



Notion

All-in-One Workspace

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AGENDA

01 EXECUTIVE SUMMARY

02 NOTION: VISION AND MISSION

03 UNDERSTANDING THE BUSINESS
MODEL

04 STEEP FACTORS

05 CRITICAL UNCERTAINTIES

06 SCENARIO MAP

07 COMPETITOR ANALYSIS

08 DOTS

09 RECOMMENDATIONS AND NEXT
STEPS

Executive Summary

- Notion's mission and clear vision for user-driven productivity have propelled them to build a highly adopted product, giving them a powerful start.
- Notion should focus on 3 key areas of the business model to defend against competition
- Various external factors especially on the social and technological front present challenges and opportunities for Notion.
- Notion needs to keep a close watch on the pace of disruptive technologies and remote work trends to mitigate uncertainties.
- Notion is well-positioned to capitalize on the growing trend of remote work, their focus on innovation will help them differentiate themselves from tech giants.
- Notion faces stiff competition from Incumbents and Insurgents who have ecosystem-based enterprise software offerings.
- Notion can capitalize on the opportunities and mitigate threats by competitors and emerging technologies by following a strategic 3 Horizon model.
- In Horizon 1 Notion should focus on their core competencies and offer full-scale support to enterprise customers while building a foundation for ecosystem development.
- In Horizon 2, Notion should build and offer an ecosystem of connected products and use the co opetion model to foster strategic partnerships
- By proactively embracing disruptive technologies, fostering open innovation, and building a safe ecosystem, Notion can position itself as a leader in the future of productivity software & ensure its long-term success in Horizon 3

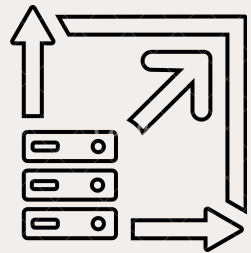
Notion's mission and clear vision for user-driven productivity have propelled them to build a highly adopted product, giving them a powerful start.

20 Million Users

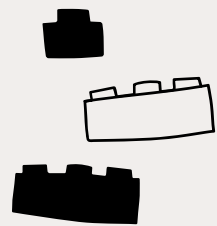
Raised ~ \$353 M



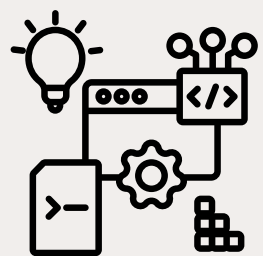
Product Innovation



Flexibility and Scalability



User Experience and Design-First approach



Cross Platform Integration







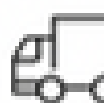


Make toolmaking ubiquitous

Everyone everywhere should feel empowered to customize the software they use every day to their exact needs

Pace Setting and Truth Seeking

To be the essential tool for personal and professional productivity, relentlessly innovating to empower individuals and teams to achieve more, while fostering a culture of ownership, pace setting, truth seeking, and kindness.

