# Бізнес-план стартап-проєкту et Nota



**Vitaly Psurtsev**

**et Nota**–*an innovative app to create notes*, which looks like**chat**, and endowed *advanced*and*innovative* **navigational**system (regarding notes).

Our**mission**- make the notation the same*natural* process, like breathing or thinking itself.

Our**vision**- more and more*bigger and bigger*number of people create notes.

- *Stage*- developed in detail**idea**+**model**.
- *Innovative solution*- an application in the form of **chat**, the newest system**navigation**, use**AI**.

Et Human team logo

*We want to change the world, making it better, and be at the forefront of this development! Let's start with et Nota!*

# et Human – Triad of knowledge

**I aim** subproject

*et Human* "**Triads of knowledge**" is "*to*

*contribute to humanity in the production*

*of knowledge from*

*for the purpose of acceleration*

*its development*»

2. It follows **Net Leaf**
– **earl**, or "*second*
*brain*" which
helps "***to sew***» point
knowledge.

**et Nota**

**Net Leaf**
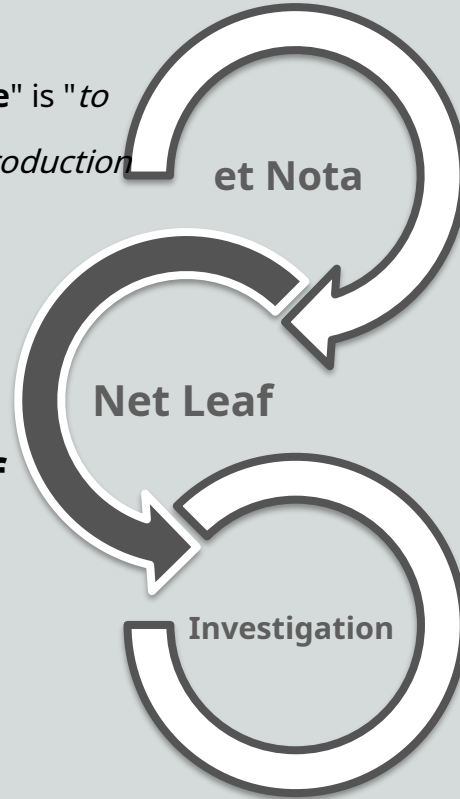
**Investigation**

1.**et Nota** - the first step
to achieve this goal - helps
*random*
*point* production
of knowledge He "
***materializes randomness***".

3.**Investigation** –
the last in "Triad"
a tool that simplifies the
implementation *of research*
and ***semi-automatic***
forms the so-called "**reports**".

**The main problem**- these are the notebooks themselves. Modern applications for notes are rather *file attachments*, like MS Word, but even worse. Many problems arise from this:
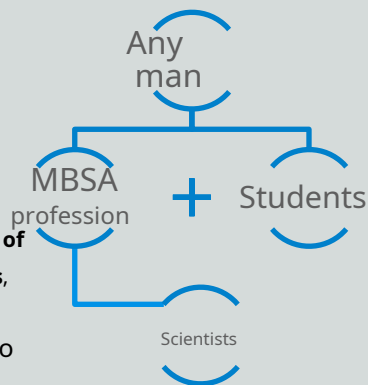1. Inconvenience and slowness in creating notes and navigating them;
2. Clumsiness and confusion in note files;
3. Overloading with unnecessary functionality in the absence of the required one;
4. The price is still higher than for Office 365 (the case of Evernote);
5. Etc.

But we use as a competitor **"Saved"** Telegram. It is, in fact, *prototype* **et Nota**, but it is not perfect and helps somewhat to solve only half of the 1st and 4th pains, producing new ones:

1. It has a navigation system that is absolutely not adapted to notes (which is understandable, because it is a messenger);

2. The same goes for functionality in general: it's not a note-taking app (but that's what a lot of people use it for);
   1. There are ridiculous functions such as Stickers, Emoji, video-mug recording;
   2. Lack of adequate formatting (the antithesis of modern notebooks);
3. The creation of notes is also inhibited (but smarter and more convenient than in the "most important problem");
4. Etc.

**CA** *et Nota*, if you take it as an independent application, it is very wide, ideally it can be **all people**, and we will try to achieve this.

If taken more narrowly, then CA is reduced to **MBSA-Profession\*** and **students** as a supplement
In the event that brothers *et Nota* as a part **"Triads of Knowledge",** then the audience narrows to **scientists**, that is, to those who *produces knowledge*.
IN *broad understanding* CAs are people who **use modern technologies** and **taking notes**, in particular – **many reason**.

