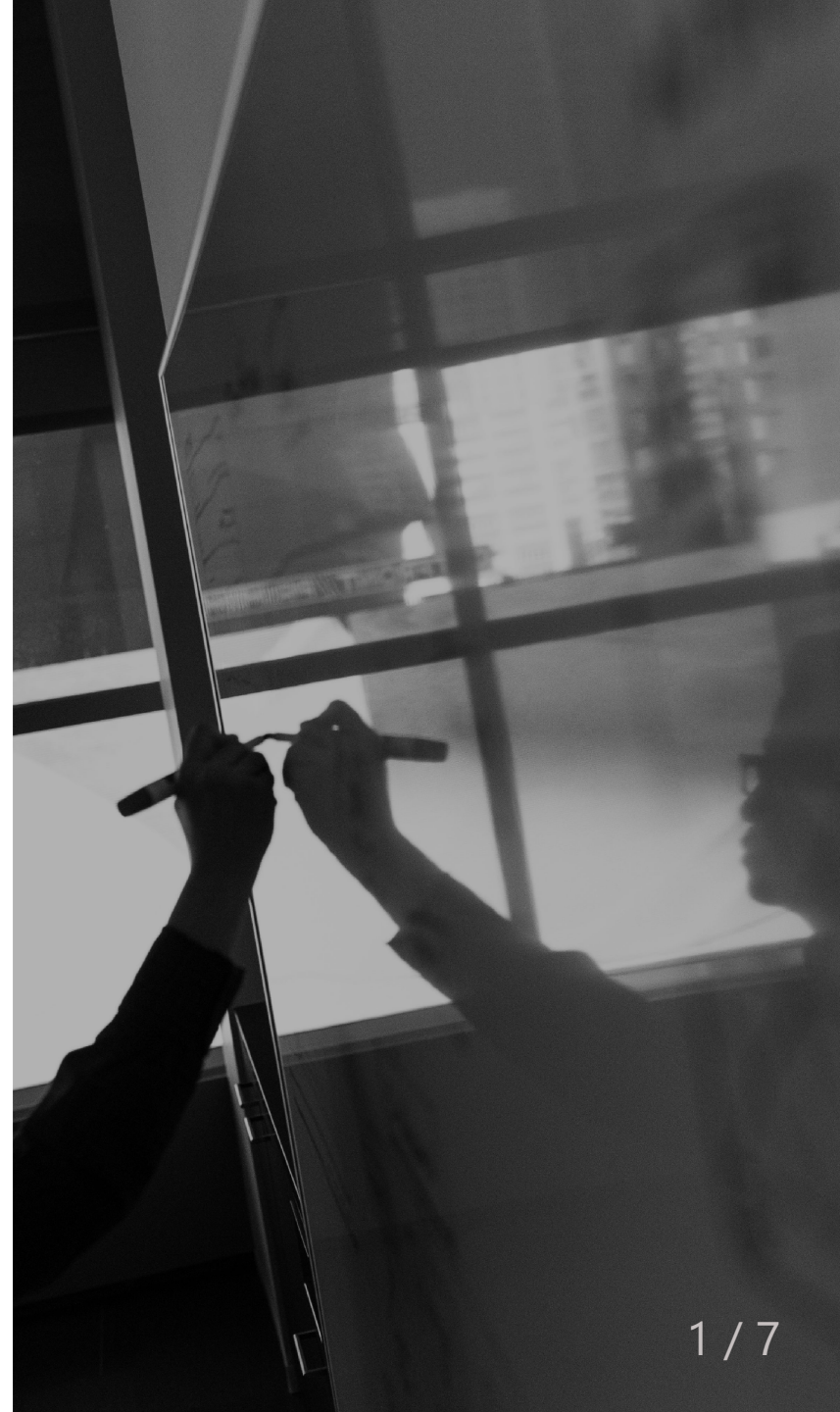
