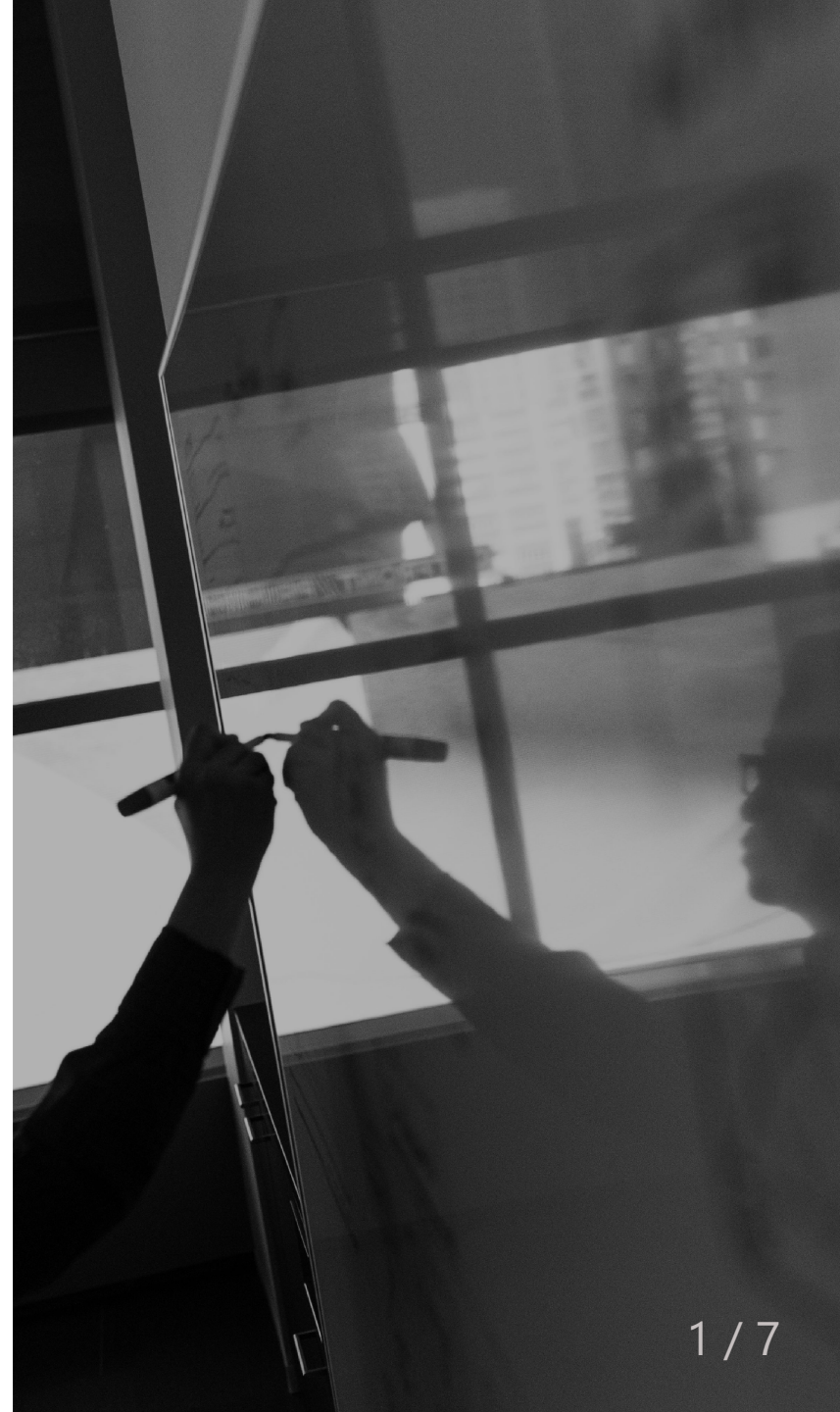


Atlas Market Overview & Strategy



Market Space

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

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

Project Management

