



Mindpalace

Where your knowledge lives and grows



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mind-palace.io



66%

of what we see is
forgotten the next day

2h+

are spent searching for
information every day

And there's no single source of truth



Mindpalace significantly reduces effort and helps you remember more



#1 Information is scattered across tools



#2 High manual effort & time invest



#3 Forget 66% of what we see by the next day

Organization

Effort

Retention



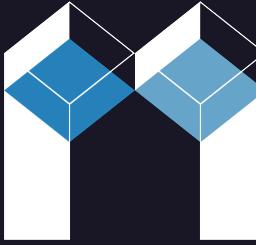
One place for everything



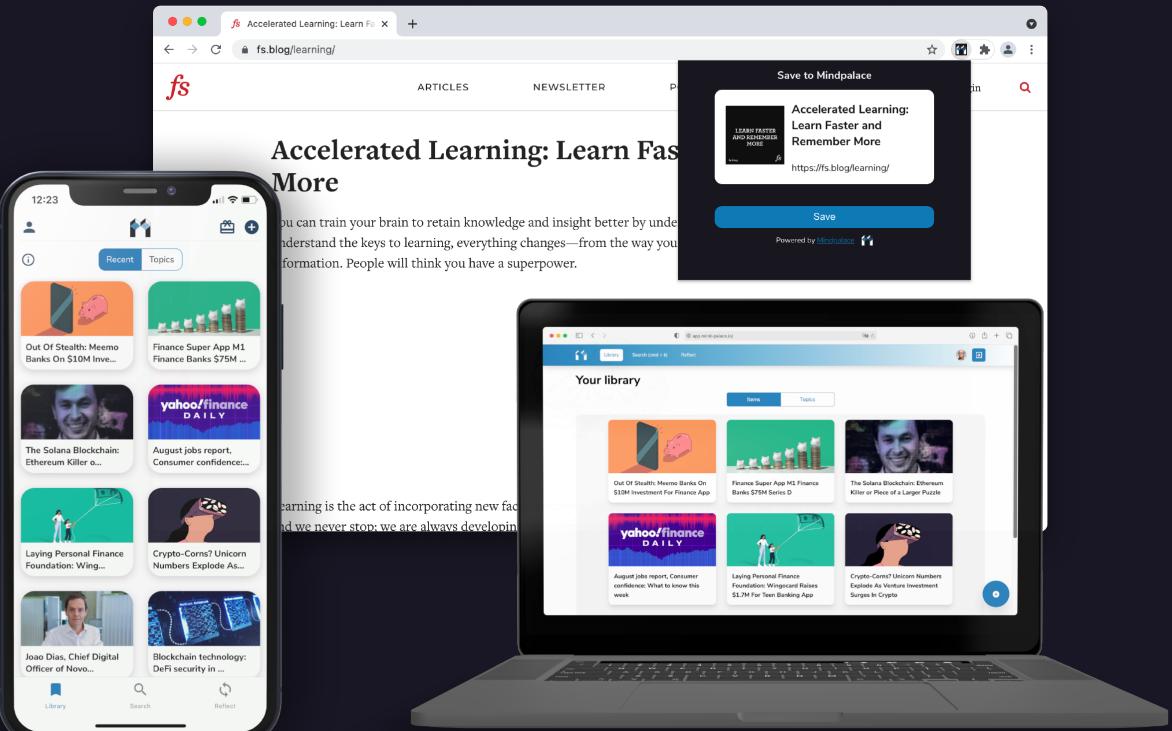
Automatically organized



Micro-learning sessions



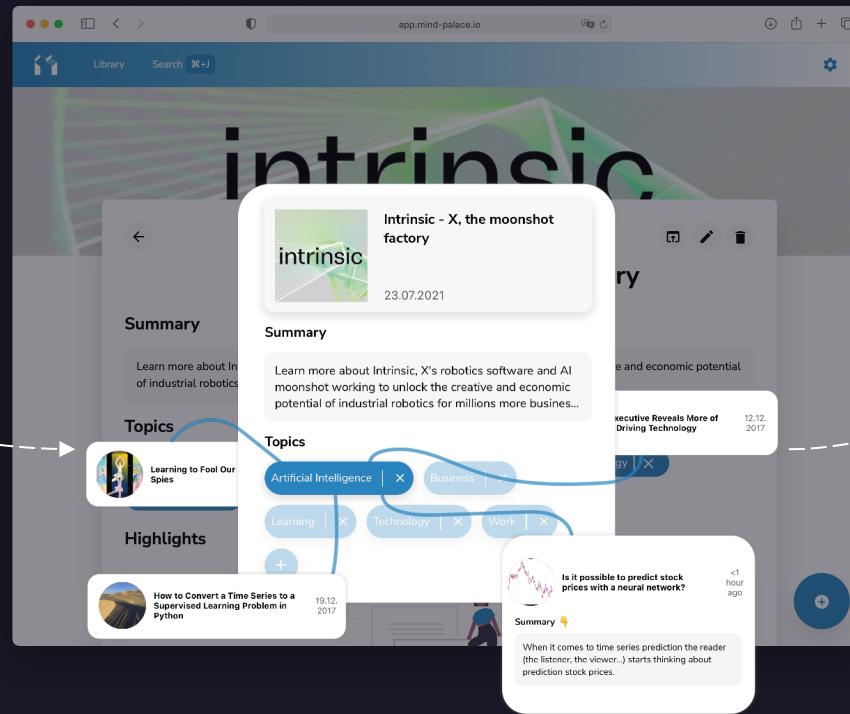
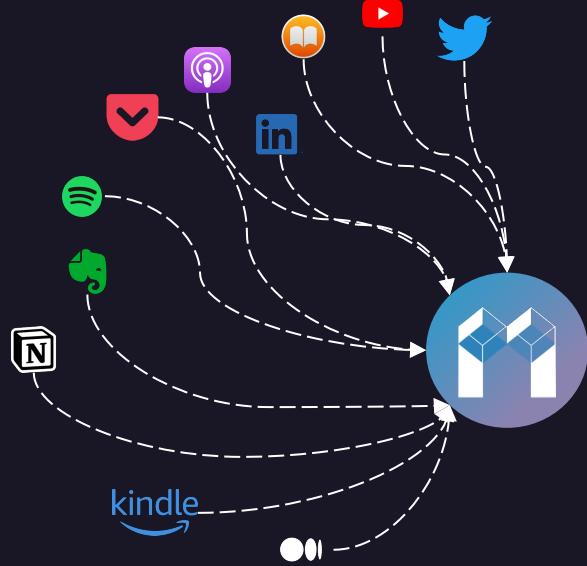
Mindpalace is your
smart personal library
that helps you grow
your knowledge



Mobile
(iOS & Android)

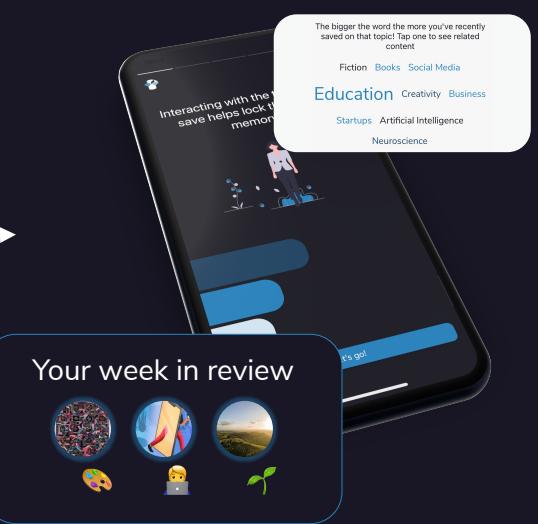
Web
(Mac & Windows)

