
Shoulders
The AI Workspace for Researchers
"If I have seen further, it is by standing on the shoulders of giants"
— Isaac Newton, 1675 (echoing Bernard of Chartres, c. 1120)

Premise

While developers *vibe code*, researchers use old tools and copy-paste from ChatGPT

Solution

Shoulders: an integrated AI-native document editor

Status

MVP with 15 academic test users

Contact

**Paul Schneider** | paul@shoulde.rs | LinkedIn

Founder

Two-time founder and research software engineer. MD, 2 PhDs, 50 publications.

Market

SAM: 3M researchers; ~$450M globally

Ask

Preparing pre-seed. Looking for feedback.

Try it

shoulde.rs/register?invite=GIANTS

# AI has fundamentally transformed software engineering

85% of developers use AI tools like Cursor and Claude Code

For these developers, around 60% of code is now AI-generated

Entire applications can be *vibe coded* without writing a single line of code

Sources: Stack Overflow Developer Survey 2025 · JetBrains State of Developer Ecosystem 2025

Meanwhile...

Researchers copy-paste from ChatGPT

They use fragmented toolchains

No shared context, no integration

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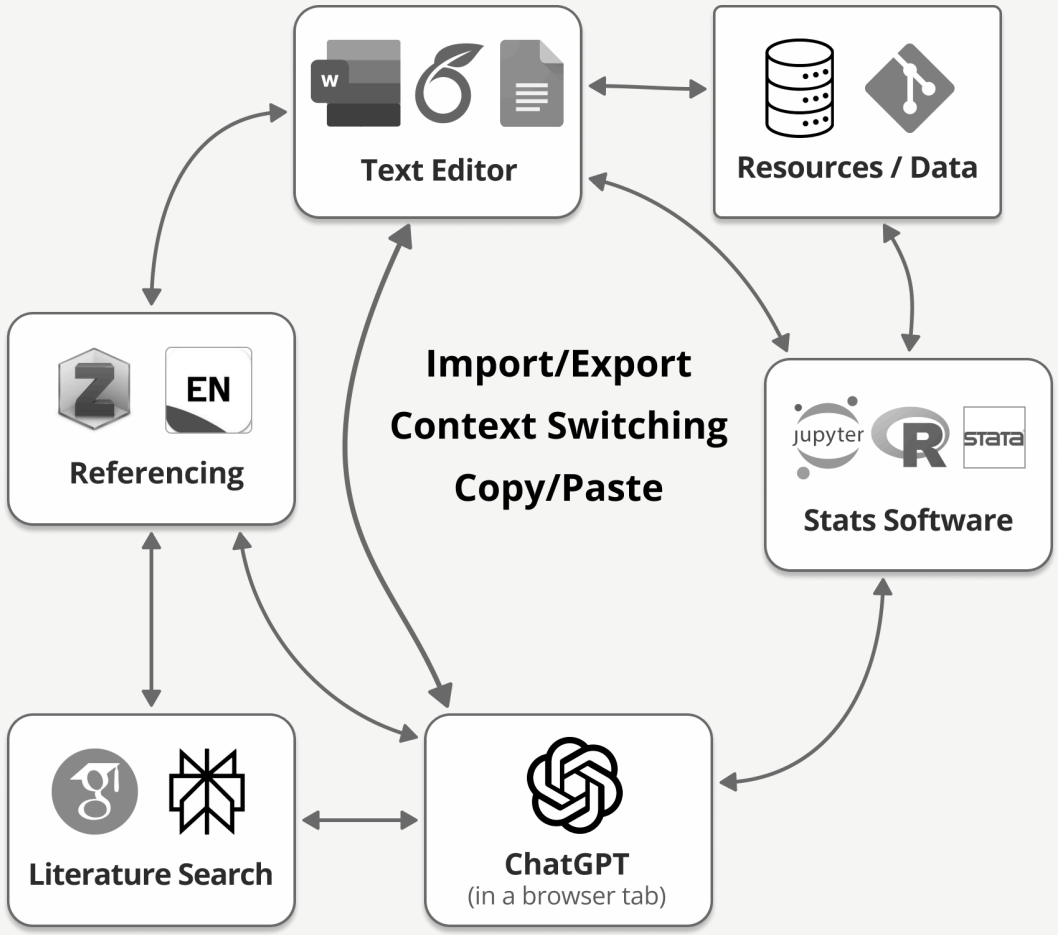
AI will become central to research in 2-3 years