Any man

MBSA profession

+

Students

Scientists

**\* MBSA-professions**- this professions in the field of management, business, science and creativity.

# PROBLEM

**Problem** :

**Absence** adequate

1) *direct method* **creating notes** and

2) **orientation** according to them

3) as much as possible **quickly** and **easy**,

4) *without friction* and *redundant functionality* ,

5) but **with everything you need**, and so that

6) it did not leave any **emotions**, except **pleasant**

7) **personal** and **confidential user**

Notes are needed by a person in order to**unload** brain from**too much**, but also to**get rid of**some**emotions**, related to**cognitive needs**, for example**need** in the achievement**epistemological completeness**–**completeness**, it can be for example**frustration**or **doubts**.

But such a process**can't**be accompanied by others **distracting** or**frustrating**factors. That's all too concerns**searching for the necessary information**in the notes.

*In particular, to solve these problems will be created<u>et Nota</u> .*

# THE PROBLEM IS THE THOUGHT PROCESS



Not everything was said.

# CA

**_Target audience_** :

1)**Massova**,

   but if considered<u>more narrowly</u>

2)**people with professions in the fields**_Management_,_Business_,_Sciences_and _Creativity_and**Students**,
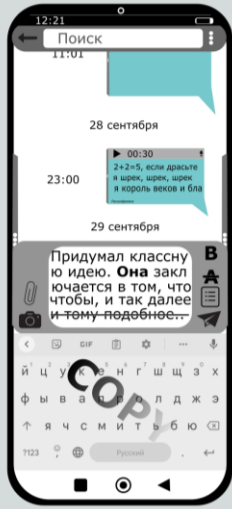
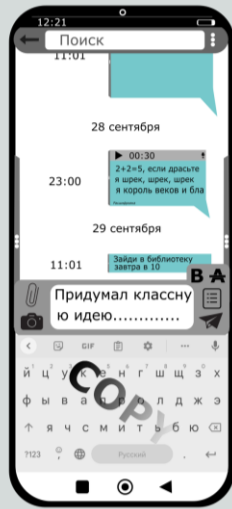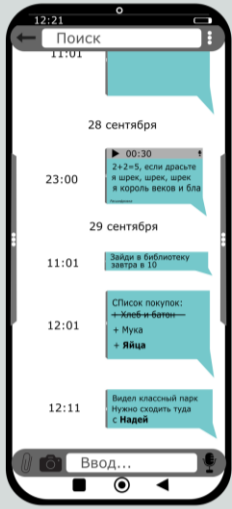   and<u>even narrower</u> –

3)**Scientists**(field of science; as part of the "Triad of Knowledge" project). From another

   point of view, these are people who

4)**use modern technologies**t **they think a lot**or                    in particular –
**notice**.

**et Nota** consists of
1) **main panel with "chat"** in the center, a panel
2) **input and formatting** from below, a also
3) **navigation system** ("calendar" and "filter" searches**\***)
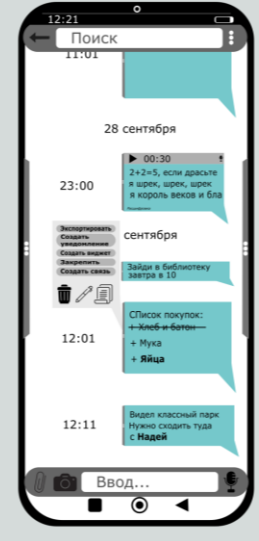4)*But many other things* .
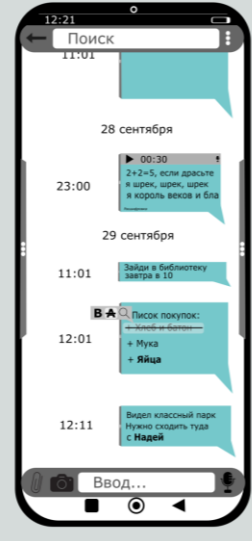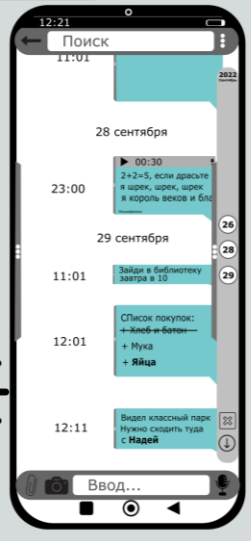
It's just **schematic!**

**appearance**: everything will be better more attractive and a little different.

**\*** - not all methods depicted

there are more than 5 of them.

