

Pitch deck 2023-02-14

Company purpose

Stay focused: single life, single stream of tasks, single workspace.

Problem

There are 2 coupled problems:

1. Humans are bad in multitasking:

Typical situation, you have tasks planned in Jira/Trello/whatever, you come to the office and start working on one.

And you have a phone call, your colleague asks for urgent help. That's high priority, so you abandon planned task and switch to the new one.

You almost finished with help, and you got an important text message. That is less important, but it has valuable information and you have to reply right now.

And then you return to urgent high priority help task. Because it's urgent.

And then coffee machine is broken, which is minimal priority, but it has to be fixed anyway. And you need a little relief after all the panic.

And then your wife requests to chat, which is not your job, but still an important part of your life, so you have to even if your employer disagrees.

At the end of the month.. zero planned tasks are done by entire team.

There is a reason why this happens all the time: humans can't process more than one stream of tasks. It's fundamental and it can't be solved by discipline.

Multiple task streams lead to interruptions, and if you get several interruptions in a row - you never return to original task.

2. Humans can't keep everything in mind at once:

Even if you have huge list of everything you can't focus on everything at once. Even if it is prioritized list, you need to ignore most of it.

If you ignore most of something - you tend to ignore all of it.

I've seen people just sitting and watching todo lists with empty eyes for hours!

Once you reach your personal limit of concurrent tasks - your brain just stops working.

Classic solution is to write down everything with pen and paper. But it's slow, and in digital world sometimes it does not make any sense.

Would you write down youtube videold with pen and paper? Maybe.

How about sha256 checksum? I doubt it.

We are not doing that any more. We need something with same flexibility, but in digital form and with as much automation as possible.

Would you copy-paste tasks from company ERP system to your personal list and back? That can can be automated and it should be.

Solution

1. Add every task to the heap/backlog.
2. Agregate everything in automated way.
3. Call? Message? Idea? Write it down fast.
4. Pick several tasks ffrom the heap to small list of tasks for today.
5. Make a notes related to the task, just record everything you have in mind. Related information, questions you have, tiny subtasks.
6. Watch you progress and get positive feedback. That's good for your mental health.

I played a while with this ideas, just using markdown files. But then I realize that I do a lot of manual actions moving this files between specially named folders, and creating symlinks etc etc. So I made very simple command line tool for it. And it changed my life.

I'm at least 3 times faster now.

However, most people won't be happy with command line script. And some features are easier to implement with gui desktop application. And as for we have to implement our own markdon editor in this gui applicatoin, we can extend it in our specific way.

Both command line and experimantal gui app are available on our website

<https://yuistaskmanager.github.io/>

So you can just try it.

Why now?

It's chaos times: conflicts, supply chain changes, covid consequenses, employment crisis in IT, etc.

People makes a lot of attempts to overcome this chaos. There is no everyday stable workflow anymore.

Every day is a challenge.

If we will help people organize this chaos, they will be able to do more of actual work, more solutions will be found and global economy will be fixed.

However, in stable times, people can get used to follow stable workflow and there will be less need in organizing.

Unless, our tool already become part of their workflow.

Market potential

Pessimistic: every office worker on the planet. Optimistic: everyone who has a job and a smartphone.

Too optimistic: people make shopping lists and put stickers on the fridge, etc.. so, just everyone.

Competition / alternatives

There are a lot of todo lists and time management apps. But they focused on moving task between stages.

We are focusing on working on the task: experiment, fail, make shameful mistakes.

There is no tool suitable for making shameful mistakes. Everything is too public.

Our strongest competitors are pen and paper.

They have a lot of functionality which is hard(but possible) to implement in digital form.

But they can't copy-paste, they can't embed digital content, they do not have history of changes.

So, we are going to beat them in this competition.

Business model

Best case scenario:

- Keep it free as long as possible, to conquer the market fast
- Sell additional features as plugins, like:
 - Access to fast synchronization server
 - Integration with custom ERP systems
- Create plugin market, it's platform after all.

Plan B:

Just sell desktop and mobile clients.

Team

I working on it singlehandedly right now. But there is a group of people which can be involved.

Me:
Iurii Okhonin, digital nomad, live in Vietnam. I'm Russian pacifist, so both sides hates me :)
However:

- I wrote my first program then I was 10. 31 years ago.
- I created my first compamy in 2011, 12 years ago.
- I can learn new programming language within a week, even if it's very different from most languages.
- I do not have highly superior autobiographical memory, but I'm close to it.
- I have practical experience in countless amout of technologies by now.

Victor Oknonin, my father, Canadian citizen, one of co-inventors of back-propagation algorythm in AI.

Eugeniy Tolmachev, he is like "my brother in Agile", if I do not know something - he knows and reverce. In normal sityation he was exelent backup in case brick fall on my head, but he might be too old to relocate from Russia.

Sergey Dudkin, digital nomad, live in Kyrgyztan. His experience is similar to mine.

Julia Zelinskaya, digital nomad, Vietnam, QA engeneer.

Financials

Zero. We can only invest our working time and skills right now.

Vision

If everything goes fine, in 5 years or less, our application will be everywhere.
Like Microsft Office or Google Chrome, even people who hate it - use it.
It will probably be sold to some big company to be included into office packet.

Milestones

- Prof-of-concept (done)
- Implement basic workflow, without agregation from external resources (done)
- Deploy process, installation package + publishing (in progress)
- Test both command line and graphical interfaces on windows, linux and macos, fix bugs (in progress)
- Integration with Github Issues
- Integration with Atlassian Jira

- Integration with Azure DevOps
- Public beta-test, fix bugs and usability issues
- First release
- Get first real customers, collect feedback
- Mobile app, manual synchronization (button to pull tasks from repository)
- Automatic synchronization server (might be paid option)
- Add multiple languages
- Add more features and keep growing

Current state

We are at Alpha-stage: cli and gui client works in development environment.

It's cross-platfrom, but there might be os-specific bugs, need to test it on every possible operating system now, that will need effort and some extra equipment.

Also, publishing will require payment for 3rd party certification and publishing fees. That's why I need you.