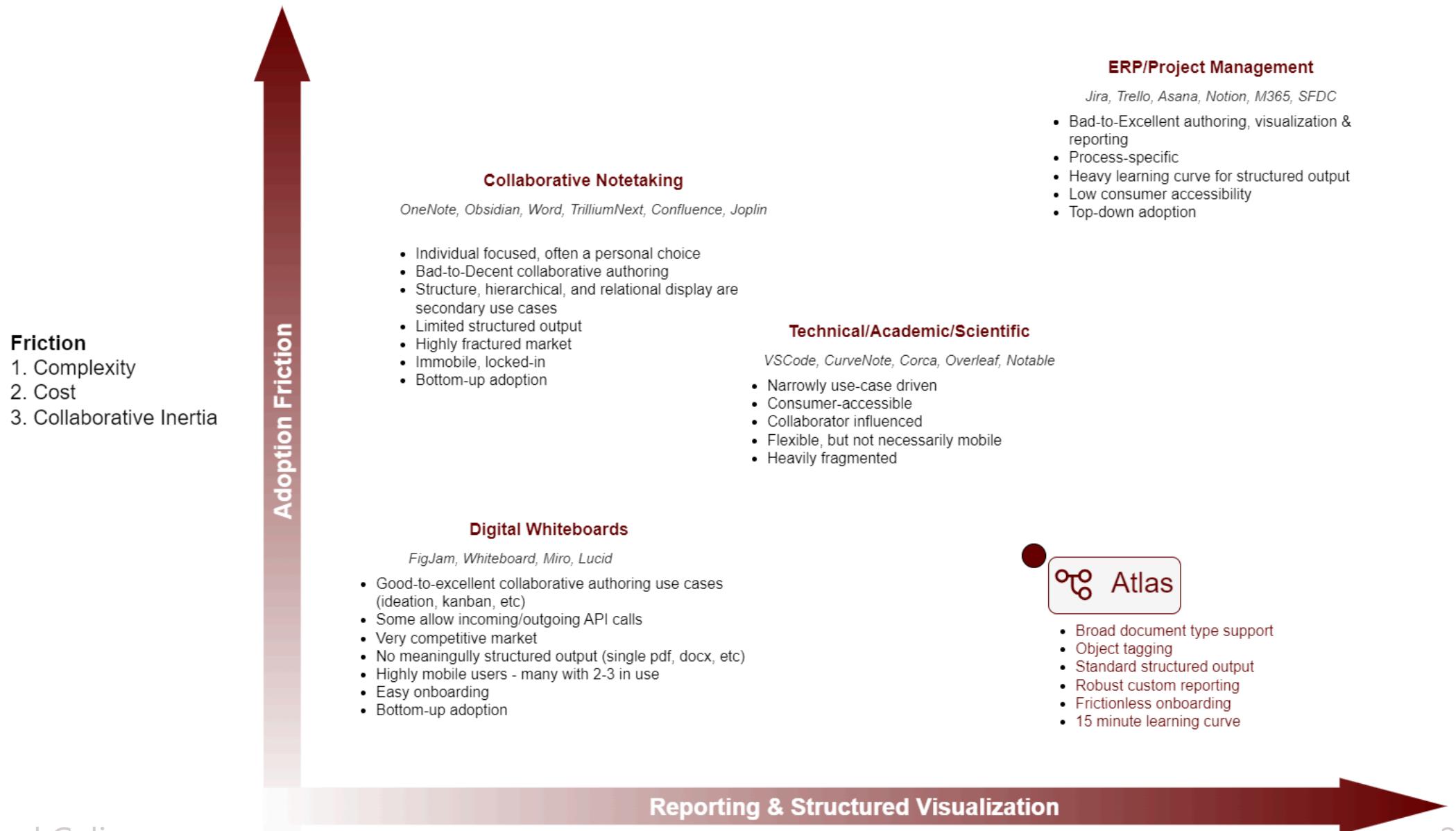


# Atlas Market Overview & Strategy



# Collaborative Authoring Toolsets



# 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

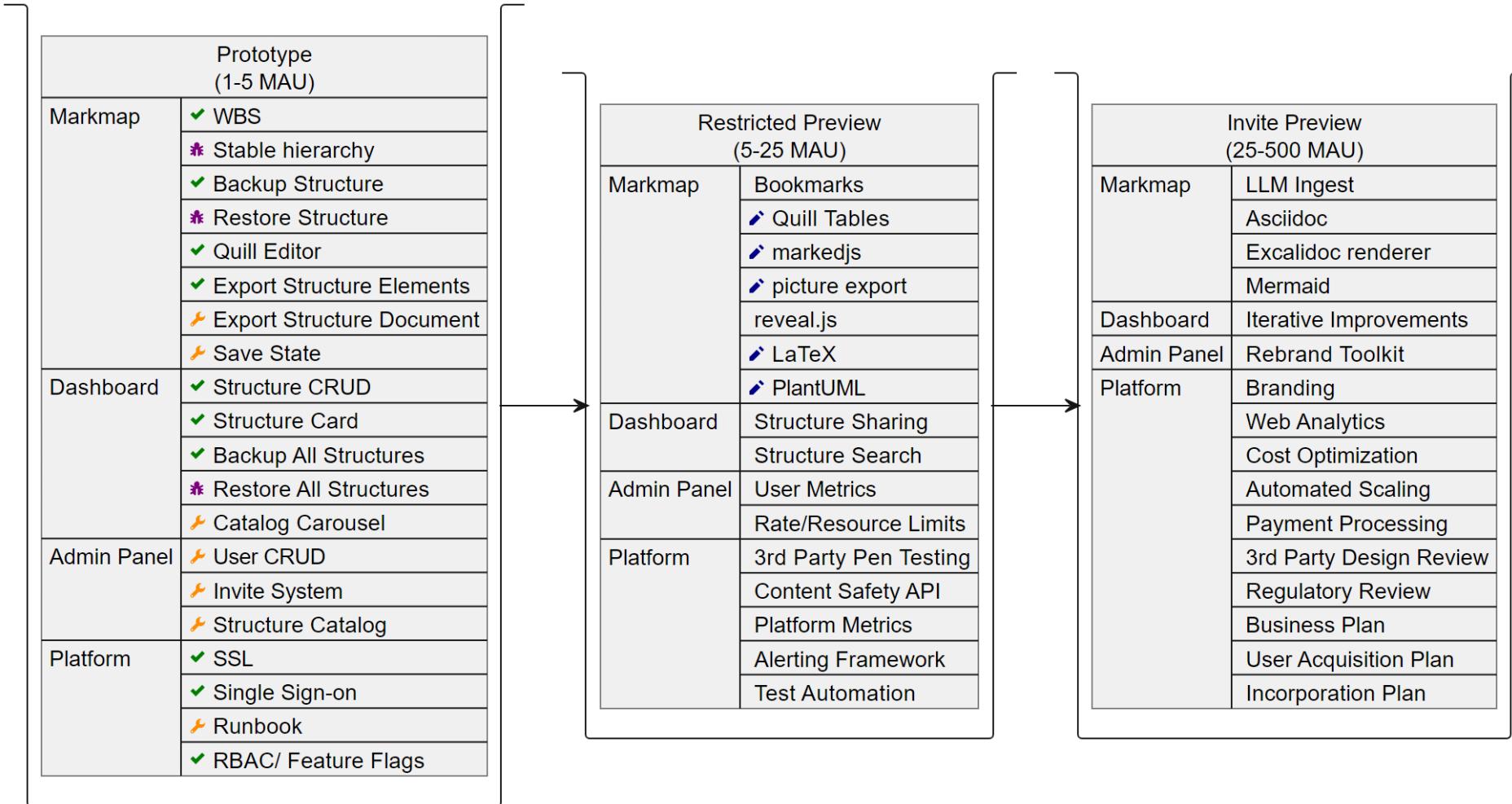
- In development

- 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

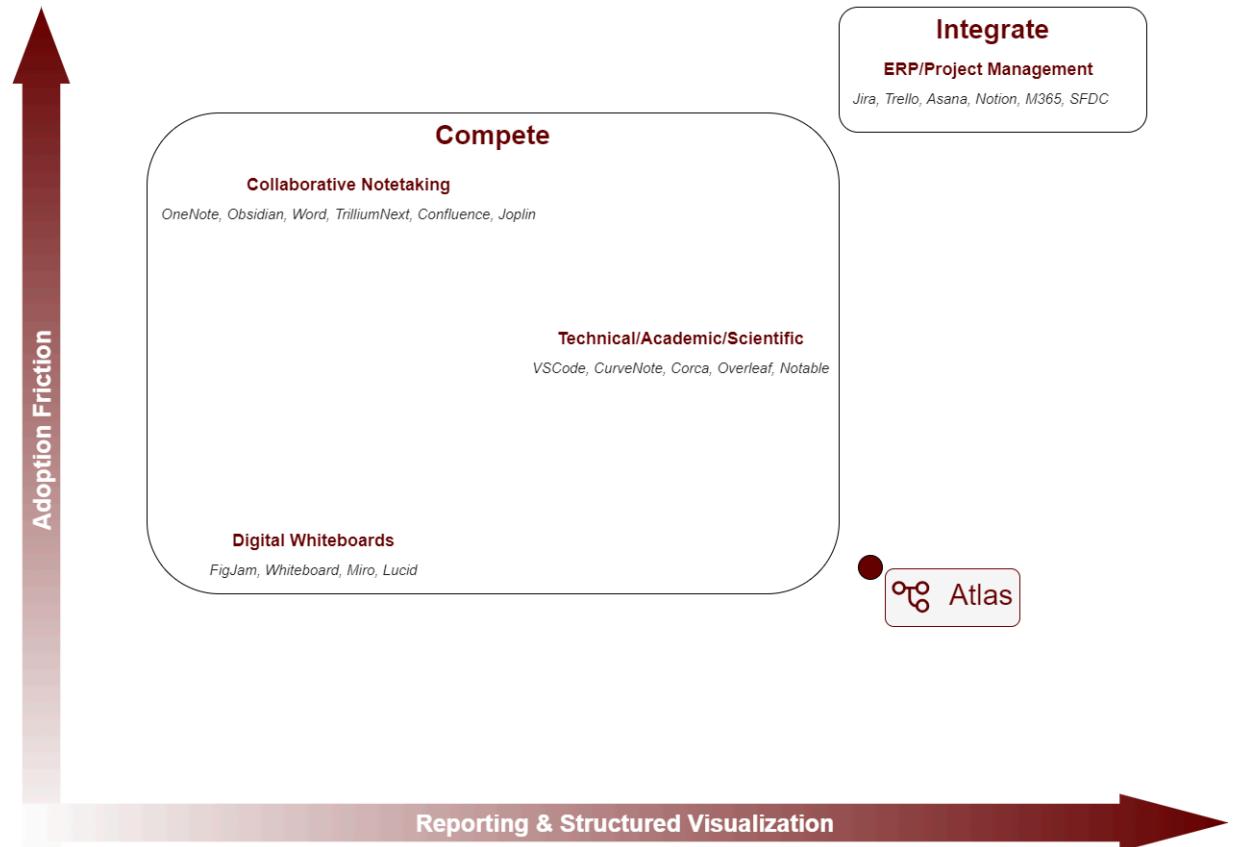
- Alternative renderers
- Unstructured views
- Reporting API
- Ingest API
- AI-driven authoring
- Cross-structure graph visualization

# Roadmap



# User Acquisition

- Multiple authoring experiences tuned to underserved persona
  - Project Planner\*
  - Academic, Specialist
  - Freelance Consultant
- Attract base from whiteboard, notetaking, specialist apps
- Integrate with EPM tools (API/Webhook) for visualization & planning