MODEL

Our **competitors** _are shared_ for several **groups** and **subgroups**. Each has its own properties, but also satisfies the same need for notation (feelings, views, thoughts, impressions, tasks, etc.):

**1. Direct** competitors:

    **1. "The most important problem".** **Representatives**: _Evernote_, _OneNote_, _Notion_ and the like. Are something on like **application folders**, inside which files are stored, where they can be created. It's more convenient than Word, but essentially **notes** in, for example, Evernote is **files**, which is fundamentally different from the principle **et Nota**, where **note** is one thing **message-record**. Another feature of such notebooks is teamwork, that is, they are not notebooks, but rather **group file systems**. About **disadvantages** it has already been said.

    **2. Post-its applications**: _AppleNotes_, _SamsungNotes_, _XiaomiNotes_, _NotePad_, _ColorNote_, _BlackNote_ and countless number of analogues. It **truncated copies of "The Biggest Problem"**, no teamwork, no overloaded formatting system where files mostly look like paper Post-its. But the disadvantages remain the same - except for the price, because they are free - as in the first subgroup of competitors, in addition **huge** the minus is the lack of a brand, which makes them unattractive just by appearance.

    **3. "Saved"** Telegram (and analogues: **others "Saved",** simply **chat with yourself** and **_Note to Self_**, **_Luckynote_**, **_Talk to Myself_**), which has already been mentioned. This is a prototype **et Nota**, which allows you to make notes in the form of messages-records in the chat, which speeds up the process of creating notes many times and makes it somewhat easier to navigate through them. About **minuses** it has already been said.

**2. Indirect** competitors:

    1. Notebooks, diaries, others **paper** products and **stationery**. _There are many such companies_. **Pluses** – this is the convenience and speed of creating notes using the classic method – **by hand**, but **minuses** – delayed formatting (highlighting in the text), lack of at least some adequate navigation, lack of modern technologies that simplify processes, etc.

    **2. Text editors**: **_MS Word_** and analogs. This competitor is similar to **"The most important problem"** and her even replaces You can create notes on a computer with rich functionality and advanced formatting. However, there is **disadvantages**: not ideal speed of notation, it is very difficult to navigate among the many created files, especially on weak devices, files are created quickly, but their opening can be slow, especially in the case of a large number of notes in one file.

# COMPETITORS

Applications are trying to solve the problem "**Note to self**", "**Luckynote**", **alk to myself**" and the Telegram function - "**saved**» (and analogues). Applications are very raw, they lag behind "Saved": *unattractive, comfortable, slow, dry, no brand* etc., as well as in them **there is no possibility reach the benefits** *et Nota* through a patent. Regarding "Saved":
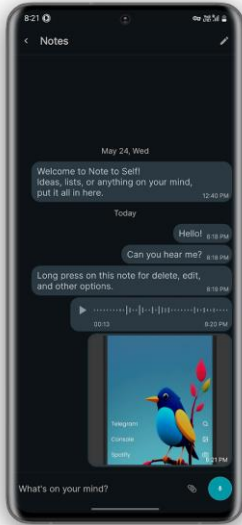
1) **Absence** *adequate* **formatting** and *necessary* **functional**;
2) *Big* number **redundant functionality** (for example, stickers);
3) *Imperfect* **note speed** through binding to Telegram;
4) **Lack of positioning** (regarding notes);
5) **Absence** physical ability **evolve** in this area (barrier

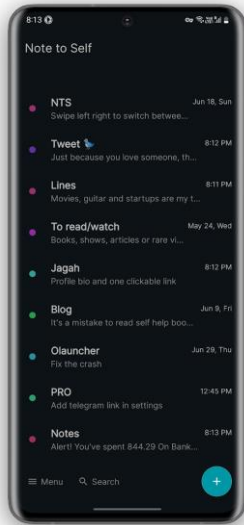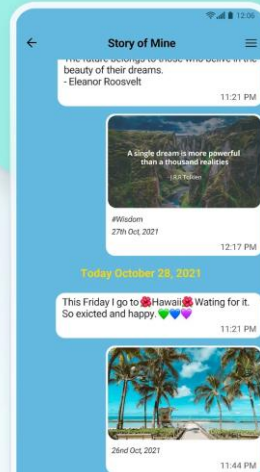_**Alternative**_ : Any **paper products stationery**.

