Entropy

A new kind of office app

Team

Dragan Okanović

Founder, full-stack engineer

Driven by challenging technical and creative problems,
and experimentation.

@abstractalgo
/in/abstractalgorithm

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

Startups
1.5 years total
- Nodebook (nodebook.io)
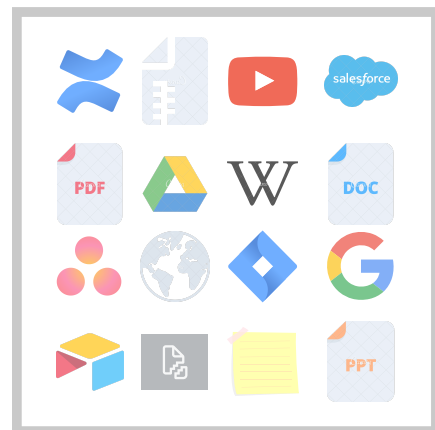- Venturly (venturly.io)

Education
- School of Electrical Engineering, University of Belgrade, Serbia
- Mathematical Grammar School, Belgrade, Serbia

Problem

———

Q: How people do their work?

A: They use different apps to achieve different goals.

Q: What do they want from those apps?

A: Quick & reliable. Get stuff done asap and count on it.

Q: How many apps?

"App fatigue"

Alex MacCaw ✓
@maccaw

The journey from founder to CEO goes from working in Sublime to this:

3:51 AM · Mar 21, 2020 · Twitter Web App

you CANNOT EVER REPLACE all the other apps

because you can't control external resources
(of a second and third party)

but, you CAN COUPLE apps

by providing a common interface for them to talk to each other

quick	reliable	flexible
easy	secure	interconnected
cross-platform	professional	powerful
collaborative	standardized	scalable (with power and perf)

Solution

Modular architecture + formulas

Each module:
- specific functionality
- UI
- put data into and read from
- referencable
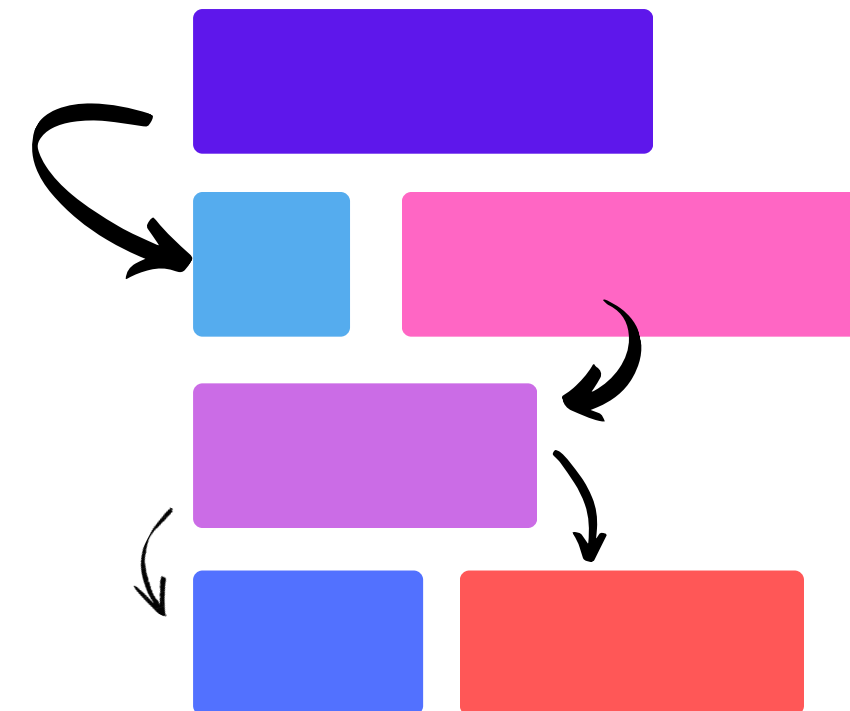- storage (local or external)

Each module:
- specific functionality
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- put data into and read from
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"make your own app"
"IKEA of software"

"LEGO of software"

no "app fatigue"

one source of truth

Excel with customizable UI and works not only with table data, but generally structured content

Search...

Digital Creative Inc.
- Wiki
  - Office & HR
    - Faces & Phonebook
    - Org chart
    - Guidelines
    - Library
    - Workshops & brown bags
    - Company Blog
  - Engineering
    - First-time setup
    - Coding Style
    - Git guidelines
  - Design
    - Stylebook
    - Templates
  - IT & equipment
    - Wireless & Internet access
    - Passwords
    - Requesting hardware & software
  - Company manifesto
- In-house projects
- Projects
  - Nodebook
    - Research & Data
    - Product specs
    - Notes
  - Internal Website
    - Vision
    - Notes
    - PM - Website
      - Tasks
      - My Tasks
  - SLK Insurance
  - Hummingbird Airlines
  - Tesla Cars
  - Nile

Settings
Help
ENTROPY

PM - Website ✕   PM - SLK ✕

Duplicate   New sub-entry ▾   Share

PM - Website

Different filtered views into the project.
Alternatively, you can use different views inside Kanban, but having them displayed all at once is also nifty.