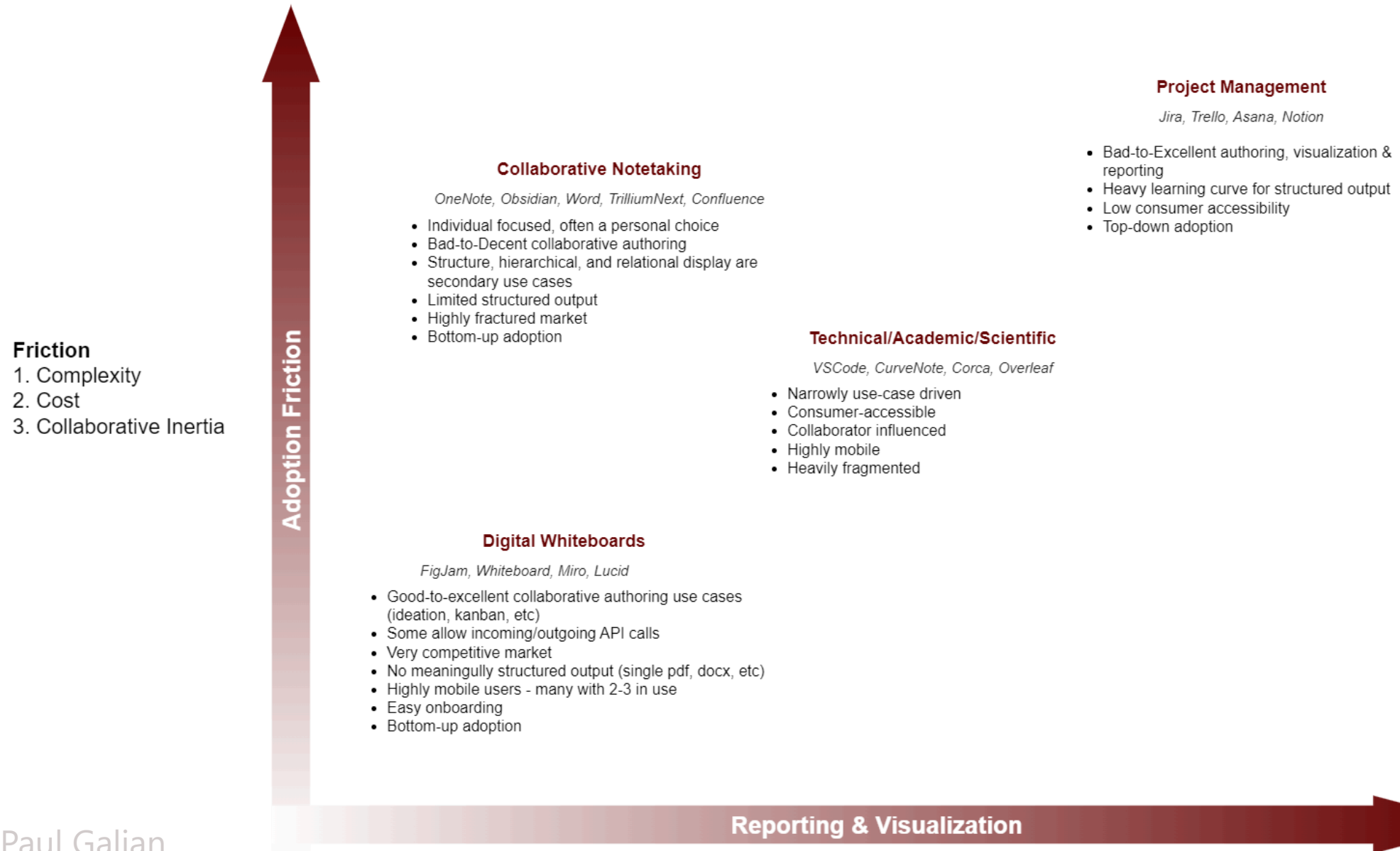


