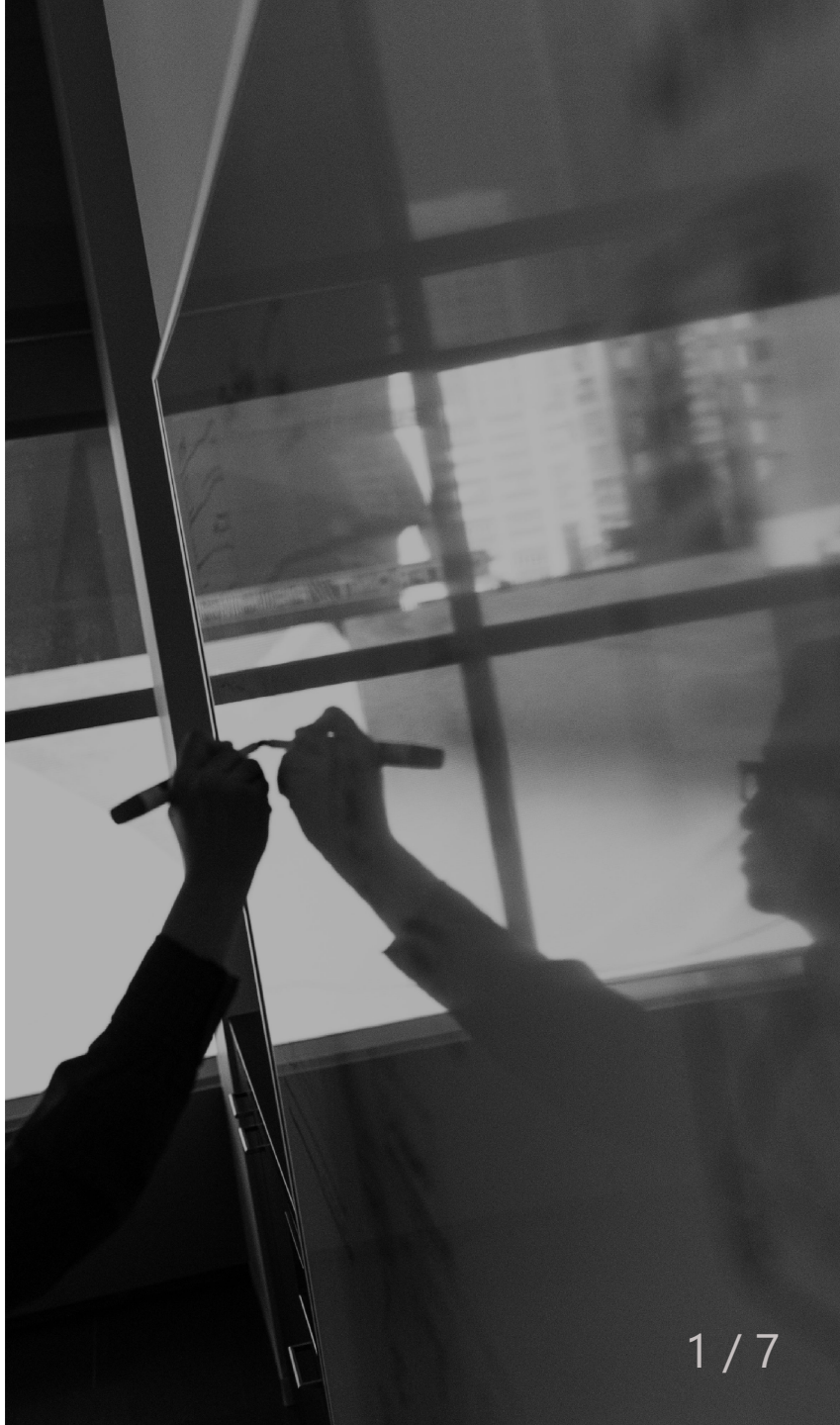
