**A Look at Evernote**

One common problem that people experience in life is memory loss. While some people could remember the specifics of something that happened years ago, others often forget what they had for lunch or what they are supposed to be doing throughout the week. Fortunately, with the help of Evernote, this issue could be solved with essentially the click of a button. Evernote is a web application that is used to help people keep their notes in once place and keep track of those upcoming tasks for the week. Over the years, it has gone from being a Windows application used to just take notes to something that is much more, much rather “an extension of the human brain,” which is what founder Stepan Pachikov envisioned Evernote to be. Evernote has many good factors that has led to its success, such as its history, paid plans, popularity, and its potential for the future. If Evernote goes in the right direction, it could stay profitable and potentially gain more popularity and market share when it comes to note-taking applications.

In order to really understand how Evernote came to be, one has to know how it started. In 2000, Russian-American entrepreneurs Stepan Pachikov founded Evernote after finding that he had a brilliant mind, but a poor memory and had to keep taking notes so he could remember everything he had to do. There was already software that could do this, but this software could only save snippets of notes, they were only stored temporarily, and not every note was in one place. Pachikov wanted software that could store whole notes for an infinite amount of time and in one place. With this goal in mind, he released his first build of Evernote for Windows and Tablet PCs. Under the Evernote company, Pachikov also released ritePen, an application which allowed people to write down notes on touch-screen devices of the time, like Tablet PCs. Evernote was only available for Windows and Tablet PCs until Phil Libin took over the role of CEO in 2008 and released version 3.0 in 2008. This version made Evernote what it is today, as it was the first to be available as a web application and for Mac computers. Eventually, it was released for Linux, iOS, and Android. Over the years, Evernote has evolved with new features and was even redesigned in 2021 to include Tasks, a home dashboard, and new Personal and Professional paid plans. Evernote’s current CEO is Ian Small and its headquarters is located in Redwood City, CA, with other offices located in San Diego, Austin, Beijing, and Tokyo.

Next, there is the paid plans that Evernote has to offer. In 2021, in order for Evernote to remain profitable, they rolled out two new monthly plans which added many new features and had higher limitations for file sizes. The cheapest of the two plans is the Personal plan for $7.99 per month. While with the free version, people can only sync two devices, upload up to 60 MB, and make notes up to 25 MB in size, the Personal plan does not have a limit on the devices that can be synced, up to 10 GB can be uploaded per month, and notes can be up to 200 MB in size. The Personal Plan also gives people the ability to create and manage tasks, connect Google Calendar and other apps to Evernote, and access their notes and tasks offline. For just two dollars extra per month, there is also a Professional plan, which comes with everything in the Personal plan plus a 20 GB monthly upload limit, the ability to create and assign tasks to others, Boolean terms for refined searches, the ability to find content by location, and the ability to export notebooks as PDFs.

Moving onto popularity and visitors, Evernote is not one of the top sites, but it is still a fairly popular web site, with 33.1 million people having visited the site in December of 2021, according to SimilarWeb.com, a prominent website that gives webpage visitor information. The two countries with the most visitors are the United States, with 23% of the total visitors, and Japan, with 21% of the total visitors. Evernote is ranked 1,489th out of billions of webpages, so when the site comes to popularity, it is no YouTube, but it is still more popular than thar vast majority of websites. However, Evernote as an application has over 250 million users worldwide, which makes it among the top applications for taking notes and keeping them in one place. It helps that Evernote was one of the pioneers of note-taking software, so they have had at least some good reputation.

Lastly, there is the company’s future. Evernote’s future is hard to predict, as the company can change for better or for worse. On one end, the new features that were rolled out could prove to be popular with new customers and stop them from going to its competitors, while on the other end, the features could be shunned by consumers and more market share could go to Google Keep and Microsoft OneNote. Evernote has already been in a decline for years, so if more customers go to Google and Microsoft, it could be fatal for Evernote as a business.

In conclusion, Evernote was founded by Stepan Pachikov and has a history going back more than 20 years, has two monthly paid plans to remain profitable, is fairly popular with millions of visitors every month, and could have either a good or bad future depending on how the new features are seen by potential customers. Even though Evernote is not as popular as its competitors, it is still one of the top note-taking applications and has millions of users. Time will tell if this popularity rises, stays the same, or goes into a decline.