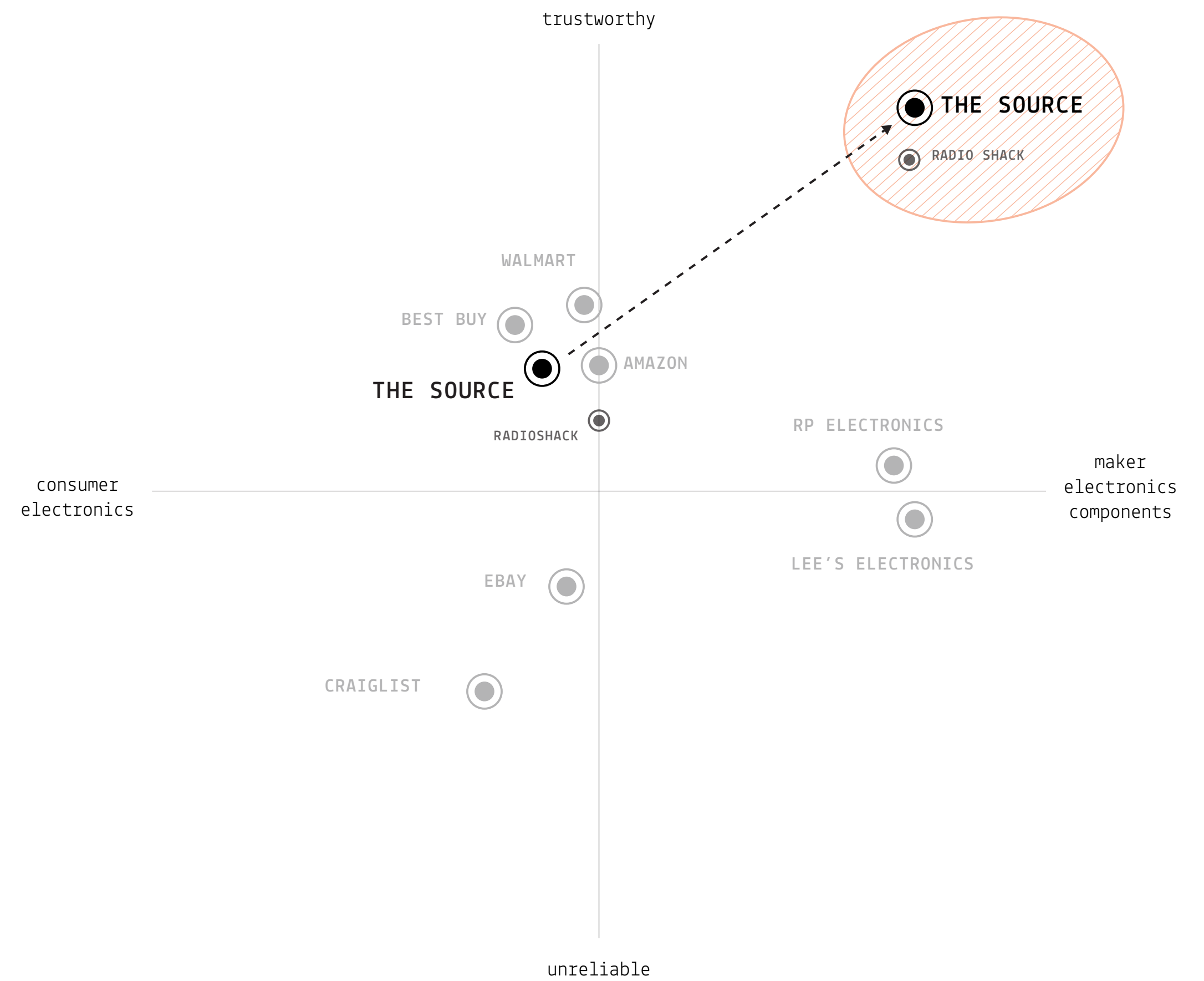
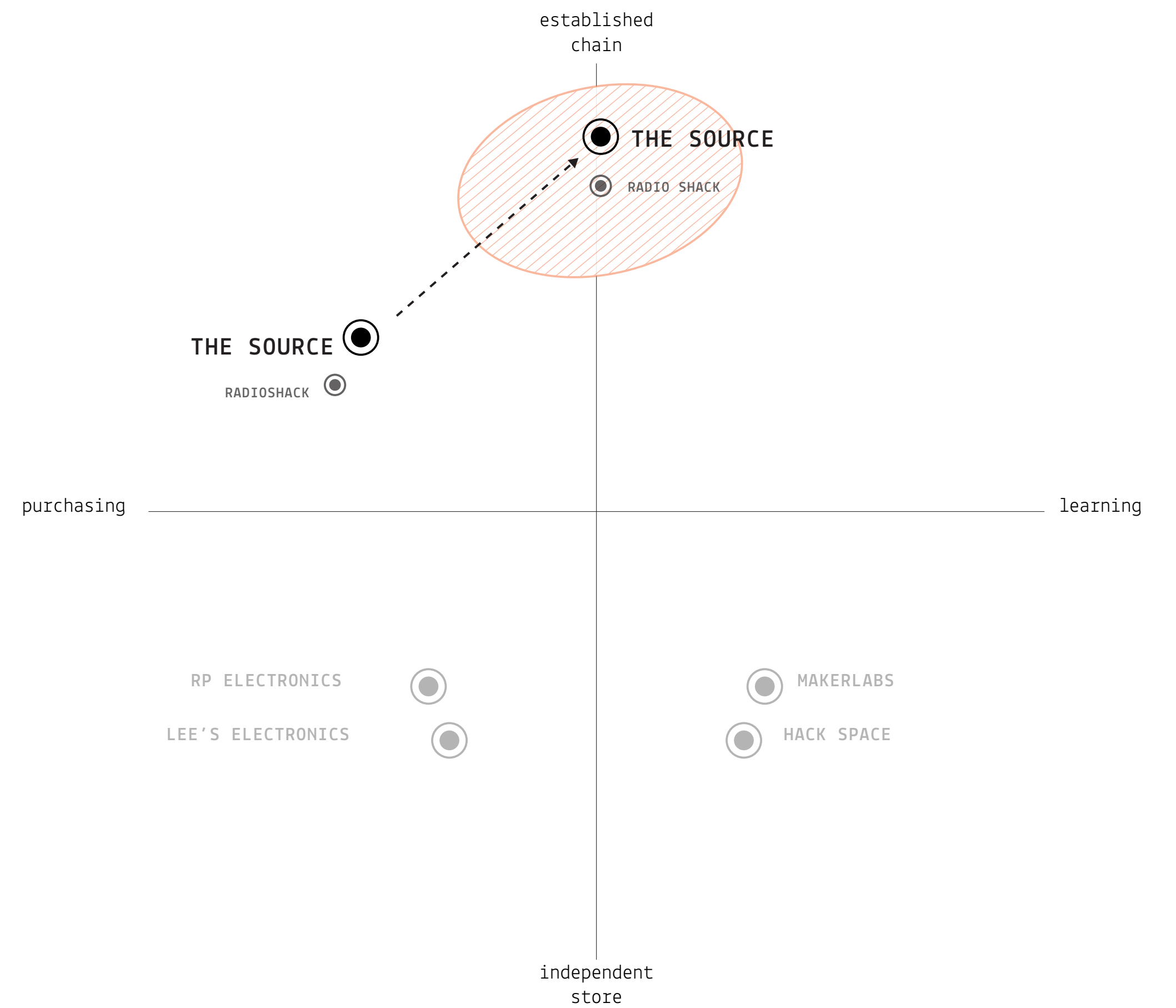
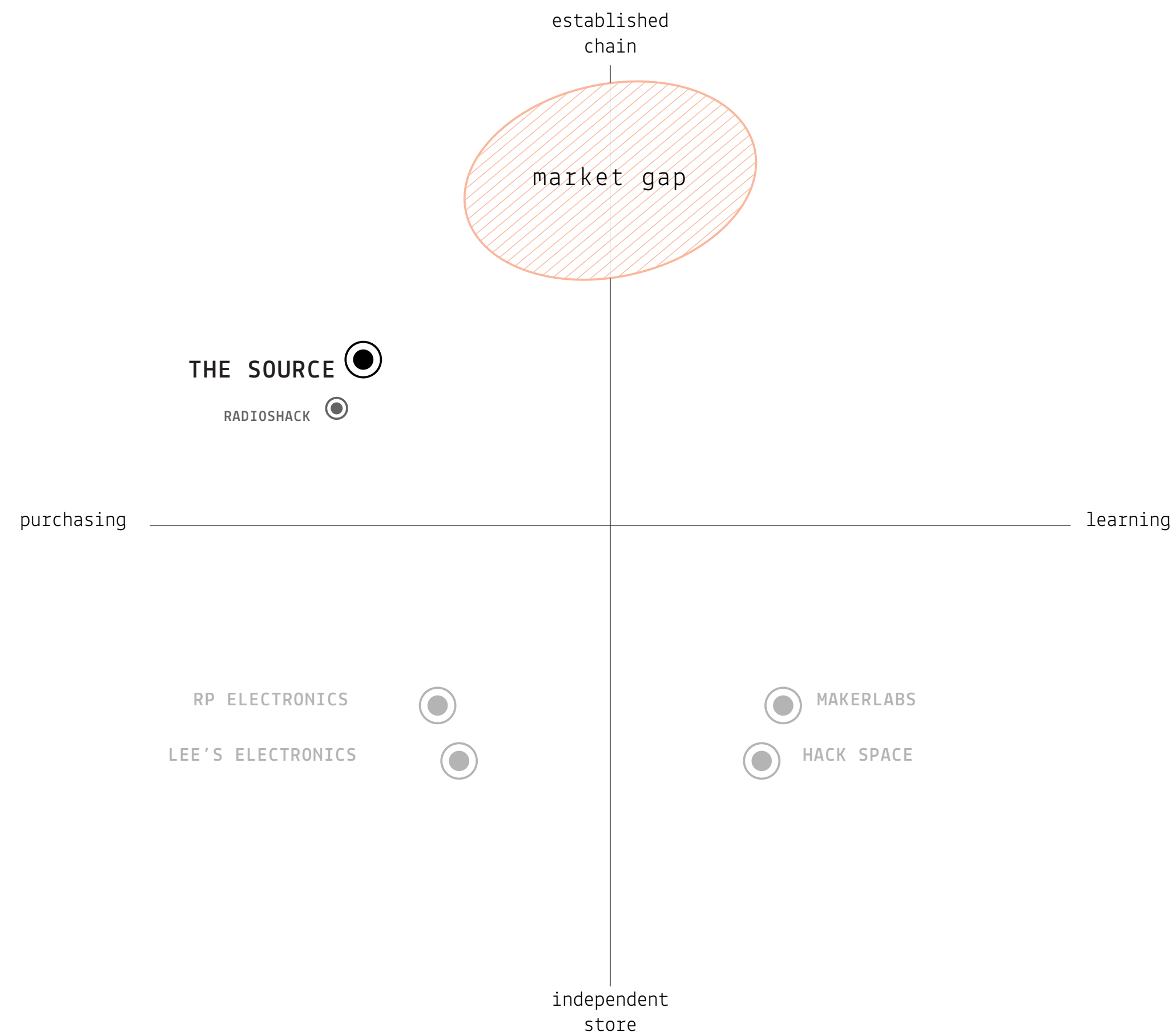


Currently, The Source (and RadioShack) locates itself competing with bigger consumer electronics stores both for in-store experience like Best Buy and Walmart, and e-commerce platforms like Amazon. However, there is an opportunity gap that The Source can fill in for Maker Electronics Components market to relieve itself from competing with "big box" format retailers.



By shifting its business area, The Source can establish dominance and bring new loyal customers in the area of business within the Maker movement culture, that is currently occupied with small privately-run stores like RP and Lee's Electronics (within Vancouver area only).



Maker movement is highly dependant on two major factors: acquisition of electronic supplies, as well as learning+sharing aspect of making through the open-source communities. These aspects are currently scattered around the market in different directions creating another opportunity gap that can be filled in to create a unified platform to facilitate both.

Bridging the gap between electronics retail services and open-source maker communities will allow The Source to become an established facilitator of open knowledge sharing and acquisition of maker supply-materials, and allow the company to thrive in growing market of maker culture.