



Pineset

When we write notes on paper it gives us better experience and creative freedom compare to typing notes in a word or text file. That's why we prefer writing notes.

But what If there is a service with a virtual whiteboard which gives you the same experience and creative freedom as writing on a paper. With ability to easily recreate, manage and more beautify your notes. Sounds amazing right! But there's more. You can also type your notes with a rich text editor like MS Word or Notepad with modern features.

It also gives you the ability to collaborate with your friends and colleagues while writing your notes and also share your typed, drawn or uploaded notes with anyone you want with many optional security features.

Hence our goal as a team here is to recreate same experience for user as writing on paper with our service, with collaboration and management in the mind.

Key Points

1. Help user to write beautiful notes virtually
2. Which leads to easy recreation and more creative freedom for the user
3. Give them feature to manage various types of notes for easy finding
4. Help reduce carbon footprint by reducing the amount of stationary items consumed

5. Give them ability to collaborate and easily share their notes
6. Make a rich text editor like Notepad to help user type notes with modern features



Recreation → Here recreation means that users will be able to copy paste their notes and recreate notes from existing notes



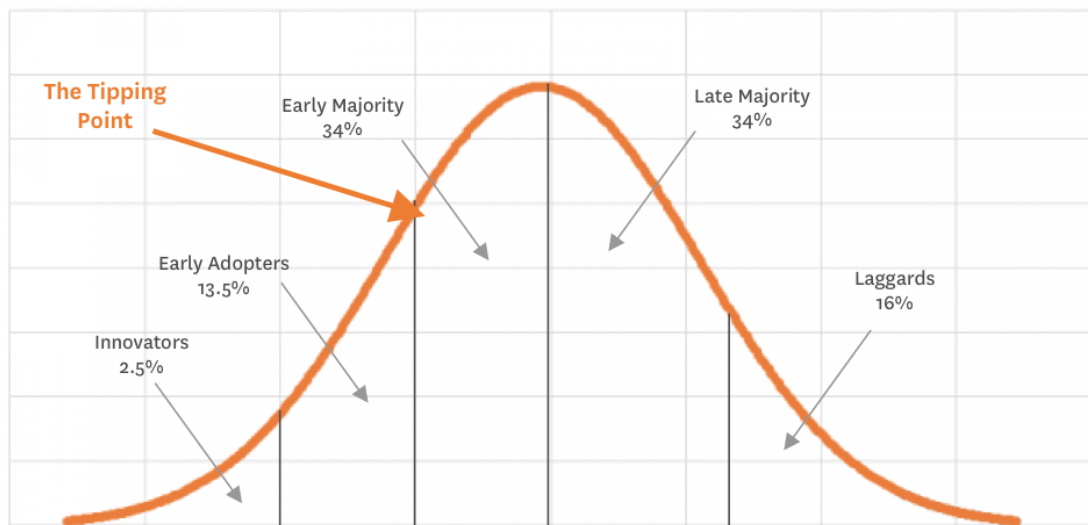
Environmental Concerns → From all trees cut globally, out of which 14% are cut for paper production. 41 Lakh hectares of land is deforested every year only for paper production. This is very harmful for innocent wild animals as well as us stupid human's. It can negatively affect food production, because cutting trees in large scale leads to rapid erosion of soil which then makes land unfertile for farming. That's why if we can reduce our consumption of paper, it's great for wildlife, environment as well as us, Humans!

Targeting a Niche Market

When there is innovation in the market, there are a very small group of people who go out of their way to try and adopt these innovations. These people are called **Early Adopters**.

As a product team we first need to target these group of people who are eager to try out new things! Let's have a look at the chart below,

The Law of Diffusion of Innovation



*These figure represents the adoption rate for a Innovative product.