# COMPETITORS - PHOTO-1
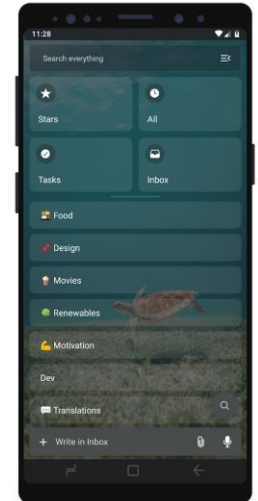


NTS (Note to self)

Talk to myself

Luckynote

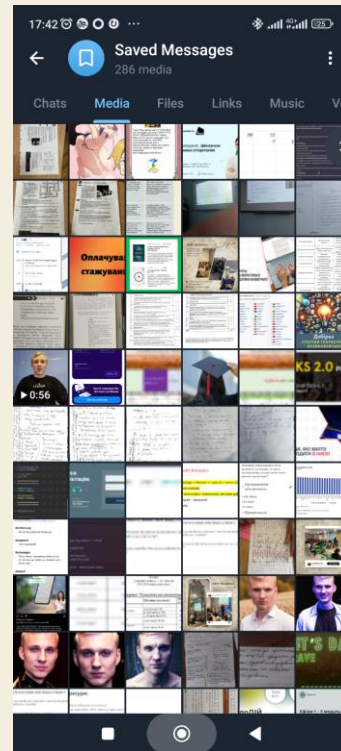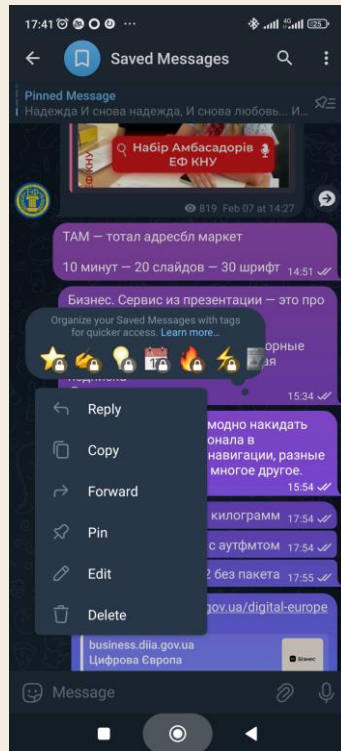# COMPETITORS - PHOTO-2
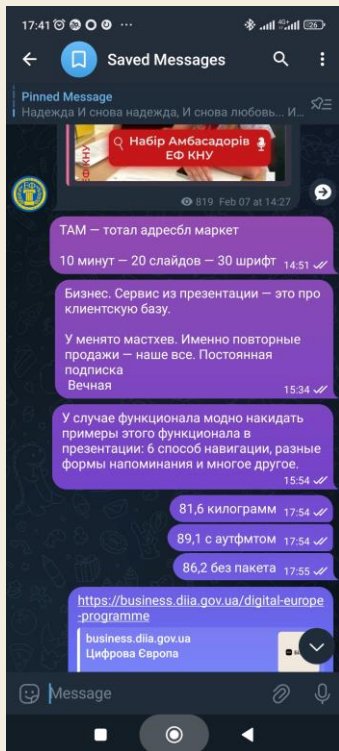


"Saved" Telegram

# NON-COMPETITIVES

It would seem that applications such as **Evernote**,**Notion**,**OneNote**and the like. But it is not so.

They are not~~note-taking applications~~, ~~as some~~ position themselves, and represent something like**application folders**, inside which **files are stored**, where they can be created and what they are called "**notes**". Another ~~feature of~~ such "notebooks" is this**teamwork**, that is, it is more likely**group file systems**. These are the same**Word**+**Conductor**.

**_Thus, they have nothing to do with solving the problem that was posed._**

There are also stripped-down versions of, for example, Evernote, namely Post-it applications, such as Apple Note, Color Note, and many similar ones.

They lose many times to the same Evernote, but in addition, they have the same disadvantages.

# NON-COMPETITORS - PHOTOS

Microsoft OneNote

Зареєструватися

**Evernote**

Why Evernote    Solutions ⌄    Explore ⌄    Pricing

# Tame your work, organize your life

Remember everything and tackle any project with your notes, tasks, and schedule all in one place.

Sku No. 123 456
$ 114.99

954 Elliot Ave.
Seattle, WA
206-491-7041

TOP RECOMMENDATION

Please order more!

