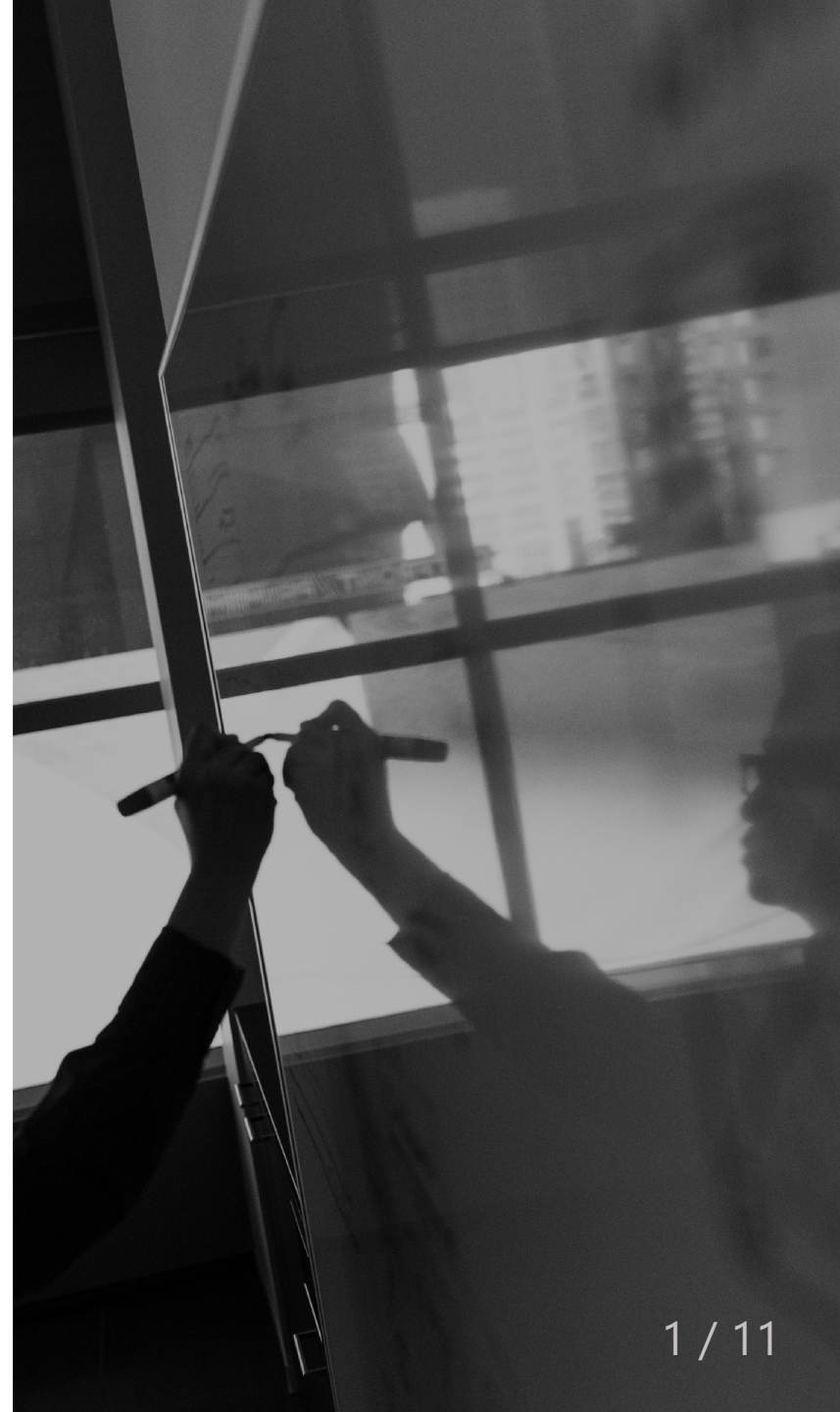


# Atlas Market Overview & Strategy



# Collaborative Authoring Toolsets

## Friction

1. Complexity
2. Cost
3. Collaborative Inertia

Adoption Friction

### 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
- Immobile, locked-in
- Bottom-up adoption

### Technical/Academic/Scientific

*VSCode, CurveNote, Corca, Overleaf*

- Narrowly use-case driven
- Consumer-accessible
- Collaborator influenced
- Flexible, but not necessarily mobile
- Heavily fragmented