As you can see in figure above, a commoditized product in the market may have around 13-14% of early adopters. It's a very small number in terms of user base but still we only target these group initially because of the following reasons -

1. People who are not eager for trying new things, hardly try out new things.
2. These people prefer to stick to there current habits and hardly gets influenced by the marketing stuff when the product is not well recognized in the market yet, and more if the market is commoditized.
3. We can take a specific feature for example taking pictures of handwritten notes, converting them into a PDF file, storing the file in app and share option. With these offering we can target a user base who is facing problem while creating PDF file and then sharing it with friends.
4. It'll help us get our initial user base which is a very hard thing, we can test our application and along with validate the initial system and idea.
5. Then we will add more feature related to our core idea and introduce our initial userbase with the new features. It will reduce our pressure, give us real feedback about the particular feature and help us gain new users.

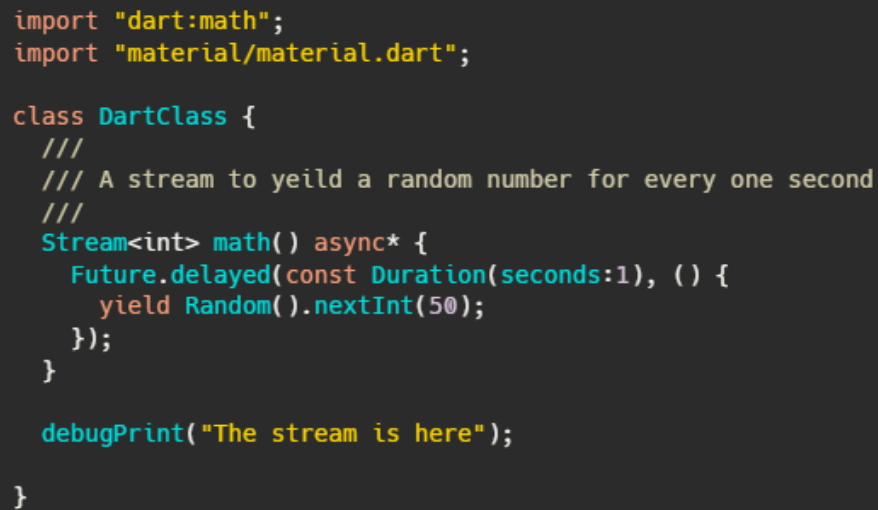


Commoditized → When in the market a product or a type of product is standard by the eye of a consumer. Ex. Mobile Phone. When buying a new phone a consumer is only going to buy a smartphone and not a feature phone. Now if someone comes up with a new innovative phone which can operate on voice actions, you as a consumer, not going to rush buy it. But only the people who are eager to try out only buy it

Accordingly, the following are the features we are planning to offer in the initial release app -

▼ Initial Feature Set

1. Universal Auth System i.e. OneAuth for authentication across our apps (web, mobile)
2. Mobile App with Features
 - a. User can snap their written notes and convert them into PDF
 - b. They can upload notes with file formats like doc, pdf, png, jpeg
 - c. They will be able to share their notes easily with anyone with help of a link which can then be password protected
 - d. User will be able to manage these notes in the app itself with better file structure and minimal UI
 - e. User will be able to snap their written code with the app, convert it into code notes and then manage or share with someone



```
import "dart:math";
import "material/material.dart";

class DartClass {
  ///
  /// A stream to yeild a random number for every one second
  ///
  Stream<int> math() async* {
    Future.delayed(const Duration(seconds:1), () {
      yield Random().nextInt(50);
    });
  }

  debugPrint("The stream is here");
}
```

Example of code note

3. Web App with features

- a. Users will be able to create PDF notes from pictures selected by users.
- b. Minimal UI for reading files
- c. Option to create code notes from copy pasting or writing notes
- d. Options to upload various types of files

4. Website

- a. A landing page to promote our service and give information
- b. An about page, contact info, privacy policy's page
- c. UI for downloading our test released app (Because initially we are not publishing our apps on app stores)

5. API and DB

- API's and DB required for the feature set we are offering in the OneAuth, Pineset Mobile App and Pineset Web App

- Team Pineset