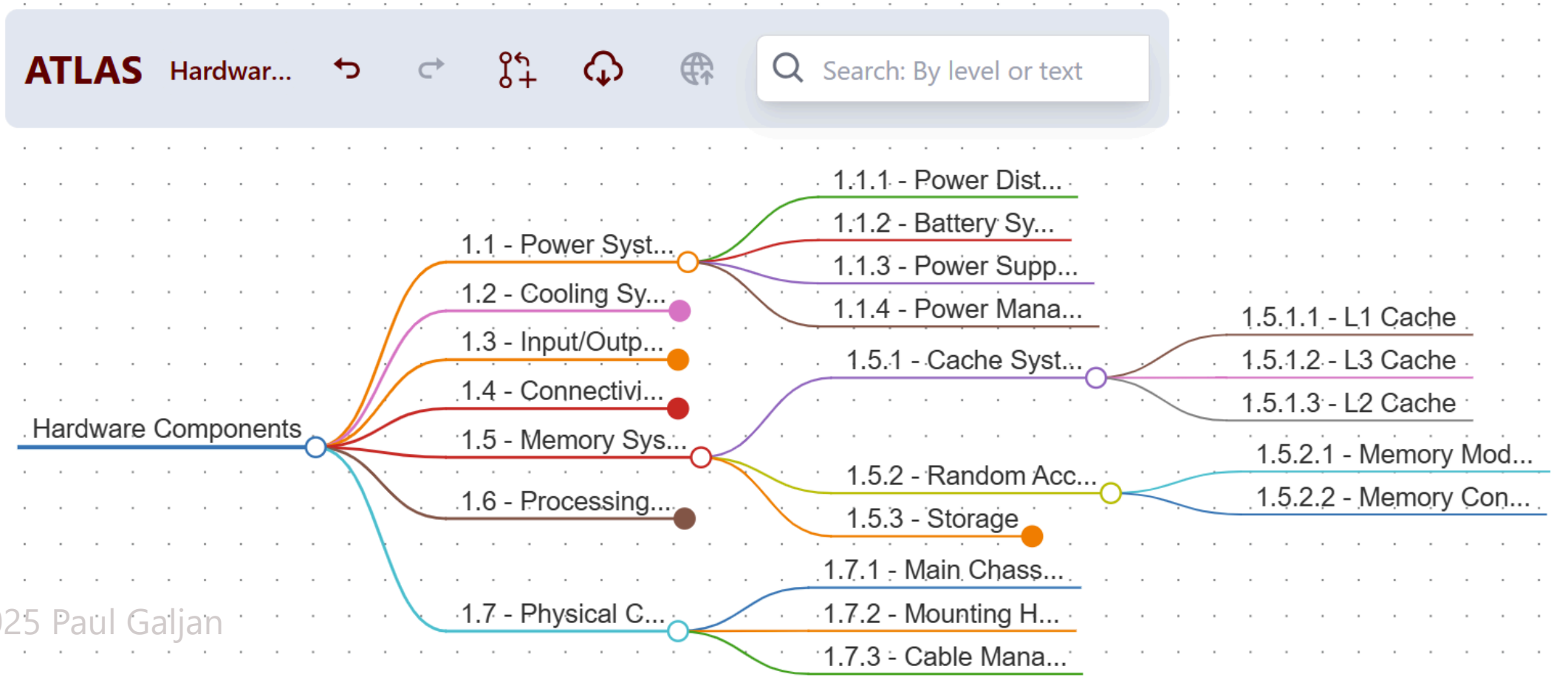
Jira, Trello, Asana, Notion

- Bad-to-Excellent authoring, visualization & reporting
- Heavy learning curve for structured output
- Low consumer accessibility
- Top-down adoption

