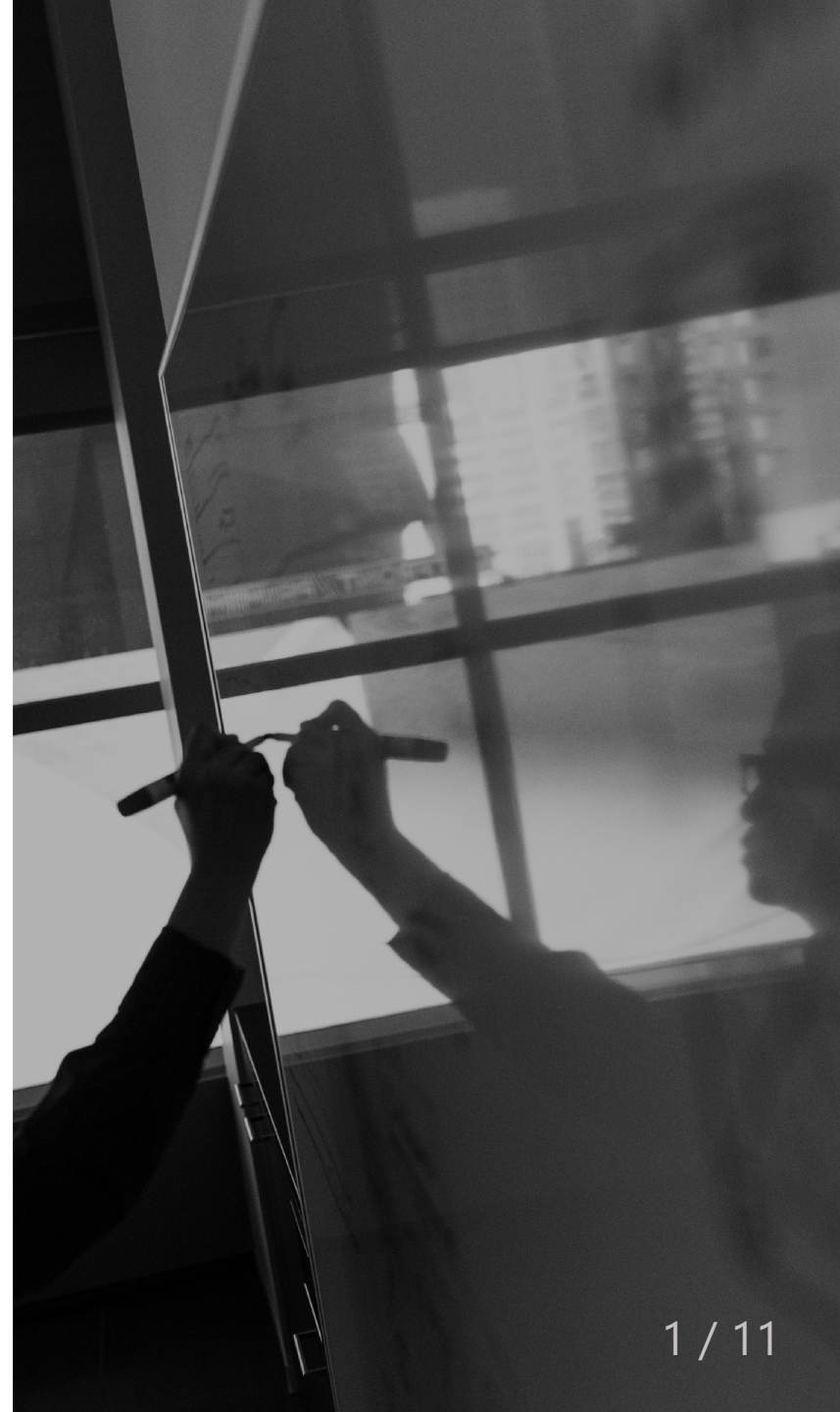


Atlas Market Overview & Strategy



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