How it works



Easily build your personal library with knowledge from anywhere

Mindpalace automatically organizes your library



Remember more with micro-learning sessions

Freemium Business Model



Freemium Model

with 5% conversion from
Free to Paid plan



Add. revenue streams

from sponsored content
(starting at user base of
100k)

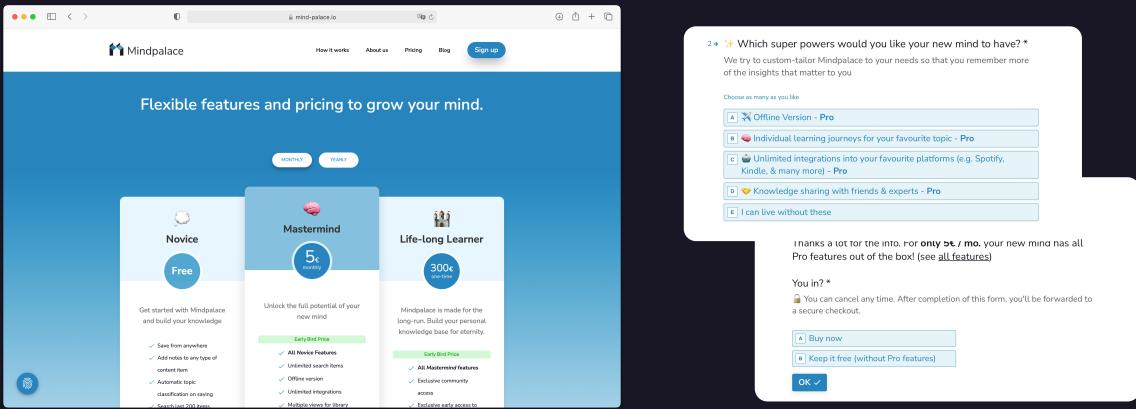
€8.6M

projected revenue at 1M
users in 2024

We continuously test and adapt our business model assumptions

Funnel

Experimental setup



Pricing page
mind-palace.io/pricing

Smoke test
that simulate check-out

Results

Premium Features

1. Unlimited integrations
2. Individual learning journeys for your favorite topics
3. Knowledge sharing with friends & experts
4. Offline version

9%

Willingess to Pay
from new signups

Our Sales Strategy puts a strong focus on viral growth

Platform-specific ads with above average CR



"Sync all your learnings from LinkedIn"



"Simply save your insights from this podcast to Mindpalace"

