

Entropy Manager

pitch deck

Team



Dragan Okanović

Founder, full-stack engineer

Driven by challenging technical and creative problems, and experimentation.



twitter.com/abstractalgo



linkedin.com/in/abstractalgorithm

Experience

6 years total

- Senior full-stack web developer - Deploy Inc
- Full-stack web developer - Nira.app, Embroker, Nodebook
- Render programmer - NVIDIA, Ubisoft, R&D at Uni

Startups

1.5 years total

- Nodebook (nodebook.io) → Entropy
- Venturly (venturly.io)

Academic Research

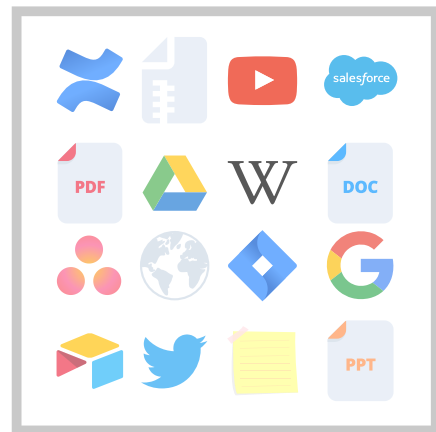
7 years total

computation & complexity, physics, math, artificial general intelligence, machine learning, computer graphics...

Education

- School of Electrical Engineering, Belgrade
- Mathematical Grammar School, Belgrade

The Problem



Data resources hell

Modern workflows combine data from multiple sources

Data is copied to multiple places and ends up being out of sync

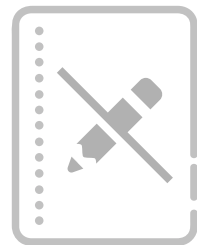
The real source of truth gets lost and it's hard to track it down

Different sources cannot reuse data from another place unless explicitly programmed

Data is in different formats, rich with media and meta-data

Data is scattered without an easy overview of what is all being used,
how it's combined and where each piece is coming from

The Problem (cont.)



Limited & rigid functionality

Apps today offer only a predefined functionality, while real world workflows deviate and change over time. Flexibility is important.

Small mismatches in actual workflow and what tools offer lead to a lot of repetition and pain points, that require a lot of maintenance and specific insight.

Creative ways of using an app can go only so far, and become an abuse, creating bigger problems than the original one.

Companies and individuals always want to find new ways to better understand their data. There as well, extensibility becomes important.



The solution

We introduce several key concepts:

Providers

Data sources.
Exchange & reuse.