# Взаємодія та співпраця

Чудові ідеї не завжди приходять до всіх одночасно, проте ви зможете ділитися ними з колегами у OneNote і творити разом.
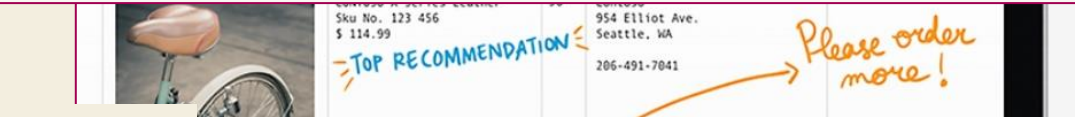
Notion
https://www.notion.so · Перевести эту страницу

Notion: Your connected workspace for wiki, docs & projects

A new tool that blends your everyday work apps into one. It's the all-in-one workspace for you and your team.
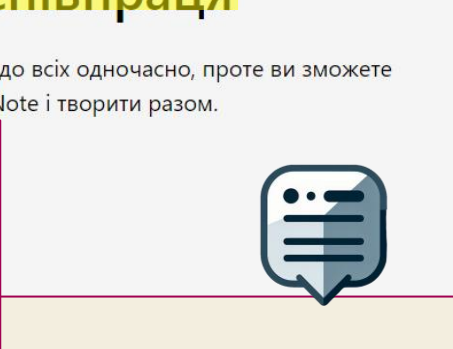
# UTP

"We offer an innovative tool: a notepad application in the form of a chat with **advanced navigation system**. Our solution makes your actions easier, helps you cope with your thoughts and enjoy the thinking process.

With the use of AI and advanced technologies, we offer**the fastest** and**the most convenient**a way to create and navigate notes, simplifying your life and work.

*et Nota is your "home for thoughts, worries and feelings", where notes come to life."*

# PARAMETERS

***Parameters*** (highlighted **fat**), where ***et Nota*** better and this is important for CA:

1. When a person wants to create a note - first of all, he just wants to create a note. She doesn't want to wait, look for something, generally waste time: she wants to create a note. ***et Nota*** allows **creating a note is as convenient as possible and quickly from anywhere in the phone**. Here and now.

2. But when a lot of notes are collected, the following problem arises: it is impossible to find what you need. So ***et Nota*** allows **find notes as quickly and conveniently as possible**, and it doesn't matter when, which size, type, etc. they were created.

3. Notation is a constant process when a person returns again and again again to ***et Nota***, therefore he is endowed **atmospheric design**, so that everyone has **nice to be here** in it: it beckons.

4. All this in the end forms a "mighty" **brand**, which evokes pleasant feelings in every user, closing the circle of satisfaction.

# VALIDATION

**Demand for knowledge** (science and technology):

1. [Science and technology as the main factor of competitiveness of the national economy in the conditions of globalization](#) (English);

2. [The Globalization of Science: The Growing Power of Individual Scientists](#) (English);

3. [A Century of Science: The Globalization of Scientific Collaboration, Citation, and Innovation](#) (English);

4. [Globalization and scientific education: The importance of science in the new economy](#) (English). **Demand for** **features** /parameters **et Nota** (functionality, namely the creation of notes and navigation, and emotions); **reviews** on [NTS](#) (Note to self; it is being downloaded):

★★★☆☆ 27 января 2024 г.
Добавьте возможность закреплять сообщения, как-то маркировать их чтобы потом легко находить. Добавьте поиск. Добавьте календарь. Добавьте функционирующие хештеги. Три звезды поставил для привлечения внимания.

★★★★★ 18 февраля 2023 г.
После долгого поиска разных замен гугл кип я наткнулся на похожее приложение, но он тормозило и было некрасивое, ведь есть тот же телеграм... Но! Тут быстро, тут отдельные категории, тут просто удобно. Я начал пользоваться понемногу... И я понял, что организовывать заметки это не моё, все ровно искать поиском, а делать красиво это долго, просто скинул сюда и потом ЕСЛИ УЖ надо, то найдешь. Спасибо за приложение!

★★★★★ 1 ноября 2022 г.
Дорогой разработчик, если ты это сейчас читаешь, хочу выразить тебе благодарность за это прекрасное приложение. Было бы классно в будущем видеть следующие функции: * поиск внутри чата * общий поиск по всем чатам * возможность закрепить внутри чата сообщение * возможность закреплять чат поверх всех чатов * добавить меню пункты (типа выполнено/не выполнено) В целом задумка, действительно, очень крутая! СПАСИБО ЗА ВНЕСЕННЫЕ ИЗМЕНЕНИЯ!

★★★★★ 26 апреля 2023 г.
Hello guys, your program is interesting and it can be very useful for quick notes, I put 5 in advance. But there is one caveat - you must definitely add link previews like in messengers, if there are a lot of links, it becomes difficult to figure it out. I hope this will be implemented in the next updates.

★★★★☆ 18 сентября 2022 г.
I really liked this app!! only I have a huge request, make it possible to hide individual notes! also, add the ability to attach a file and remove the duplicate votes icon voice message. and everything is just perfect, I dreamed about this for a long time !!!

