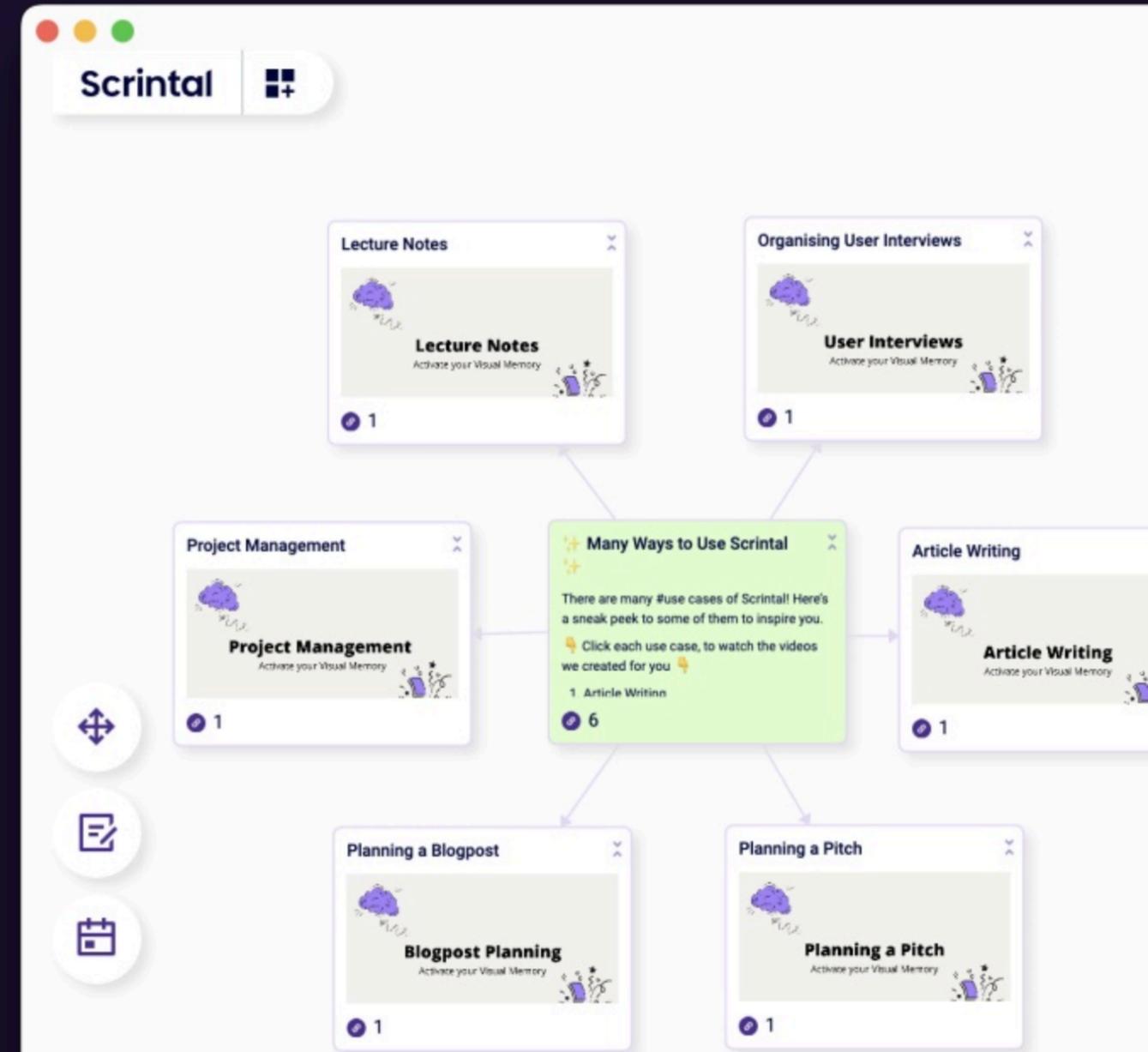# Visual knowledge base

Join us in our mission to give any-and-every idea the potential to become the next big thing

Scrintal

Designed with care 🔍 by knowledge workers to empower the remaining 1 billion

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Scrintal

Lecture Notes

Lecture Notes
Activate your Visual Memory

1

Organising User Interviews

User Interviews
Activate your Visual Memory

1

Project Management

Project Management
Activate your Visual Memory

1

✨ Many Ways to Use Scrintal

There are many #use cases of Scrintal! Here's a sneak peek to some of them to inspire you.

