

notion

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March 2013, to Elad Gil



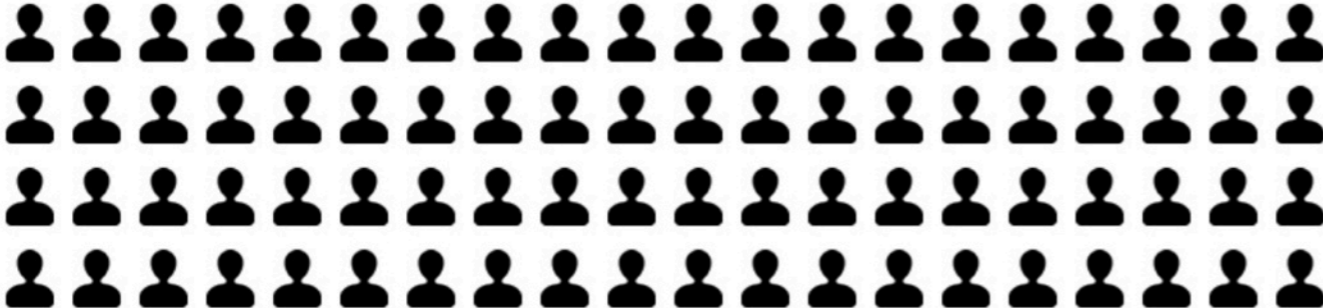
*We
shape
our tools,
and thereafter
our tools will
shape us.*

BACKGROUND

2 million developers



80 million knowledge workers



200+ million Internet users



MISSION

Democratize Software

Bring the computing power to non-programmers

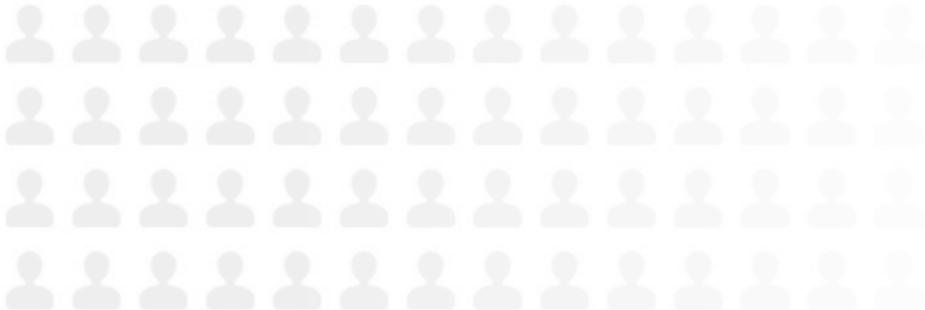
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PROBLEM

