

Introducing

# source

[www.source.lol](http://www.source.lol)

# THE BIG PICTURE:

The world is becoming decentralized.

How software projects are built will radically change in 5 years.

- Distributed teams are becoming the norm
- Cryptocurrency simplifies compensation and fund-raising
- Blockchain enables decentralized organizations (like Bitcoin, Ethereum, Decred ... )

# PROBLEM

- Open Source projects face high friction in finding and distributing compensation, maintaining development, and verifying developer quality
- 78% of all open source projects are abandoned

\*<https://mitpress.mit.edu/books/internet-success>

\*<https://knightlab.northwestern.edu/2013/07/24/six-lessons-on-success-and-failure-for-open-source-software/>

# SOLUTION: SOURCE

Source is a developer platform and a smart contract protocol that integrates financial and social incentives into the development process.

Source removes friction in open source development, and offers a new way to collaborate on projects.

# HOW SOURCE WORKS

Source removes the friction of open-sourcing by tying rewards to developer activity:

- Implements cryptocurrency compensation mechanisms via the blockchain
- Increases both project access to funding, and project accountability toward investors, using smart contracts
- Builds a human-verified reputation system through balanced incentives

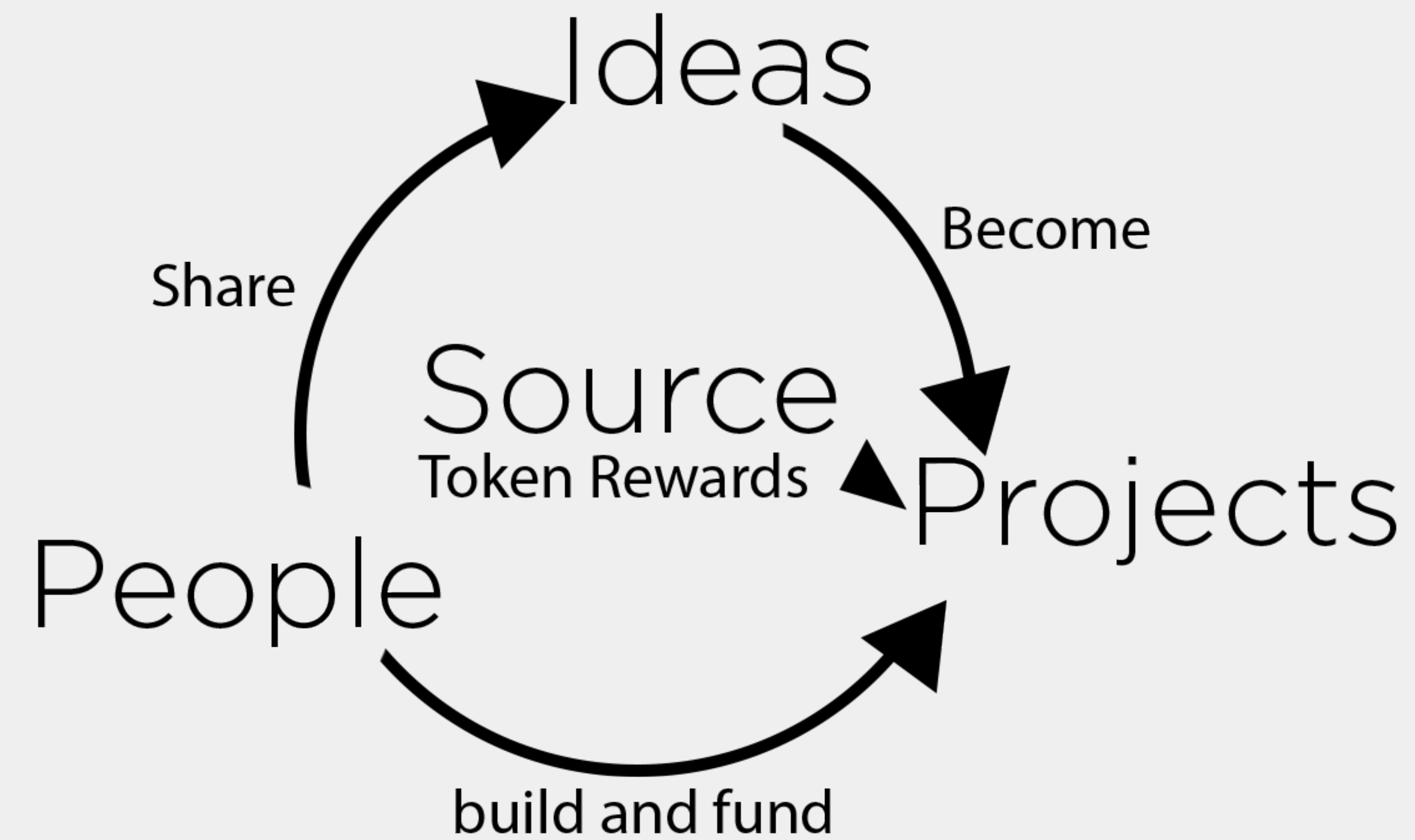


# WHY SOURCE WORKS

- Cryptoeconomic incentives drive developers, project leaders and backers to coordinate efficiently to build great software
- Blockchain-enabled trustless execution of distributing compensation
