dentropy

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everyone deserves a database

ADHD: Forgetting is terrifying

- **Shame**
  - All of us with ADHD have stories from childhood that drives us to write things down immediately, to avoid that shame

- Organization = Impostor syndrome
  - Note taking apps work for a while, but then are cast aside. Our brains like the idea of organization, but don't actually work that way.

Dentropy: Computers should serve you

1. **You talk**
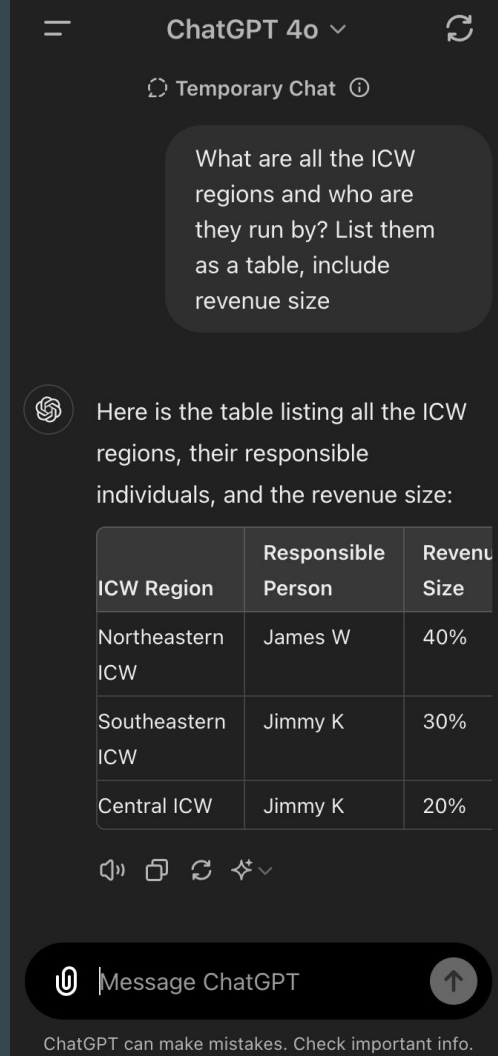   - Take notes, record voice notes, transcribe meetings, remember podcasts & YouTube videos
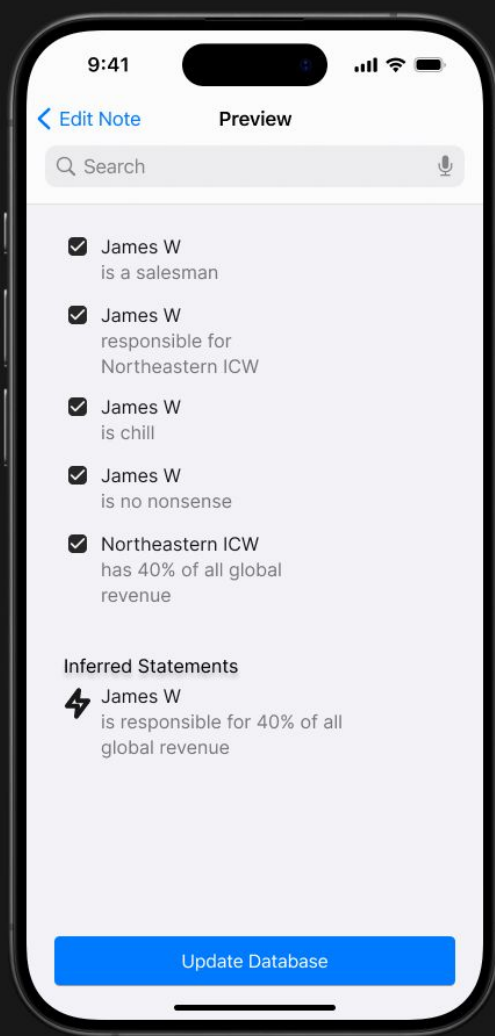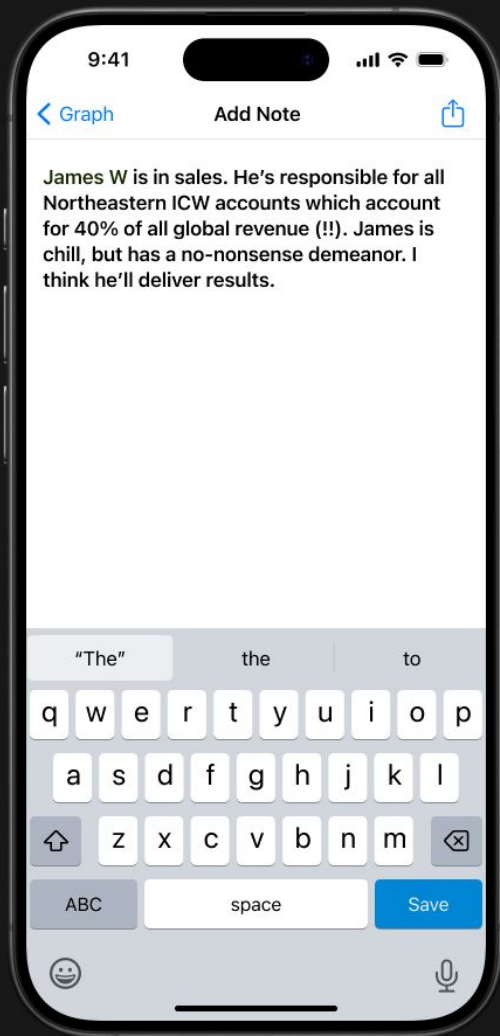2. **Store ideas, not text**
   - Dentropy finds the people, ideas & connections and stores it in a structured database
3. **Auto-organized**
   - Ideas are directly linked
   - No unorganized piles of text or audio

Phone 1 — Add Note

James W is in sales. He's responsible for all Northeastern ICW accounts which account for 40% of all global revenue (!!). James is chill, but has a no-nonsense demeanor. I think he'll deliver results.