Leverage our connections with creators



- Newsletters
- Podcasts
- Blogs
- YouTubers

Already secured commitments from 3 creators

Use network effects for viral growth



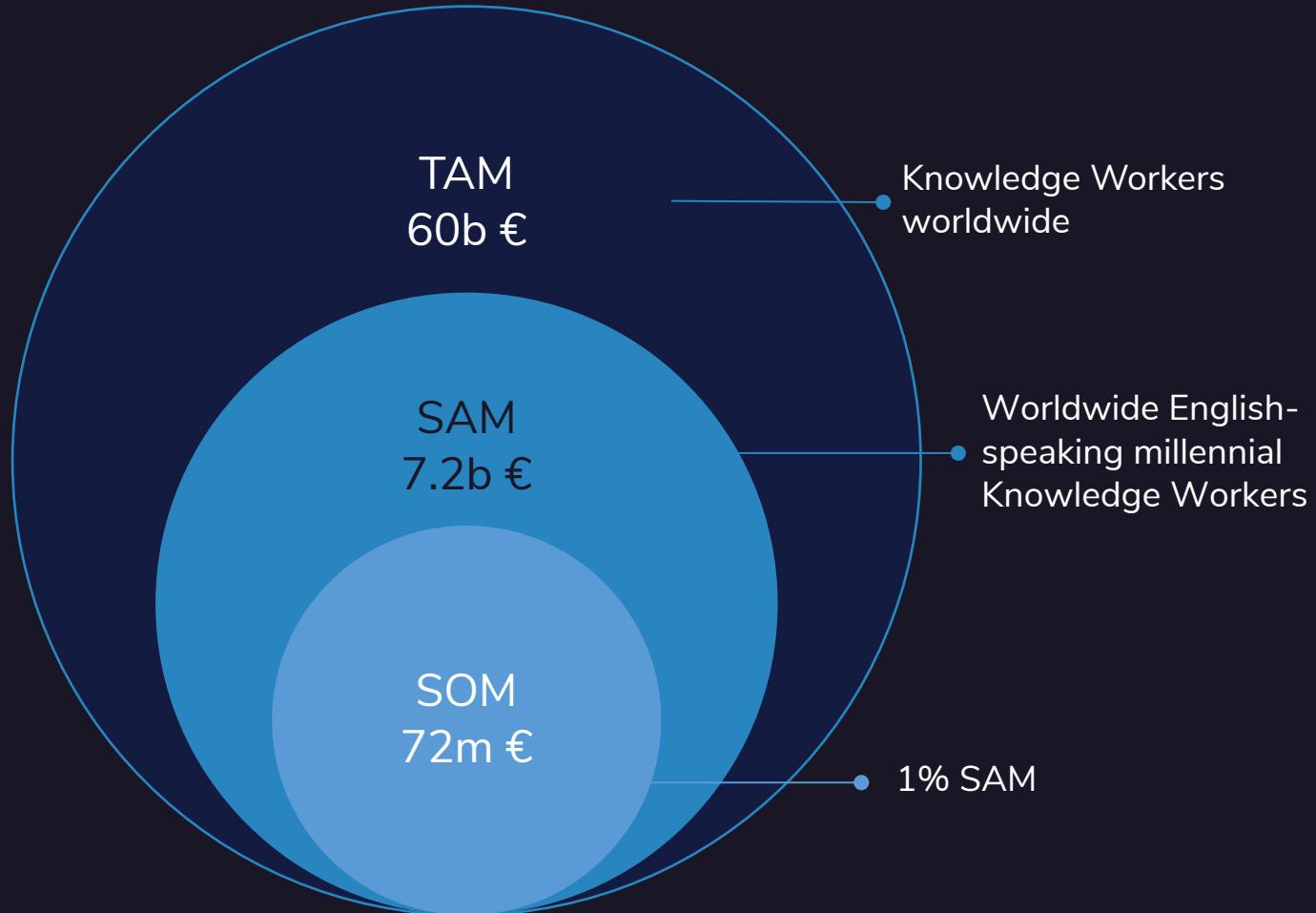
Knowledge Sharing

Integrations



Multi-tiered referral system

Market & Trends



Target Customer

- 1 billion Knowledge Workers worldwide
- 100 million US Knowledge Workers
- Millennials are 35% of the workforce

Notes & Clipping

- Evernote – \$2b valuation, 225m users**
- Notion – \$2b valuation, 4m users
- Pocket – 30m users

Content

- Spotify – \$1b invest. in podcasts
- Blinkist – 13m users
- Reddit – 52m daily active users
- YouTube – 2b+ users