★★★★★ 25 марта 2023 г.
The app lacks two options, in my opinion: At first Scaling. For me the text is too small after switching from saved Telegram messages. The second is PC version with synchronization. The app is a great counterpart to telegram, I like it.

| NTS | 4,7★ | 50 тыс.+ |
|---|---|---|
| | 1,29 тыс. отзывов | (количество скачиваний) |
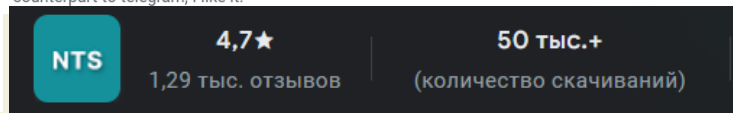
50000+ downloads in 2 years

# FUNCTIONAL

A little about him. **Functional** consists of **3 groups**:

1. Functional **creation** allows you to instantly create a note in the form of text, audio, photo, etc. as a chat-SMS in various ways from different places in the phone∗itself.

2. Functional **navigation** ("**navigation system**») consists of many interconnected elements for **instant search and orientation by notes**: "calendar" search, "filter" search, "smart" search, pinning, notifications, widgets, "pattern" formatting and searching, and much more. Most of this functionality **never existed** or **never like that was not used in this way**, therefore **"navigation system" is also innovative**.

3. There is another functionality **auxiliary**: to delete, export, etc.
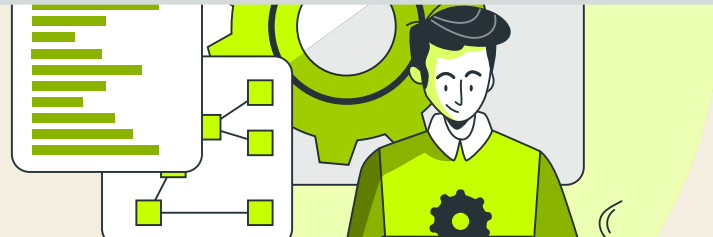
# BUSINESS MODEL – INCOME

**Sales application**, namely 1)**functional** and 2)**emotions**.

**Subscription** (e.g. each *month* or *year*), 4th version + **in-app purchases**: 1)**Free of charge** version is **cut down** (perhaps, *advertising* );
2)**Lite** version (paid) - for those who *enough* free (**mass**);
3)**Standard** version (more expensive) – for those who need it *not enough* (**CORE CA**);
4)**Extended** version (the most expensive) is for those who *not enough* Standard (**niche**).

*In this way, constant income will come from subscriptions to the Lite, Standard and Extended versions, possibly from advertising for the use of the Free version and through one-time payments for a special* **customization**.

Except *P&L, Cashflow, Balance*, we will use the tool for **budgeting**, **analysis**, **investment planning** and **lending** to effectively manage startup finances.

# BUSINESS MODEL - OTHER-1

**Planned expenses** *with2-3 quarters of 2024 to 2 quarters of 2025* (by **1 year**):

- Planned **operating rooms** expenses (**without key workers**) – $119,250
- Planned expenses for **key employees** - $83,250
- **Total** planned **operating rooms** expenses – $202,500
- Planned **production** expenses – $27,000
- Planned **invoices** expenses – $39,000
- **In total -$268,500** (*calculations* **dynamic**, *in particular, are taken into account* **inflation** *and* **taxes**)

Planned **marketing**: site, Play M., App S. – **advertising**: Google Ads, Meta Ads, TikTok. Planned **suppliers**: Hosting Ukraine, ABBYY, iHub, Salesforce, Mailchimp, Weblium, (via) E-Katalog.

**Strategic challenges 2024**: command search; attraction of start-up investments; patenting and copyright; adjustment of et Nota development and company functioning; release of the 1st version.

# BUSINESS MODEL - OTHER-2

**Operational**:
- SEO specialist;
- Web designer;
- SMM specialist;
- Specialists in communications with clients;
- Advertising;
- Salesforce;
- Weblium;
- Malichimp;
- Rent;
- And others.

**Key employees**:
- Developer (Junior Software Engineer)
- UI/UX Designer
- Tester (Junior QA)
- ML specialist (Machine Learning Engineer)
- DevOps
- Security Specialist
- Designer
- Digital Marketing Manager
- And others.

**Production**:
Office supplies;
Servers;
Sysadmin;
ABBYY OCR;
And others.

**Invoices**:
Lawyer;
Accountant;
Director;
And others.

# MARKETING – POSITIONING

***Positioning*in general**:

"*The fastest and most convenient innovative application for creating and navigating notes*". –**Functional** and:

"*Your house of worries, thoughts and feelings, where notes come to life*". –**Emotions**

For**of each segment**CA:

1. **Scientists/thinkers**- "*the best way to free up your RAM and get rid of frustration*".
2. **Business people**people - "*innovative work organization tool*".
3. **Creative**people - "*your home of heart and fantasy*".
4. Etc.