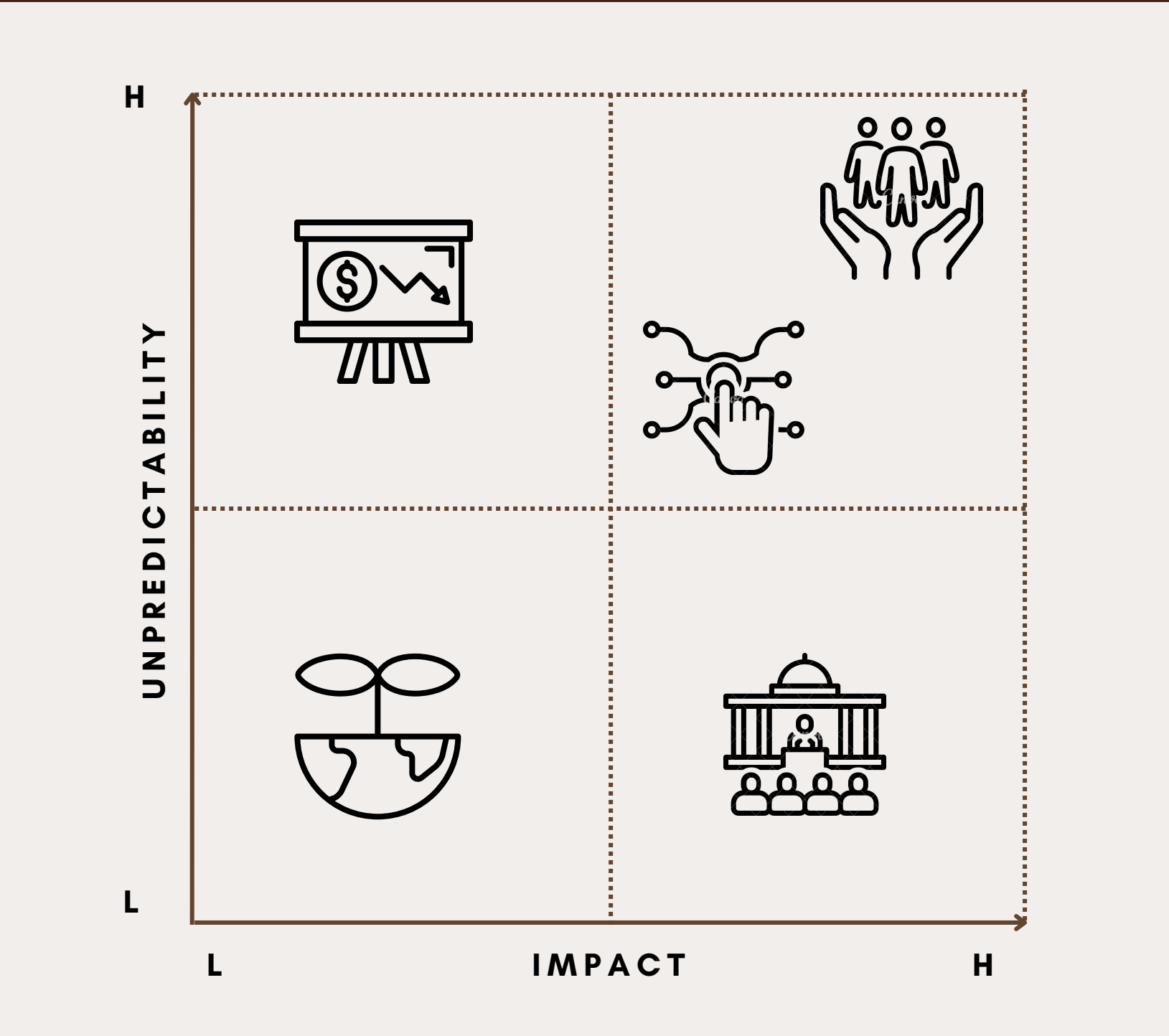
Notion should focus on 3 key areas of the business model to defend against competition

<div>Key Partnerships</div> <div>Cloud infrastructure partners: AWS, Google Cloud Integration partners: Slack, Jira, Canva Sales & and marketing partners Educational Institutions Content Creation agencies</div>	<div>Key Activities</div> <div>Software development Product design Customer support/success</div>	<div>Value Propositions</div> <div>For individuals and teams who need to organize ideas, connect concepts, and collaborate Notion offers an all-in-one customizable workspace where users can write, link, visualize, and discuss to promote organization and maximize team productivity.</div>	<div>Customer Relationships</div> <div>Self-service / Documentation Email support Live chat Community Social media</div>	<div>Customer Segments</div> <div>Individuals: Content Creators, Knowledge managers, Students, Teachers, Researchers, Authors, Project managers etc Teams and enterprises: Businesses, NGOs, Groups collaborating on projects</div>
	<div>Key Resources</div> <div>Engineers/Designers Proprietary technology/IP Brand reputation Content Creators</div>		<div>Channels</div> <div>Website Content marketing Social media App stores Referral network Partnerships</div>	
<div>Cost Structure</div> <div>Research and development Marketing and advertising Customer support Infrastructure Content creation</div>			<div>Revenue Streams</div> <div>Freemium model Enterprise plans API access E-commerce Marketplace</div>	

Various external factors especially on the social and technological front present challenges and opportunities for Notion.