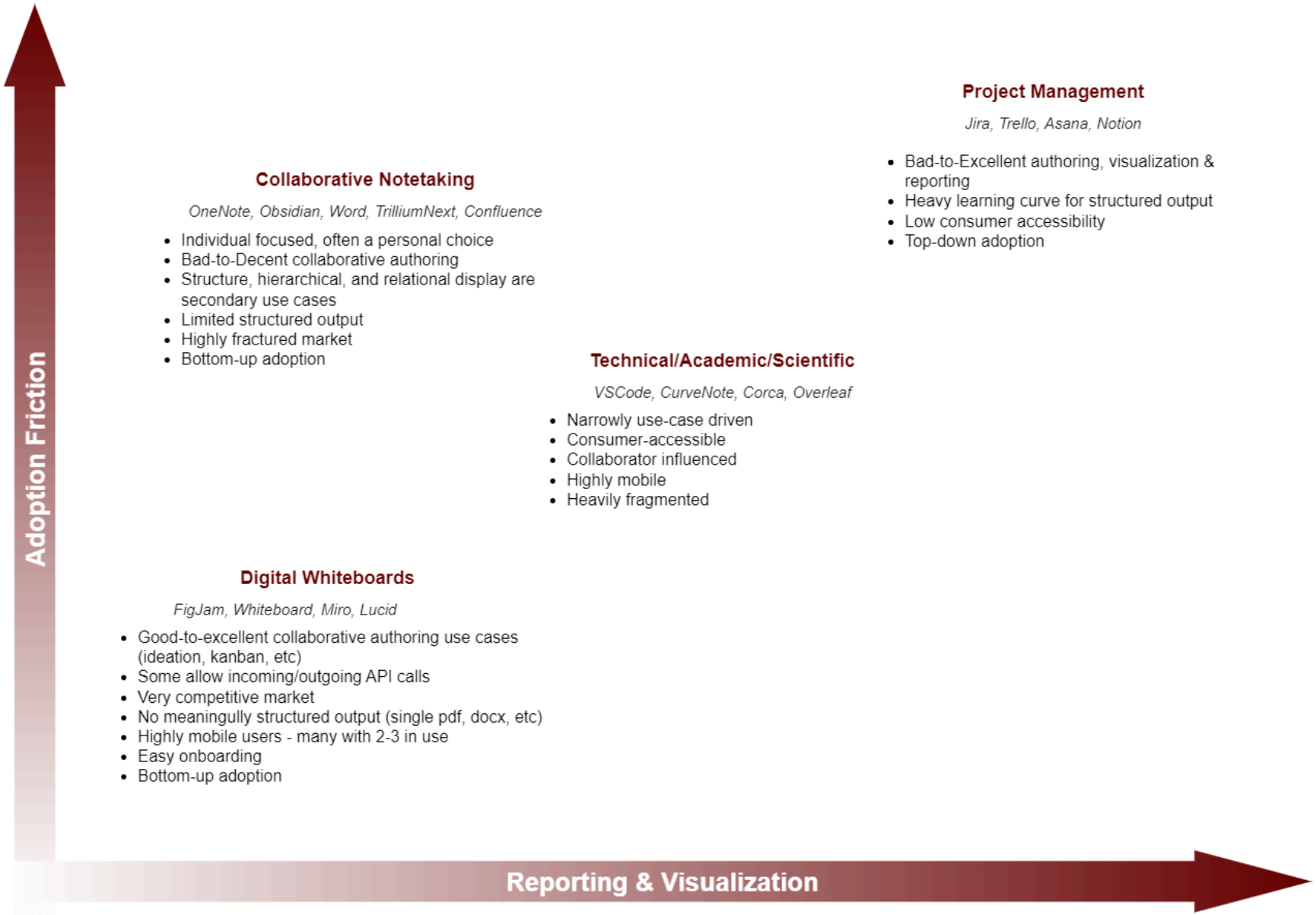
Atlas Market Overview & Strategy