*Positioning will be adjusted relative to circumstances.*

# MARKETING IS DIFFERENT

Marketing tools we plan to use in 2024/25 and beyond:

1. **Digital**advertising:Google Ads, Facebook Ads, TikTok, SEO.
2. **Content marketing**(SMM) - blogs, videos, infographics - and/or**sales social media**, namely in TikTok, Instagram, Facebook, LinkedIn, YouT
3. **Email**-marketing (sales) +**Landing page**.

Initially, it is planned to go to**Ukrainian**,**Russian-speaking** (except the Russian Federation and Belarus) and**english speaking**markets (**USA**, Canada, Britain, etc.) via**marketplaces**(Play Market and App Store, then Huawei Store and others) and ours**site**and**advertising**site and**product**, with expansion of languages   and regions in the future. Apart from the language restriction, there are none. The only competitor for any language is "**saved**» Telegram (already said).

# SERVICE

*et Nota*–**permanent** use, so we're going to shape *tight* and *loyal* **client base**. The focus is placed **full satisfaction** user and **continuous improvement** application that will be to be achieved due to quick and effective responses to the client's requests and interaction with him through **e-mail**, support chat, feedback services and social networks.

Planned **loyalty programs** for regular customers:
1. **Discount** and **multi-level** programs (one-time discounts or one-time free access; personalized offers; recommendations; etc.); + 2. **Closed club**.

CA will choose us through **innovativeness**, **functionality**, **speed**, **convenience**, **quality** and **emotions**; beyond that: constant **consideration of opinion** of users through feedback is high level **customer service** - and **loyalty programs**.
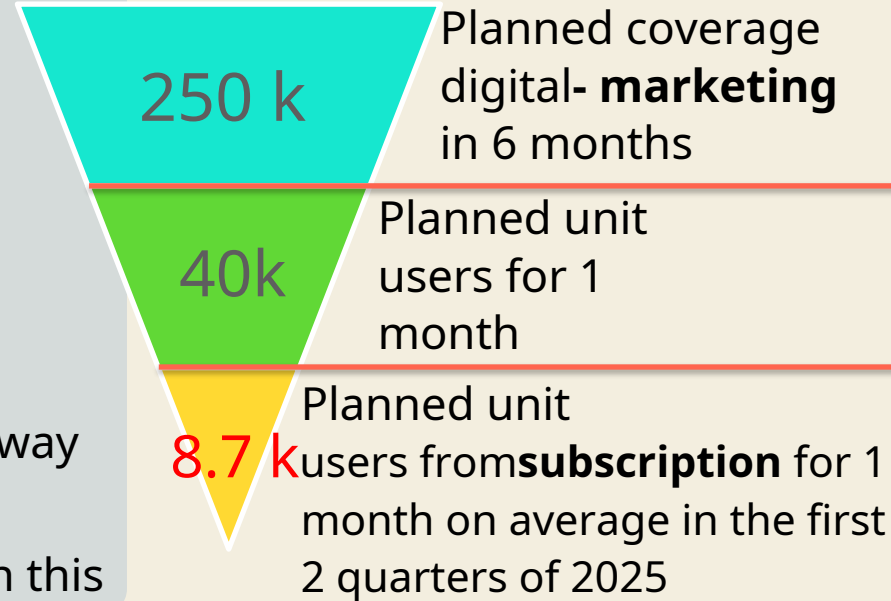
1. Definition and development **brand design** *et Nota* and **accompanying** materials (*logo, font, color palette, etc*).

2. Development **application design** (UI/UX) and **layout design** *et Nota*.

3. Creation and optimization **landing page** with a design layout;

4. Development **marketing materials**, except for landing;

5. Creation **channels** and **accounts** in messengers and social networks, them **design** and **filling**;

6. Analysis and selection **channels** and **promotion methods** (SEO, contextual advertising, YouTube, Instagram, TikTok, etc.);

7. Definition **regularity** and **content** *email newsletter*;

8. Definition and formation **base of recipients** (e-mail);

9. *Implementation, monitoring and analysis*;

10. Collection of user data, formation **customer base**, constant **reconnection** with clients, in particular, e-mail.

# SALES - CONTINUED

Besides:

1. Definition and analysis**CA**and segments;

2. Definition**KPIs**;

3. Definition**price matrix;**

4. **Release of the application**and definition**that will enter**in**which versions**, implementation "**self-promotion**»: inside and notifications;

5. The second point should be made in such a way that **direct**customers from**free versions** through Lite to Standard,**creating a need**in this

**250 k**

Planned coverage digital**- marketing** in 6 months

**40k**

Planned unit users for 1 month

**8.7 k**

Planned unit users from**subscription** for 1 month on average in the first 2 quarters of 2025

**Tools**: CRM (eg, Salesforce), SEO, website + online chat, social networks (FB, IG, TG, LIn), e-mail marketing (eg, Mailchimp) Google Analytics, landing page, SEO, marketplaces (App S. , Play M KPI is also planned**PR**(media, bloggers, etc.).