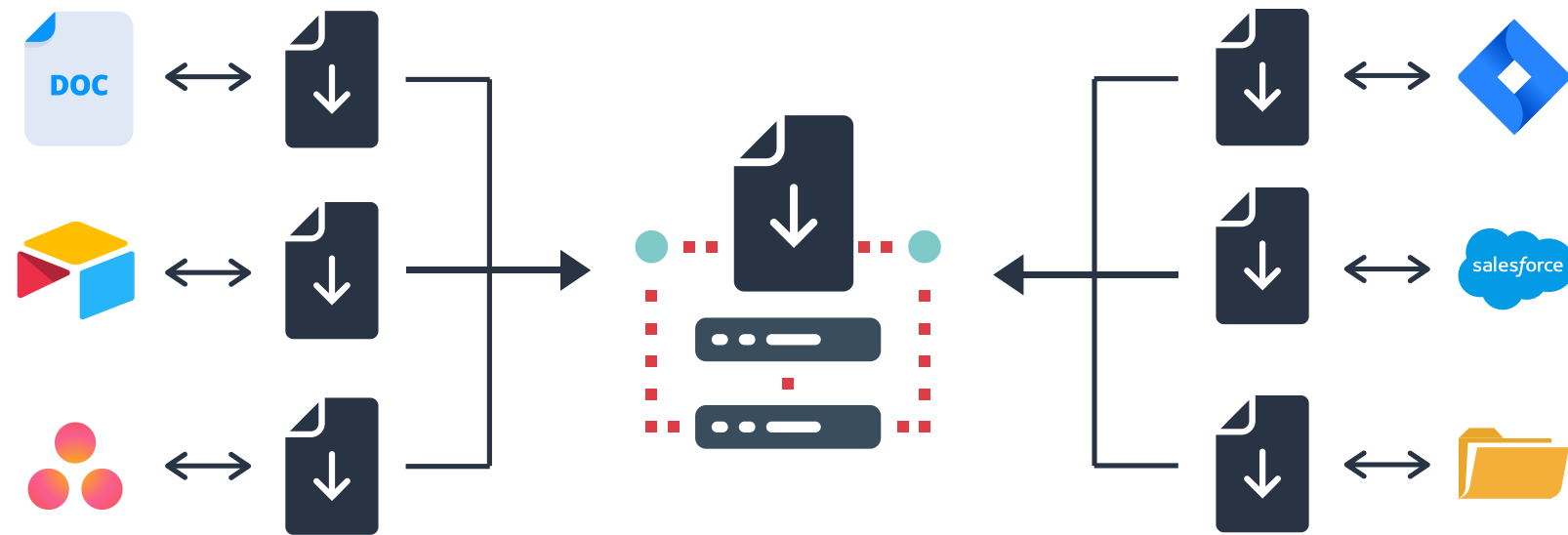
Blocks

Functionality on data.
Formatting, validation.

Views

Layouts.
Discover structures and links.

The solution - Providers



All data comes in form of a "*data provider*", even app's internal state.

A *provider* can read and modify its source's data, so it's a two-way binding.

Providers don't have to know the true source of another *provider*, nor how the data gets into them, they only care about interactions between themselves.

Providers can reference each others' parts and reuse them; preserving singular source of truth and never going out of sync. Think of Excel's cell referencing in formulas, but on steroids, for any and all data, internal or external.

Interactions between *providers* create "**Zapier for data**" kind of behavior:

- Each third-party vendor creates its own implementation of a Provider, and it immediately can exchange data with all other vendors that have their own Provider implementations
- Vendors don't have to re-implement and maintain import/export interfaces separately, but provide only one as a Provider implementation

The solution (cont.)

Blocks

Blocks are fundamental pieces that display the data and provide it with functionality and interactivity for the user.

Each block type provides a different behavior, for example: block for rich text formatting and Markdown support, block for displaying image galleries, date picker blocks,... Conceptually, they are quite similar to blocks in Notion, or apps for JIRA.

Blocks can be rearranged, swapped, removed, and their data can exist outside of them.

Blocks are also just plugins, that can be turned on and off. As such, they are programmable and completely flexible.

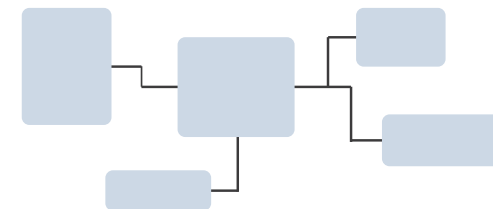
Views

Views represent different arrangements of the same data and can give different insights.

View's layout dictates topology and provides additional benefits, for example: table can sort and group entries, graph is completely flexible, gantt can show you dependencies in order and data between entries, ...

Views are also plugins and can be turned off and on, or programmed to fit specific needs.