The “software as applications” model is highly inefficient



We can't go to Mars by sending Word documents arounds

SOLUTION

Notion is a centralized home for your *information & software*

4 Marketplace

3 LEGO for Software

2 Structured Content

1 Visual Editor

○ Web

Notion *demo*

MARKETS - OVERVIEW

A horizontal product

Design Tools

Web Hosting

Office/Docs

Enterprise/SaaS

Software Marketplace

\$500m

\$2B - \$3B

\$22b+

\$120B+/\$14B

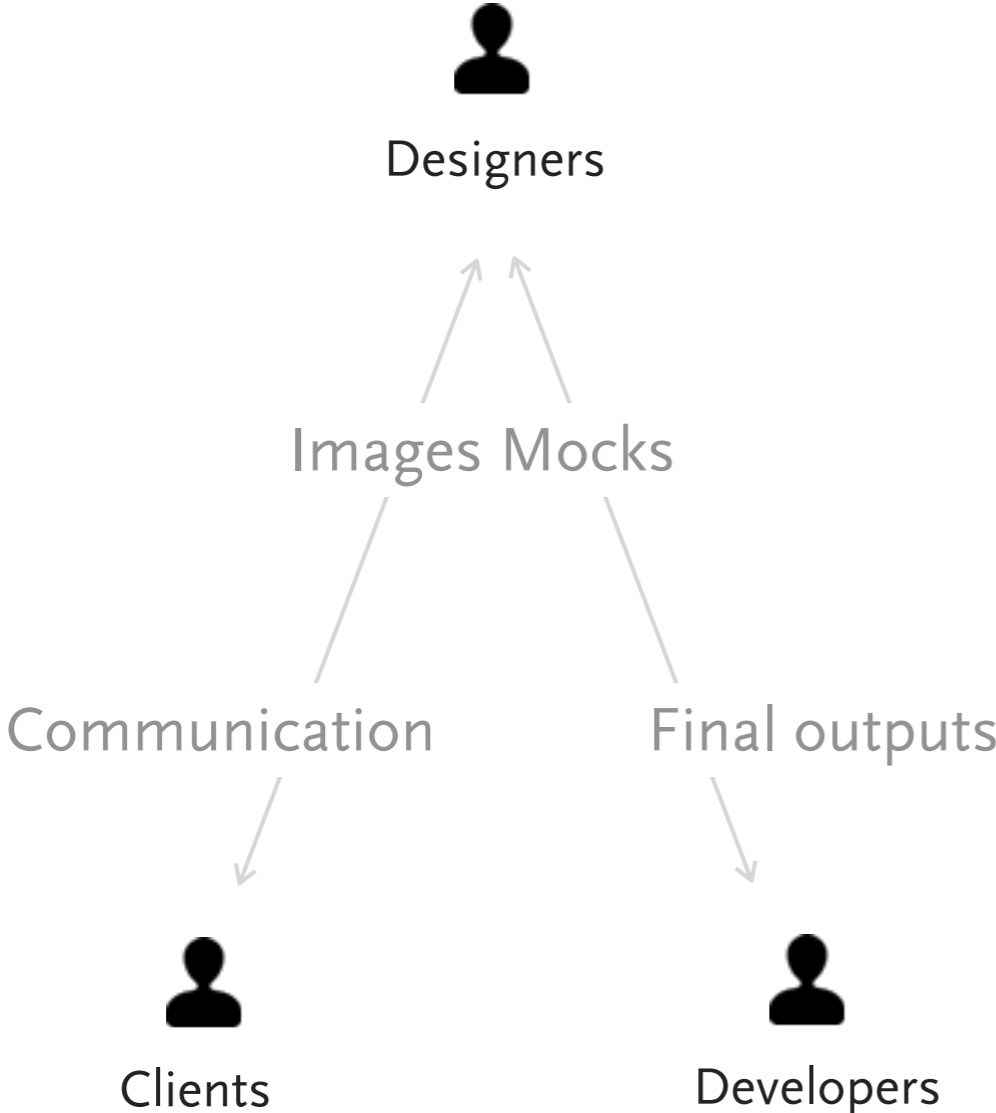
New

Get traction!

Huge market,
lots of pain

Change how we
create software

Today – designers’ painful workflows



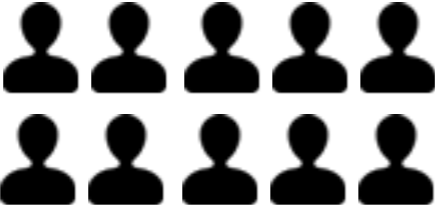
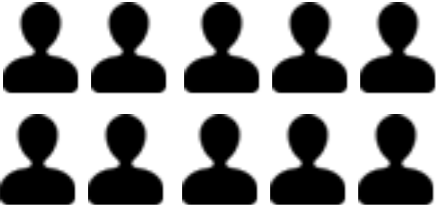
MARKETS - DESIGN TOOLS