# PLAN-2024/25-1

_MARCH-JUNE_ –**involvement of team members**(developer, designer, marketer; launching a marketing campaign to attract talent + conducting interviews),**protection**of inventions/KM***patent**and solving others**legal issues** and development and implementation**strategies for attracting additional funds**(+$38,250) _MAY_ – **development planning**application, selection and preparation**places**stay and the necessary**equipment**, planning**labor organization**,**distribution of powers** and tasks, formation**production department**

_JUNE_ - embodiment**May plans**and the beginning of work on the development of the application ("framework"), development of a strategy for attracting funds for 4 quarters. 2024 (+ $25,350)

_JULY_ - finishing "**frame**» application, start of work on **backend**- component and**MVP-**version, rent**servers**, embodiment **June strategy**, involving additional**specialists**(ML, scrt.) _AUGUST_ – **completion of July works**, the beginning of work on "**the first**» version and brand, continued work on the backend

# PLAN-2024/25-2

_SEPTEMBER-OCTOBER_ –**continued development**of the "first" version andbackend, hire**UX/UI designer**, formation**UX/UI**, outsourcing**testing**, formation **marketing department**; distr. + inc. strategist. involved funds for 1 sq. 25 years (+ $106,350) _NOVEMBER-DECEMBER_ - hiring **QA and DevOps engineers**, finishing and testing on**key bugs**of the "first" version, which includes**all subscription versions**(+ definition of what is included in which versions); analysis of CA, development of promotion strategy (+ "campaign"), landing, selection and preparation of necessary ones

resources and tools, etc. - "[SALES - PLAN](#) »
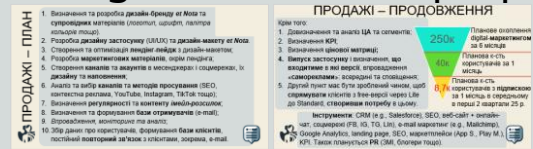
⇐Tits

_JANUARY 2025_ –**output**of the "first" version in**Play M. and App S.**, launch of marketing "**campaign**"; development of a strategy for attracting funds for the 2nd quarter. 2025 (+ $98,550)

_JANUARY-MARCH_ –**forming a customer base**,**adjustment**application and strategies in following**reviews**, achievements**25k payments**for subscription _APRIL-JULY_ - achievements**~52k payments**and**profit ~50k $**, the beginning of work on**desktop version**, transition to**own servers**

Key areas of development: 1)**development of the first version and release**– *CBD, k*\*ready-made application to start25 will correspond to the existing TK\*\*and tested: absence of critical and blocking bugs; 2)**development and implementation of marketing strategy**–*CBD, k*250k reach, 40k regular users and 8700 regular subscription users will be reached (**TV** \*\*\*–7040) in the first half of 25 years minimum; 3)**attraction of financing**–*CBD, k* will attract \$38,250 to 3 sq.m. 24 years + \$25,350 up to 4 square meters. 24 years + \$106,350 for 1 sq.m. 25 years + \$98,550 up to 2 square meters. 25 years minimum; 4)**integration of management**–*CBD, k*clear contractual working conditions and functional units with a clear hierarchy will be created up to 4 sq. 24 years old; 5) **making a profit**–*CBD, k*net income for the first half of 2025 will be \$50,000, or ROI\*\*\*\*with24 to 25 years old will be 18.6%, minimum.

# PLAN-2024/25 - DIRECTIONS AND INDICATORS

# PLAN-2024/25 – SCALING

*et Nota* will be available in well-known online marketplaces without physical limitations. The first releases will be on **Ukrainian**, **Russian** and **English** languages

Markets include **Ukraine**, **CIS** (except Russia and ~~Belaru~~s)~~, as well a~~s English-speaking countries such as the USA, Canada and Great Britain, etc., with an emphasis on **USA**.

We plan to expand the languages in future versions, including **European** <u>and</u> , **Chinese** and **spanish** languages, and reach relevant markets, with the ultimate goal of reaching

hundreds of languages

countries of the world