



Lionsgate's Next-Gen IP Incubator for the **Creator Economy**



Presented by: **Stan Foster**

Founder & CCO, IF Factory





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Creator Economy



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Executive Summary



iF Factory launching September 2025



Lionsgate's strategic move to dominate the creator economy



Turnkey content engine that incubates, owns, and distributes IP



Utilizes existing Lionsgate soundstages



Scalable, sustainable, primed for spinout or IP



Rapid content-to-market funnel



40/40/20 IP ownership model (Lionsgate / iF Factory / Creators)



\$4.9M startup budget

The Problem



Creators lack infrastructure, industry access & monetization paths



Traditional studios miss out on billions in creator-driven IP



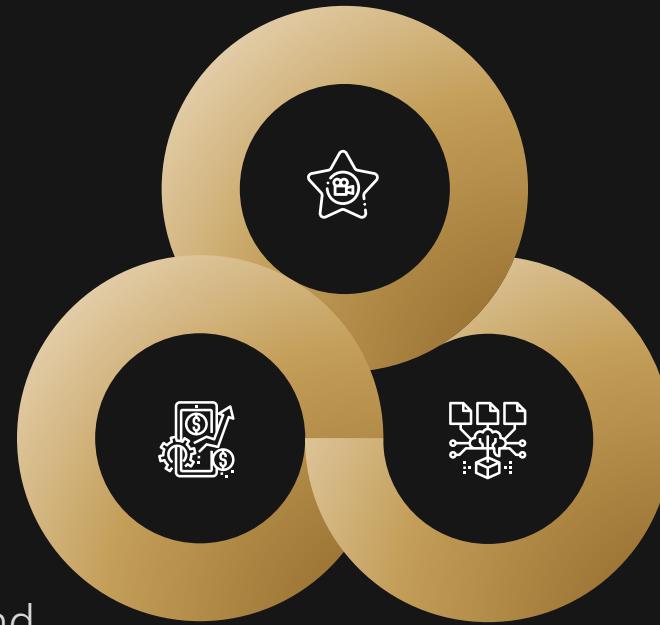
No scalable system to convert creators into valuable IP pipelines



iF Factory = 'Hollywood of
the Creator Economy

The Solution

Creators build, test, and
monetize content on
Lionsgate stages



Content bootcamp,
studio pipeline, IP equity
model in one

IP Ownership Model



Strategic, fair, scalable



Ensures talent motivation and IP longevity



IP remains with Factory even if talent departs

Creators

20%

Factory

40%

Lionsgate

40%



Rollout Plan

(Jul-Aug 2025)

Build the Engine

(Nov-Jan)

Scale & Monetize

(Apr-May)

Validate & Prepare for Scale

Phase 1

Phase 3

Ongoing

Pre-Launch

Phase 2

Phase 4

(Sep-Oct)

Plug In the First Creators

(Feb-Mar)