- Incentives-backed reputation that accurately represent developer quality
- Cryptocurrency reduces overhead for investing in projects and paying developers



# THE SOURCE PROTOCOL



- SOURCE tokens are algorithmically distributed to active projects
- Projects reward developers for contribution
- Developers build reputation through evaluated activity
- People share, build, and back ideas with SOURCE

# TOTAL MARKET

Crypto-assets unlock the wealth of Open Source networks



8B\$

Git Platforms

6B\$

Crypto Project Funding  
(ICO) Q1 2018

400B\$+

Crypto-asset  
Market Cap




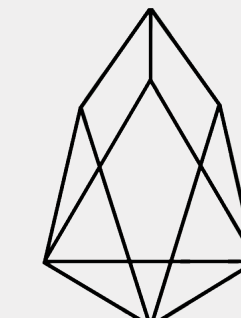
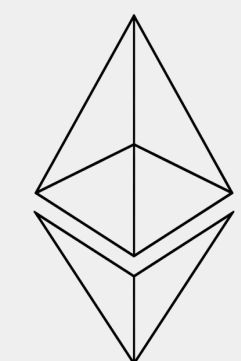
[\\*https://www.coindesk.com/6-3-billion-2018-ico-funding-already-outpaced-2017/](https://www.coindesk.com/6-3-billion-2018-ico-funding-already-outpaced-2017/)



# GO TO MARKET

Beachhead market: 1700+ Open Source blockchain projects

Customer Acquisition Strategy:

- Airdrop tokens to existing open source projects 
- Social Media marketing (Bitcointalk, Reddit, Twitter...)  
- Partnerships with Hackathons and dApp development communities  

# COMPETITION

- GitHub: Hosts the majority of Open Source projects today.  
(Market Leader)
- Ooscoin: Building Haskell based chain of Git-commit headers
- Gitcoin: Ethereum based Bounty System



# COMPETITIVE ADVANTAGE

- Blockchain agnostic; platform can plug-and-play with any chain
- Familiar Git development UX with Cryptoeconomic perks
- Immediate project migration (1-click); costless means to receive token rewards
- Patent pending architecture

