A typical day in your life may involve navigating multiple applications and websites...
Or it may look like this...
where all of your tasks, reflections and information sit in a single place, whether that be your notes app or your brain
Existing productivity platforms and processes are either **complex** or **oversimplified**

“Keeping track of everything is a **full time job**. I try to be consistent about inputting events / tasks on my calendar, but my notes go everywhere from Notion to Google Docs. Despite my system, I wish there was a better way for me to manage myself and all the information I need…”

— **Associate**  
Financial Services

“I get **overwhelmed** just thinking about organizing everything I have to remember and do. I usually just drop everything in my notes app…”

— **Student**  
Entrepreneurship and Brand Management
ORGANIZE YOUR THOUGHTS & YOU, EFFORTLESSLY
Organize effortlessly.

AI-powered personalized note-taking and task management tool with intuitive organization and easy retrieval.
Meeting with Project Team - February 3, 2024

1. Agenda:
   - Discuss project timeline
   - Review deliverables
   - Action Items:
     - John: Finalize market research by Friday
     - Me: Complete design mockups by Monday
   - Reminders:
     - Tomorrow (Feb 1): Submit weekly status report
     - Wednesday (Feb 2): Call with client at 2 PM

2. Important Dates:
   - [Dates and reminders]

Capture everything: your thoughts, reminders, events, notes etc.

All your inputs will be stored.
I'm currently in a couple finance classes, and the notes get blended together sometimes. An example of this would be my investment class notes get put in my financial management course notes.
Planner view detailing any upcoming and recently completed events/tasks along with linked relevant notes / collections

Collections intuitively categorizes notes into based on historical inputs

Suggestions simplify users’ actions based on historical user behavior

**Thursday**

**To-do**
- Get Groceries
- Finish OOD Homework
- Feed dog
- Start startup

**Date Night Grocery List**
Today 9:20 am

**Violin Recordings**
Yesterday 11:32 pm

**Startup Ideas**
November 15, 2023

**Long Term Goals**
November 12, 2023

**Recent**
- Weekly Standups: 5 notes
- College Applications: 10 notes
- Job Prep: 6 notes
- Intro to Art Notes: 25 notes

**All Collections**
- Suggested
  - FINA 2301: Due notes usually taken at this time
  - Future Plans: Fossilized, i.e., this has been dozed off for a week
  - Sponsorship Notes: Have a sponsor, but no meeting setup weekly
<table>
<thead>
<tr>
<th>effortless</th>
<th>custom</th>
<th>secure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Input diverse information, from notes to events, with immediate identification</td>
<td>Harnesses AI to automatically identify and group topics and content types</td>
<td>Prioritizes your information with robust encryption and strict data protection</td>
</tr>
<tr>
<td>No more navigating through different platforms and enjoy a unified space</td>
<td>Enjoy consolidation of related content and blending note-taking with events</td>
<td>Feel confident knowing that your notes, events and other data are protected</td>
</tr>
</tbody>
</table>
Market
2023 Personal Productivity

TAM
$5.8B
global productivity
Anticipated to grow to 8.5B by 2027

SAM
$2B
US & Canada

SOM
$542.2 M
15 - 34 yrs old

Includes

Opportunity in
Enterprise Productivity
$42.4 B
global productivity (2023)

(source Census.gov)
# Competitive Analysis

<table>
<thead>
<tr>
<th>Competitors</th>
<th>Collaboration + Sharing</th>
<th>Search Functionality</th>
<th>Note-Taking Features</th>
<th>Reminders + Event Management</th>
<th>Auto-Organization</th>
<th>Integrations (e.g. Notion, Calendar)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Good Notes/Notability</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<td>Dot By New Computer</td>
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<td>✓</td>
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<td>✓</td>
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<td>Napkin</td>
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<td>✓</td>
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<tr>
<td>jot</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓*</td>
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</table>

*also blends notes with reminders + events
<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>Pricing</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>For the person trying to organize their life</td>
<td>$0</td>
<td>Notes capture</td>
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<td></td>
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<td>Event + Task management</td>
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<td></td>
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<td></td>
<td>AI categorization</td>
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<td>2GB Data</td>
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<tr>
<td>Enhanced Basic</td>
<td>For those who want a little more</td>
<td>$2/MONTH</td>
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<td>Basic</td>
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<td>+</td>
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<td>Integrations with:</td>
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<td></td>
<td>Slack, Notion, Google Calendar</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Unlimited Data</td>
</tr>
<tr>
<td>Collab</td>
<td>For cross team collaboration, perfect for small groups</td>
<td>$5/USER/MONTH</td>
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<td>Enhanced Basic</td>
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<td>Team and Individual Workspace</td>
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<td>Collaborate on notes / events / tasks</td>
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<td></td>
<td>Collaborative AI categorization</td>
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<td></td>
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<td>Up to 10 users</td>
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<tr>
<td>Enterprise</td>
<td>For large-scale, advanced teams and workplaces</td>
<td>$20/USER/MONTH</td>
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<td>Collab</td>
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<td>+</td>
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<td></td>
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<td>Up to 10 team workspaces</td>
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<tr>
<td></td>
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<td>Up to 200 users</td>
</tr>
</tbody>
</table>

*subject to pricing changes
Our Team

Frank Isaacson
CS & Finance @ Northeastern
Prev SWE @ WHOOP, Poloniex

Manvi Kottakota
Data Science @ Northeastern
Prev ML @ PayGlocal

Patricia Tan
Product @ JPMC
Prev Product @ iRobot, MongoDB

Eli Quist
Applied Math @ Montana State
SWE @ Brightvine