### ERP/Project Management

*Jira, Trello, Asana, Notion, M365, SFDC*

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

### 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



Reporting & Structured Visualization

# Atlas Innovations & Use Cases

<https://dev.atlasflow.co>

- Structured Visualization & Output
  - Proposal Generation
  - Project Planning
  - Learning Plans
  - Structured Ideation
- User-extensible data model
  - Object Tagging
  - 3D Graph visualization
  - Quantitative Analysis
  - Budgeting
  - Reporting



# Technical Strategy

**Challenge:** Hypothesis is weakly supported & difficult to comprehensively test

**Approach:** Iterative, freemium SaaS with 100-500 MAU to prove concept and explore product-market fit

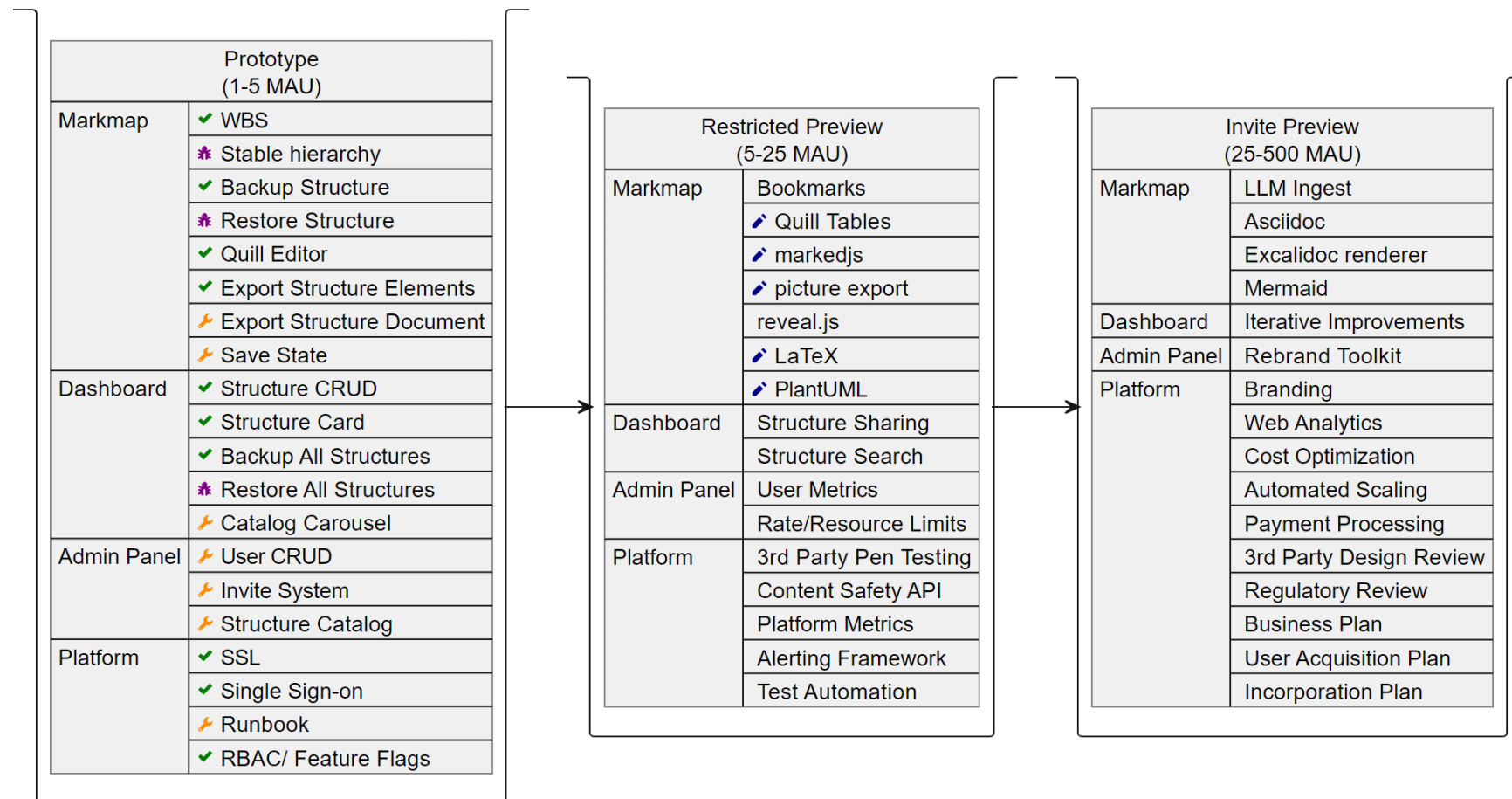
- In development

- Minimal open source platform (<\$0.20/user-mo)
- Frictionless, free onboarding
- Predictable user-extensible data model
- Robust export (pdf, docx)
- Broad document support (Quill, LaTeX, UML, Markedjs)

- Future

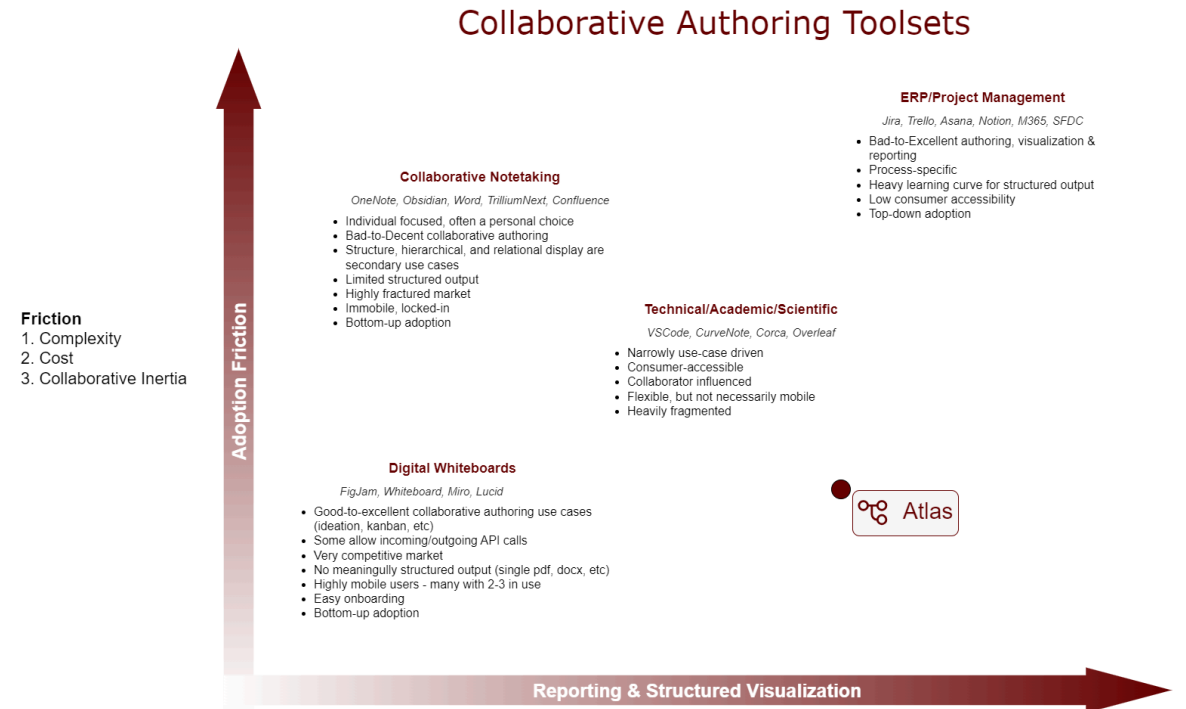
- Alternative renderers
- Unstructured views
- Reporting API
- Ingest API
- AI-driven authoring
- Cross-structure graph visualization

# Roadmap



# User Acquisition

- Multiple authoring experiences tuned to underserved persona
  - Project Planner\*
  - Academic
  - Specialist
  - Freelance Consultant

