

What else Trusight does

What Palantir is to defense, Trusight is to fantasy IP — the decision layer behind Designers, Marketers, and Licensing.

DESIGNERS

What should we build next?

Top 5 unmet player fantasies

UA Sentiment Auditor

Live Reddit + forum classification of Unearthed Arcana playtest reaction. AI Bouncer tags 'math broken' / 'flavor bad' / 'fun to play'. 48-hour signal vs 4-week survey lag.

Homebrew Gap Identifier

When the community is patching what you're not shipping. UA + GMBinder + DDB Homebrew velocity by mechanical category — quantitative proof of a rules-gap to fill.

Mechanic Demand Detection

Cross-stream rising signal for class types, settings, mechanics. Surface 'witch class', 'cozy fantasy', 'tactical horror' demand 12-18 months before mainstream peak.

MARKETERS

What sells, and how do we say it?

Backlash early warning

OGL-Tier Backlash Detector ★

Daily-cadence community sentiment. If WotC pre-hints a move (Asmodee printing partnership, OGL revision, AI policy change), Trusight surfaces the reaction within 24 hours — before commitment. Not a minute-level crisis monitor; a trial-balloon detector.

Creator ROI Attribution

Did that Critical Role / Dimension 20 sponsorship actually move product? Track Google Trends + Fandom + DDB lookup velocity around the specific monsters / modules used in the episode.

Audience Segmentation

AO3-heavy vs Reddit-heavy vs BGG-heavy IPs map to narrative-fan / mechanics-fan / buyer segments. Tailor channel mix by where each IP's fans actually live.

IP & LICENSING

What should we acquire?

12-18 month forecasting radar

UB Matrix (the IP Decision Engine)

142 candidate IPs scored on Fit / Reception / Acquisition / Commercial. See companion one-pager — Hollow Knight rises, Spy × Family falls. Cross-source triangulation rules out single-source noise.

Buyers-Remorse Landmine Detector

BGG board-game adaptation reception + AO3 zero-crossover signal flag IPs that look great on paper but the tabletop community will reject. Saves 7-figure licensing fees on Walking-Dead-tier risks.

Reverse-Funnel Acquirer

Scans non-D&D IP subreddits for 'D&D' / '5e' / 'campaign' mentions. Surfaces communities pre-converted to D&D — near-zero CAC targets like Hollow Knight or Dungeon Crawler Carl.

MAPS TO HASBRO'S PLAYING-TO-WIN STRATEGY

Profitable Franchises

high-resolution D&D-segment health

Aging Up

kidult-tier engagement signal

Digital & Direct

DDB / VTT signal layer + APIs

Partner Scaled

UB Matrix de-risks every license

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