# BUSINESS MODEL

15% of SOURCE Tokens Generated

- Zcash model

Sales Fees from Plugins marketplace

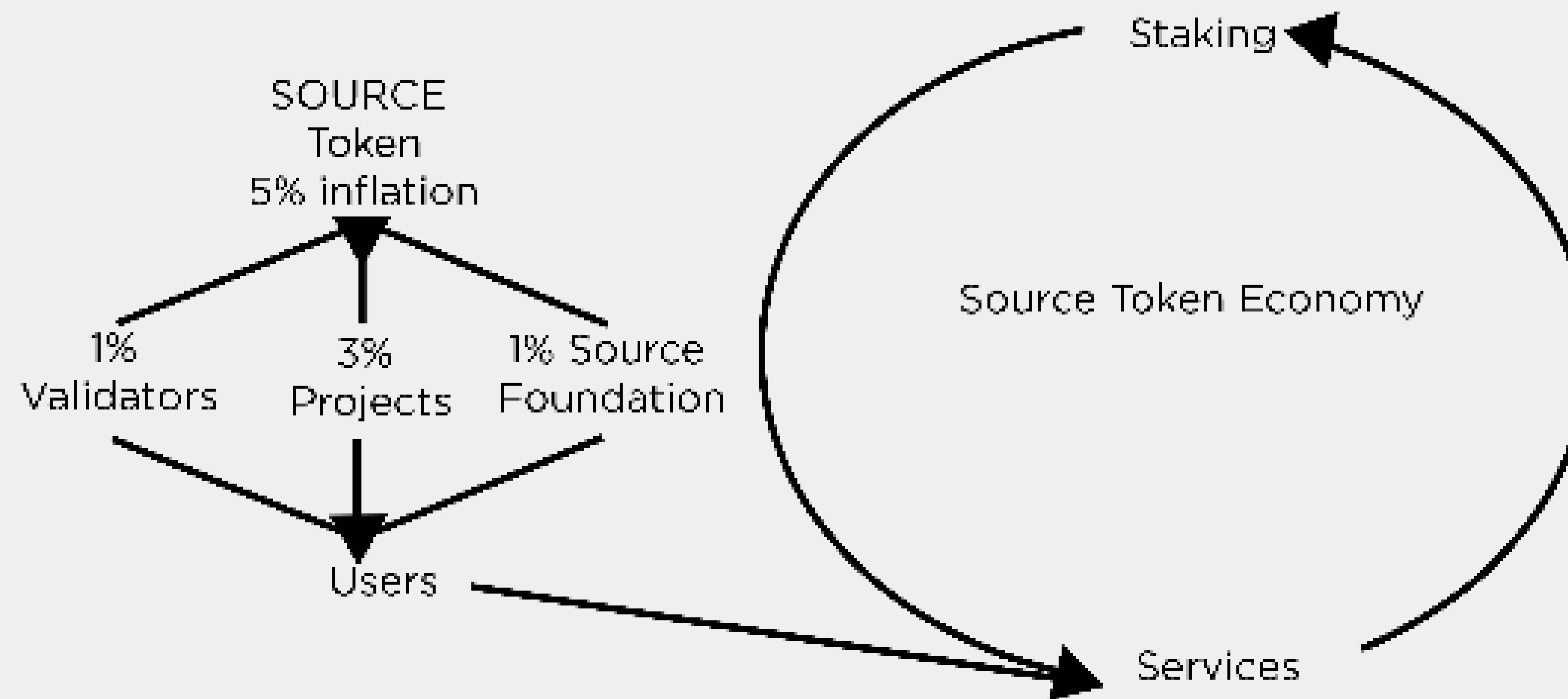
- Purchasable tools and services to improve developer workflow

Sale of Platform Data Analytics

- Source's unique ability to tie real identities to user actions allows the platform to spot trends in the software development world



# TOKEN MODEL



- SOURCE is distributed to projects and users daily
- Inflation gives room for new projects to succeed
- Staking is used to deter malicious behavior and reduce velocity
- Medium of exchange between backers / devs / projects / paid services