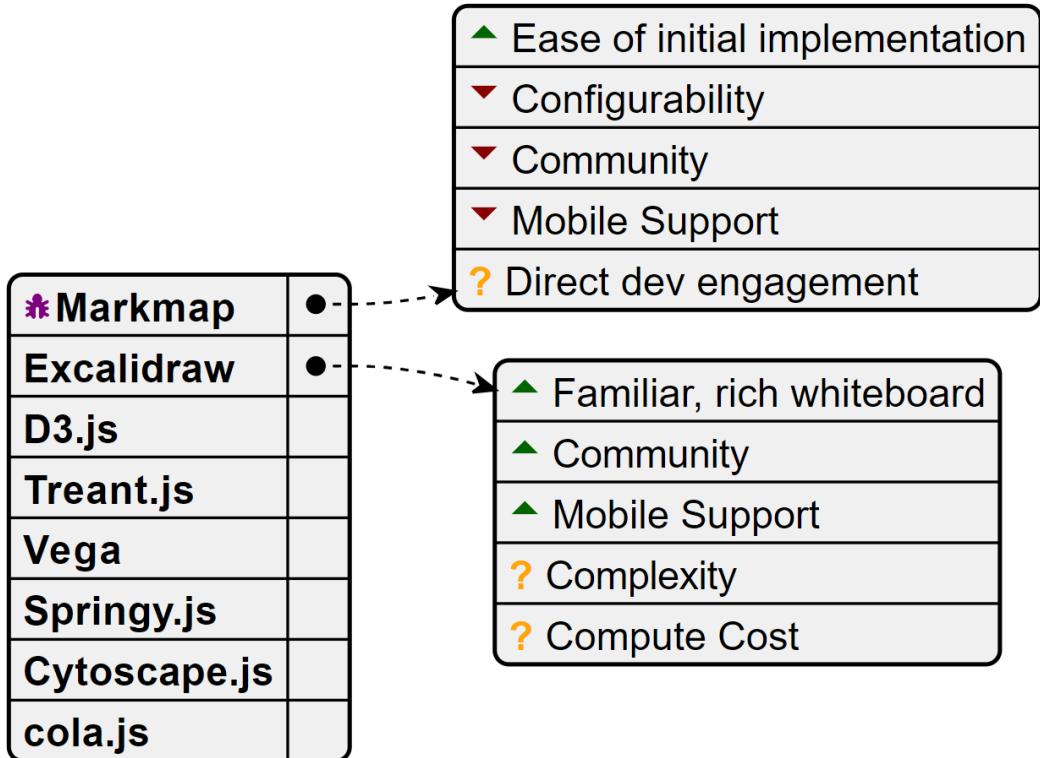
# Record Editor Strategy

Mission: Be useful

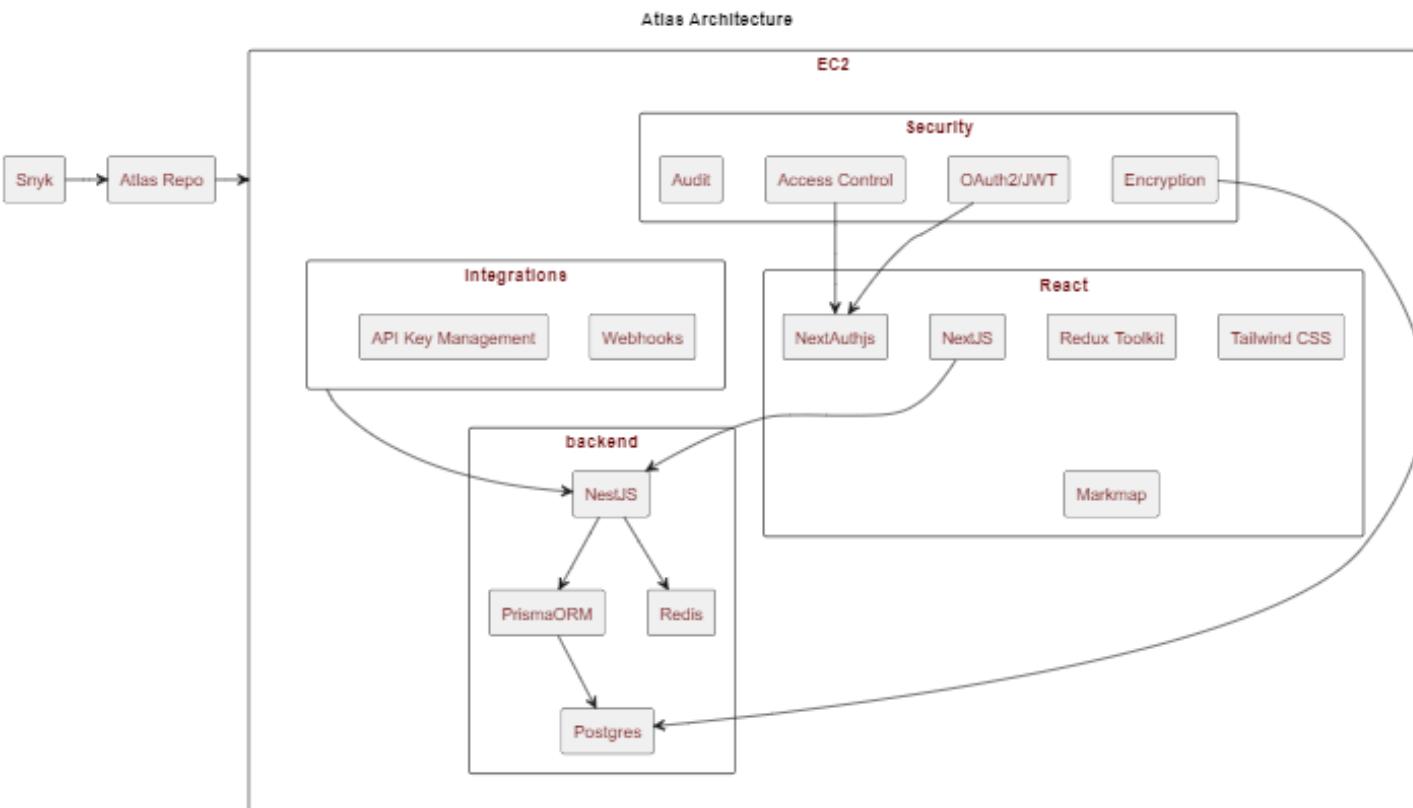
## Record Integrations Under Consideration

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
▼ jspreadsheet	Spreadsheets	Excel, Sheets, Smartsheet, Airtable