Graph layout



Kanban / masonry layout

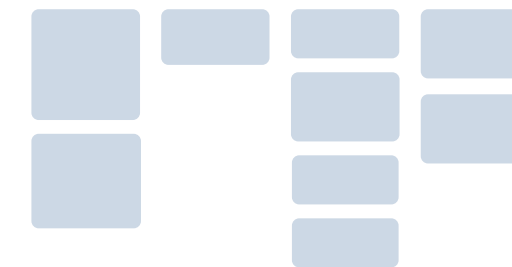
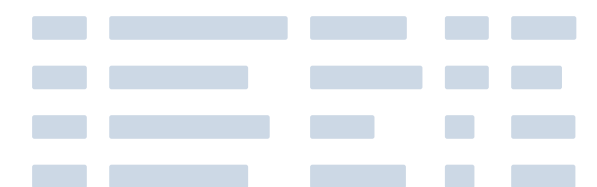
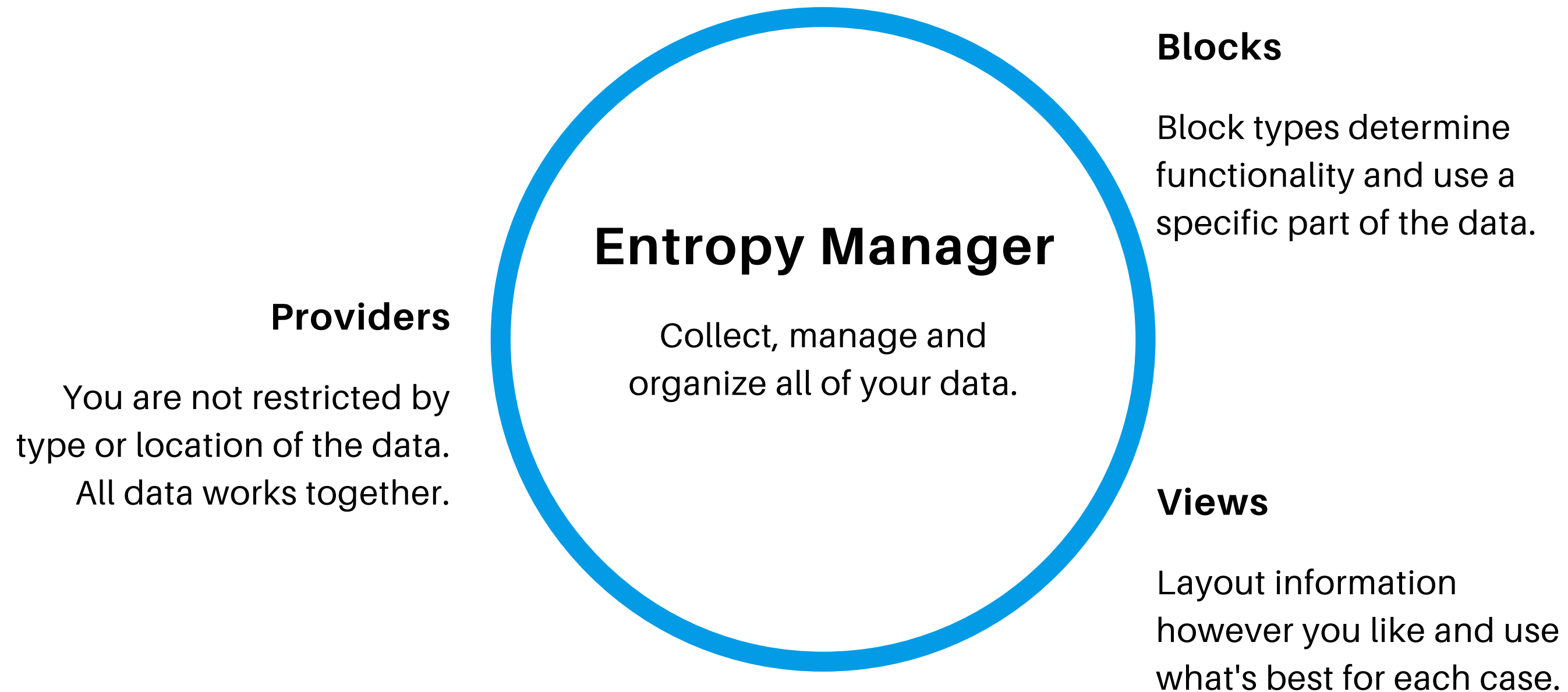


Table layout



Solution overview



Search...

COLLECTIONS

Library (papers, books, articles)

Physically-based shading at Disney

The Comprehensive PBR Guide by ...

An anisotropic BRDF model for fitti...

