Atlas Market Overview & Strategy



Market Space

doption Friction

1. Complexity

2. Cost

Friction

3. Collaborative Inertia

Collaborative Notetaking

OneNote, Obsidian, Word, TrilliumNext, Confluence

- · Individual focused, often a personal choice
- · Bad-to-Decent collaborative authoring
- Structure, hierarchical, and relational display are secondary use cases
- · Limited structured output
- · Highly fractured market
- · Bottom-up adoption

Project Management

Jira, Trello, Asana, Notion

- Bad-to-Excellent authoring, visualization & reporting
- · Heavy learning curve for structured output
- · Low consumer accessibility
- Top-down adoption

Technical/Academic/Scientific

VSCode, CurveNote, Corca, Overleaf

- · Narrowly use-case driven
- · Consumer-accessible
- · Collaborator influenced
- Highly mobile
- · Heavily fragmented

FigJam, Whiteboard, Miro, Lucid

- Good-to-excellent collaborative authoring use cases (ideation, kanban, etc)
- · Some allow incoming/outgoing API calls
- · Very competitive market
- No meaningully structured output (single pdf, docx, etc)
- . Highly mobile users many with 2-3 in use
- Easy onboarding
- Bottom-up adoption

Digital Whiteboards

Reporting & Visualization

Atlas UI Prototype

https://dev.atlasflow.co



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Atlas Innovations & Use Cases

- Structured Visualization & Output
 - Proposal Generation
 - Project Planning
 - Learning Plans
 - Structured Ideation

- User-extensible data model
 - Object Tagging
 - 3D Graph visualization
 - Quantitative Analysis
 - Budgeting
 - Reporting

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Strategy

Challenge: Hypothesis is weakly supported & difficult to comprehensively test **Approach**: Iterative, freemium SaaS to explore product-market fit

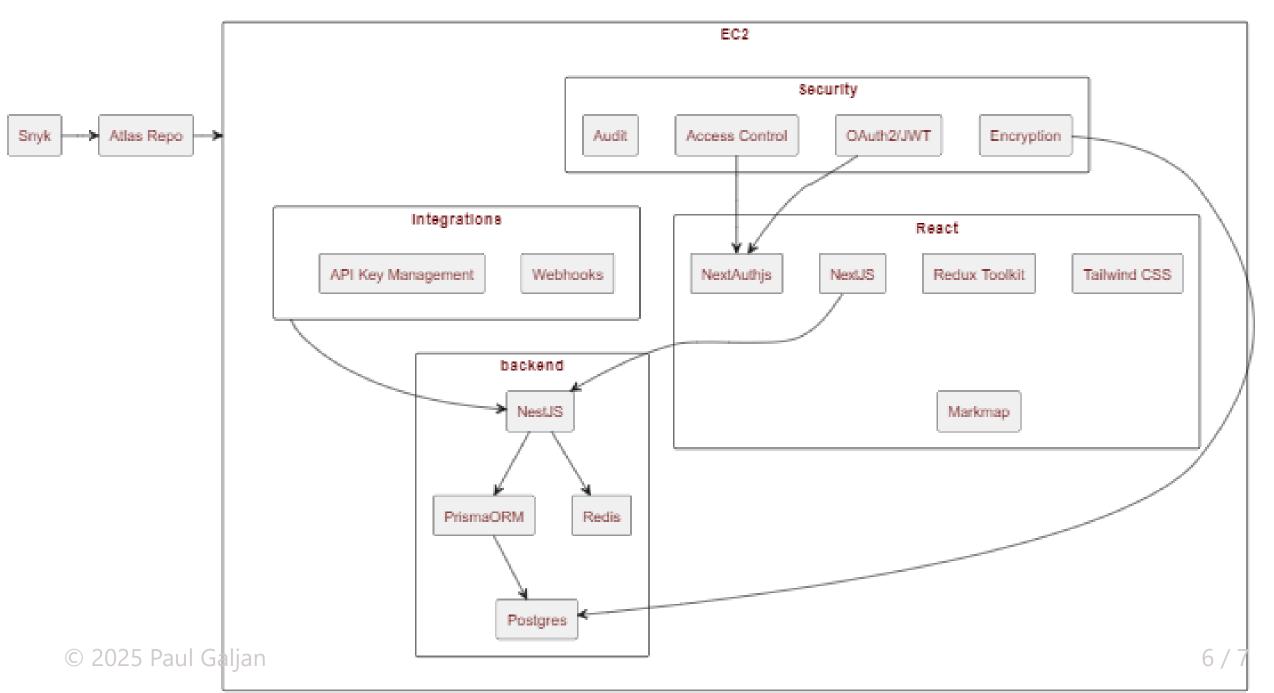
In development

- Minimal open source platform (<\$0.60/user-mo)
- Frictionless, free onboarding
- Predictable user-extensible data model
- Robust export (pdf, docx)
- Broad editor support (Quill, LaTeX, UML)

Future

- Alternative renderers
- Unstructured views
- Reporting API
- Ingest API
- Al-driven authoring
- Cross-structure graph visualization

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Alternative Approaches

- Plugin: build a plugin for existing platforms
 - Platform captivity
 - Opaque user patterns
 - Not much less expensive
 - Addressable via ingest API
- Document processor with Wordpress frontend
 - Inelegent and uninformative
 - Opaque user patterns

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