# Structure Renderer Options



# Architecture



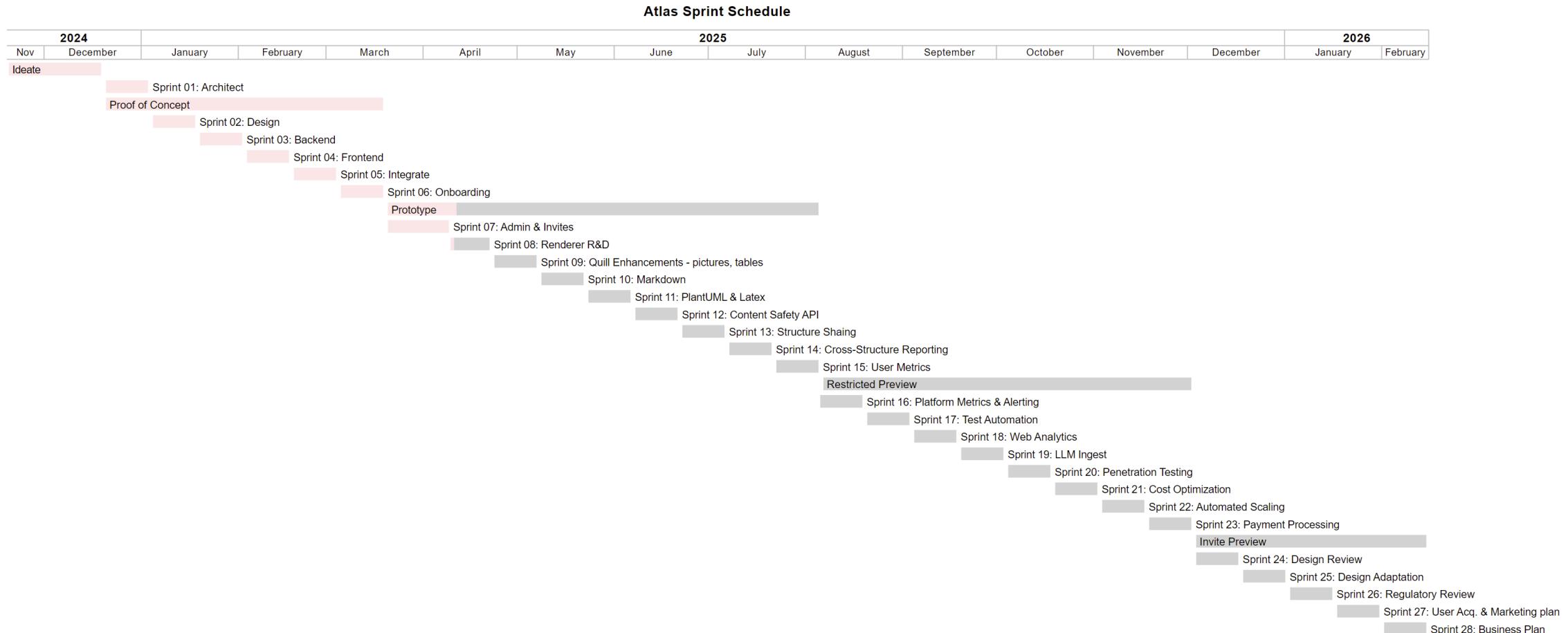
# Alternative Approaches

- 