Distribute & Syndicate

Monthly

Performance Cycles

Facilities & Infrastructure

Powered by
Lionsgate Studios

Optimized for scalable
creator throughput



Studio-level infrastructure
for creators

Soundstages, post-
production, in-kind support

Team & Operations



Stan Foster
Founder/CCO

40 years of experience

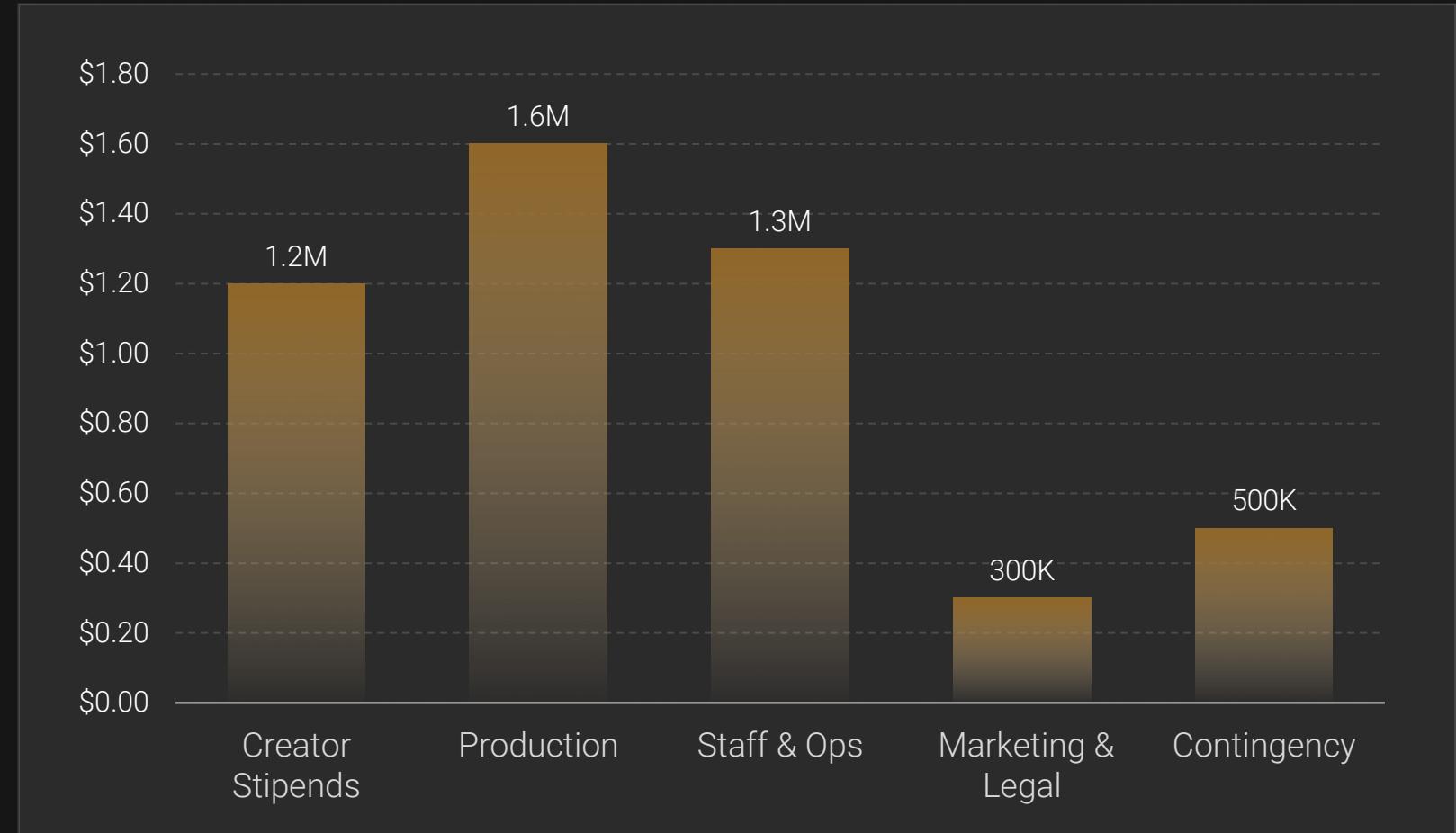


Lean, agile team focused
on content incubation



6-10 expert coaches &
operations staff

Budget Summary



Lionsgate in-kind support not included

Competitive Edge

First-mover advantage

creator economy
meets Hollywood IP



Deep
Hollywood
expertise



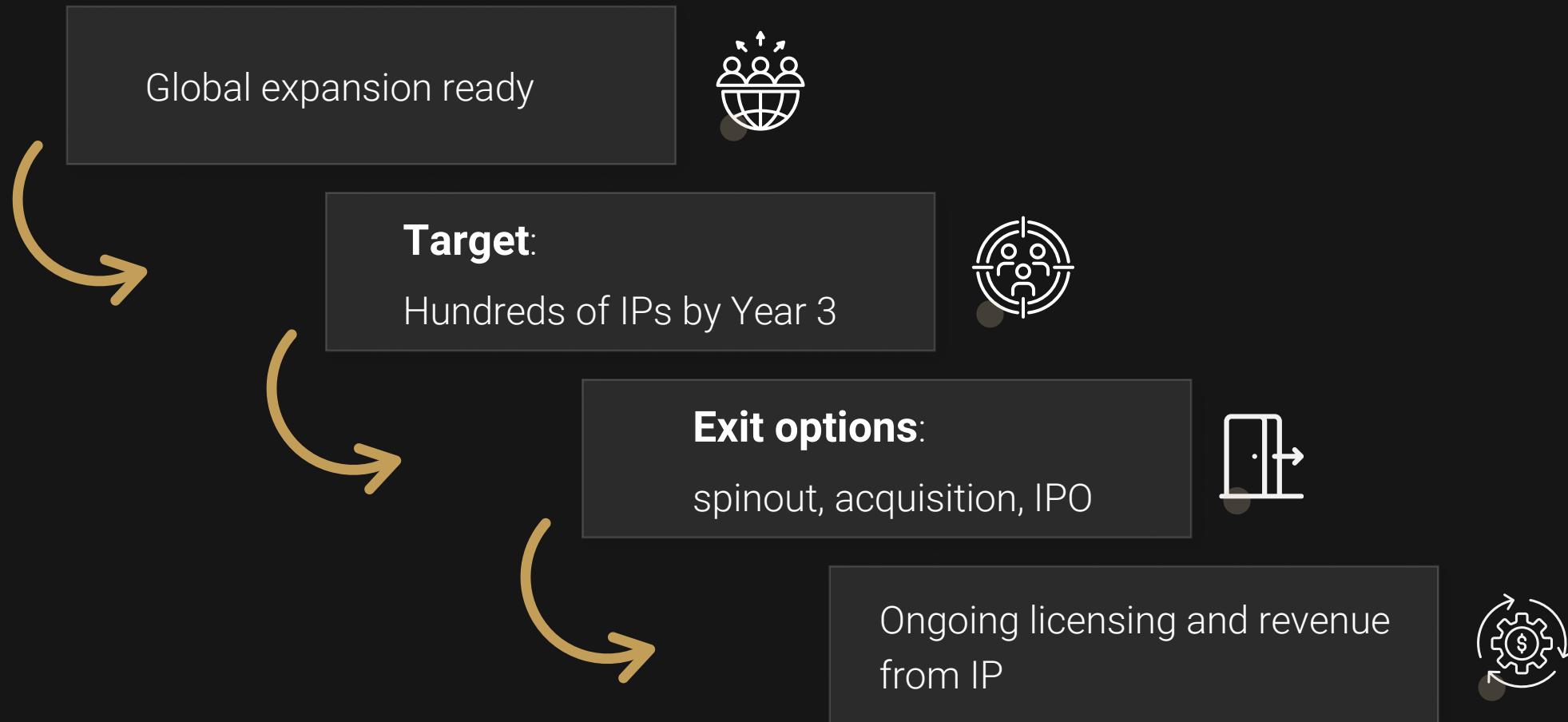
Studio-created content
= high visibility &
licensing appeal



Long-tail
monetization
potential



Scalability & Exit



Call to Action

Lionsgate owns the past. Let's own the future.
The iF Factory is ready to launch.

Let's light the match in September 2025.

CONTACT

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