# User Experience

PROJECT

RepoName / Maintainer Panel

Merge Requests2

merge request name by author  
branch name to master

merge request name by author  
branch name to master

view all

Open Issues2

issue name by author

issue name by author

view all

Roles

Default  
Rep Required: 0

Action	REP	SRC
Star	1	1
Submit Merge Request	1	1
MODIFY		

Common  
Rep Required: 25

Action	REP	SRC
Commit	1	2
MODIFY		

Power User  
Rep Required: 300

Action	REP	SRC
Close/Resolve Issues	1	1
MODIFY		

Maintainer  
Rep Required: 1000

Action	REP	SRC
Accept Merge Requests	2	4
MODIFY		

PROJECT

RepoName / Invest

Amount of SOURCE to Invest

☐ Vesting

Vesting Period

1

Years

☐ Cliff

Cliff Period

1

Years

☐ Milestones Payout

Milestone Name

Payout on Completion

0

Milestone Name

Payout on Completion

0

Milestone Name

Payout on Completion

0

Milestone Name

Payout on Completion

0

Action title created by author  
description of the action which may be long and in depth

CLAIM

3 SOURCE

Action title created by author  
description of the action which may be long and in depth

CLAIM

3 SOURCE

Action title created by author  
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CLAIM

3 SOURCE

# ROADMAP



Alpha

Seed Round

Closed Beta

Dev Team Recruiting

Exchange  
Partnership

Public Beta

Marketing/Business  
Development Team  
Recruiting

Token Generation  
Event

Mainnet Launch

Feature Parity with  
Github

Revenue Positive

Plugins Marketplace

Platform Refinement

Series A

Exchange  
Integration

Payment Solution  
Integration



# TEAM



**Hao Jun Tan**  
**CEO**

Studying finance and computer science at Stern. Discovered cryptocurrencies in 2013. Past experience at DBS Bank, Melotic, NobleProg, and Iterative Capital.



**Carlos Santos**  
**CTO**

Studying finance and computers science at Stern. Started coding at 12. Early crypto adopter. Past experience at E&Y.



**Lucas Schlötzer de Lucio**  
**User Interface**

Studying computer science and economics at NYU. Blockchain enthusiast and part-time crypto trader. Has been building web sites since primary school.



**Yonatan Medina**  
**Decentralized Architecture**

Studying computer science and philosophy at NYU. Creates blockchain based apps in his free time.



**Christiano Abrahao**  
**Creative Director**

Over 15 years of experience as a creative director. Notable projects include: Apple Music, Google Maps, and Google Search.



# SUMMARY

- Projects face high friction in finding and distributing compensation, maintaining projects, and verifying developer quality
- Source removes friction in open source development and offers a new way to collaborate on projects
- Source achieves a positive development feedback loop by leveraging the blockchain to align incentives

# FUNDING

- 1-4M US\$
- 18 Months Runway

# USE OF PROCEEDS

18 Months Runway:

1 M US\$

8 pax Salary

Expenses

2 M US\$

10 pax Salary

Basic Expense

Marketing

3 M US\$

10 pax Salary

Basic Expense

Marketing

Token Sale  
Cost

4 M US\$

10 pax Salary

Basic Expense

Marketing

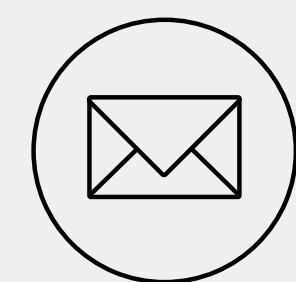
Token Sale  
Cost

Exchange Listing

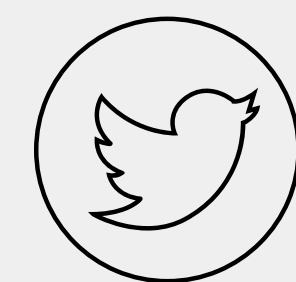
# THANK YOU

## Contact

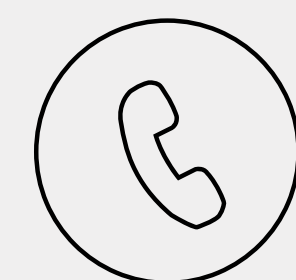
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