

Atlas Market Overview & Strategy



Collaborative Authoring Toolsets

Friction

1. Complexity
2. Cost
3. Collaborative Inertia

Adoption Friction

Collaborative Notetaking

OneNote, Obsidian, Word, TrilliumNext, Confluence, Joplin

- 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, Notable

- 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 meaningfully structured output (single pdf, docx, etc)
- Highly mobile users - many with 2-3 in use
- Easy onboarding
- Bottom-up adoption

Atlas

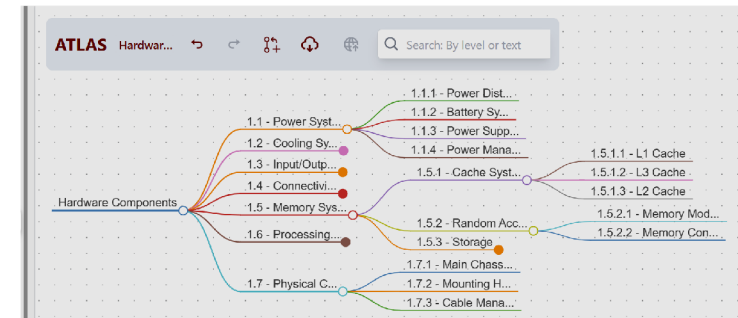
- Broad document type support
- Object tagging
- Standard structured output
- Robust custom reporting
- Frictionless onboarding
- 15 minute learning curve

