

Team Understand.AI

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Why are we here?

- NotesAI is in a battle - competition is fierce
- Transcription quality will soon be commoditized
- Differentiate through business applications on top of core tech
- Win the business sector

So, we did some research and came up with some ideas, which lead us to this discovery...

A Persona with a Problem



Alex

Software Engineer
Complex Organization (Amex)

"I just want to ship some code!"
– **Alex's daily mantra**

Feeling: "This is overwhelming"

CORE PROBLEM:
Too much time gathering context, not enough time building

DAILY REALITY

Meeting Overload

Tech, security, infrastructure, PM, QA, legal, marketing, and more. Alex's calendar is a mosaic of back-to-back meetings across the organization.

PRE-MEETING PREP RITUAL

Context Gathering (Per Meeting)

- Search for previous meeting notes across Slack, Google Docs, Notion, Confluence
- Review meeting transcriptions
- Look up participant history in Slack, email, CRM
- Dig through previous conversations and decisions

THE TIME PROBLEM

30 → **60+**
MIN MEETING MIN TOTAL WORK

Every meeting requires equal or more time in preparation, context switching, and follow-up

Understand.AI – Trustworthy Meeting Memory for Engineers

Engineers query past meetings in **natural language** and get **confidence-scored answers** with **instant verification**—turning hours of searching into seconds of clarity.



Functional

- Retrieve decisions instantly
- Prepare meetings 4x faster
- Verify with one click



Emotional

- Peace of mind
- Confident in accuracy
- Focus on coding



Social

- Be seen as reliable
- Contribute meaningfully
- Stay aligned with team

Product Wireframe – 3-Step User Flow

1

Query Interface

"What did we decide about the API migration timeline?"

Search

💡 "Who owns...?" 💡 "What blockers...?" 💡 "When is deadline?"

3

Source Verification

92%

match

Oct 15, 2024 • 15 participants • 52 min

Sarah Chen (Tech Lead) at 23:45:

"Let's aim to complete the API migration by Q4..."

Play from 23:45 Full Transcript

78%

2

AI Answer with Confidence Score

ANSWER:

"Team decided to complete API migration by Q4. Three phases..."

Confidence Level **HIGH 92%**

Transcript +40% Audio +30% Consensus +22%

[View Sources](#) Ask Follow-up



Complete workflow: Query → Confident Answer → Verify Source

Product Demo Screenshots

Visual walkthrough of key features

Interactive Product Experience

See how engineers interact with UnderstandAI in real-world scenarios

understandai.app/dashboard

Welcome back, Alex 🎉

You have 47 meetings in your memory

Ask me anything about your meetings...

47

Meetings Indexed

128

Queries This Month

94%

Avg Confidence

2 hours ago
Yesterday
3 days ago

Recent Queries

What are the Q4 sprint goals?

Who owns the database migration?

What blockers were mentioned?

understandai.app/query/a1-confidence

AI Confidence Evaluation

How we calculated the confidence score for your query

Transcript Analysis +40%
Found 3 clear mentions of "API migration" and "Q4 deadline" with consistent technical terminology

Audio Verification +30%
Audio matches transcript with high clarity, no background noise or unclear speech patterns detected

Consensus Analysis +22%
Multiple speakers agreed on the same timeline without contradiction across 2 related meetings

Total Confidence Score **92%**

Anti-Hallucination Safeguards: Our system cross-validates information across multiple data sources to prevent AI hallucinations and ensure accuracy.

understandai.app/query/uncertain-answer

Partial Answer Found

I found some discussion about the security audit, but there were **conflicting statements** and **unclear ownership**. I recommend reviewing the source meetings directly.

