Atlas Market Overview & Strategy
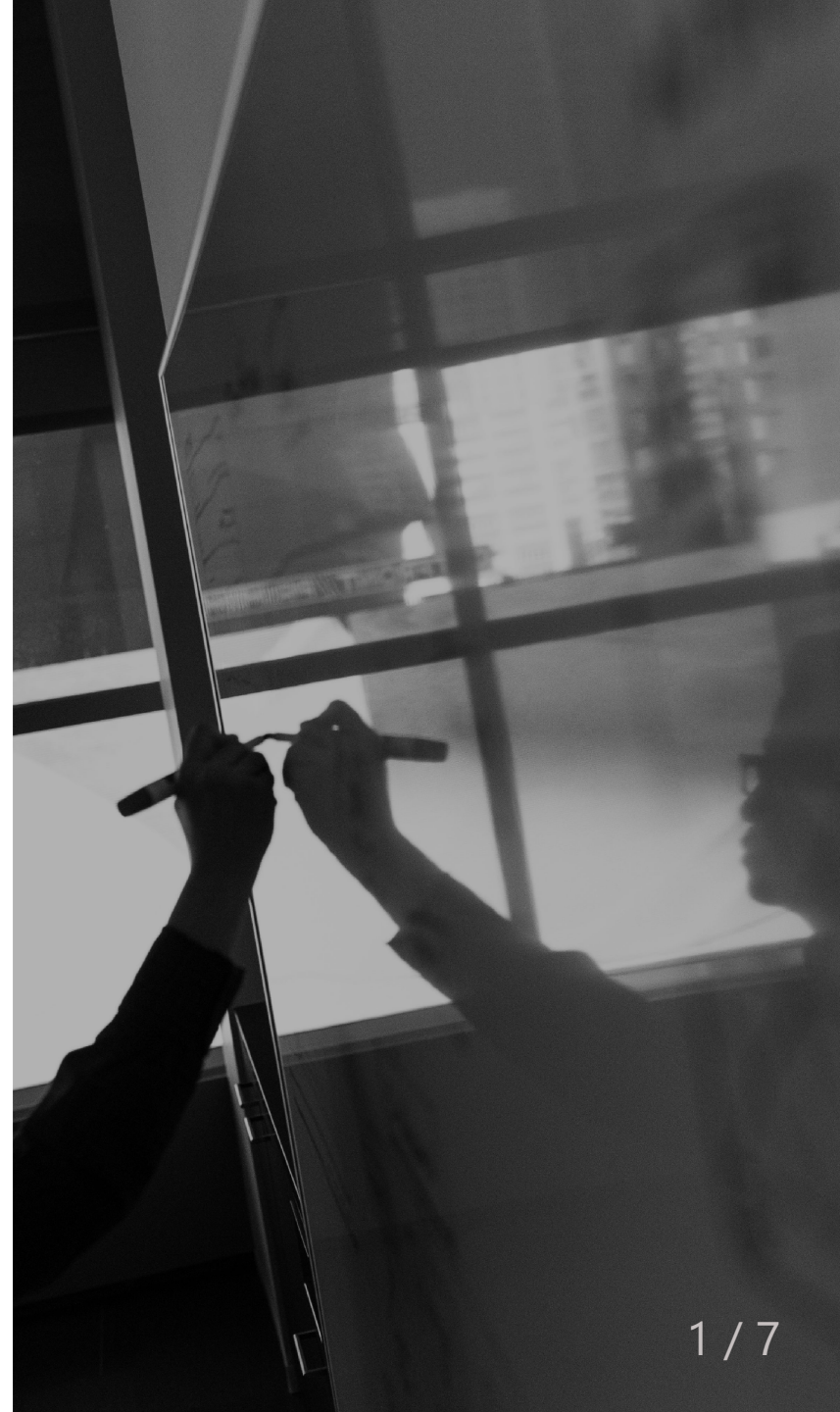
Atlas Market Space