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

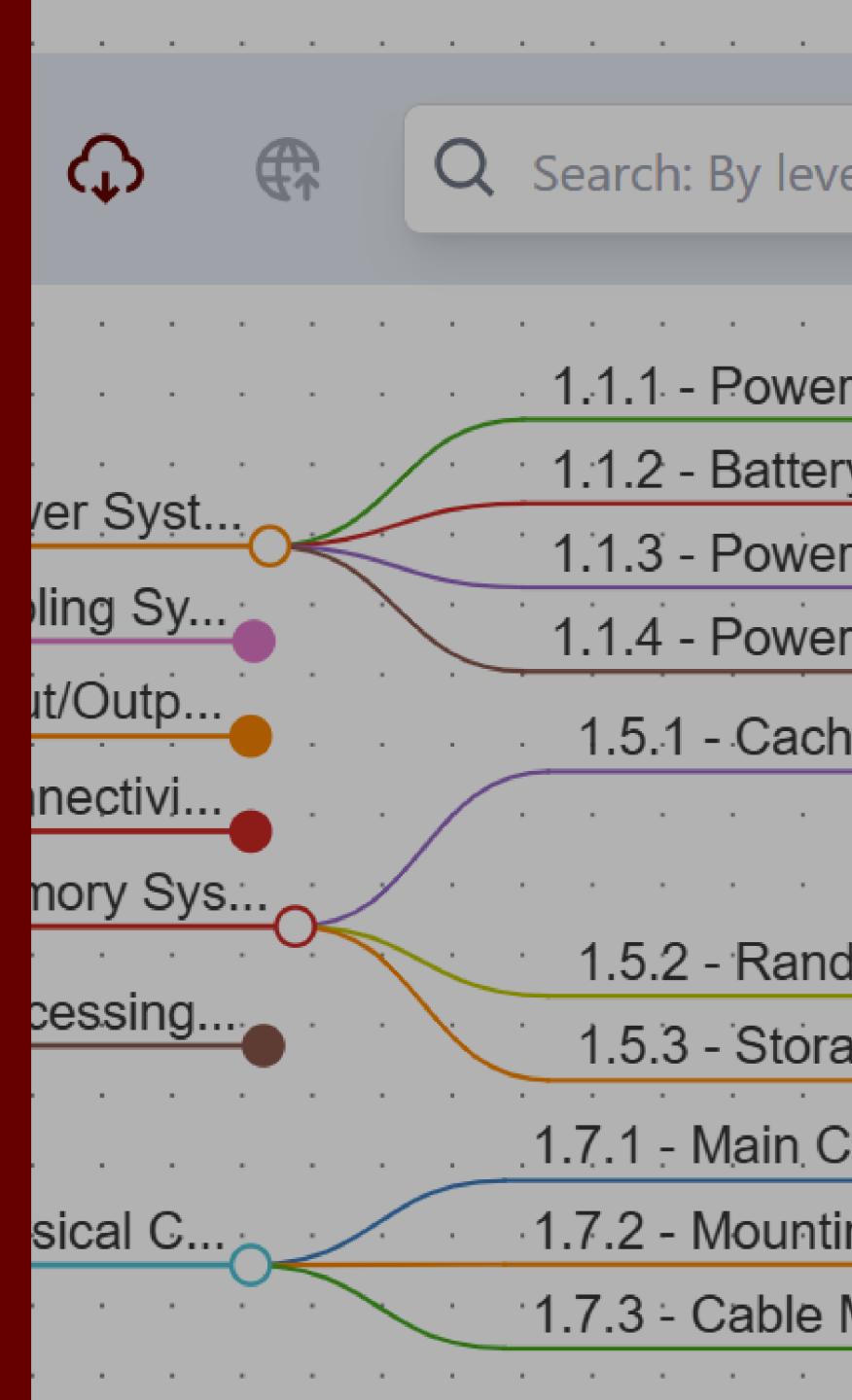
> Neither leave residual value from a failed experiment