Confidence Level MEDIUM (58%)

Areas of Uncertainty:

- Conflicting timeline: Meeting A mentioned "end of month", Meeting B mentioned "mid-November" [Review sources](#)
- Unclear ownership: No clear assignment of responsibility detected [View discussion](#)

[Review All Sources](#) [Ask Follow-up](#)

Why this matters: Instead of presenting uncertain information as fact (AI hallucination), UnderstandAI shows you exactly what's unclear and links you to the source. This builds trust through transparency.

The problem is real | Validation

- Core need validated; everyone sees meeting memory value.
- Engineers *do* struggle to recall and document meeting notes.
- Strong enthusiasm (“game-changing”); some would pay now.
- Needs proof of time savings to drive adoption.

Users need to trust our AI | Validation

- Transparency into our analysis is critical – time stamps, ability to fact check
- Users verify AI outputs; demand clear uncertainty indicators.
- Ability to correct AI builds trust over time.

Our UX is intuitive, but not perfect | Validation

- Conversational interface intuitive; minimal guidance needed.
- Wanted easier ways to access past meetings, some buttons hidden.
- Detailed uncertainty view overwhelmed some; could streamline.

We're getting there - but need proof | Validation

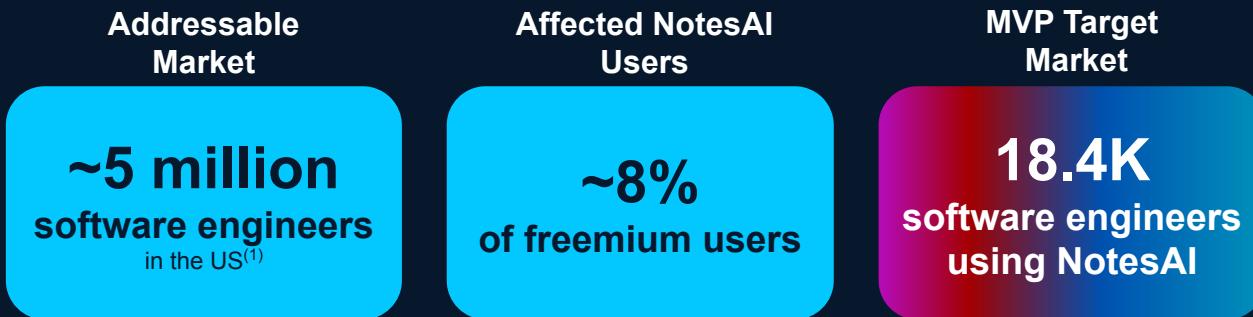
- Direction validated; testers excited to adopt.
- Ongoing transparency needed; confidence signals risk becoming noise.
- Must prove time saved; ensure seamless workflow integration.

Validation Summary

- Trust is linchpin; transparency features critical.
- Conversational UI intuitive; minor usability issues.
- Clear product value; must prove time savings.
- Positive signals overall; key open questions remain.