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

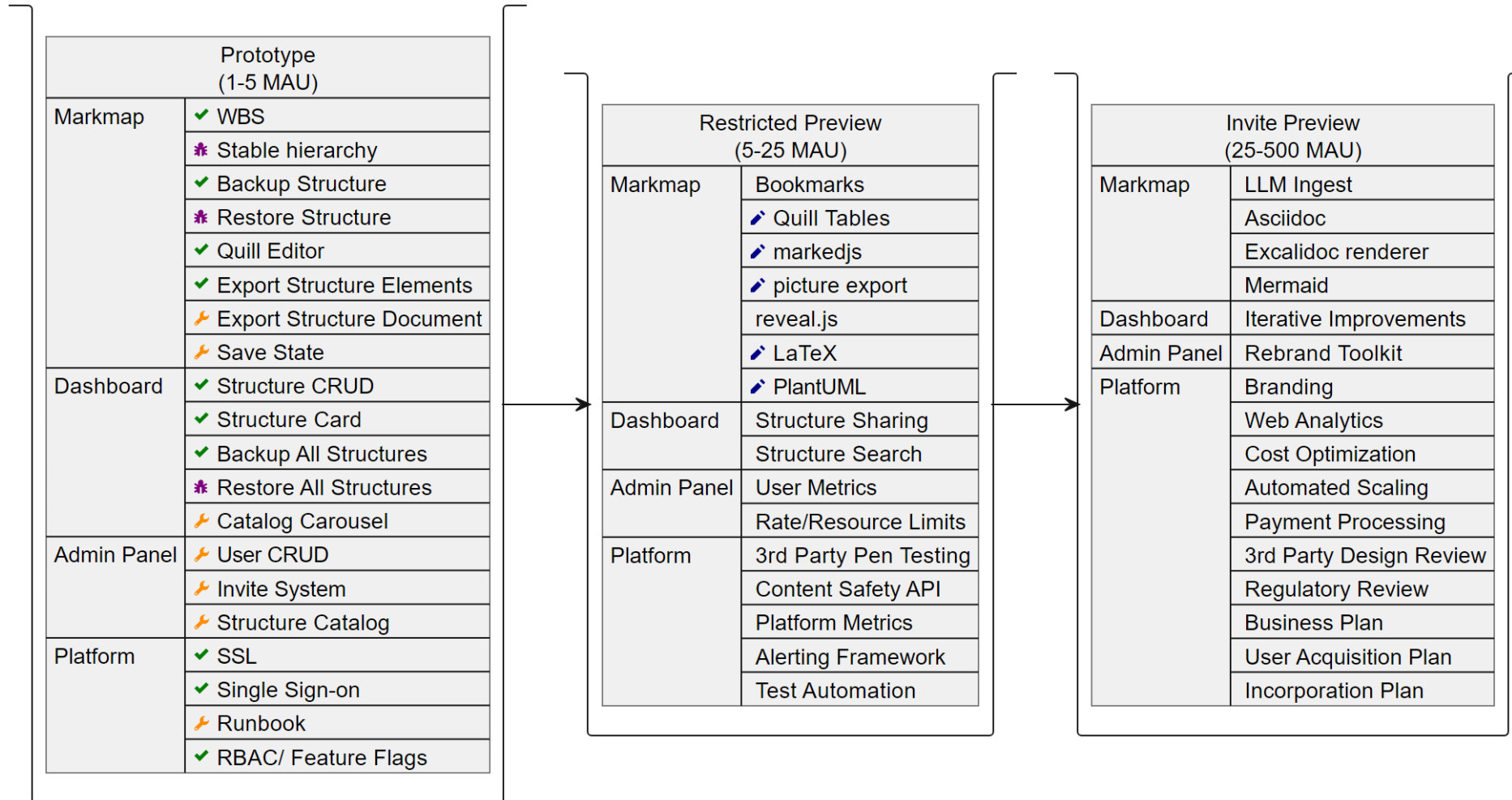
- In development

- 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

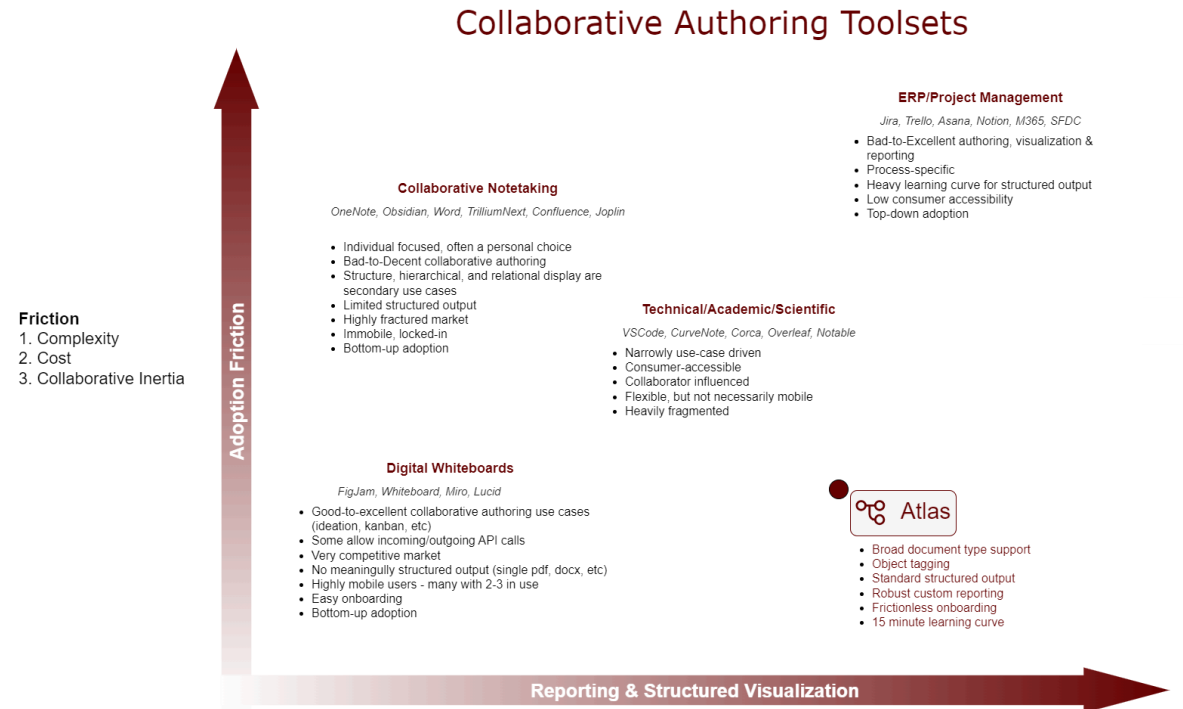
- Alternative renderers
- Unstructured views
- Reporting API
- Ingest API
- AI-driven authoring
- Cross-structure graph visualization