Friction
1. Complexity
2. Cost

Ease of Adoption ↑

Data Model Capabilities →

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
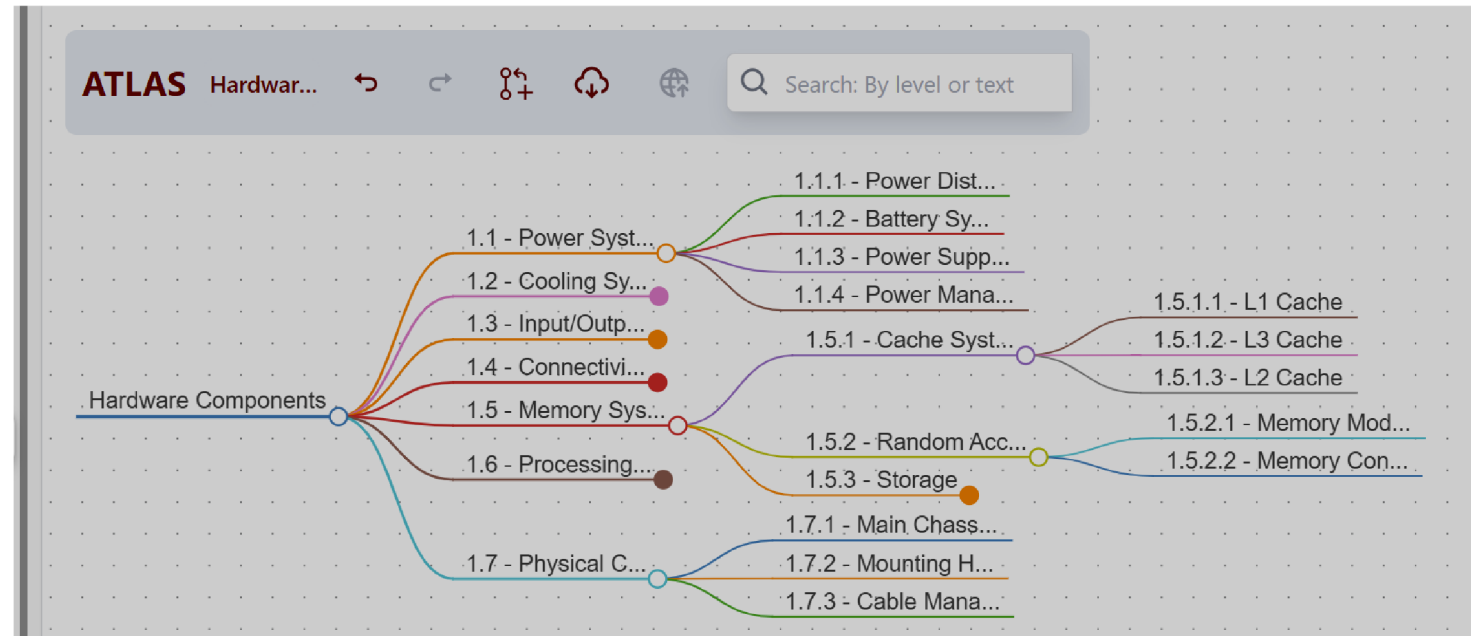
Jira, Trello, Asana, Notion