<div data-bbox="353 170 726 540">S</div> <div data-bbox="416 602 689 664">Societal</div>	<div data-bbox="906 170 1279 540">T</div> <div data-bbox="862 602 1349 664">Technological</div>	<div data-bbox="1462 170 1835 540">E</div> <div data-bbox="1466 602 1862 664">Economical</div>	<div data-bbox="2015 170 2389 540">E</div> <div data-bbox="1979 602 2459 664">Environmental</div>	<div data-bbox="2572 170 2945 540">P</div> <div data-bbox="2642 602 2912 664">Political</div>
<p>Remote work & Digital Organization: A decline in remote work could decrease user adoption.</p> <p>Growing popularity of No-Code: No code software and highly customizable platforms are gaining popularity.</p> <p>Privacy & Security: Users want robust safety features while working with private data.</p>	<p>Advances in collaboration software: Microsoft and Google could threaten Notion's position</p> <p>Rise of AI and automation: Rapid advancements in cloud technology and AI, could enable integrations and decline need for productivity software.</p> <p>Increased cybersecurity threats: Companies are investing heavily to protect user data and maintain trust.</p>	<p>Global economic fluctuations: Economic downturns could impact user spending.</p> <p>Evolving pricing models in the software industry: Software companies monitor & adapt their pricing strategy to remain competitive.</p> <p>Currency fluctuations: Fluctuations in exchange rates can impact Notion's revenue and profitability in international markets.</p>	<p>Growing awareness of sustainability: Companies commit to sustainability, such as energy efficiency and data center management.</p> <p>E-waste and regulations: AI and other tech infra. require GPUs and other hardware that contribute to e-waste.</p>	<p>Changes to data privacy laws could force Notion to modify products for certain markets.</p> <p>Supportive government policies and incentives for technology companies. The US government invested \$3.5 billion in AI research and development in 2022.</p>

Notion needs to keep a close watch on the pace of disruptive technologies and remote work trends to mitigate uncertainties.



PACE OF TECHNOLOGICAL INNOVATION – TECHNOLOGICAL

The speed at which new technologies emerge and are integrated into the market is uncertain. Notion’s success depends on its ability to stay at the forefront of technological innovation. Companies that can anticipate and adopt quickly can sustain the market. However, a failure to do so could result in a loss of market share to more innovative competitors.

FLUCTUATIONS IN REMOTE WORK TRENDS– SOCIAL

The success of collaborative tools depends on the remote work trends. 30–50%+ of workforce stays fully remote long-term while 15–30% remote with majority hybrid models, certain roles/industries stay primarily offline and trend closer to pre-pandemic norms. Notion must adapt quickly to fast moving trends in order to stay ahead of the game.

Notion is well-positioned to capitalize on the growing trend of remote work, their focus on innovation will help them differentiate themselves from tech giants.

Competitors do not innovates rapidly

The decline of remote work kills startups

Notion is not able to jump the S-curve and understand trends, the industry resorts to software used pre-pandemic and does not invest in collaboration and productivity tools. Notion must pivot to creating new types of software.

Notion dominates the collaborative software industry

Notion thrives as remote work fuels demand and Notion sustains innovation advantage. Market share increases as competitors struggle to keep pace. Notion benefits from network effects as its collaboration platform becomes the dominant standard

Remote work diminishes

Remote work stays high

Notion replaced by advanced software that suits the “new normal”

As remote work dies down & and competitors build productivity software that matches the needs of a hybrid workplace, Notion is not able to innovate rapidly and becomes irrelevant. Notion must modify its software to meet hybrid work demands to differentiate itself from the competition.

Notion acquired by tech giants

Notion struggles to keep up with technological advances from Microsoft and Google. They lose enterprise customers to improved collaboration suites from competitors. Notion must innovate or collaborate to offer a competitive set of features and beat competition or acquisition threats.