Roadmap



User Acquisition

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

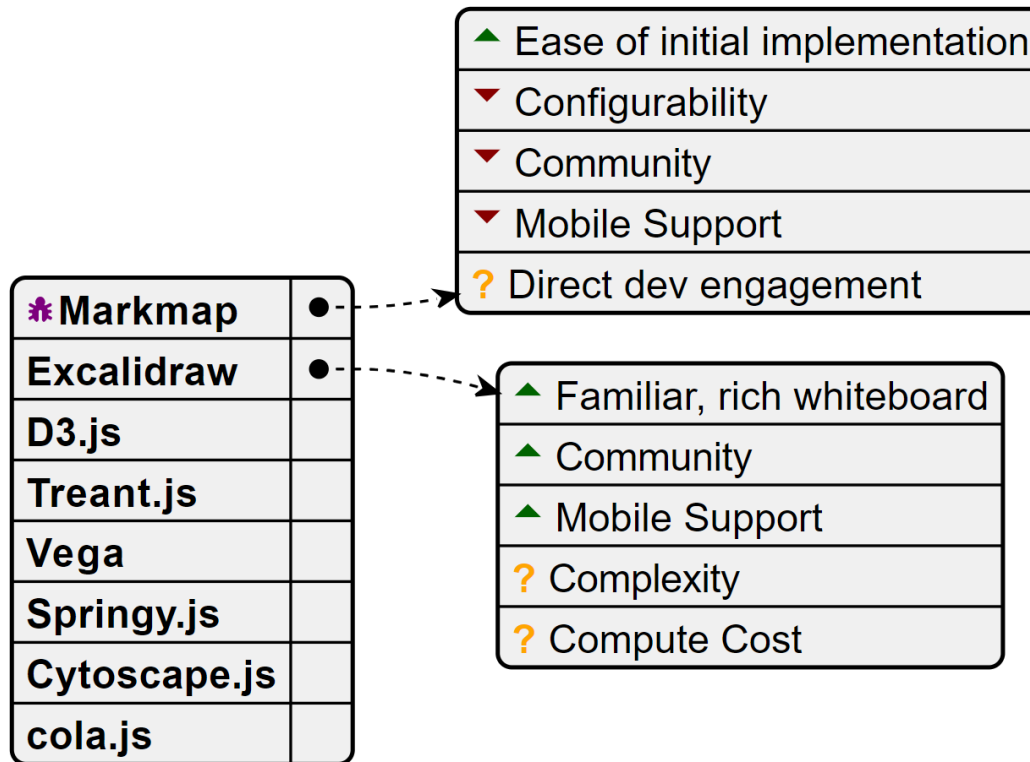


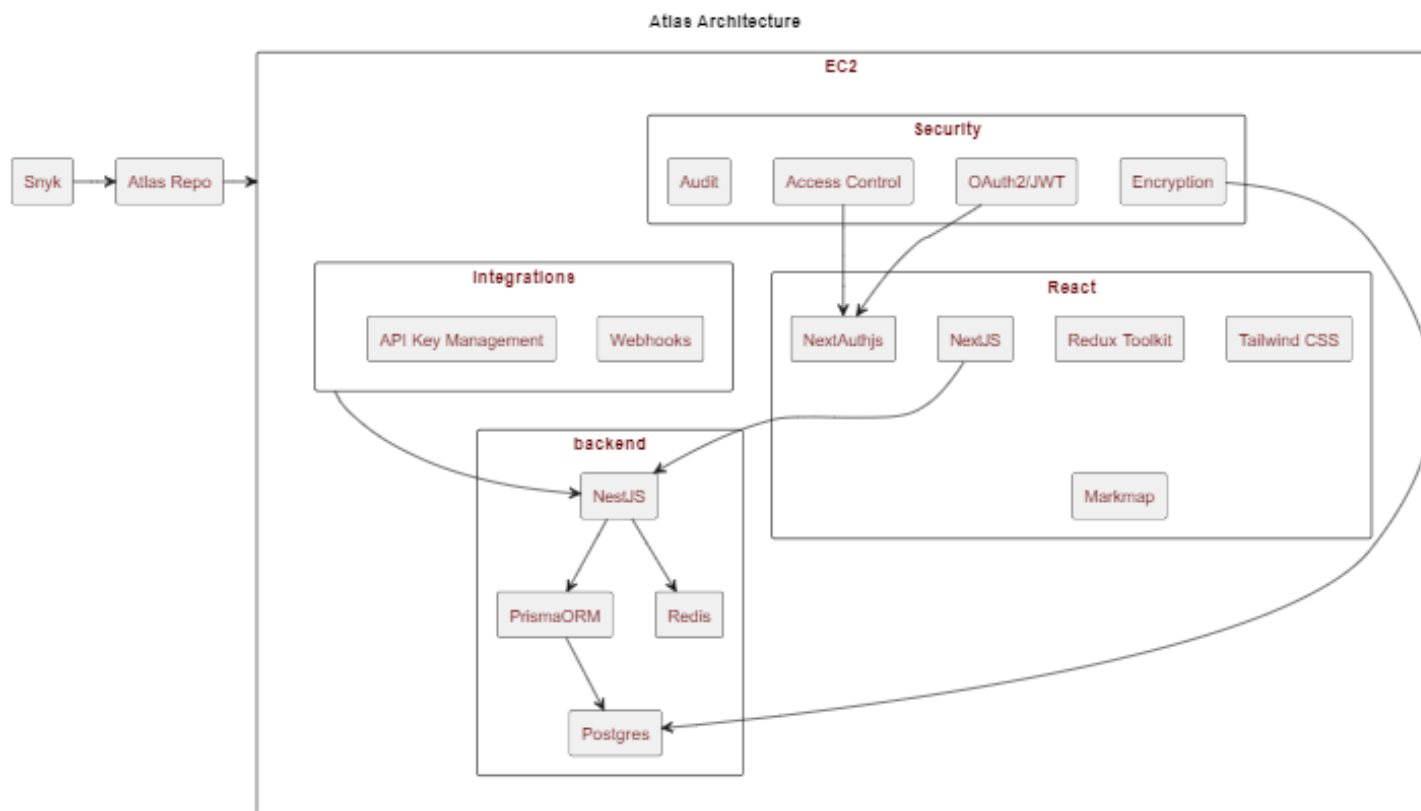
Record Editor Strategy

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

Both leave zero value from a failed experiment

Development Schedule