# Sprint Schedule

2025-04-11



# User Interface



# Single Sign-on

## Login

Work email

 ...!

Password

 ...!

Continue

Or

 Log in with Google

 Log in with GitHub

If the Google button doesn't work, try entering your work email above to be redirected to your organization's SSO (single sign-on) login page.

[Terms of Service](#)

**Personal**  
Basic plan for individuals

**\$0.0**  
Per Month

**Subscribed**

Structures	5
Dynamic WBS	✗
Record Tagging	✗
Export to DOC/PDF	✗
Import from Excel	✓
Rich Text Records	✓
Export to HTML/Markdown	✓
Structure Backup/Restore	✗
Interactive structure map	✓

**Educator**  
Plan for educators

**\$1.0**  
Per Month

**Choose Educator**

Structures	50
Dynamic WBS	✗
Record Tagging	✗
Export to DOC/PDF	✗
Import from Excel	✓
Rich Text Records	✓
Export to HTML/Markdown	✓
Structure Backup/Restore	✓
Interactive structure map	✓

**Business**  
Premium plan for businesses

**\$5.0**  
Per Month

**Choose Business**

Structures	Unlimited
Dynamic WBS	✓
Record Tagging	✓
Export to DOC/PDF	✓
Import from Excel	✓
Rich Text Records	✓
Export to HTML/Markdown	✓
Structure Backup/Restore	✓
Interactive structure map	✓