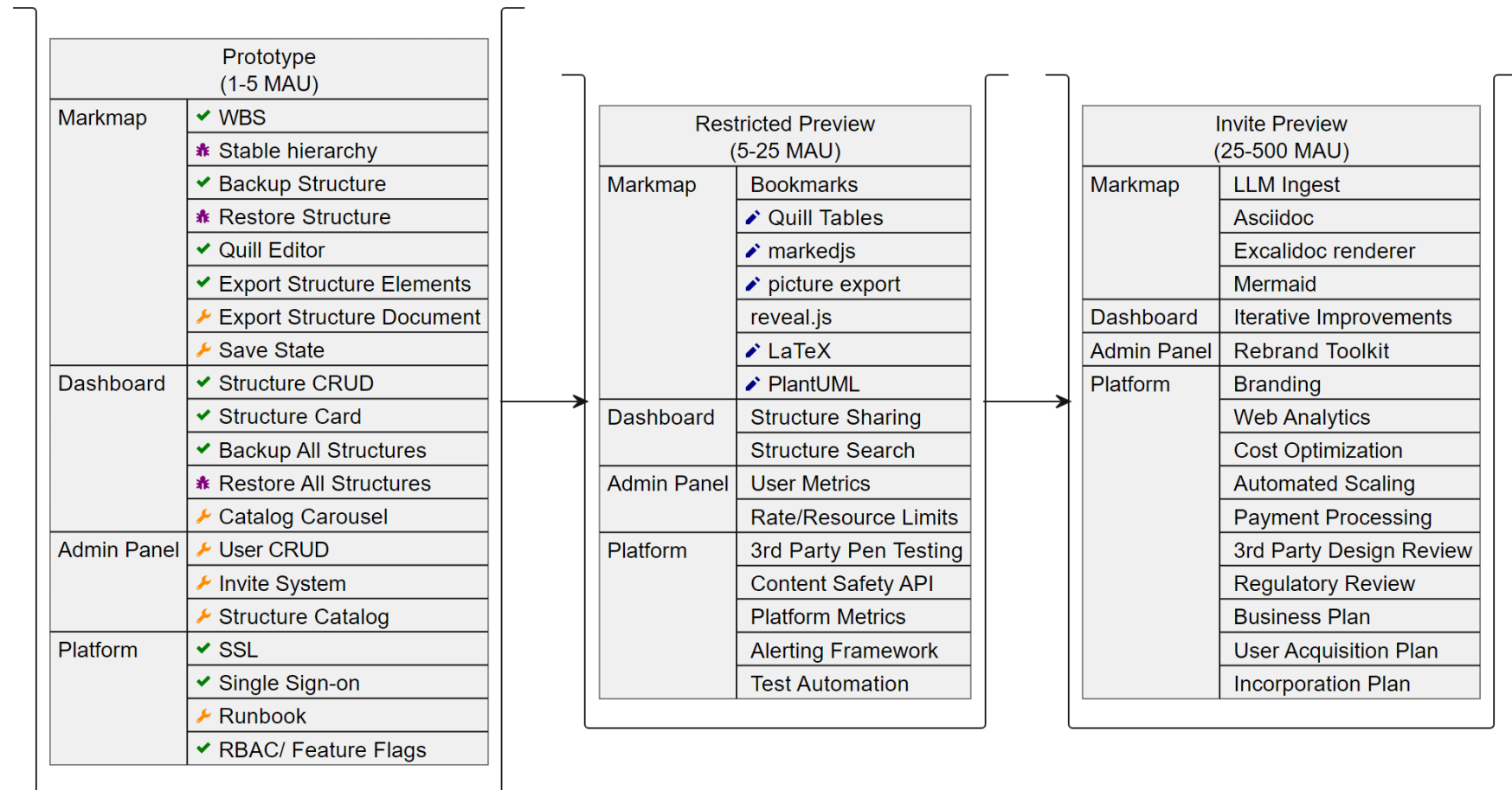
- In development

- 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

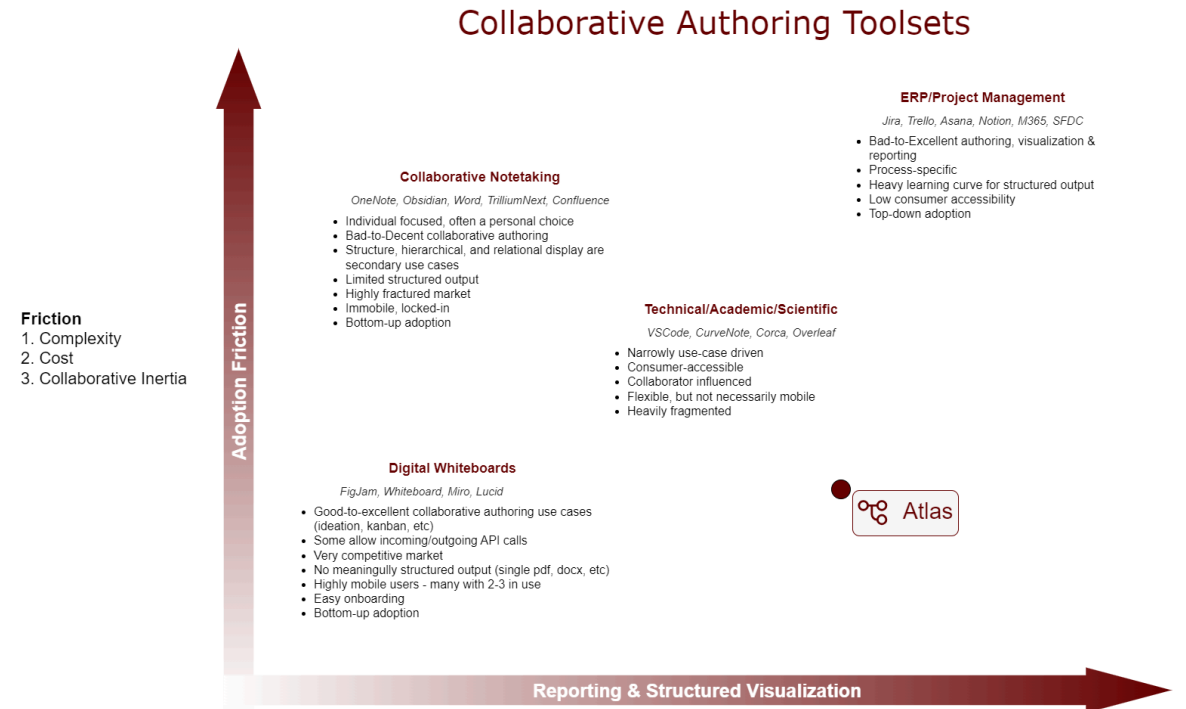
- Alternative renderers
- Unstructured views
- Reporting API
- Ingest API
- AI-driven authoring
- Cross-structure graph visualization

