

Notability

simple &
customizable
note-taking
and PDF
annotation

Today's Agenda

1

Problem Statement & Key Features

2

Foothold Customer Attributes,
Jobs to be Done

3

Market Size, competitive landscape

4

Product Analysis, Product improvements

Problem Statement

Inflexibility in Note-taking

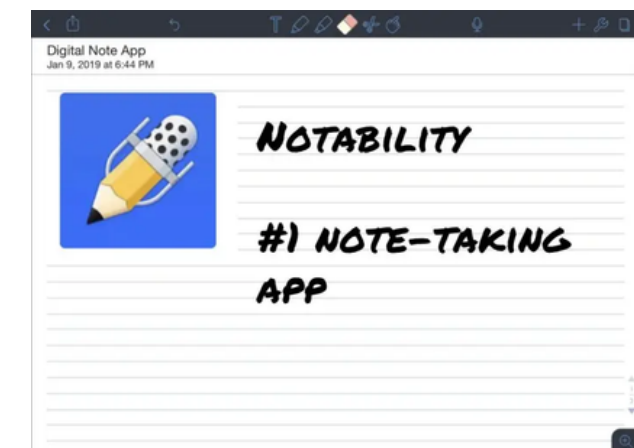
Existing Digital note-taking tools fail to provide a customizable Note-taking experience.



Why use Notability?

Best note-taking app

Portable, Editable, Customizable, (Cost-Effective), Retrieval



Foodhold Customer Attributes

1

Note Taker – 4–5 times/week

2

Access to Tablets (i.e. iPad and Apple Pencil or other devices)

3

Prefer handwriting

Jobs to be done

Help me take intuitive and effective notes

Help me organize and archive my notes

Help me annotate digital documents

Market Sizing

Total Addressable Market (TAM)

= \$ 423 million

Frequent note-taker who owns a tablet

STRATEGIC TARGET

= 301million

Frequent note-taker who takes notes in an
electronic format

FOOTHOLD
MARKET

= 203 million

Frequent note-taker who
demands customizable
tools

74.3 million x LTV \$56.96
/Competitors 10 = \$ 423 mm

52.9 million x LTV \$56.96
/Competitors 10 = \$ 301 mm

35.7 million x LTV \$56.96
/Competitors 10 = \$ 203 mm

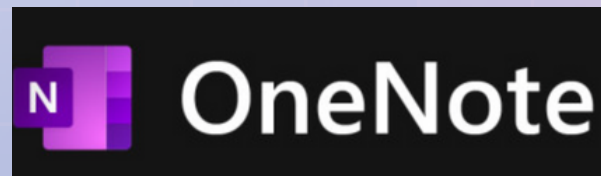
Competitive Landscape

1 Major Competitors



GoodNotes

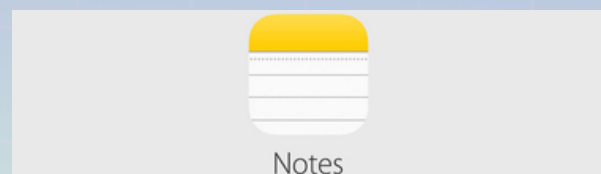
4.8/5 with 99.4k reviews



4.7/5 with 433.6k reviews



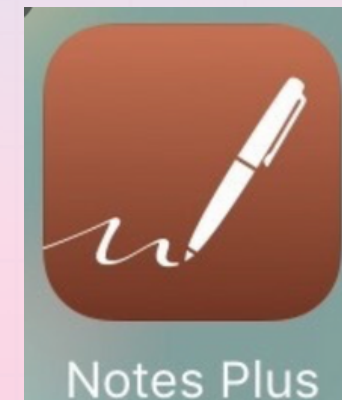
4.6/5 with 26.8k reviews



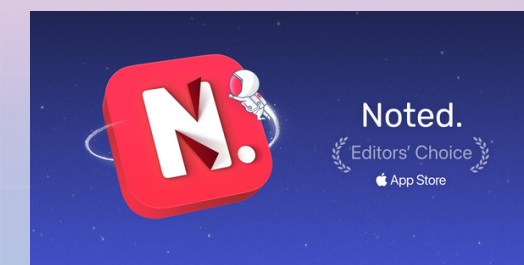
N/A (It's a native app)