Experiments

Staff

Dragan Okanovic

Paul Graham

Elon Musk

Milos Zbiljic

New Person

Office Locations

Tasks & Projects

Paper Submissions

Funding opportunities

Archive

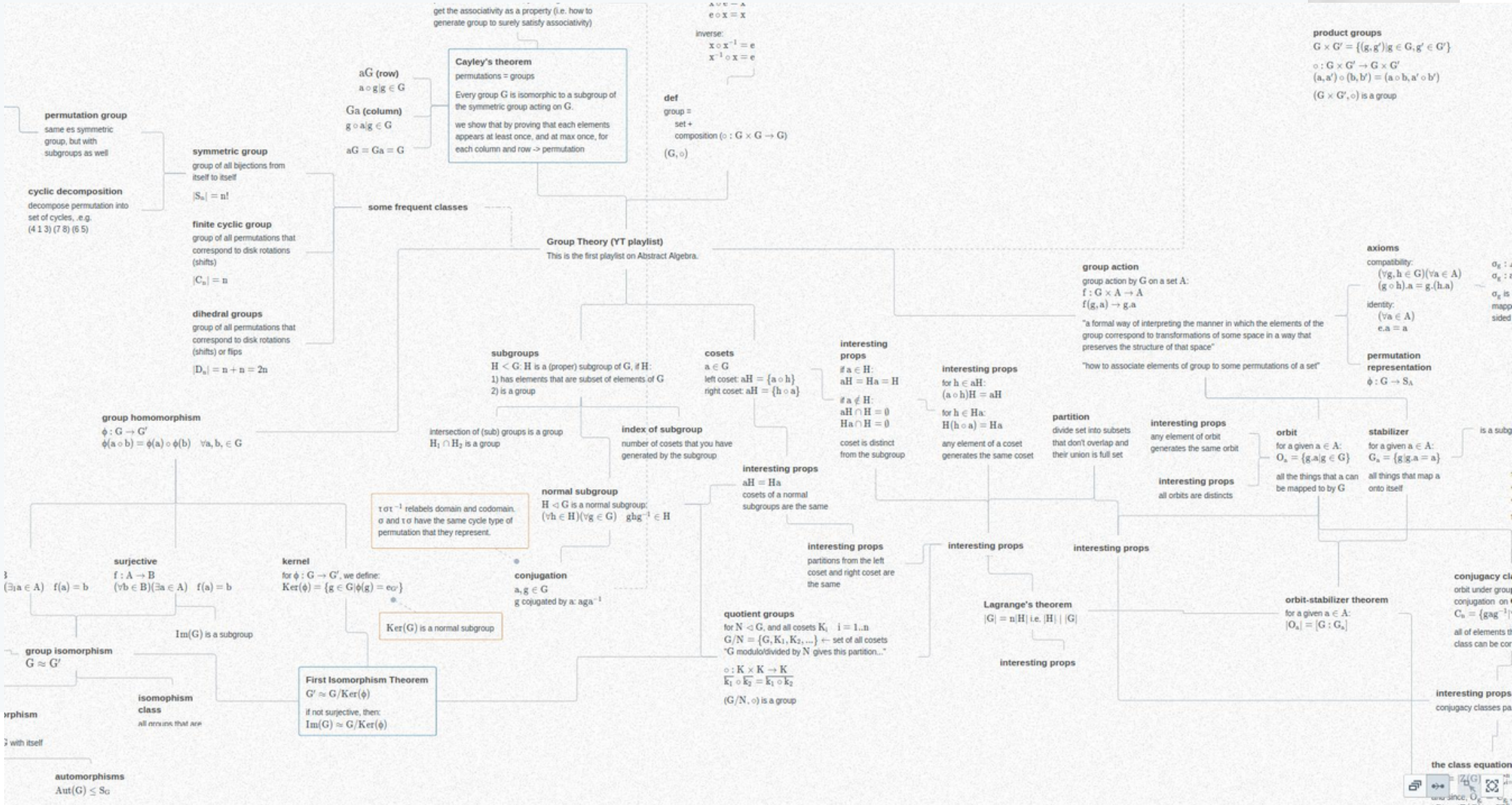
Providers

Settings

Help

ENTROPY

Title	Tags	Journal Type	Author(s)	Date Published	
Physically-based shading at Disney	pbr brdf disney	Article	Brent Burley	2012	Following our success with physically-based hair shading on Tangled
The Comprehensive PBR Guide by Algorithmic - vol. 2	pbr brdf allegorithmic	Book	Allen, Sharon Perez - cruz, Guillermo Vail, Peter R Anderson, John B Thomas, Mark		
An anisotropic BRDF model for fitting and Monte Carlo rendering	pbr brdf motne carlo	Article	Kurt, Murat Szirmay - Kalos, László Křivánek, Jaroslav	2010	



Product

work in progress

<https://www.loom.com/share/eb75ff23e20647c497efcc075b424de2>

Competitors

	Entropy	Airtable	Notion	Confluence	Roam	JIRA	Clickup	Mendeley / Zotero
Blocks / components	✓	✗	✓	✓	✗	✓	✗	✗
Custom blocks	✓	✗	✗	✓	✗	✓	✗	✗
Internal referencing	✓	✗	✗	✗	✓	✗	✗	✗
External referencing	✓	import/export	✗	✗	✗	✗	✗	✗
Table view	✓	✓	✓	✓	✗	✓	✓	✓
Kanban / masonry view	✓	✓	✓	✓	✗	✓	✓	✗
Graph view	✓	✗	✗	✗	✗	✗	✗	✗
Gantt & calendar view	✓	✗	✗	✗	✗	✓	✓	✗
Custom views	✓	✗	✗	✗	✗	✗	✗	✗
Use cases	project mgmt. knowledge database data gather academia CRM S&M ITSM note-taking mind-mapping ...	CRM data gather S&M	knowledge database note-taking simple data gather	knowledge database	note-taking	project mgmt.	project mgmt.	academia

The value



For individuals

- Personal data management & organization
- Can combine personal with work data
- Explore and reuse data collected by others



For groups & businesses

- Centralized hub for all your data
- Collaboration, sharing, access
- Progress tracking
- Flexible for any workflow, customizable



For communities & public access

- Shareable collections of data
- Easy access, contributing and discussions
- Building relationships based on shared interests and activity

Market

Market of productivity apps is quite saturated and it might be some time until Entropy can really compete with some of the biggest names in the industry.