- 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

Digital Whiteboards

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

Atlas

Atlas UI Prototype

https://dev.atlasflow.co

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

Strategy

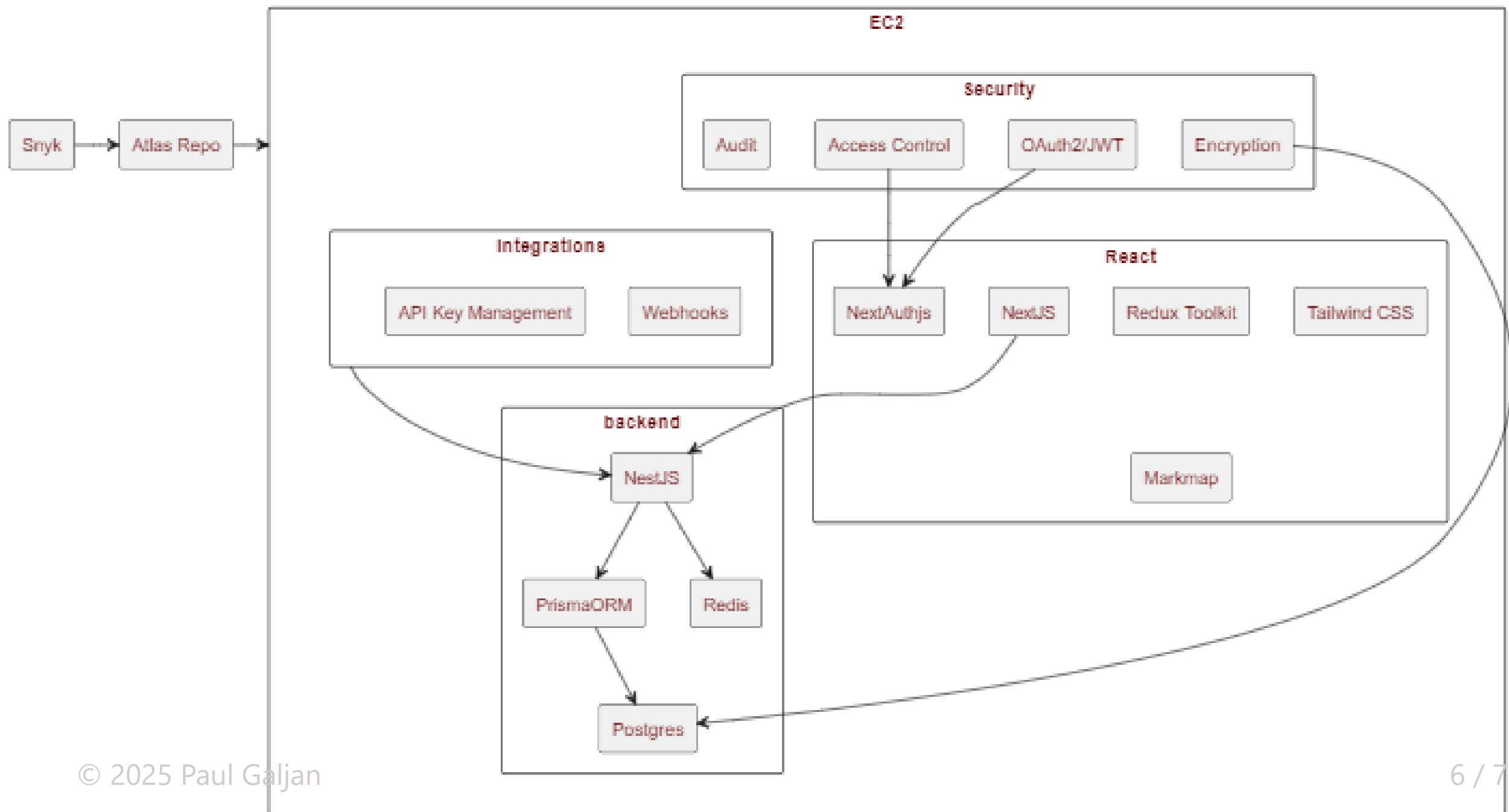**Challenge**: Hypothesis is weakly supported & difficult to comprehensively test
Approach: Iterative, freemium SaaS to explore product-market fit

- **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
  - AI-driven authoring
  - Cross-structure graph visualization

Atlas Architecture

EC2

Security

Audit | Access Control | OAuth2/JWT | Encryption

Integrations

API Key Management | Webhooks

React

NextAuthjs | NextJS | Redux Toolkit | Tailwind CSS

Markmap

backend

NestJS

PrismaORM | Redis

Postgres

Snyk → Atlas Repo →

Alternative Approaches

- Plugin: build a plugin for existing platforms
  - Platform captivity
  - Opaque user patterns
  - Not much less expensive
  - Addressable via ingest API