

# Formalix

Kickstarting your research paper

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# Outline



Who is the  
customer

How we  
solve the  
problem

Unit  
Economics

What is the  
problem

Market  
Sizing

# Who is the Customer ?

- publishes high amount of academic papers
- has regularly deadlines approaching
- meets rigid standard of the reviewing process



Thomas, 27, doing his PHD  
in Information Systems

- has difficulties to start with his papers
- prefers to spend time researching
- writing papers is the least exciting part

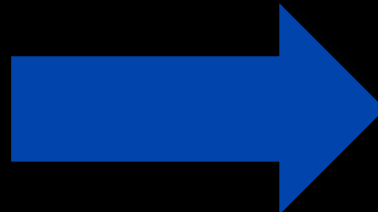
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Formalix will help Thomas get to his first draft!



# How we solve the Problem

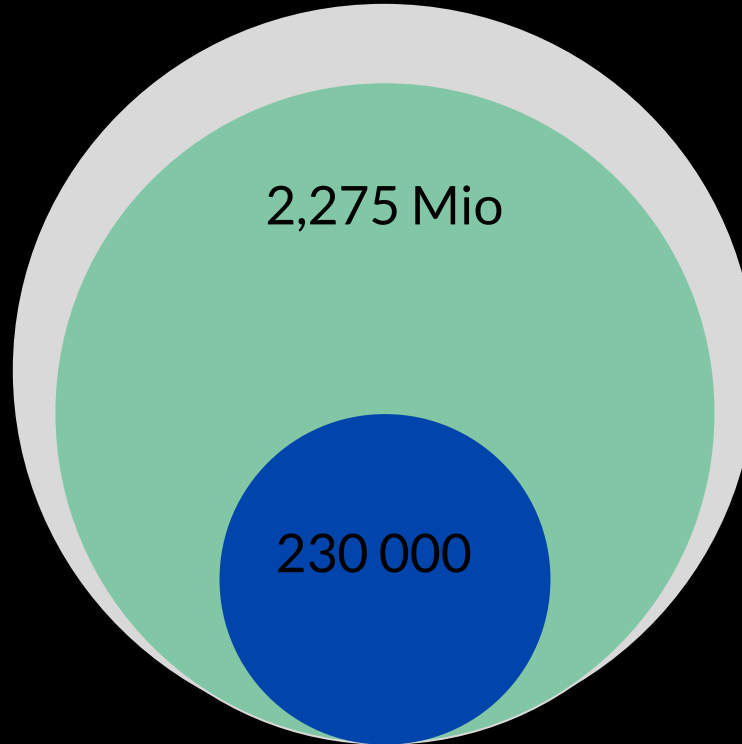


Let's jump into the Demo

# Who has this problem ?

## TAM $\approx$ SAM

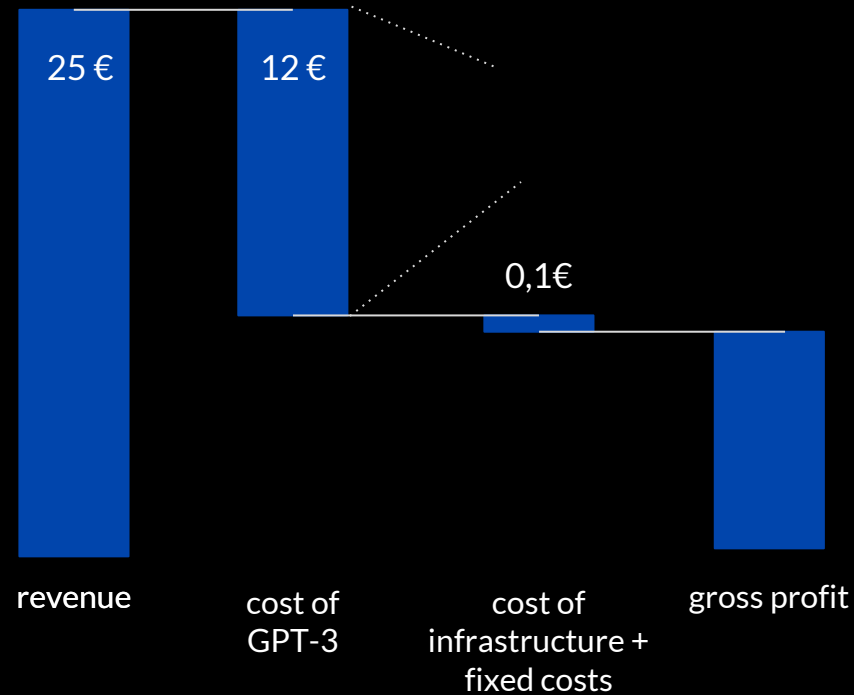
- 3,2 Mio Papers released on Web of Science and 5,9 Mio on Google Scholar in 2020
- assuming an average scientist publishes 2 papers each year  
→ 2,275 Mio Scientists and researchers
- +additional academic writing which is not published in big research institutes like Fraunhofer or Max Planck (only Germany has 480 000 researchers)



## SOM

- assuming that we can serve 10 % of the market this results in 230000 users

# Unit Economics



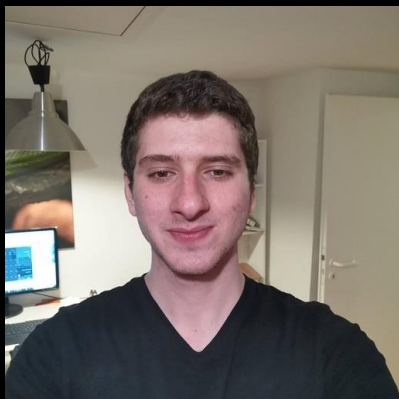
# Limitations & Next Steps

- Better linking approach for notes [Zettelkasten?]
- Acceptable reference management
- Overall UX and Design
- Latex integratoin



# Team

Abdullah



Louis



Philipp