Roadmap



User Acquisition

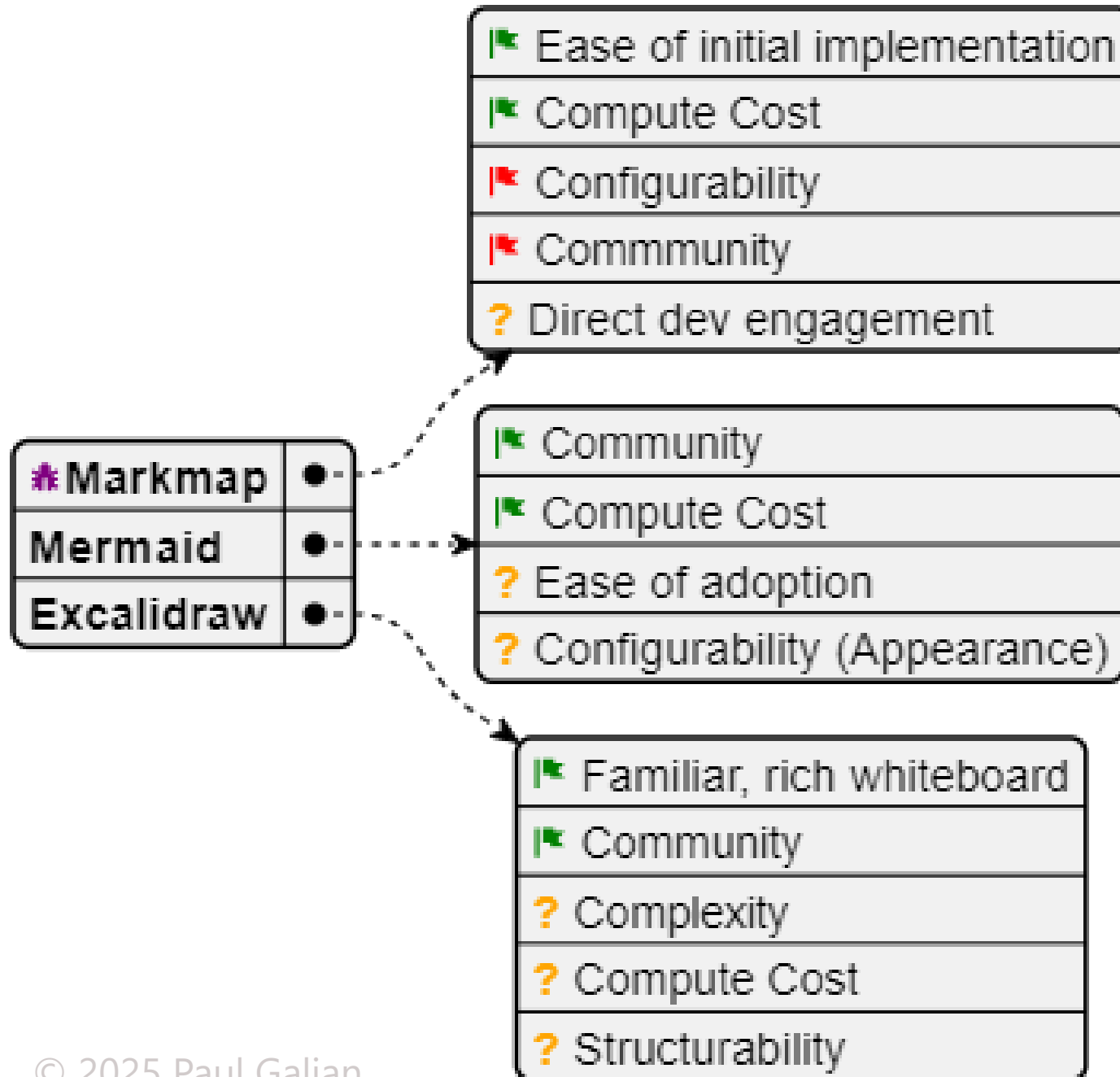
- Multiple authoring experiences tuned to underserved persona
 - Project Planner*
 - Academic
 - Specialist
 - Freelance Consultant