Adoption Friction →

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

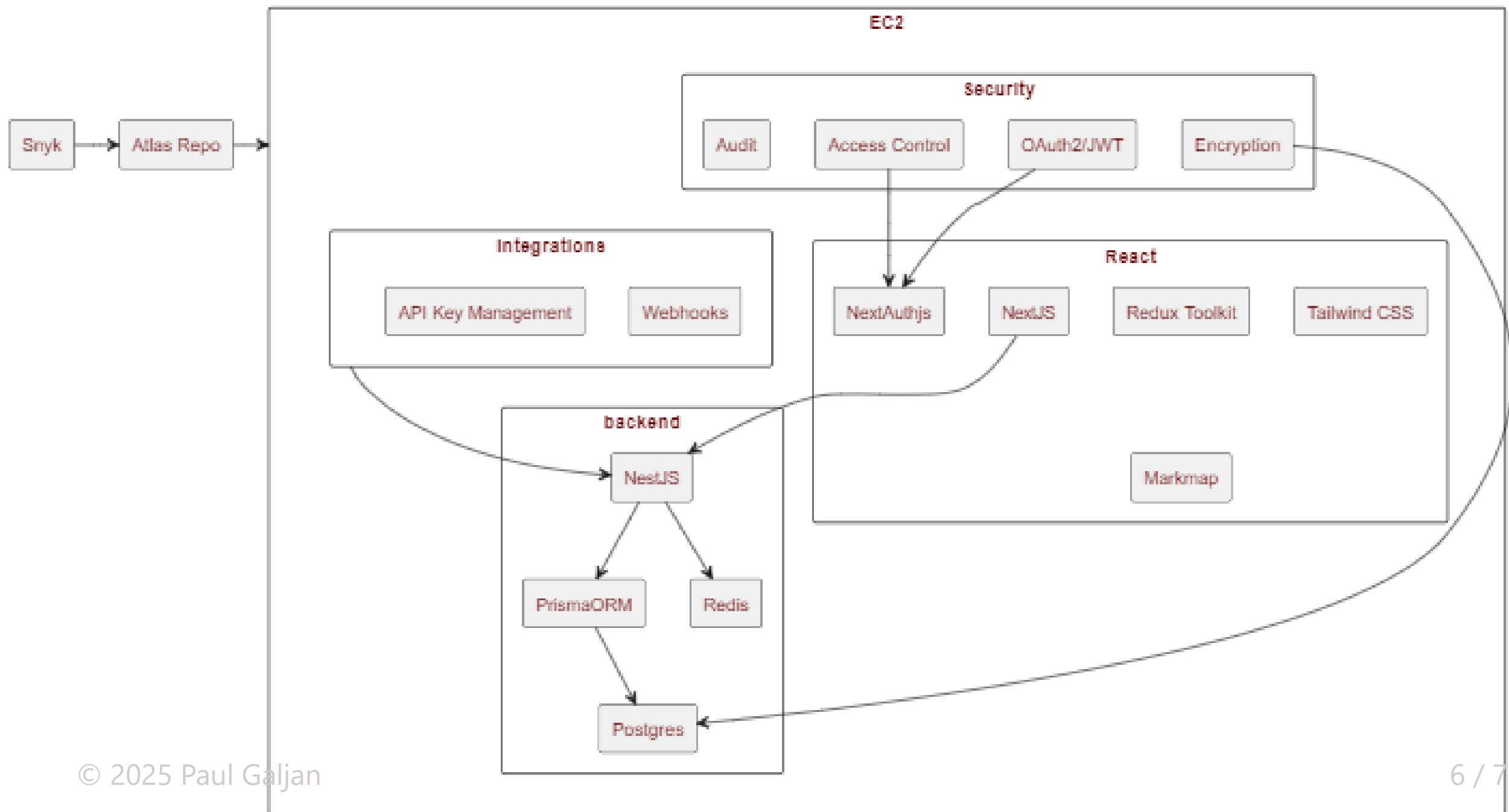
Approach: Iterative, freemium SaaS to explore product-market fit

- 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



Alternative Approaches

- Plugin: build a plugin for existing platforms
 - Platform captivity
 - Opaque user patterns
 - Not much less expensive
 - Addressable via ingest API