Existing Beachhead – 18.4K engineers already using NotesAI

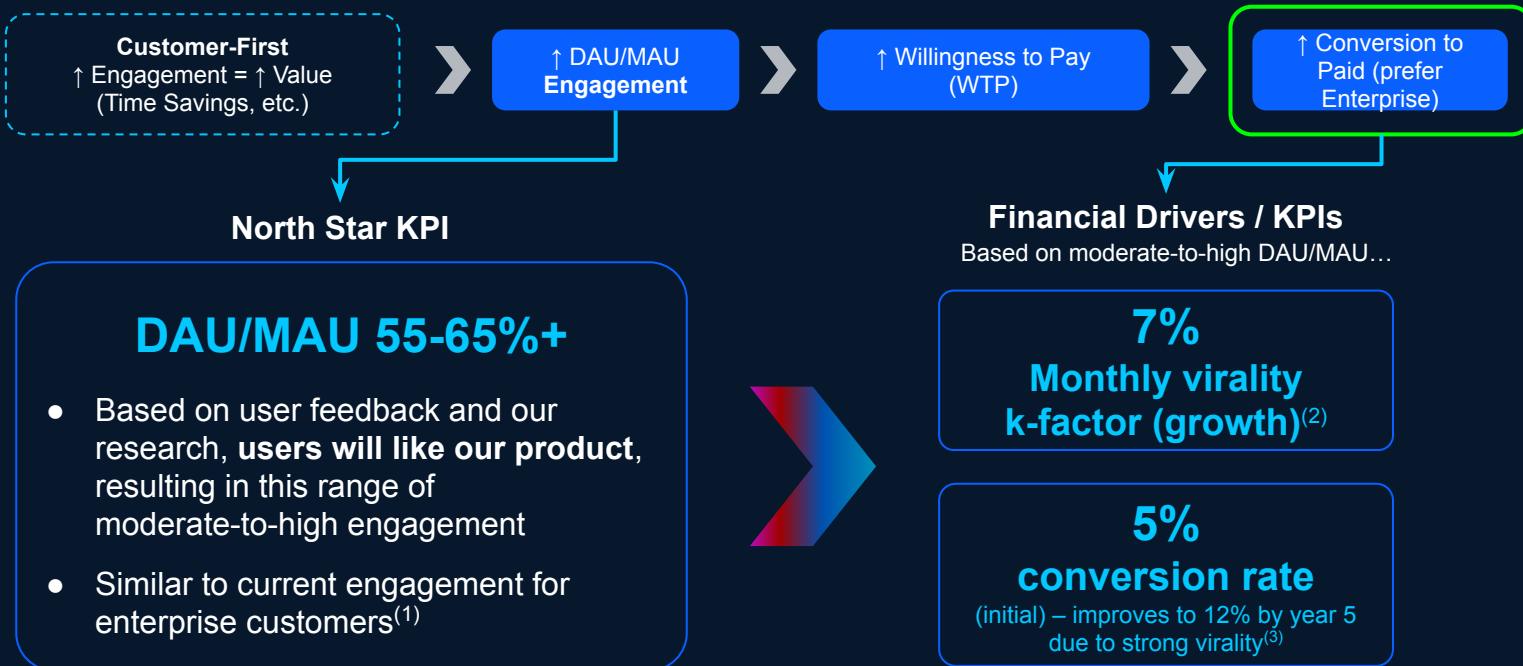
Market opportunity & selected segment for MVP



Software engineers in the freemium tier are an ideal workforce PLG beachhead:
One adopter **frequently multiplies into 5-10 adjacent seats** inside a pod or team
(viral expansion path)

(1) Bureau of Labor Statistics Occupational Outlook (rough approximation based on Computer & Math Occupations, subtracting irrelevant mathematical occupations, adding selected Architecture & Engineering Occupations) – total white collar ~64 million professional knowledge workers

High Engagement → Higher Virality → More Paid Seats



(1) For this point, defined DAU as average daily usage of at least 1 hour per working day, measured on a weekly basis

(2) Based on our research of virality and PLG strategies for a product with moderate-to-high engagement DAU/MAU; we assume growth starts after MVP launch period as layer of conservatism against initial top-of-funnel (3) Commercialization rate (overall paid ex. Enterprise + freemium + paid ex. Ent) currently at ~5.5%, assume bluesky strategy (i.e. not just targeting freemium) will reflect this % with a small uplift driven by moderate-to-high DAU/MAU

Biz Case – High-ROI solution with scalable expansion path

End-of-Year Projections

18.4K → 920

Paid seats conversion

+\$182K revenue

Year 1 (6mo. commercial)

1.25x ROI⁽¹⁾

Return on investment

Resource Request

Development

\$110K engineering and PM capacity (6 months)

Sales & Marketing

\$30K dedicated sales personnel (6 months)
\$10K GTM validation study

Mid-Term Vision

Immediate Serviceable Target Market (SWEs)

+\$21M/yr in revenue (year 5)

+53K seats (~1% market share)

Upsell Opportunity (Product Expansion)

