# Market Research – Paperless multiple people tend to get stuck with all the clutter books, magazines and other papers can give this is what makes you have a less clear view on what you need to do. Multiple big sources say its freeing for the mind to go fully paperless.

# The idea of paperless:

# concept. Most people like the feeling of paper in their hand and they like the feel, smell of even just idea of a normal book. Besides being bad for our environment it tends to have a certain feel of nostalgia for a lot of people and tends to keep them bound to their paper. So what and why would you change this? Well paperless removes so much clutter from your life everything is stored in one space and helps you find it easy through the help of finder “cmd + space” we work towards making our app seamlessly blend into your live and remove all the clutter you didn’t realize you had.

# Why is going paperless good?

# Besides giving your mind no reason to stress about where to find certain items: documents, books or that one sentence that meant so much to you that you marked in a book that’s in a drawer or a box that you haven’t touched in ages. It reduces paper usage (obviously) and it gives a great reduction in the wasted paper. Everything is going digital so why would you not change some old habits to change to a future of not needing any paper just put it on your laptop and open it anywhere. They will work with a integration with iCloud and a custom data structure made by us. You will be able to access all the documents you saved through paperless or your cloud services and open them on the go and continue where you left off, this gives you freedom to write where you are and when you want you won’t be locked to a desk and will always be free to move around.

# Insights:

# -169 million euro of paper is thrown away without reading.

# - 34% of emails from employees print out their emails before reading it.

# - company’s like Apple would save up to 3% revenue if they would start reducing their paper usage to paperless (2015)

# -

# 

# Background:

# 

# Possible Competitors –

# <https://www.paperless.io>

# integrations:

# Summary:

# “Going paperless is freedom “- Dominic Stühler - TedXBerlin 2015