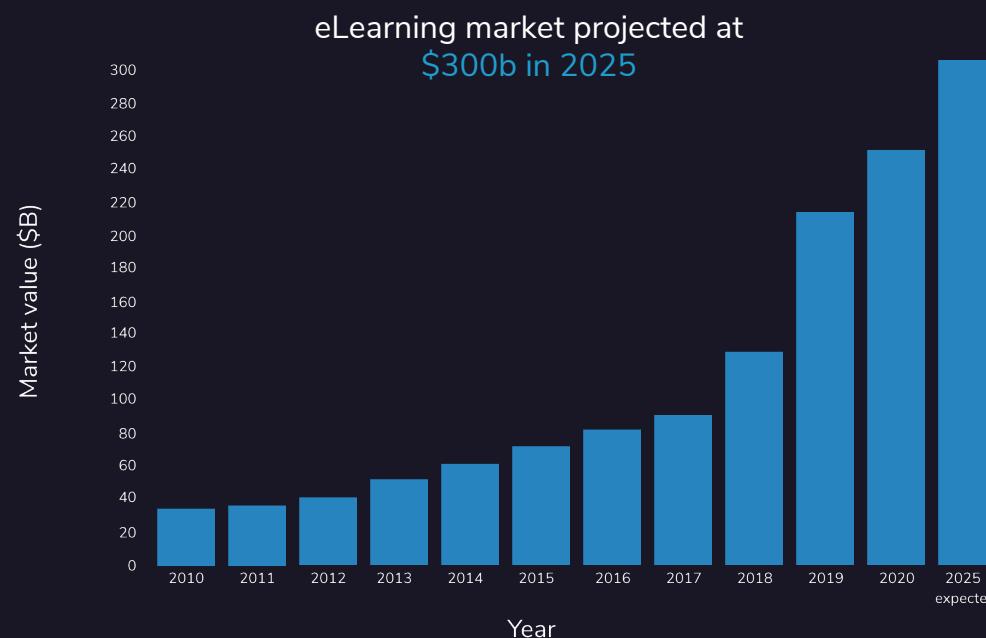
Why now?

54%

of employees will require 'significant' reskilling by 2022*

\$1.35b

Notetaking market projected by 2026



Why us?