**Analyst**  
Advanced plan for analysts

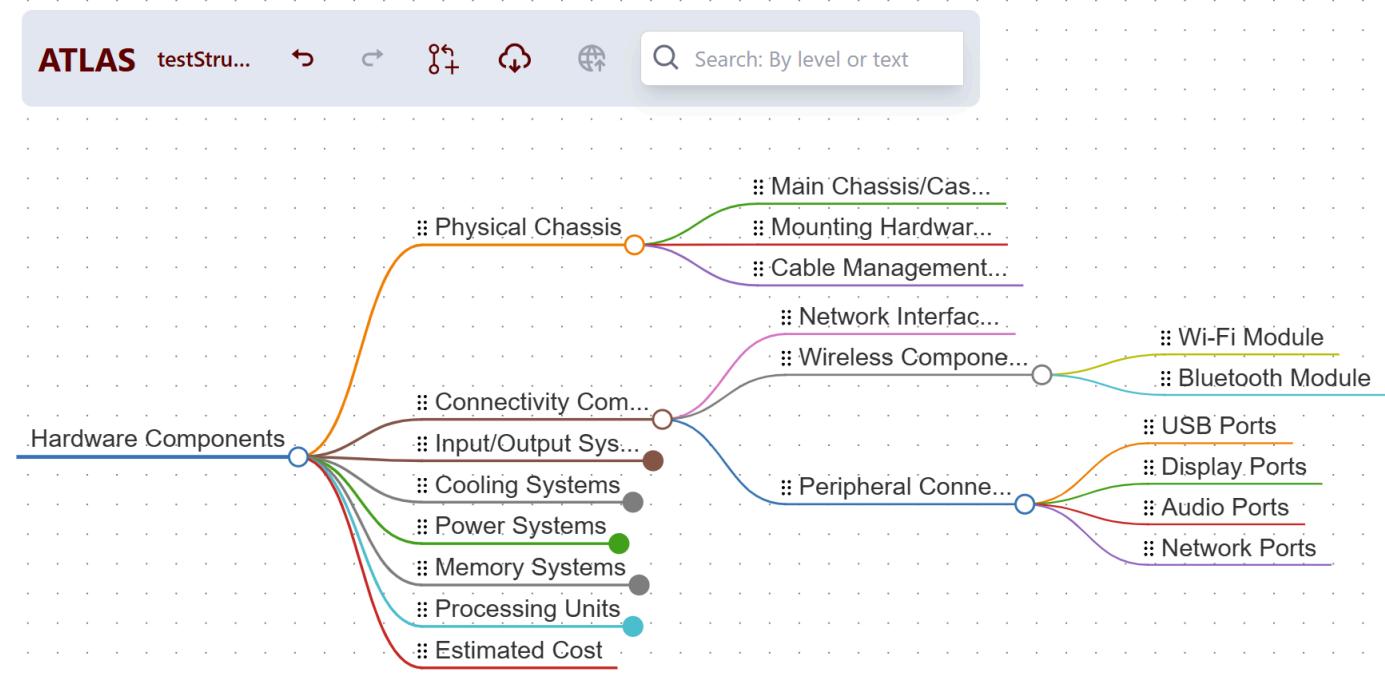
**\$2.0**  
Per Month

**Choose Analyst**

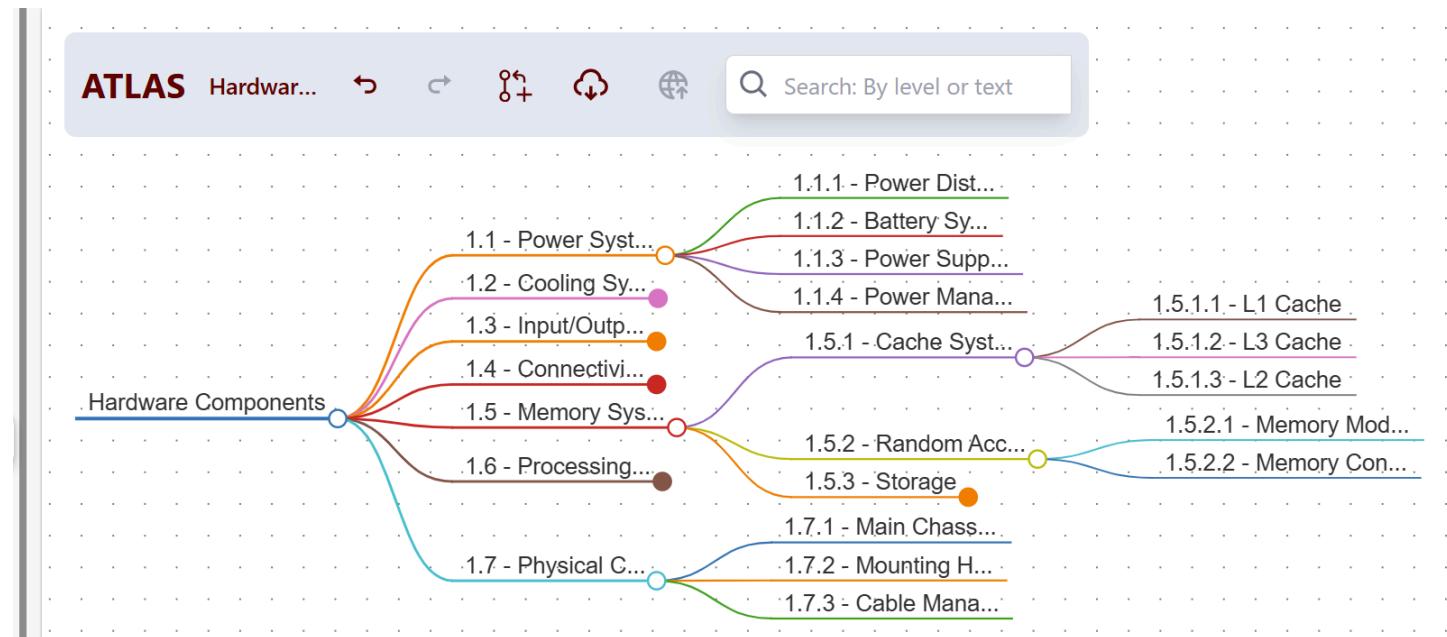
Structures	Unlimited
Dynamic WBS	✗
Record Tagging	✓
Export to DOC/PDF	✓
Import from Excel	✓
Rich Text Records	✓
Export to HTML/Markdown	✓
Structure Backup/Restore	✓
Interactive structure map	✓

# Tiering

# Structure



# Work Breakdown Numbering



Add Record X

Memory Systems

Normal ◆ B I U S ≡ ≡ 🔍 🖑 Tx

**Computer Memory Subsystem**

The memory subsystem serves as the central storage hierarchy in a computer, providing temporary and permanent storage for data and instructions needed by the CPU. RAM acts as a working area where actively used programs and data reside, with modern systems employing multiple types, optimized for different performance characteristics.