Notion – one environment; no developers



MARKETS - ENTERPRISE

Today – pigeon-holed users

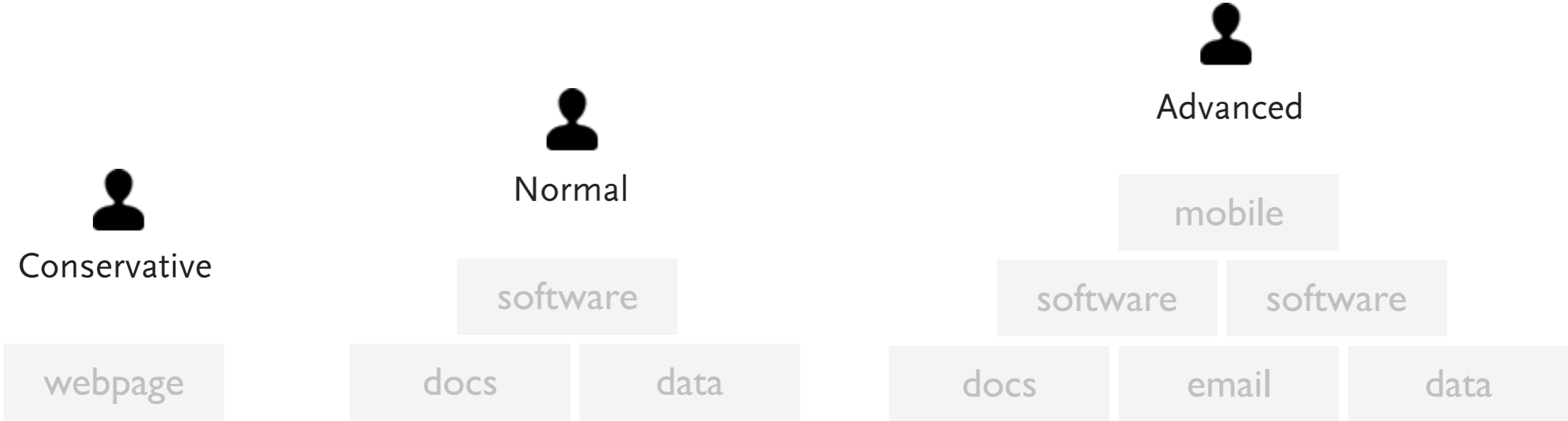


application x

yet another SaaS vertical

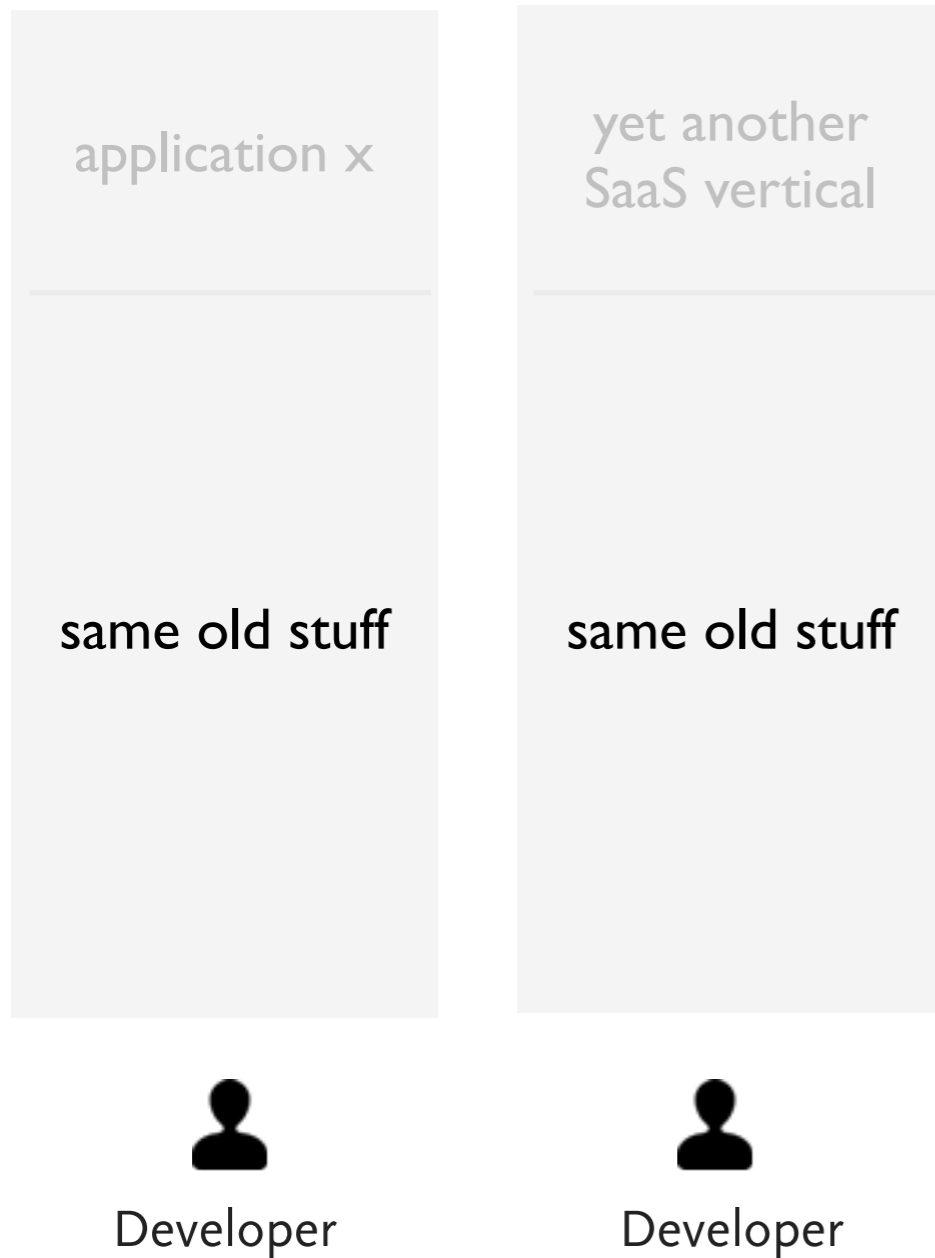
MARKETS - ENTERPRISE

