

Cognito

CURSOR FOR DOCS

The screenshot shows a Google Docs window with the title "Cognito - Google Docs". The main content area contains the text "Cognito – Your second brain". A sidebar on the right is titled "Cognito Assistant" and includes tabs for "Upload", "Brain Dump", "Outline", and "Analysis".

- Upload**: A feature that lets you upload past work so you can build on your existing ideas and still sound like yourself.
- Outline**: An algorithmically created framework based on your brain dump content.
- Analysis**: An in-depth review of your writing with constructive feedback for improvement.
- Braindump**: A place to write freely without structure, where your raw ideas flow naturally before organizing.
- Writing Analysis**: A real-time evaluation system that quantifies the invisible aspects of communication effectiveness.

Grade Level 12	Word Count 5
Reading Time 1 min	Writing Style Balanced
- Writing Prompts**: Questions that push your thinking in new directions when you get stuck.
 - What is the main point you want to convey?
 - How does this connect to your previous ideas?
 - Can you provide an example to illustrate this?



Writers deserve better.

OUR PROBLEM

**OVER-RELIANCE ON AI ERODES
INDEPENDENT THINKING.**

**AI-GENERATED WRITING FEELS
ROBOTIC, LACKS AUTHENTICITY.**

**NON-NATIVE SPEAKERS AND
STUDENTS STRUGGLE WITH
UNCLEAR, BIASED FEEDBACK.**

(01)

SOLUTION: a second brain

- A "living" AI document that thinks with you, not for you.
- Detects hesitation, repetition, and writing patterns in real-time.
- Trains itself on your writing style in minutes.
- Active mode (guides with prompts) / Passive mode (stays out of your way).

(02)



MISSION: TO EMPOWER WRITERS TO THINK INDEPENDENTLY, EXPRESS AUTHENTICALLY, AND GROW CREATIVELY — BY BUILDING AI TOOLS THAT ENHANCE, NOT REPLACE, HUMAN VOICE.

VISION: TO REDEFINE WRITING ASSISTANCE AS A CATALYST FOR CRITICAL THINKING, ORIGINALITY, AND LIFELONG LEARNING — CREATING A WORLD WHERE TECHNOLOGY AMPLIFIES CREATIVITY, NOT CONFORMITY.

MARKET INSIGHTS

67% OF USERS FEEL CURRENT AI WRITING TOOLS MAKE THEIR WORK SOUND ROBOTIC.
(GRAMMARLY, 2023)



Non-native English speakers (-1.5B)



Students with learning disabilities (-15%)



Academic writers (-3M)



Growing \$8B+ writing tools market by 2030.

(03)

GO-TO-MARKET

Phase 1: Free access → build mass adoption → crowdfunding + grants.

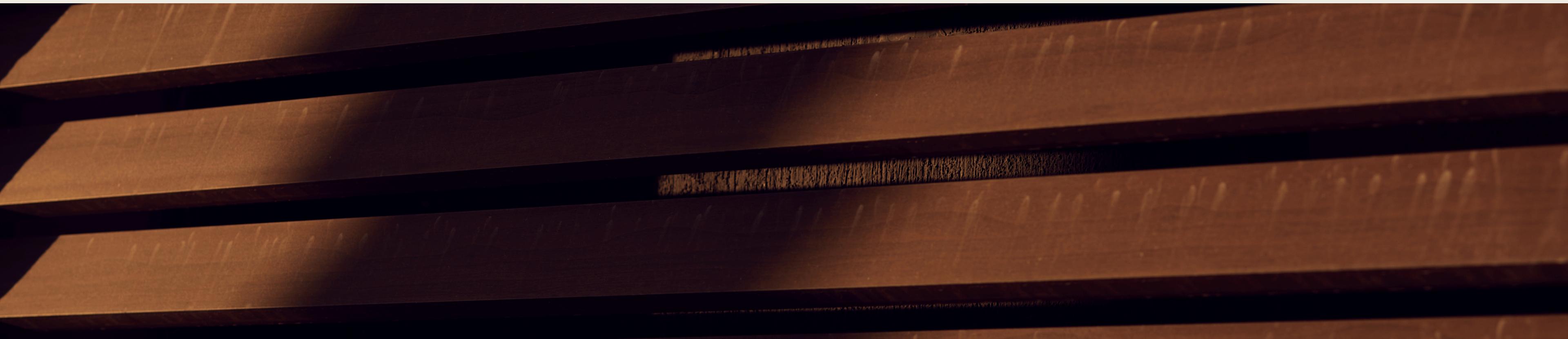
Phase 2: B2B sales to universities, marketing agencies, enterprises.

(03)



COMPETITIVE EDGE

- *Real-time adaptability.*
- *Deep personalization.*
- *Built for independent thought,*
- *not AI dependency.*



**LET'S WRITE
SMARTER. NOT
HARDER.**