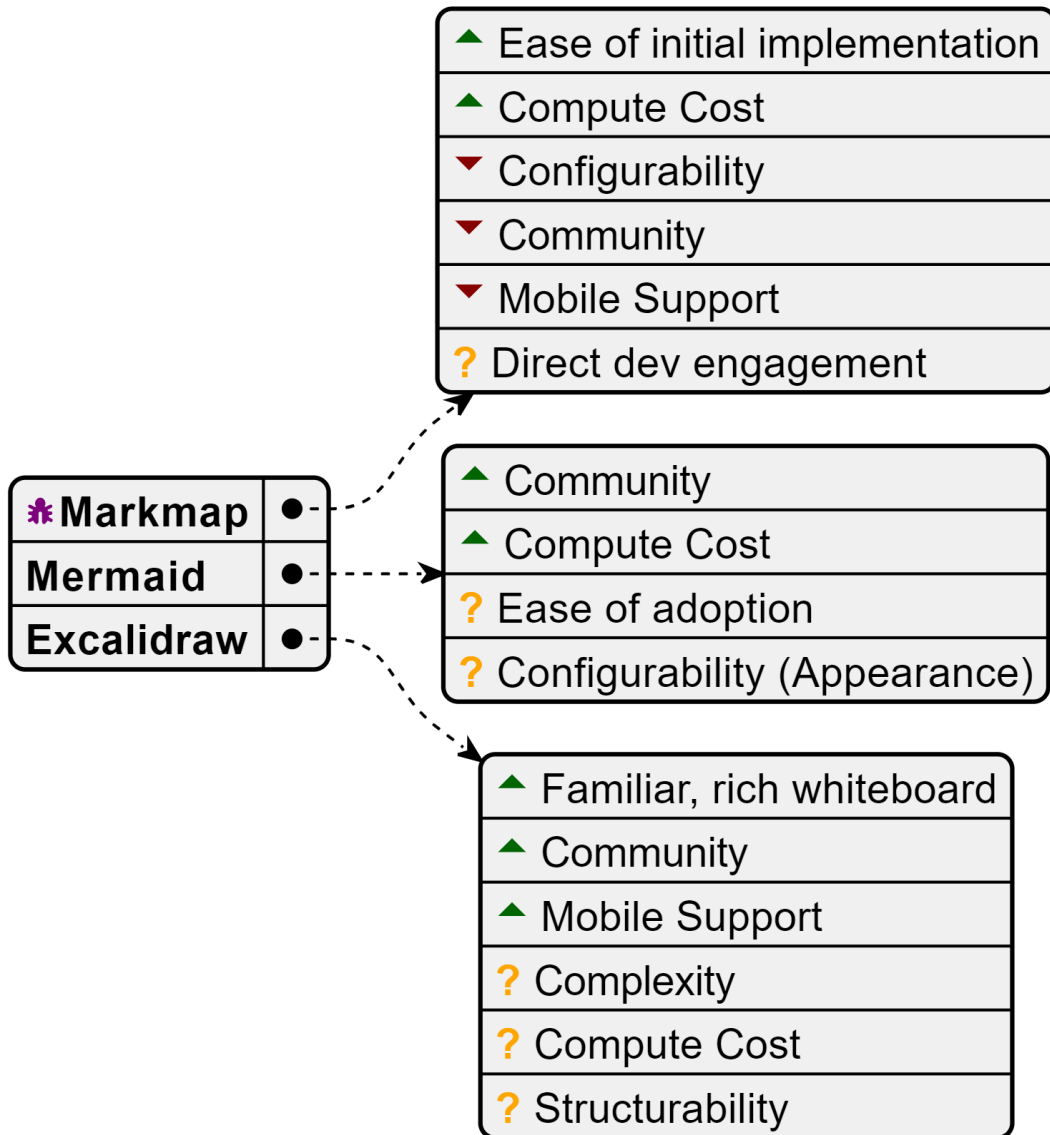


# Record Editor Strategy

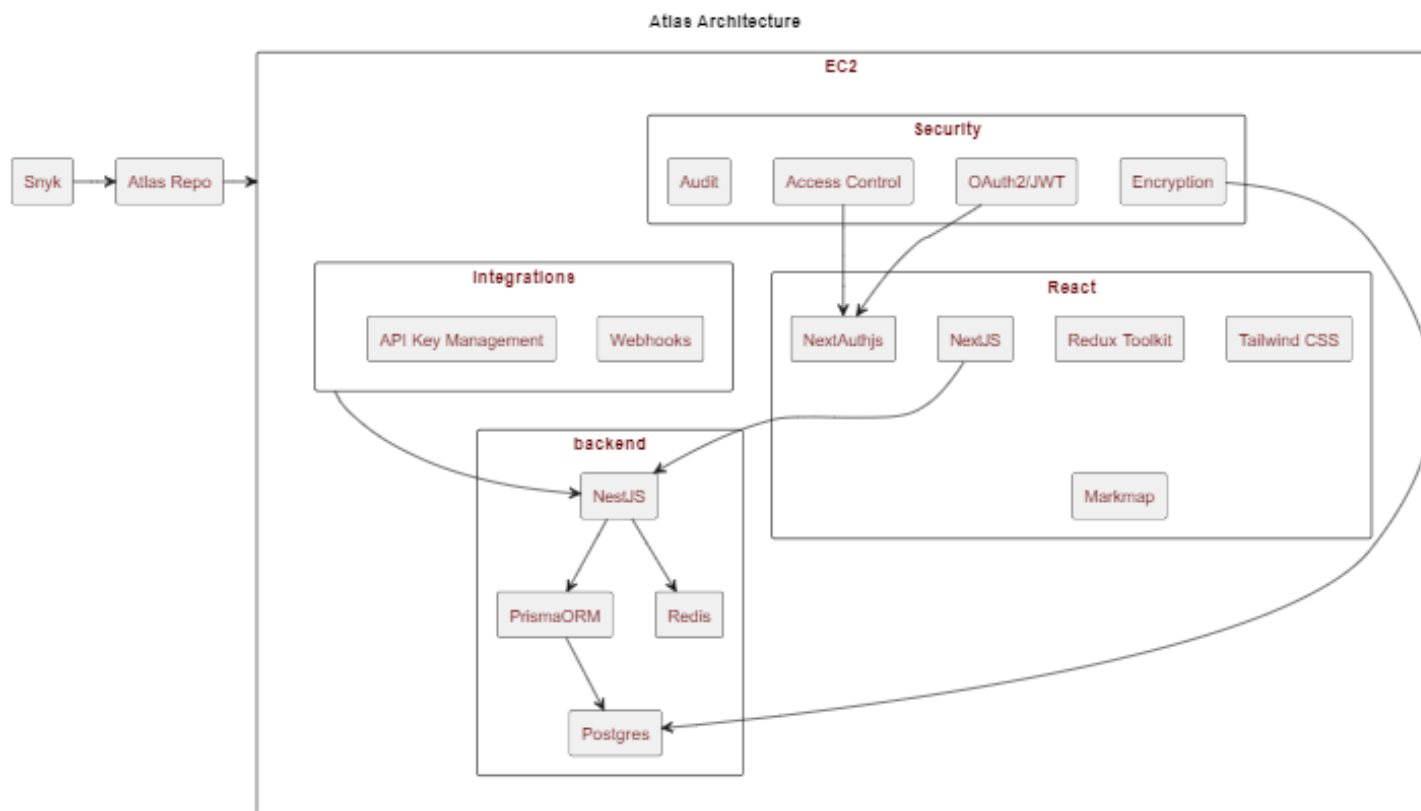
## Record Integrations Under Consideration

Integration	Use Case	Adjacent Products
✓ Quill	Rich Text	OneNote, Word, Confluence
▲ LaTeX	Math notation	CurveNote, Corca, Overleaf
▲ markedjs	Markdown visualization	VSCoDe, Obsidian, Notion
▲ PlantUML	UML rendering	Modelio, Astah, LucidChart
▲ code-server	Code linting	VSCoDe, Notepad++
▲ Mermaid	Graph visualization	Gliffy, Visual Paradigm, VSCoDe
▼ Sage Modeler	System Modeling	Simulink, AnyLogic, Vensim
▼ drawio	Visual Diagramming	Visio, VSCoDe
▼ AsciiDoc	Technical Authoring	GitBook, VSCoDe
▼ reveal.js	Presentations	PowerPoint, Slides, Canva
▼ js spreadsheet	Spreadsheets	Excel, Sheets, Smartsheet, Airtable

# Structure Renderer Options







# Architecture

# 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
  - Inelegant and uninformative
  - Opaque user patterns

# Development Schedule