"The"   the   to

q w e r t y u i o p
a s d f g h j k l
⇧ z x c v b n m ⌫
ABC   space   Save

Phone 2 — Preview

Search

☑ James W
is a salesman

☑ James W
responsible for Northeastern ICW

☑ James W
is chill

☑ James W
is no nonsense

☑ Northeastern ICW
has 40% of all global revenue

Inferred Statements

⚡ James W
is responsible for 40% of all global revenue

Update Database

Phone 3 — ChatGPT 4o

What are all the ICW regions and who are they run by? List them as a table, include revenue size

Here is the table listing all the ICW regions, their responsible individuals, and the revenue size:

ICW Region	Responsible Person	Revenue Size
Northeastern ICW	James W	40%
Southeastern ICW	Jimmy K	30%
Central ICW	Jimmy K	20%

Message ChatGPT

ChatGPT can make mistakes. Check important info.

Advantages

- Precision of a database
  - Answers are complete, exhaustive, and don't hallucinate
- Usability of AI
  - Natural language
  - Associative recommendations
- Transparency
  - Cars used to be simple. You could disassemble to learn about them. AI should be simple too. You should be able to understand why an answer was given by just looking in a database.

Target Market

1. ADHD patients
   - Validated burning need
2. Small business owners
   - Many have ADHD and are concerned with organizing their employees
3. CTOs
   - Form AI strategy around knowledge graphs. Dentropy is the easiest way to make a knowledge graph.

	Free	Paid	Team	Enterprise
Structured notes — store & retrieve text notes	✅	✅	✅	✅
Voice — use the mic to record notes	✅	✅	✅	✅
Blogs, podcasts, YouTube, etc. — save contents of a web page		✅	✅	✅
AI Agents — e.g. use Google to turn terse notes into rich context, what you would've said if you had more time		✅	✅	✅
Knowledge sharing — Onboard with a button click			✅	✅
Access control — Share only certain things			✅	✅
API access & Enterprise apps — build apps against dentropy's database				✅
MS Copilot & ChatGPT integration — use dentropy's database in AI chat & agents				✅
Custom knowledge domains — e.g. medical, biotech, ag-tech, etc.				✅

Go to Market

1. Target ADHD
   - They talk to each other, a lot
   - They're frequently leaders
2. App / Play stores
3. Subscription buys efficiency
4. Upsell to businesses & teams
   - B2B conversion
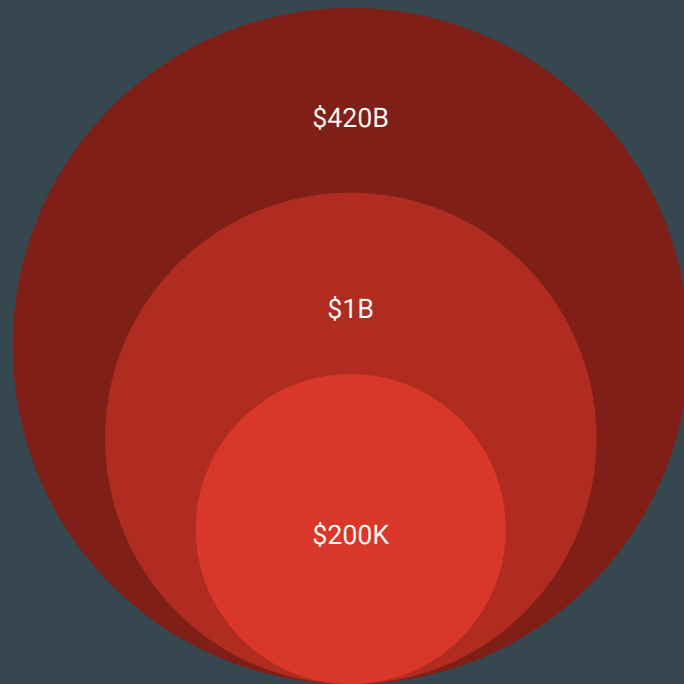5. Upsell to enterprises
   - Pro-serve

Competition

- **Note-taking apps** — old
- **ChatGPT** (e.g. memory)
  - Can you tell me what it knows?
  - Nobody uses ChatGPT like that anyway
- **Notebook LM** — For research
- **Rewind AI, Recall, Rabbit R1, etc.**
  - Invasive, opaque, weird
- Fathom — for meetings, not personal
- Mymind
  - There's no organization at all, ever
- Salesforce "agentic" pivot — sales-focused
- Jony Ive & Sam Altman device startup
  - Unclear what they're building, but maybe

Market Analysis

- SOM
  - $10/user/month ✖ 10k in 12 months
  - 2k paying users/month
- SAM
  - 756M ADHD patients worldwide
  - +20% scaling factor (ADHD leaders roll dentropy out to their teams)
  - 1% rate of paying
- TAM
  - 3.5B workers worldwide @ $10/mo
    - Not just for ADHD patients

$420B

$1B

$200K

Tim Kellogg

Founder of dentropy

Ex-Amazon Web Services

Experienced software engineering & management with expertise in ML engineering & GenAI

2 successful startup exits

The Ask

$1M

- Speed to market is critical
  - 12 months
  - 2 engineers + 2 founders
  - Fine-tuned AI models
- Build & validate solution