACE PRODUCT)



(MARKETPLACE PRODUCT)

The first movie under Disney's ownership, "The Force Awakens" sets box office records, and introduces new characters and fresh material for fans to remix and remake.



(CHARACTER)



(TITLE)

Source3 comprehensively absorbs a Franchise, identifying and organizing the granular protectable parts

By developing and emphasizing

FRANCHISE: Top level information about the universe and who owns the IP in it.

TITLES: The commercial release embodying elements from the Franchise.

CHARACTERS: The abstract idea of each character within the Franchise; how they look in each title and how they change over time.

ARTIFACTS: Non-character entities or protectable concepts such as objects, logos, fonts, and quotes.

ENGAGEMENT

INNOVATION

MONETIZATION

SOURCE3

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