We know how people learn & remember

Mobile learning

Micro-learning

Backed by science



We know the technology

Machine learning

NLP

Personalization

Gamification

We have the experience

Media Management

Sales & Product

Previous early-stage startup employees

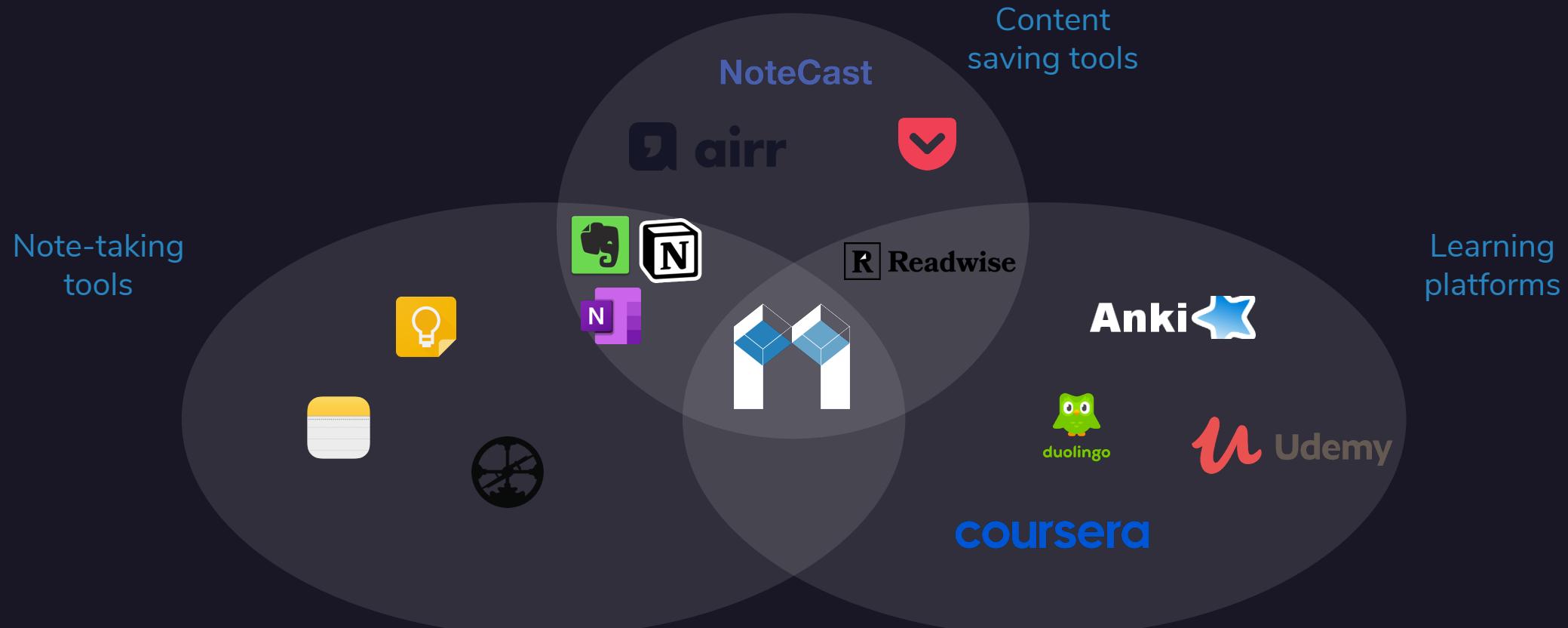
Engineering & Media Informatics

Human Computer Interaction

Backed by experienced advisors

Competitive Landscape

Mindpalace is not another notetaking tool – we are the only service combining personal knowledge with automated learning of virtually any topic.



We know the tech, we know the market, and we know how people learn



sushi
BIKES



IBM

[Yannik Wojcicki](#) 
CEO



axem
NEUROTECHNOLOGY

LMU
LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

[Luke Haliburton](#) 
CTO

Yannik is a passionate techie with extensive experience in product, sales & marketing. Previous roles helped him build a large network across startups and corporates. As 2nd employee of Germany's largest learning platform for building wealth with real estate he was co-responsible for launching the community-driven core product.

Luke is an experienced engineer and a PhD researcher in Human-Computer Interaction, focusing on Information Management and Machine Learning. As the first critical hire of a Neurotech-startup he was the lead engineer for a groundbreaking brain-interface device.

200k € pre-seed investment will get us to product-market-fit within 18 months



Grow user base to 600k

“Knowledge influencers” sharing their knowledge on Mindpalace

Multi-layered referral program

Launch on ProductHunt with backing of community



Hire strong tech team

Leverage excellent access to students

Recruit from START Munich & LMU

Research collaborations with Uni Melbourne & LMU

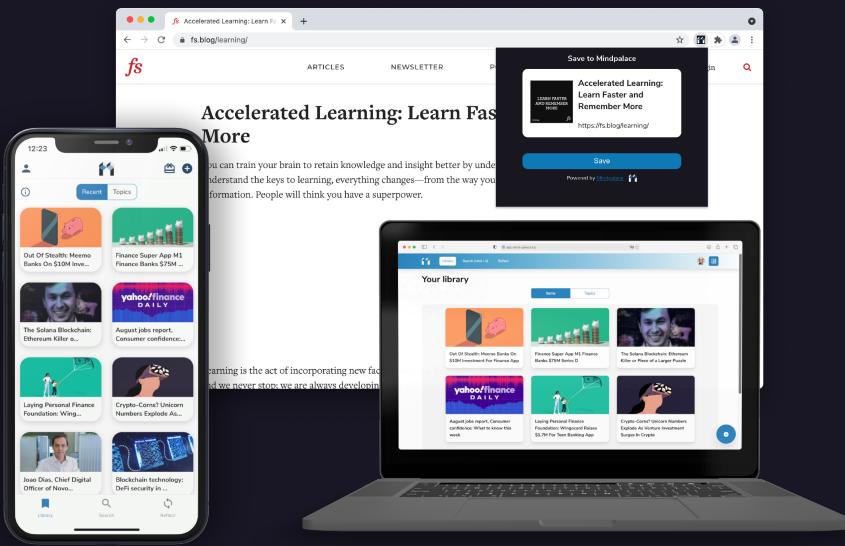


Build an active community around an awesome product

Retain very close relationship with users through Slack & frequent interviews

Find the best features that help people learn about the things they are passionate about

We plan to raise another round after 12-18 months to accelerate our growth.



Download **Mindpalace** now &
be smarter when it counts