Market Space

Friction
1. Complexity
2. Cost
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

Digital Whiteboards

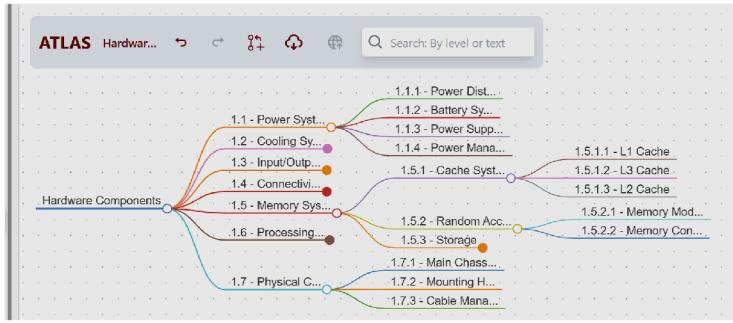
FigJam, Whiteboard, Miro, Lucid

- 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 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



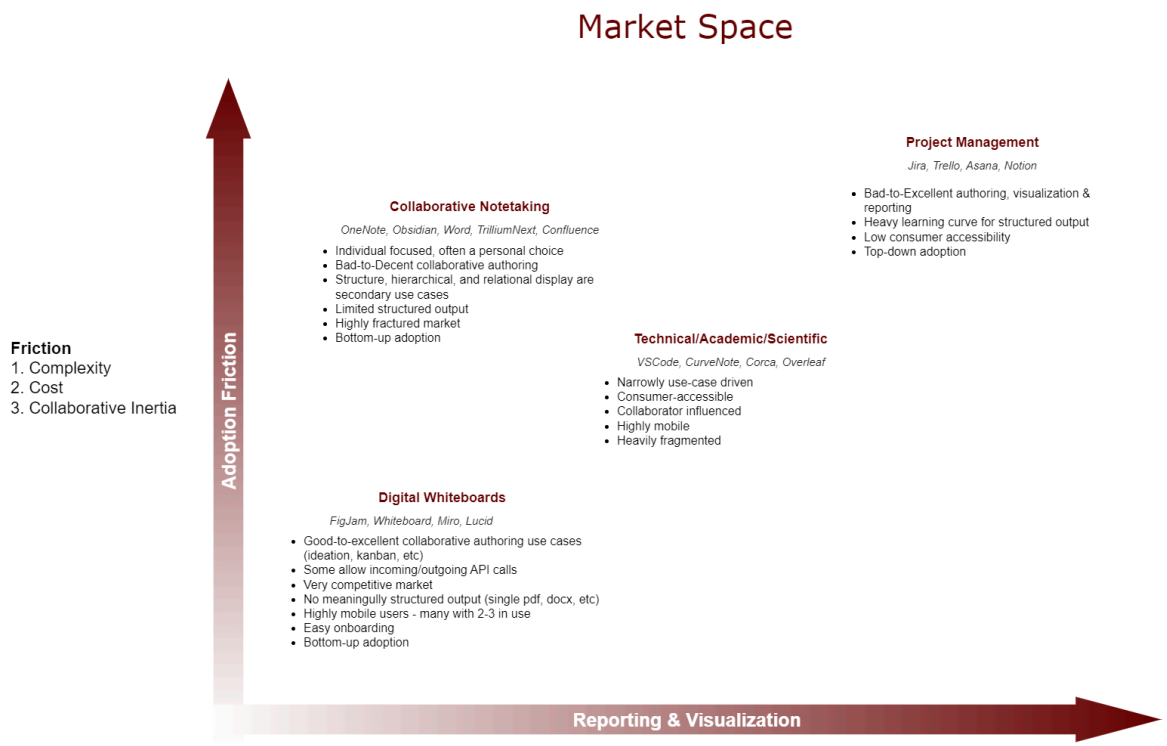
Technical Strategy

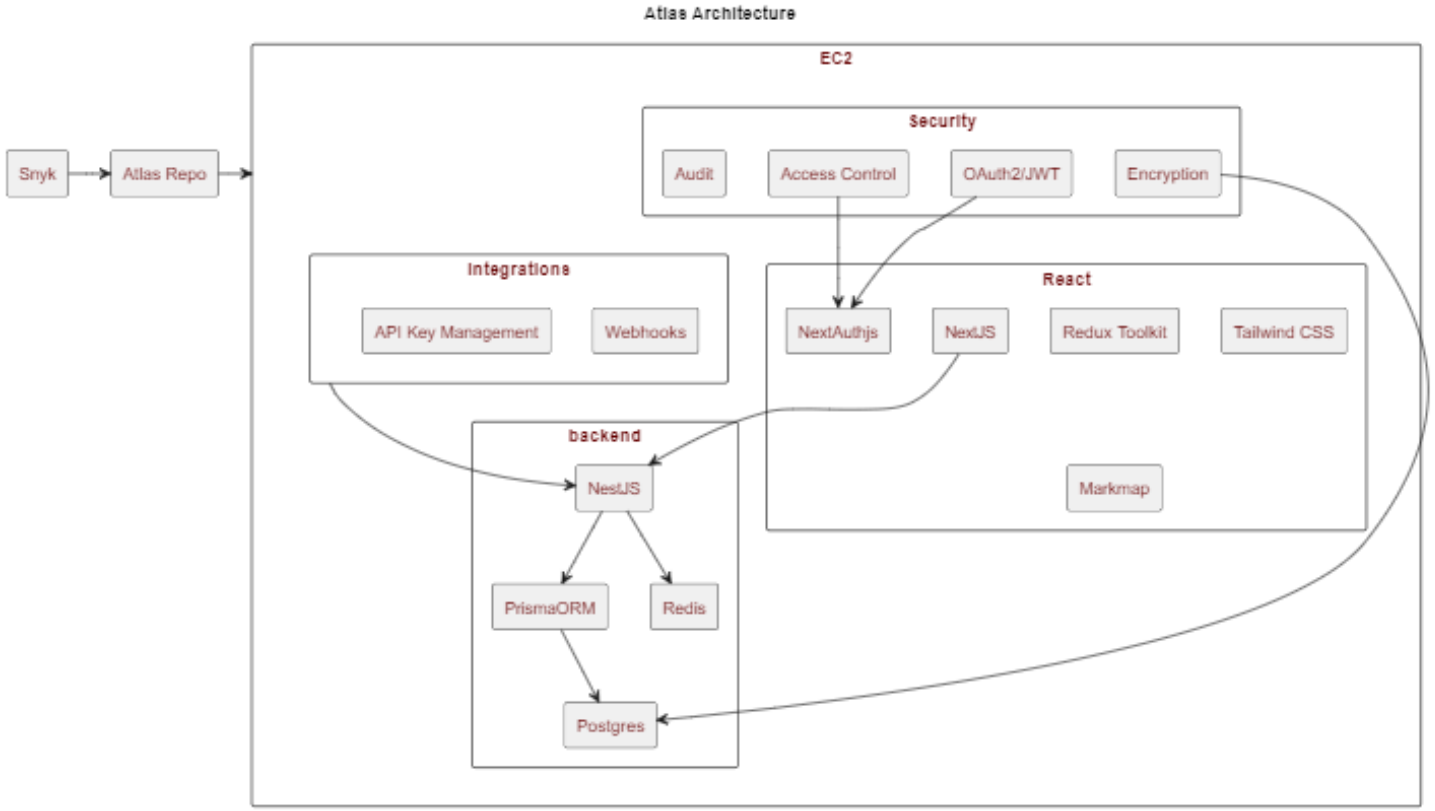
Challenge: Hypothesis is weakly supported & difficult to comprehensively test
Approach: Iterative, freemium SaaS with 100-500 MAU to prove concept and explore product-market fit

- **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

User Acquisition

- Multiple authoring experiences tuned to underserved persona
  - Project Planner*
  - Academic
  - Freelance Consultant
- Frictionless onboarding and sharing
- Invite system to rate limit new users





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
  - Inelegent and uninformative
  - Opaque user patterns