The tools for this haven't been built yet

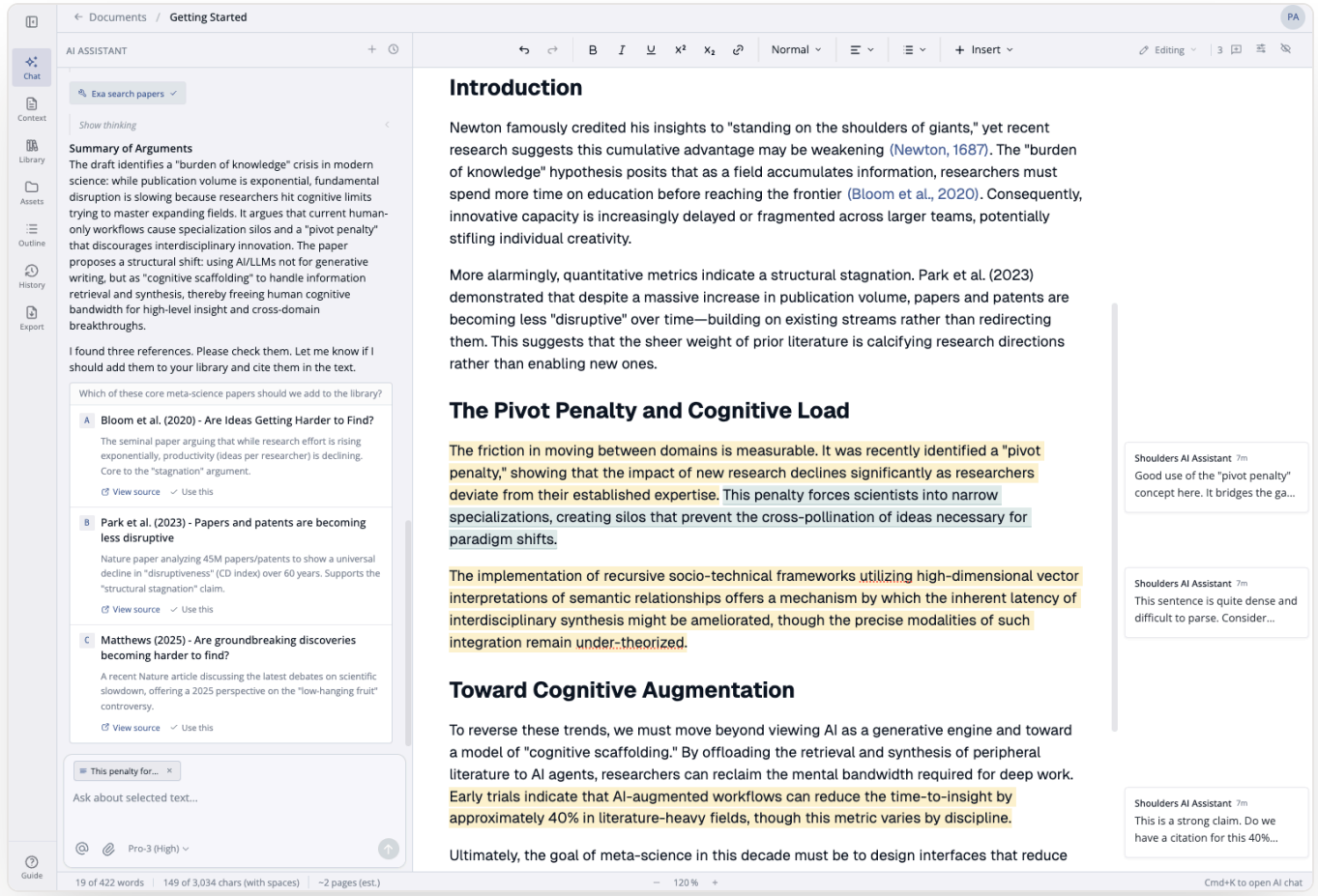



Research workflows today

# Shoulders

An AI-native document editor for researchers – with surprisingly great reference management

Integrates text, code, sources, and data into one unified research workspace

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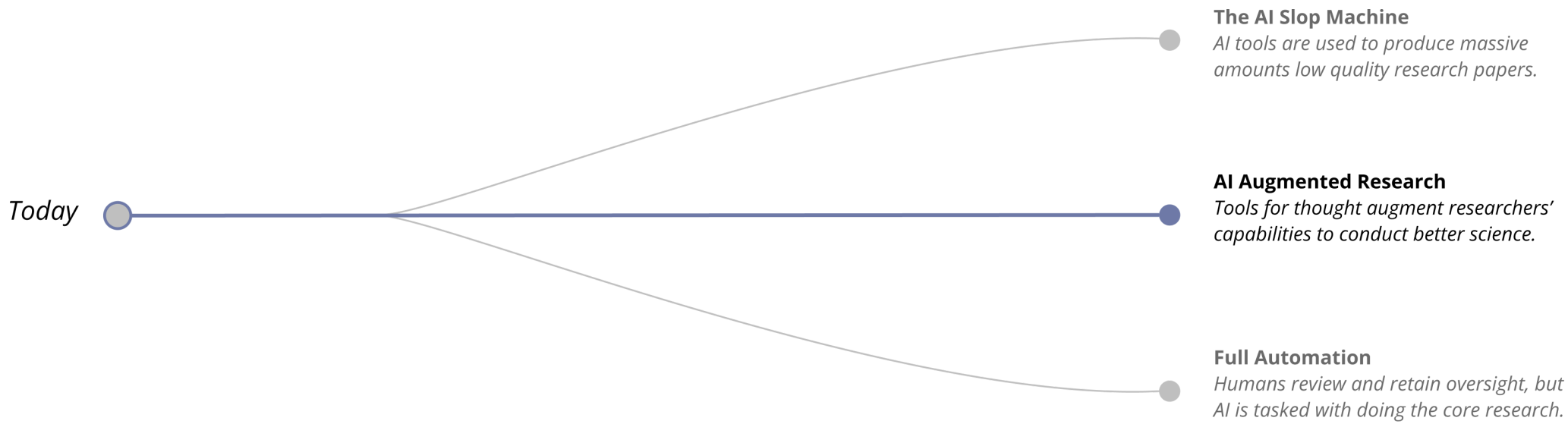
# AI research tools need to be built intentionally, with purpose

Shoulders is designed to augment – not automate – with control, verification, and grounding

Because the tools we create today will shape research practices for years to come



## Paul Schneider

MD | MSc Epidemiology | PhD Medicine | PhD Health Economics

Previously health economic and decision science researcher at the University of Sheffield, UK; 50 publications, 480 citations

Co-founded a consulting firm (DPA, $1M/year revenue)
and a software startup (Valorem Health, failed)

Built research software for national technology appraisal;
closed enterprise deals with pharma companies (AZ, BMS, GSK, etc.)