Notion – tailored software for all



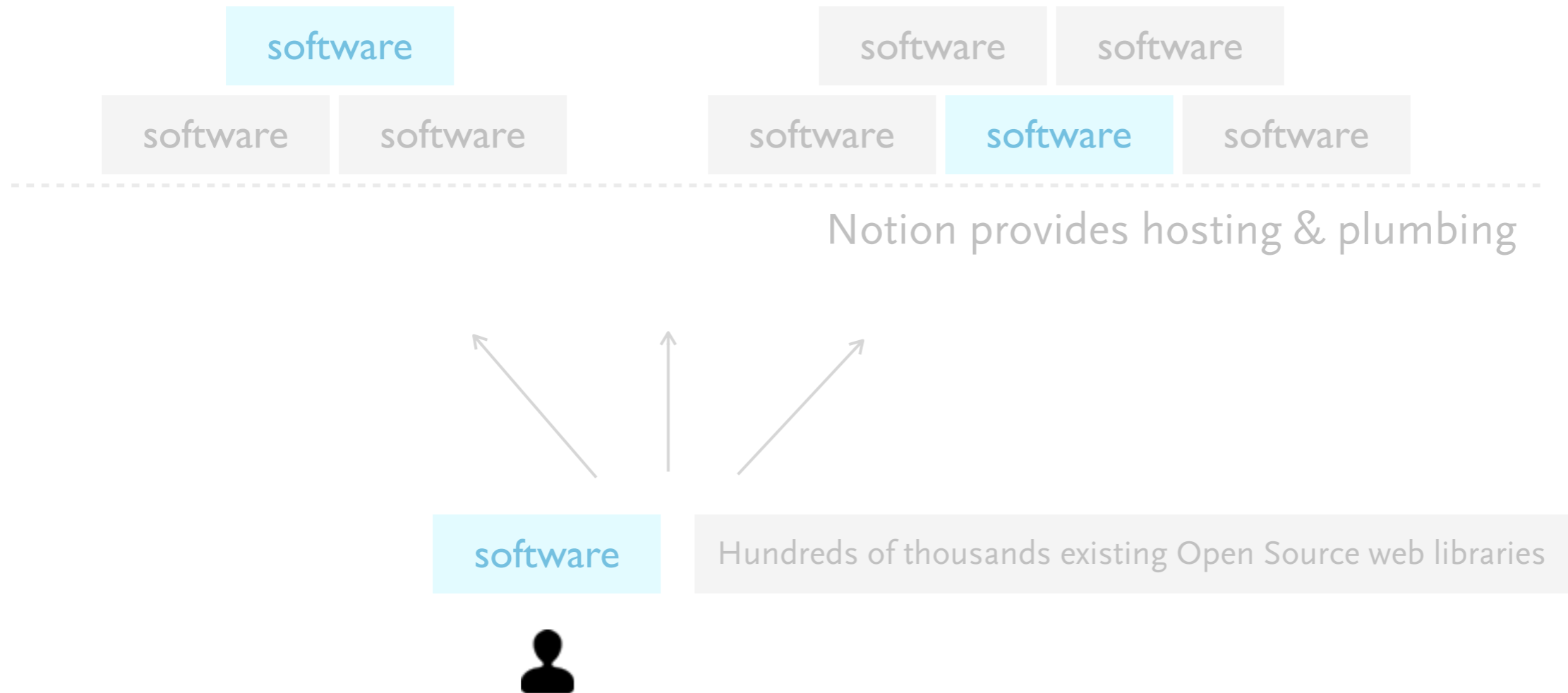
MARKETS - SOFTWARE MARKETPLACE

Today – keep reinventing the wheel, no division of labour



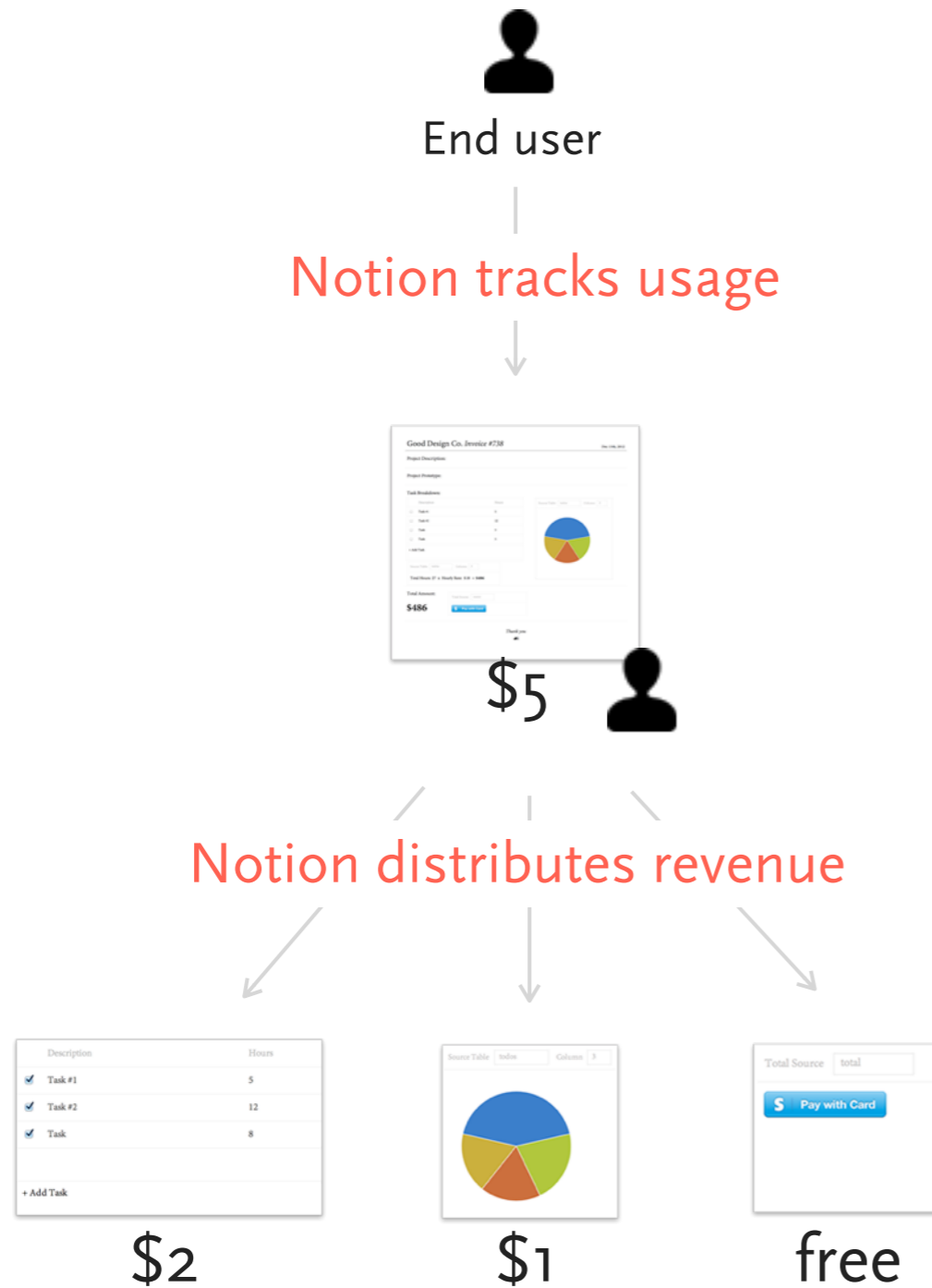
MARKETS - SOFTWARE MARKETPLACE

Notion – make once, serve many



MARKETS - SOFTWARE MARKETPLACE

Notion – market economy for the software world



TIMING

Commoditization needs the right platform

80s

Hypercard

90s

OpenDoc

now

Web

HTML5, "HTML6"

ROADMAP

5 months for private beta; 15 months for Series A