Atlas Market Overview & Strategy

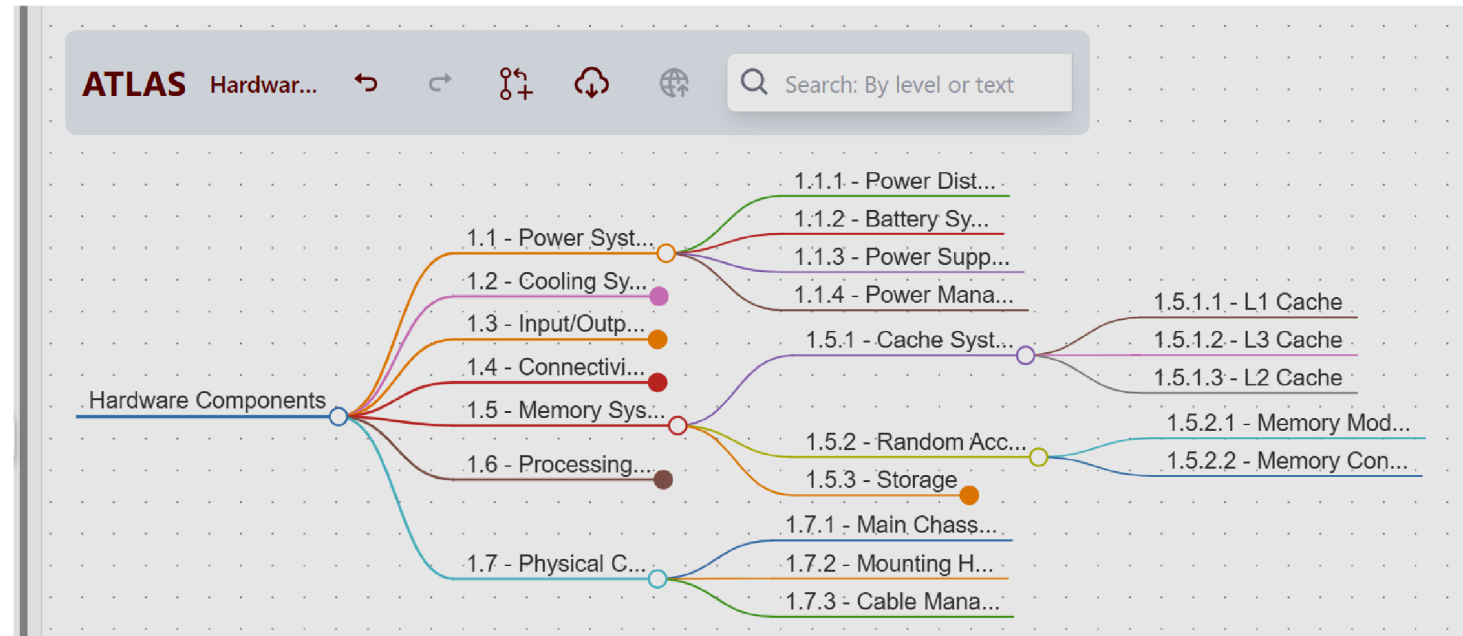


Market Space



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

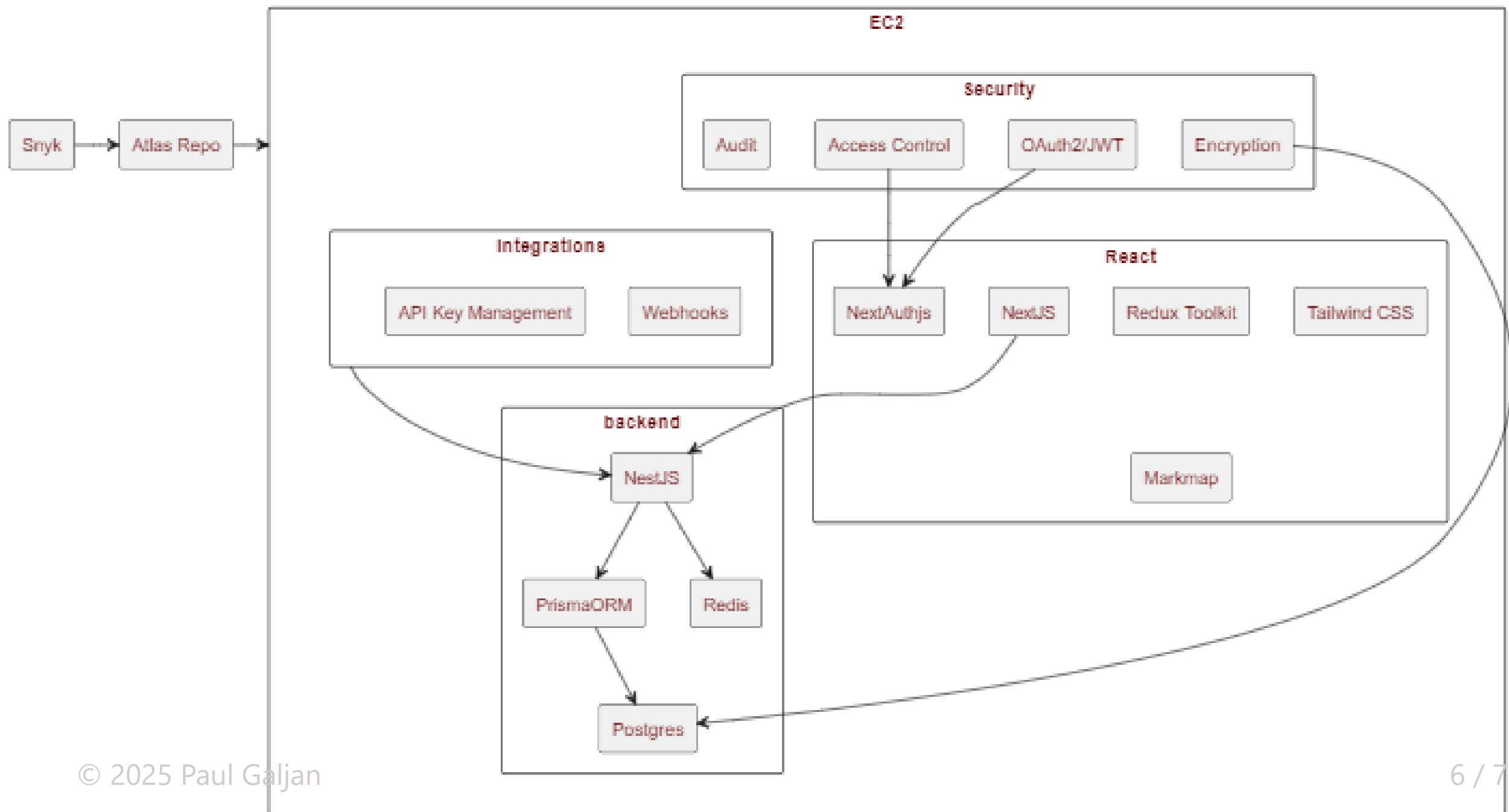
Approach: Iterative, freemium SaaS to explore product-market fit

- 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



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