Competitors innovate rapidly

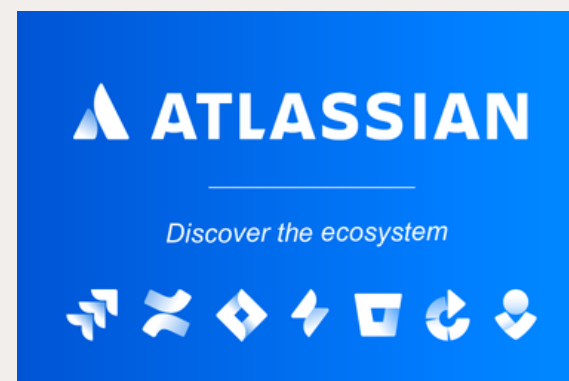
Timeline: 7 years

Notion faces stiff competition from Incumbents and Insurgents who have ecosystem-based enterprise software offerings.

INCUMBENTS



INSURGENTS



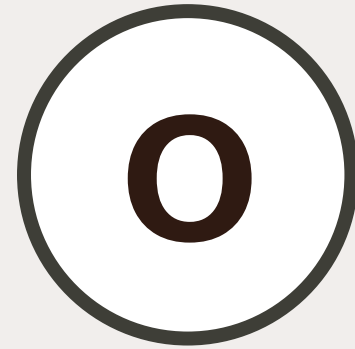
ADJACENTS



Notion can capitalize on the opportunities and mitigate threats by competitors and emerging technologies by following a strategic 3 Horizon model.



- Increased demand for remote collaboration tools
- Growing need for digital organization/knowledge management tools and software
- Advancements use cases for cloud and AI technology
- Appeal to diverse emerging work styles



- Develop ecosystems to cater to a wider audience
- Growing popularity of LLMs
- Expand into new user segments and targeting enterprise customers
- Innovate on product features