2

Alternatives:

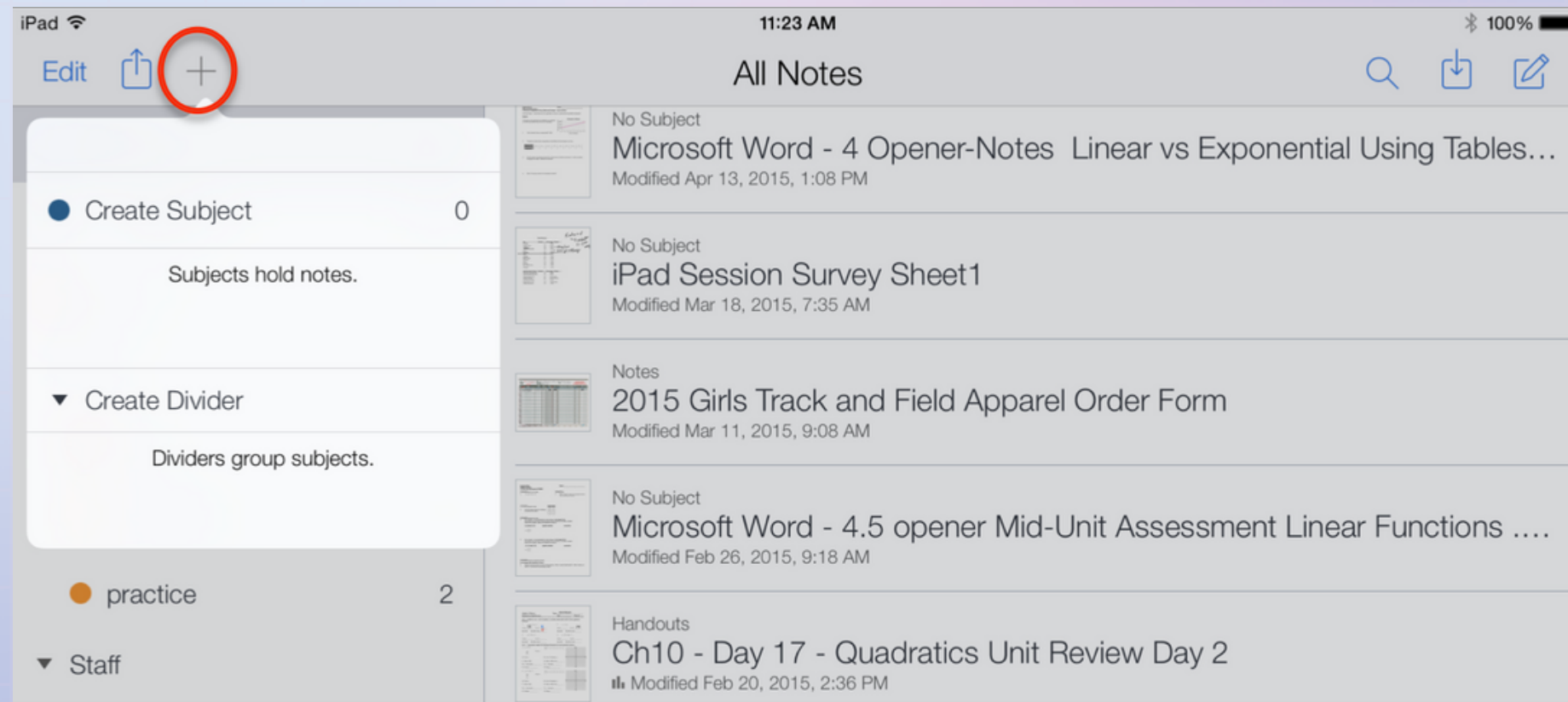


NOTESHELF



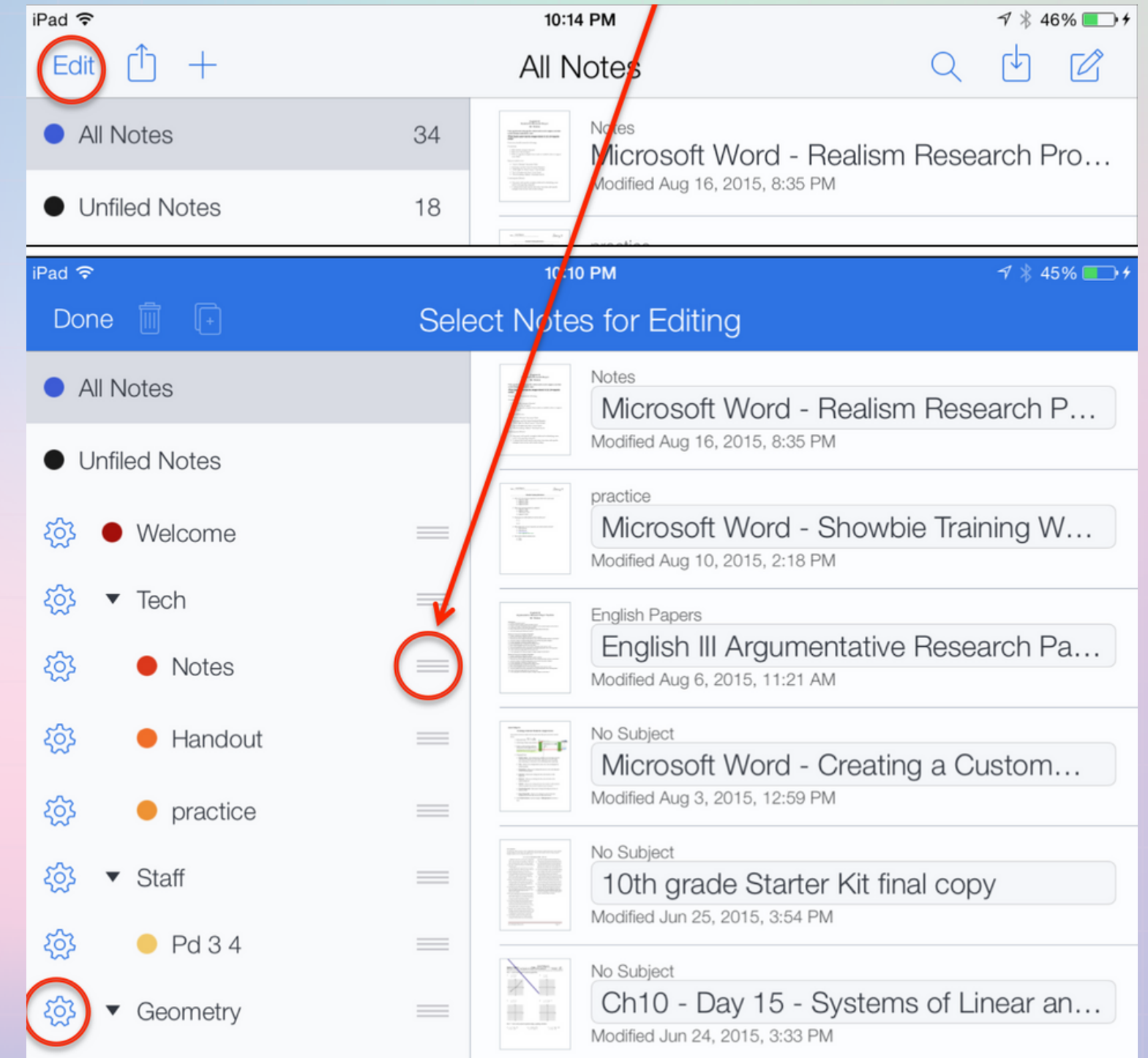
Product Analysis

Step 1



▼ Geometry		
● Notes 1	2	
▼ English		
● English Notes	1	
● English Papers	1	
▼ History		
● History notes	0	
▼ English 2		

