



tether

*Stick a Pin in It. Tether It Forever.*



# SO MUCH INFORMATION. NOWHERE TO KEEP IT ALL.

*Lost in tabs, threads, inboxes...*

research.tether.com/project-insights

Project Insights: Q3 Research Findings

Updated: Yesterday • Aut

Team Chat

JD John Doe 9:45 AM

Key research findings with contextual information

Has everyone reviewed the latest design prototype?

EL Emma Lewis 9:48 AM

67% of participants received timely notifications.

Further analysis indicates significantly reduces time spent by 24 minutes

Type a message...

< > Page 4 of 12

100%

Q4 Feature Implementation Timeline

Phase 1: Cross-Platform Integration

Implementation Start: October 1, 2023

Inbox - work@example.com

Compose

Inbox (12)

Starred

Sent

Drafts (3)

Archive

Sarah Chen, Project Lead 10:24 AM

Q3 Project Timeline Update

Hi team, Just a reminder that our project deadline has been moved up to October...

Michael Roberts Yesterday

Design Review Feedback

I've reviewed the latest mockups and ha...

Calendar

October 2023

Sun Mon Tue Wed Thu Fri Sat

24 25 26 27 28 29 30

1 2 3 4 5 6 7



# TETHER LETS YOU PIN IT AND TRACE IT LATER.

*Pin anything: messages, links, files*



The screenshot shows a dark-themed application window titled "Future of Work". Inside, there are three pinned items:

- A text post from 2 hours ago: "The future of work is remote, and the tools we use should adapt to this new reality. Collaboration across distances requires..."
- A link post from 5 hours ago: "@ remote-work-statistics-2023.com/an...
- A screenshot from 1 day ago: A bar chart showing remote work statistics, with values ranging from 27 to 30.

At the bottom, there are buttons for "Share" and "Export".

A modal window titled "Pin to Thread" is open in the foreground, showing the "Selected Content" as the same text post about the future of work. It includes options to "Pin to Thread" or "Screenshot to Tether".



## WHY THREADS, NOT TAGS

*Pin anything: a quote, an idea, a screenshot, exactly as it is.  
Then, connect the dots.*

*Threads weave those pins together, revealing patterns, context, and clarity.*

*Built for how our brains connect. Not how apps sort.*



# RIGHT-CLICK OR HOTKEY TO PIN

**Tether**

Project Alpha  
12 pins • Last updated 2 days ago

Search pins... + Add Pin

View:

Dashboard Analytics Threads Settings

THREADS +

Project Alpha 12

Trip Planning 8

Work Ideas 5

Design Inspiration 15

Research Notes 7

Client Feedback 3

Alex Morgan Premium Plan

Filter Sort

Dashboard Wireframe 2 days ago

API Documentation 3 days ago

Color Scheme 1 week ago

User Flow 1 week ago

Meeting Notes 2 weeks ago

Project Timeline 2 weeks ago

UI Components 3 weeks ago

Budget Estimate 3 weeks ago



# SUSTAINABILITY MODEL



## *Free to use*

Tether is a freely available tool designed to make digital lives easier.

## *Optional Subscription Model*

For users who want more storage, advanced search, or AI enhancements, a monthly plan will be available.

## *Future Opportunities*

Potential integrations with project management tools, browser extensions, and workplace platforms may expand functionality and value.

# BUILDING MOMENTUM THROUGH VALUE

*Organic Growth*

- Free tier with shareable Threads
  - AI insights and subtle prompts
- 

*Community Channels*

- Reddit, Discord, LinkedIn, Hacker News
  - Productivity and tech circles
- 

*Launch Plan*

- Soft launch on web & app stores
- Beta waitlist



# EVOLVING THE THREAD



## *Phase 1*

### Launch & Learn

- Launch MVP (freemium)
- Gather feedback
- Focus on core utility

## *Phase 2*

### Integration & Intelligence

- Add integrations
- Release AI assistant
- Outreach to educators & remote teams

## *Phase 3*

### Scale & Monetize

- Pro & Team subscriptions
- White-label versions for distributed orgs
- Enterprise-level data tools

# WHO TETHER HELPS

Professionals in Collaborative Environments

*"PEOPLE POST IMPORTANT INFORMATION IN TEAMS ALL THE TIME THAT CAN'T BE FOUND LATER... HAVING A PLATFORM THAT WORKS AROUND THAT WOULD BE INVALUABLE."*

- **NATHAN**, SOLAR INDUSTRY PROFESSIONAL

# WHO TETHER HELPS

Students and Academic Researchers

*“I’D USE THIS FOR SCHOOL. THERE SHOULD DEFINITELY BE A MOBILE APP TOO.”*

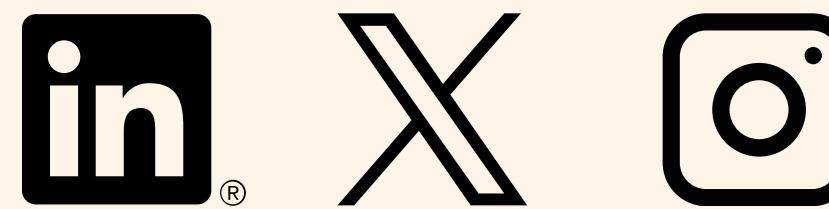
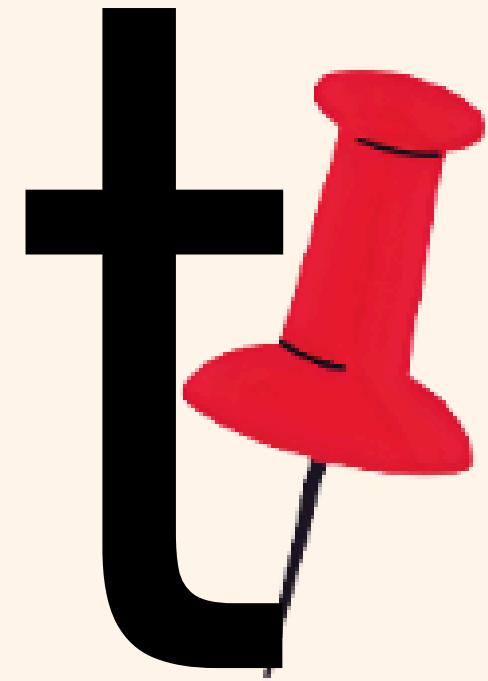
– JAYMI, STUDENT

# WHO TETHER HELPS

Productivity-Driven Individuals

*"TO-DO LIST APPS HAVE MADE MILLIONS. THIS IS COMPELLING AS A PRODUCT, EVEN THOUGH I STILL PREFER PEN AND PAPER."*

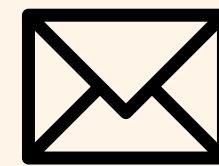
– **BRET**, RETIRED EXECUTIVE



@tetherapp



[www.tetherapp.com](http://www.tetherapp.com)



[contact@tetherapp.com](mailto:contact@tetherapp.com)

Collect links, thoughts, files, and conversations across tools.  
Tether lets you pin them all, connect the dots, and never lose the thread.