SINCE SEPT 2025

23 researcher interviews

Prototype built

NOW

Launched in private beta

15 academic test users

Raising pre-seed round

NEXT

Develop desktop app

Grow user base

Design partnerships

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> *You took everything I use and put it into one interface.*

Erin
Institute of Health Economics, Canada

> *It's like your reference manager is a colleague that could bat ideas at you.*

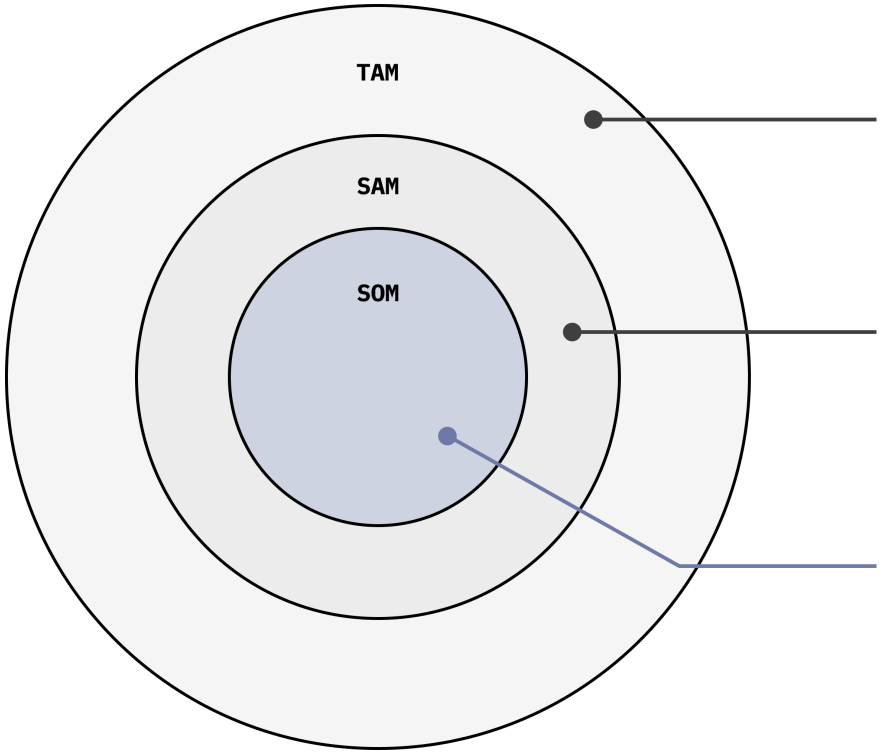
Alan
MSD, UK

> *Even without the AI, it's a great editor, that does what it needs to do very well.*

Edi
University of Sheffield, UK

> *Oh... wow, that is so cool!*

Lalitha
Penn State University, USA




**12M+** / $1.5B
Technical writers and researchers
*(academics, industry R&D, medical writers, etc.)*

**3M+** / $450M
Organisations / professionals that buy productivity software

**1.5M+** / $150M
Academic researchers and regulated enterprise R&D (CROs, pharma)

BEACHHEAD
Quantitative health-related research: ~300K users

FOR CONSUMERS

Freemium

Subscriptions tiers

Usage-based for overages

FOR B2B / ENTERPRISE

Private infrastructure

Compliance

**$5K–$40K** /seat /year

Path: Build PMF in quantitative health research → Expand across labs and academic institutions → Scale into regulated enterprise R&D

No accessible product combines AI-native document editing with research context for professional use

**1 Paper Writing Tools** (Jenni.ai, scite.ai)

for Essay writing and language assistance
lacks Integration, AI slop protection, trustworthiness

**2 General Writing AI** (Google Docs, Grammarly)

for General-purpose writing assistance
lacks Research context, citations, sources

**3 Vertical AI** (Elicit, Consensus, OttoSR)

for Literature discovery and data extraction
lacks Writing workspace, integration

**4 DIY Stacks** (Obsidian + Claude)

for Technical users who want flexibility
lacks Only accessible to technical users

# Preparing pre-seed round — looking for feedback

LOOKING FOR

Feedback on business model and go-to-market

Connections to research-heavy organizations

TRY SHOULDERS PROTOTYPE

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CONTACT

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