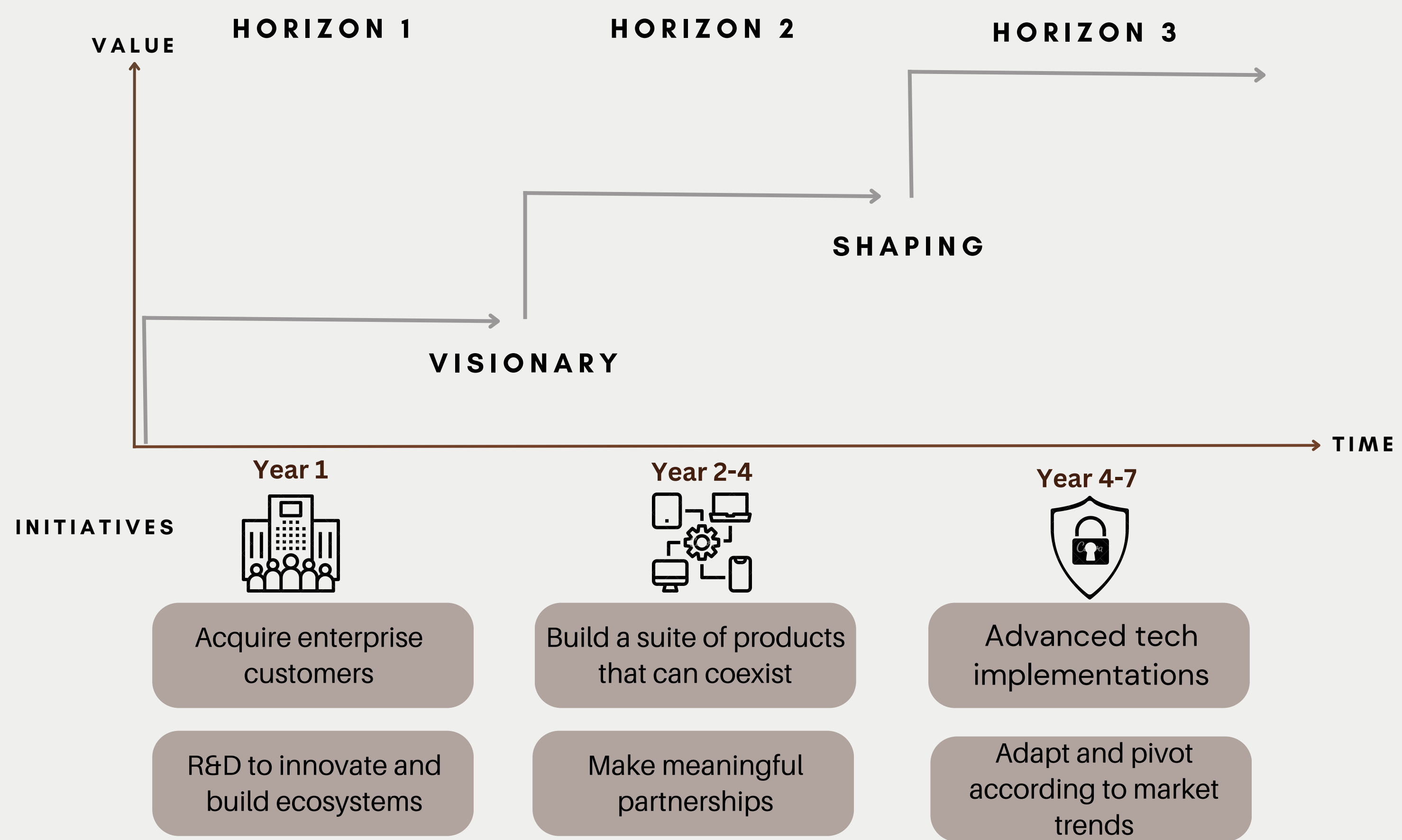


- Competition from large and emerging tech giants
- Rising user expectations around privacy and security
- Potential decreased spending in an economic downturn
- Shifting user preferences to new technologies



- Horizon 1: Focus on core competencies and offer full-scale support to enterprise customers while building a foundation for ecosystem development.
- Horizon 2: Build and offer an ecosystem of connected products and use the co opetion model to foster strategic partnerships
- Horizon 3: Embracing disruptive technologies, fostering open innovation, and building a safe ecosystem.

Notion must move from visionary to shaping by building ecosystems and rapidly adapting to fast-moving markets.

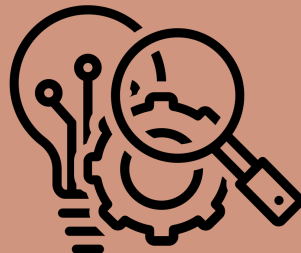


In Horizon 1 Notion should focus on their core competencies and offer full-scale support to enterprise customers while building a foundation for ecosystem development.

R&D into building an ecosystem of products

To offer customers a truly all-in-one workspace, Notion should research into various ways they can expand their product offering and building an ecosystem

01



03



Offer implementation services and support

Notion should provide extended support by helping clients implement the software for their tailored needs and train their employees to enhance productivity.

Acquire Enterprise customers

Build market share by selling to enterprise customers and offering customized software for their needs

02



04



Diversify revenue streams

Enhanced access to Notion API and developer tools in order to generate revenue from pre-existing resources

By proactively embracing disruptive technologies, fostering open innovation, and building a safe ecosystem, Notion can position itself as a leader in the future of productivity software & ensure its long-term success in Horizon 3

Developer and No Code toolkit



Provide developers with robust tools to build custom integrations and extensions, further extending Notion's functionality and catering to niche needs.

Advanced tech implementations



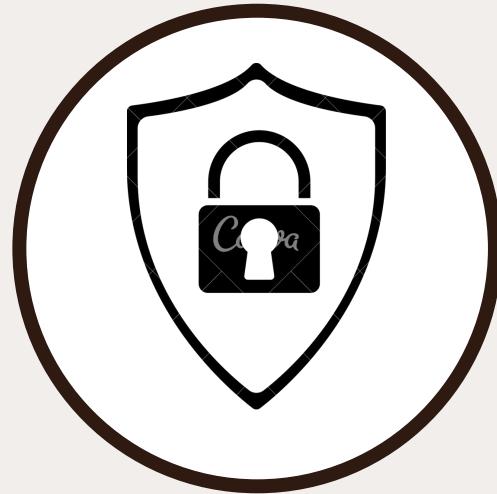
Explore AR/VR integration for immersive collaborative experiences, enhanced project visualization, and information management.
Leverage the potential of quantum computing for faster data analysis, complex problem solving, and personalized learning experiences within Notion.