Our strategy is to focus on a niche first - academia.
A few good reasons are:

- academic market is still huge and very active
- academic software is very old and **highly** disruptive
- competition is extremely small (only two apps and two social networks)
- original idea was inspired by academic needs
- the team is very familiar with this niche
- the team cares very much (high motivation & strong connection)

Academic publishing market

- **\$37 billion / year**
- **6-7% yearly growth rate**
- 35,000 publishing journals
- 27,000 higher education institutions
- 330 million people within higher education system
 - 22 million people with PhD
 - competitors:
 - Academia.edu - 123 million users
 - ResearchGate - 16 million users
 - Mendeley - 12 million users
 - Zotero - 10 million (est.)
- 2.2 million new papers published every year
 - even more active with COVID-like situations

Business opportunities



SaaS, freemium model

- \$12 monthly subscription
- free plan for limited features and public-only content; stimulates spread
- long-term deals and special packages



Entropy's marketplace

Due to highly customizable and modular nature of the app, marketplace for all the plugins, themes, blocks and layouts will exist.

- premium plugins from our company
- commission on third-party's premium plugins
- custom requests for functionality and features off-marketplace
 - B2B model



Analytics

- unique insight into what problems the world is currently working on
- data of today predicts trends of tomorrow
- analytics for activity per location, per industry, per topic etc.

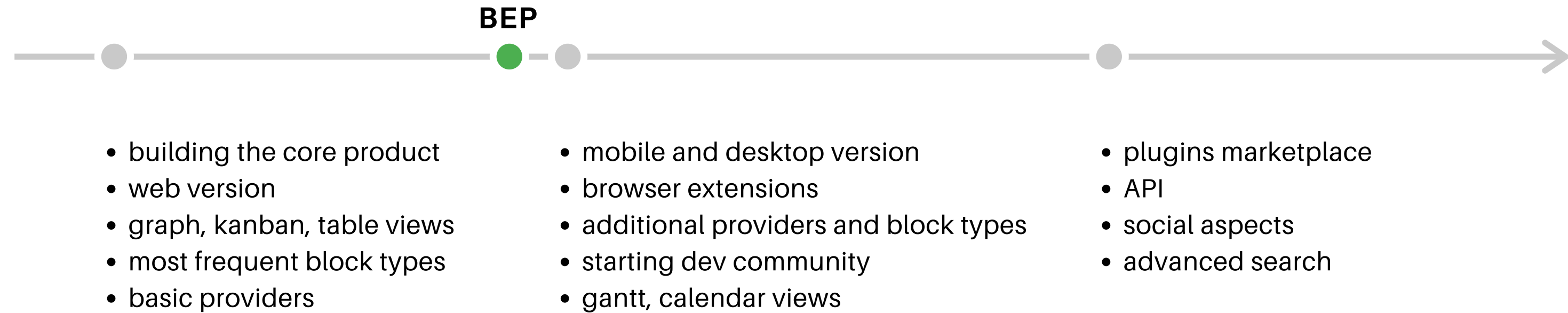
Financials



Current state

- MVP work in progress
 - one person (founder, full-stack eng.)
 - part-time for 4 months
- 400 subscriptions
- pre-revenue
- bootstrapped
- Stripe incorporated (Delaware C corp)

Roadmap



Funding

Projections

- interactive P&L sheet
 - [Google Sheets doc](#)

Seeking

- funding amount: 50,000e - 90,000e
- expertise and guidance
- help with further funding rounds
- network to penetrate other markets and verticals

Goals

- team expansion (tech and S&M, full-time)
- **launch product**
 - get to the point of satisfying product-market fit's expansion needs, and further advancing the product
- runway (excluding any revenue): 12 - 18 months
 - considering average monthly burn of 4,700e - 7,000e
- **reach monthly break even point**

Thank you

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