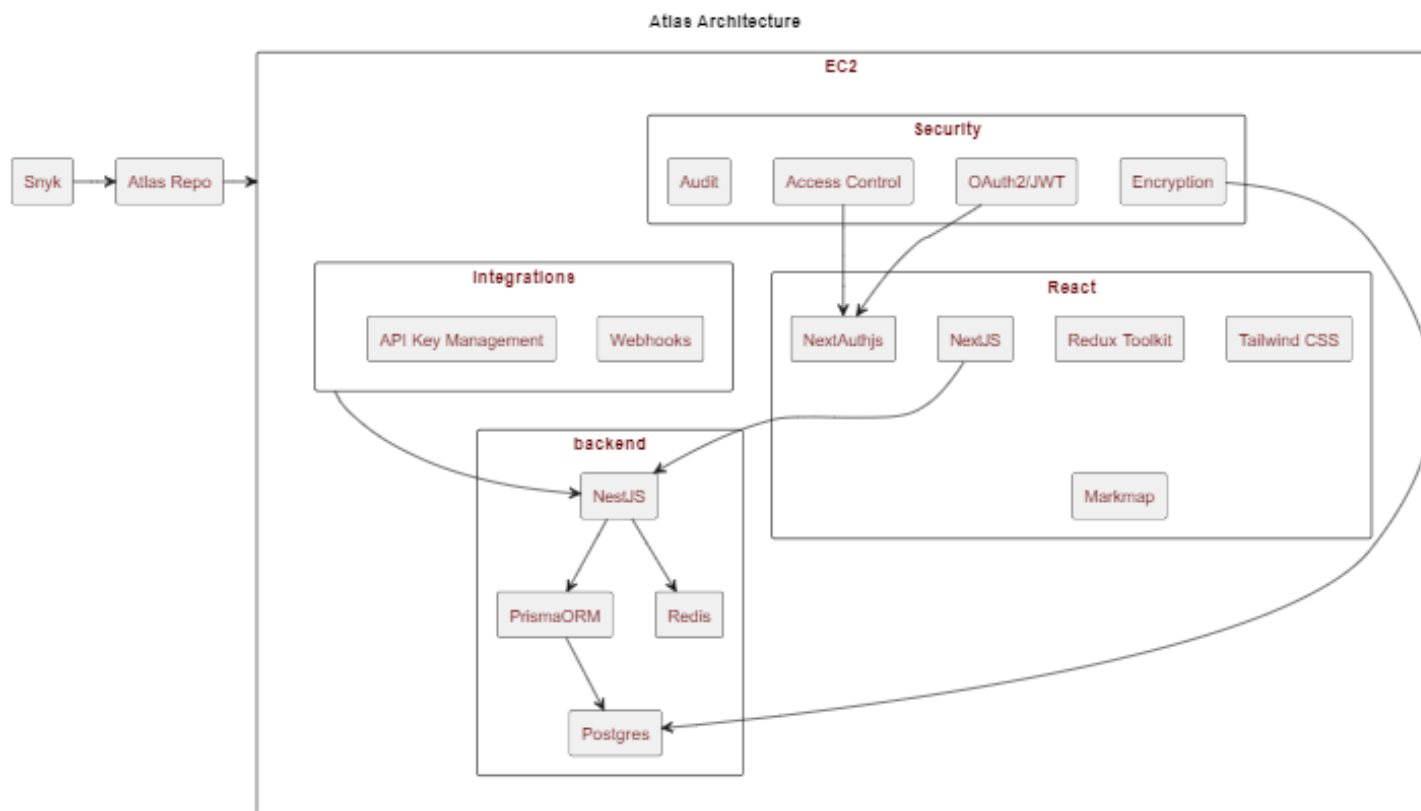
Record Editor Strategy

Record Integrations Under Consideration

Integration	Use Case	Adjacent Product
✓Quill	Rich Text	OneNote, Word, Confluence
LaTeX	Math notation	CurveNote, Corca, Overleaf
markedjs	Markdown visualization	VSCoDe, Obsidian, Notion
code-server	Code linting	VSCoDe
Mermaid	Graph visualization	VSCoDe
PlantUML	UML rendering	VSCoDe
Sage Modeler	System Modeling	
drawio	Visual Diagramming	VSCoDe, Visio
Asciidoc	Technical Authoring	VSCoDe
reveal.js	Presentations	PowerPoint, Slides, Canva
jspreadsheets	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

Investment to Date

- ~ 60 hours ideation, Dec 2024
- 20 hours weekly, Nov