Community-driven development



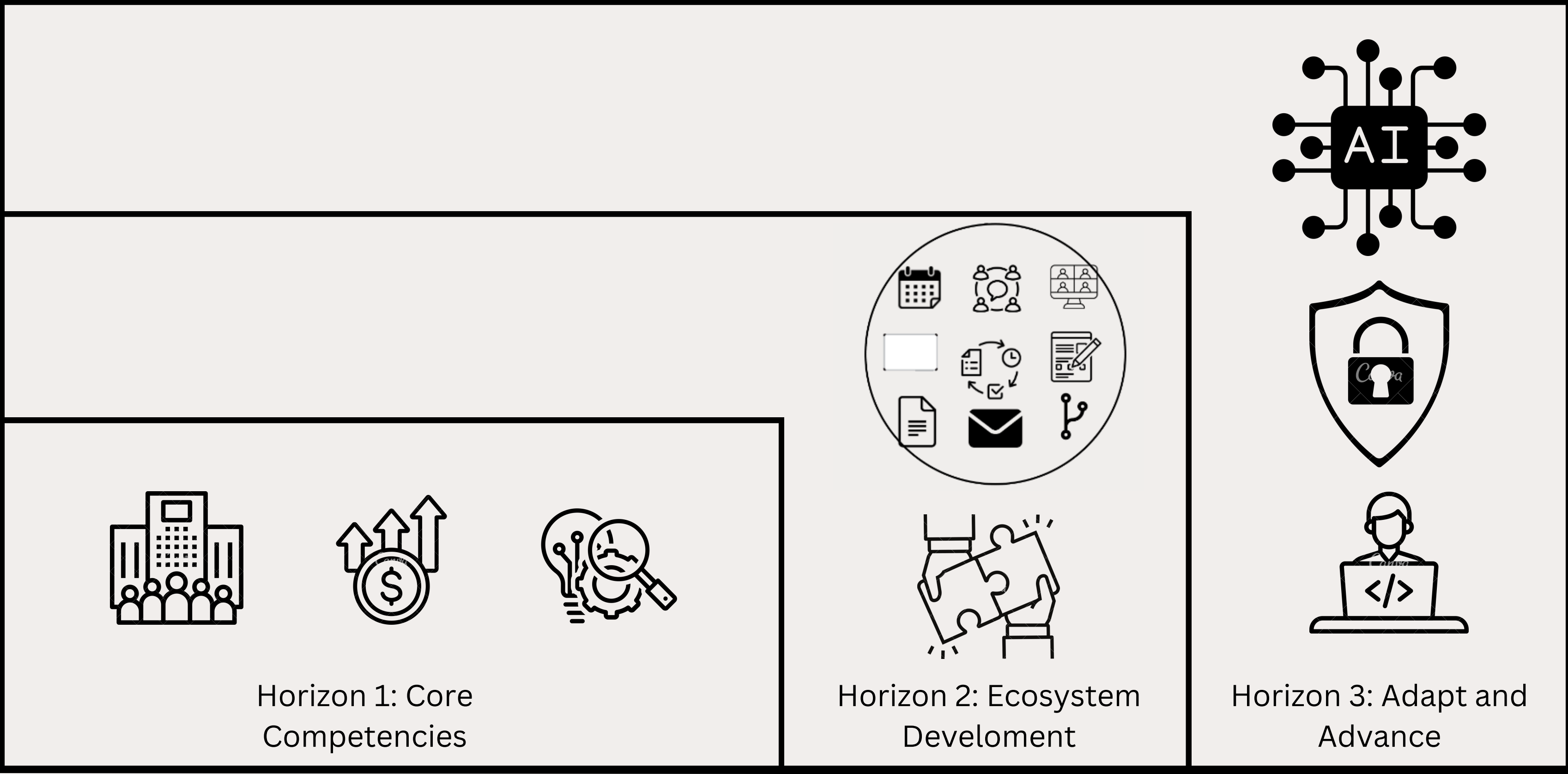
Collaborate with the community through co-creation initiatives, hackathons, and open innovation challenges to harness collective intelligence and accelerate the development of groundbreaking solutions.

Implement robust security measures



Address user concerns about data security and build trust through transparency and robust measures.
Implement solutions for secure data storage, decentralized collaboration, and ownership verification of digital assets created within the platform.

By following the 3 Horizon model Notion could defend itself against competition, build a culture of innovation and adapt to ever-changing markets.



Thank You!