**Computer Memory Hierarchy**

Smallest, Fastest And Expensive High

Low Registers High

Add Tags

Key Function

Value Storage Delete

Cancel Save

# Record Editor, Object Tagging

# Invite System

The screenshot shows the ATLAS application interface. The top navigation bar has the word "ATLAS" and a search bar with placeholder text "Search for structure...". On the right side of the header is a "Logout" button. Below the header is a sidebar with the following menu items:

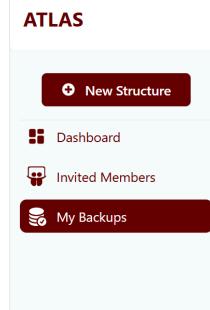
- New Structure
- Dashboard
- Invited Members** (selected)
- My Backups

The main content area is titled "Invited Members" and displays a table of pending invitations. The table has the following columns:

Email	Token	Generated at	Accepted at	Expires at	Status	Actions
pgaljan@yahoo.com	aecc2c08-15ae-4931-9e93-567dbd954d90	04/10/2025, 07:19 PM	--	04/17/2025, 07:19 PM	Pending	<span>trash</span>
test@gmail.com	903f8da2-3d85-4973-bc55-6cc6d46e3250	04/10/2025, 07:18 PM	--	04/17/2025, 07:18 PM	Pending	<span>trash</span>
g.aljan@gmail.com	4fe2efd7-a3e4-414e-94e5-08ebd213b9f4	04/10/2025, 03:42 PM	04/10/2025, 03:53 PM	04/17/2025, 03:42 PM	Accepted	<span>trash</span>

At the bottom right of the content area, there is a red button labeled "Invite Members".

# Structure & Account Backups



User Management	
<input type="text" value="Search users..."/>	
Email	Role
sprint7user@gmail.com	User
galjan@gmail.com	User
Hello12@gmail.com	User
ar2148085@gmail.com	User
abdulraheemdevelop@gmail.com	User
hellotest@gmail.com	User
kashee485@gmail.com	User
xaqytuleg@mailinator.com	User
shinaakram20@gmail.com	User
test@gmail.com	User

# Administrator Interface

# User Admin

Admin

Users Subscription Plan

Users

User	Email	Role	Admin	Status	Invites	Actions
sprint7user@gmail.com @sprint7user@gmail.com	sprint7user@gmail.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	
Paul Galjan @paul_Galjan25	galjan@gmail.com	User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0	
Hello @Hello	Hello12@gmail.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	
Abdul Raheem @ar214808540518	ar2148085@gmail.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6	
Abdul Raheem @abdulraheemdevelop20612	abdulraheemdevelop@gmail.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	
Hello Test @hello_Test25	hellotest@gmail.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	
Kashee @kashee48524058	kashee485@gmail.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	
Officiis facere ea e @officiis_facere_ea_e25	xaqytuleg@mailinator.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	
shina @shina	shinaakram20@gmail.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0	
test @test	test@gmail.com	User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0	

Search users...  Active Only Sort Export Users

Return to site

# Subscription Plan Management

Admin

Users

Subscription Plan

## Subscription Plans

Plan Name	Description	Price	Status	Actions
Business	Premium plan for businesses	\$ 5.00	<input checked="" type="checkbox"/>	
Personal	Basic plan for individuals	\$ 0.00	<input checked="" type="checkbox"/>	
Educator	Plan for educators	\$ 1.00	<input checked="" type="checkbox"/>	
Analyst	Advanced plan for analysts	\$ 2.00	<input checked="" type="checkbox"/>	

Add Plan

Return to site

# Subscription Plan Authoring

### Edit Subscription Plan

Modify the details of the subscription plan.

Plan Name	Description	Price	Status
Business	Premium plan for businesses	\$ 5.00	<input checked="" type="checkbox"/>
Personal	Basic plan for individuals	\$ 0.00	<input checked="" type="checkbox"/>
Educator	Plan for educators	\$ 1.00	<input checked="" type="checkbox"/>
Analyst	Advanced plan for analysts	\$ 2.00	<input checked="" type="checkbox"/>

**Features**

Structures: 5

- Dynamic WBS
- Record Tagging
- Export to DOC/PDF
- Import from Excel
- Rich Text Records
- Export to HTML/Markdown
- Structure Backup/Restore
- Interactive structure map

[Cancel](#) [Save Changes](#)