(for current paid customers in other market segments)

\$1.4+ million additional revenue (37k+ seats under qualified leads, 3,000 converted)⁽²⁾

Strategic Advantages

- **Expanded AI Capability**

Builds R&D foundation for future innovation

- **Minimal Scaling Cost**

Low development lift to expand for other personas and use cases, with low ongoing customer success demands

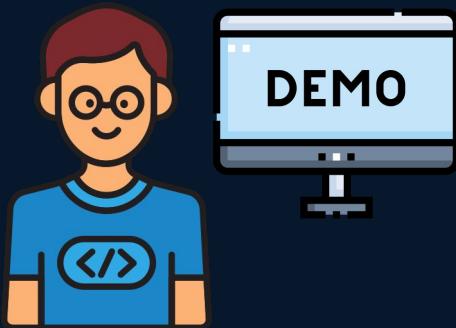
(1) Breakeven = 4.1% conversion (754 seats) vs. 5% forecasted – initial range is 4% to 6%

(2) A 5% lift due to our solution (conservative estimate) increases the >10hr/wk user share (based on internal usage data from the case) – using 10hrs as a gate, we expect 8% upgrade rate due to value prop recognition.

What's next – GTM experiment (using \$10K)

Road to 100 active users – test for usability hypothesis, test WTP & pricing assumptions within **beachhead** market

NotesAI Shortlist Demo



\$5K to Invite Demo Users

Test **conversion** of NotesAI → MVP adoption

Validate **engagement** KPI (DAU/MAU)

Survey **time saved** (hours/week on avg.)

Digital Outbound



\$5K Digital Budget to Acquire Users

Test standalone **value proposition**

Test outside **conversion**

Test **pricing** structure + level

Key risks and our iterative validation plan

The slide features a navigation bar at the top with three colored circles: red for 'High Impact', yellow for 'Medium Impact', and green for 'Low Impact'.

Trust & Transparency IMPACT: HIGH UNCERTAINTY: LOW

"Users doubt the AI's summaries because they can't verify accuracy"

Possible Mitigation & Experiments:
Make all confidence scores clickable and link to transcript/audio; Add 'Why this score?' panel

Information Architecture / Navigation IMPACT: HIGH UNCERTAINTY: MEDIUM

"Lack of clear structure for accessing past meetings or transcripts"

Possible Mitigation & Experiments:
Test alternate navigation models (calendar, project, or tag-based); Run card-sorting exercises to align navigation with user mental models

Workflow Integration IMPACT: HIGH UNCERTAINTY: MEDIUM

"Users unsure how to connect tool with Zoom, Slack, or calendar"

Possible Mitigation & Experiments:
Add onboarding wizard for integration setup; Measure setup completion rate and identify drop-off points

Key risks and our iterative validation plan (continued)

High Impact Medium Impact Low Impact

Privacy & Control IMPACT: HIGH UNCERTAINTY: MEDIUM

"Users uncertain who can access or view meeting data"

Possible Mitigation & Experiments:
Display visibility indicators ('Private to you' vs. 'Shared'); Test comprehension and comfort level in privacy flow study

Perceived Time Savings IMPACT: MEDIUM UNCERTAINTY: HIGH

"Users question if the tool is actually faster than their current method"

Possible Mitigation & Experiments:
Run 1-week diary study comparing time spent finding information via tool vs. manual search; Measure perceived and actual time savings

Final Recommendation

We recommend for NotesAI to proceed with this product

Strategic Validation (Why should we do this?)

- This is a problem worth solving, strong PMF potential

Product Development (How we'll iterate)

- There are key technical issues to tackle
- Experiment to validate trust
- Iterate on design, integrating user perspectives / delineating use cases
 - E.g., could be a calendar-based view



Big idea is to keep track of meeting series and attendee history to make context gathering quicker and easier, enabling engineers to focus on *the work they love*

Thank you!

Q&A