Filter by Status

Show Group Filter Sort

Open	[1]	In Progress	[1]	QA	[0]	In Review	[0]	Done	[3]
[BUG] Label mismatch		[BUG] Mentions hang		No items.		No items.		Comment section	
Add download button to Cards								Quote reply comment	
[BUG] Wrong formatting in emails								[BUG] Mentions style is wrong on iPad	

Filter by Assignee

Show Group Filter Sort

Unassigned	[2]	Peter Zane	[1]	John Smith	[3]	Paul Lambert	[1]
[BUG] Mentions hang		[BUG] Wrong formatting in emails		[BUG] Label mismatch		Comment section	
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[BUG] Me...   [BUG] Lab...   Add downlo...   [BUG] Wron...

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[BUG] Mentions hang

Type
Bug

Status
In Progress

Labels
Frontend   Components

Priority
Medium

Assignee

Created
Jun 17, 2020

Description
When using mentions withing comments, the suggestion box sometimes hangs, leaving spinner for a really long time. Similar thing can be seen when setting permissions for users within team and using dropdown selector.

Nodebook / Notes ✕   Internal Website / Notes ✕   My Tasks ✕

events: none' to enforce lack of interactivity

database providers for multi-select, select, lists... other, mroe abstract cases?

  i.e. multiple blocks sharing the same source of data (using it, picking from it, adding to it)

  some other block pulls the data from outer source, injects it, and other blocks can use it now live

    block lifecycle metode

references vs providers

builder as data entry (i.e. data w/o UI)

  use it as "variables"

  data input + component also as "variables"

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My Tasks

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Entropy Manager

Privacy & sharing

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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

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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** disruptable
- 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

Why now

- people are getting familiar with using block-based apps
- technology is there, and the line between tech and non-tech people has never been more blurred
- market craves for a bridge between code and no code apps - which Entropy provides
- people don't need just an app, but a creative platform for them to benefit from it as well

Competitive advantage

1. realizing what's missing to take the flexibility of apps to the next level based on what you *CAN* and *CANNOT* achieve
2. ability to technically envision it and execute it
3. dose of originality in regards to tech and UI/UX
4. understanding of the type and magnitude of business opportunities that the new take creates

Business opportunities ———

SaaS

- $12 monthly subscription
- two week trial (no free plan)
- 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 and blocks/modules

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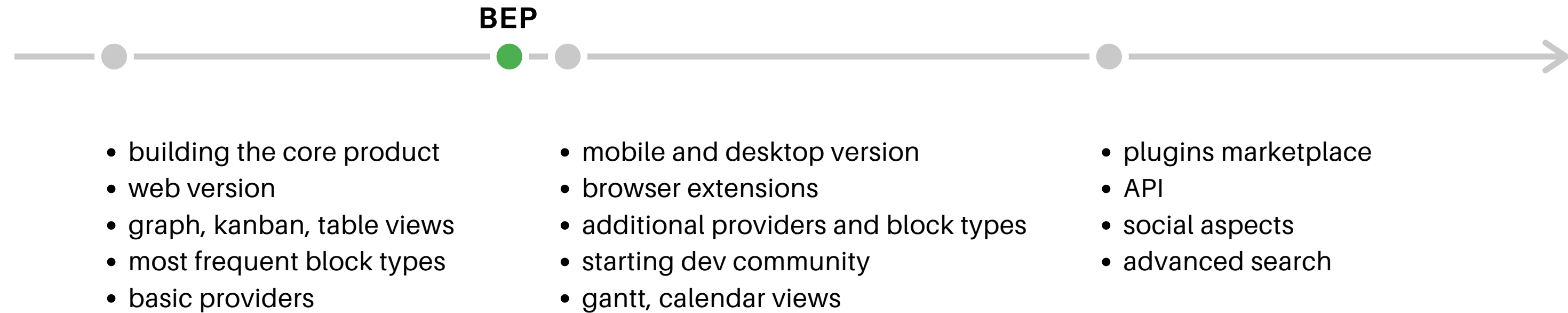 - B2B model

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.

Current status

- MVP work in progress
  - one person (founder, full-stack eng.)
  - part-time for 6 months
  - pre-revenue, pre-product
- bootstrapped
- Stripe incorporated (Delaware C corp)

Roadmap

BEP

- building the core product
- web version
- graph, kanban, table views
- most frequent block types
- basic providers

- mobile and desktop version
- browser extensions
- additional providers and block types
- starting dev community
- gantt, calendar views

- plugins marketplace
- API
- social aspects
- advanced search

Funding

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Projections

- interactive P&L
  - [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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