Step 2



Product Improvements


1

Reduce User Friction by 20%

2

Increase Work Efficiency by 15%

Feedback



"I switch all my notes to Goodnotes cuz Notability doesn't allow duplicated names for files even under different subjects/dividers."

Function 1

1. Add an option to allow duplicated names when creating a new file

2. Allow duplicate a set of file names from a subject

3. Autofill file name

Metric

Average time spent on creating a new note reduced by 20%

Check Metric

Number of notes created

Product Improvements

1

Reduce User Friction by 20%

2

Increase Work Efficiency by 15%

Feedback



"I heavily rely on Notability for Exam prep. I set exam review time on iCloud Calendar for all of my classes, create a review guideline on Google docs, and then go back to Notability and review selected content."

Function 2

1. Set multiple times to review subjects
2. Select notes within each subject
3. Add optional note for the task (i.e. Import guideline, study resource, etc.)
4. Allow customized notification (i.e. 1 day ahead)

Metric

> 60% of adoption rate within 3 months of launch

Check Metric

Cannibalization – other features

Appendix

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<https://www.forbes.com/sites/barrycollins/2021/11/03/notability-backs-down-after-subscription-plan-backlash/?sh=7a733f7fcd6f>

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UNESDOC, *International Institute for Educational Planning and the Global Education Monitoring Report*.

Retrieved from : <https://unesdoc.unesco.org/ark:/48223/pf0000247862>

Jackson F. Nov 2005. A survey of electronic note-taking behavior and library science students. *The University of North Carolina of Chapel Hill*.

Michael H. (Sep 23rd, 2015). Pearson Mobile Device Study Reveals College Students Reliant on Laptops Even with Rise in Tablet Ownership.

The Harris Poll. Retrieved from:

<https://theharrispoll.com/five-years-after-the-ipad-launch-laptops-remain-the-primary-device-that-college-students-use-for-learning-still-student-expectations-for-tablets-remain-very-high-and-many-see-them-as-a-growing-par/>

Calculation

Lifetime value:

The new annual Notability subscription costs \$14.99 per year, with an introductory offer of \$11.99.

The average customer lifespan would be 4 years (college years). $LTV = \$56.96$.

Total Addressable Market: Frequent note-taker who owns a tablet

According to the The United Nations Educational, Scientific and Cultural Organization (UNESCO),

the number of students in higher education globally is 207 million. Survey shows that 69% of students take notes in 91% of their classes. While 52% of college students own tablets. $TAM = \text{Total population} * LTV / \text{Businesses} = 207 * 69\% * 52\% * 56.96 / 10 = \$ 423 \text{ million}$.

Major Competitors: Apple Notes, Goodnotes 5, Microsoft OneNote, Evernote

Other alternatives: Nebo, Noted, MarginNote3, Notes Plus, NoteShelf, Liquid Text

Strategic Target Customer : Frequent note-taker who takes notes in an electronic format

Statistics show that among frequent note takers, 37% take notes in an electronic format. The total population is $207 * 69\% * 37\% = 52.85 \text{ million}$.

Strategic market = $\text{Total population} * LTV / \text{businesses} = 52.85 * 56.96 / 10 = \$ 301 \text{ million}$.

Foothold Customer: Frequent note-taker who demands customizable tools

69% of students drew figures in their notes. Of these students, 25% of them use electronic tools for creating figures in their notes.

Foothold Market: $\text{Total population} * LTV / \text{businesses} = 207 * 69\% * 25\% * 56.96 / 10 = \$ 203 \text{ million}$.