👆 Click each use case, to watch the videos we created for you 👆

1. Article Writing

6

Article Writing

Article Writing
Activate your Visual Memory

1

Planning a Blogpost

Blogpost Planning
Activate your Visual Memory

1

Planning a Pitch

Planning a Pitch
Activate your Visual Memory

1

A single project in Ece's life

6
apps used

15x
people involved

3 weeks
project gets delayed by

20 hours
brainstorming sessions

20x
meeting notes created

10x
presentation drafts

Ece
Strategist

Working in an international, cross- functional and cross-organizational team.

Biggest constraint = Time

Weeks of back and forth – **90 %** of ideas go to waste

✕ Unnecessary meetings ✕ Data duplication ✕ Increased feedback loops ✕ Loss of control over projects

✕ Losing track ✕ Task & brain switching across apps ✕ Waste time looking for information

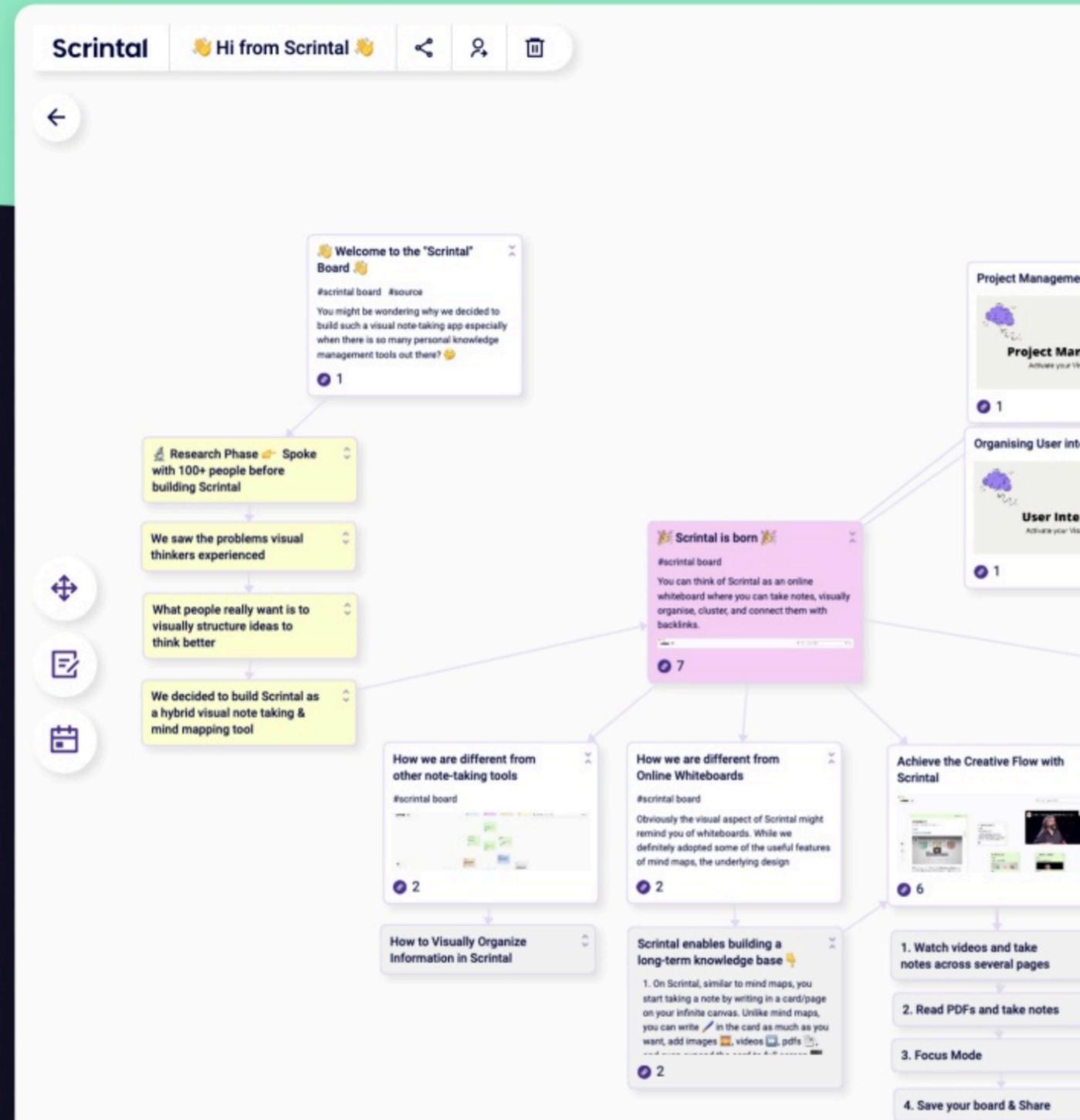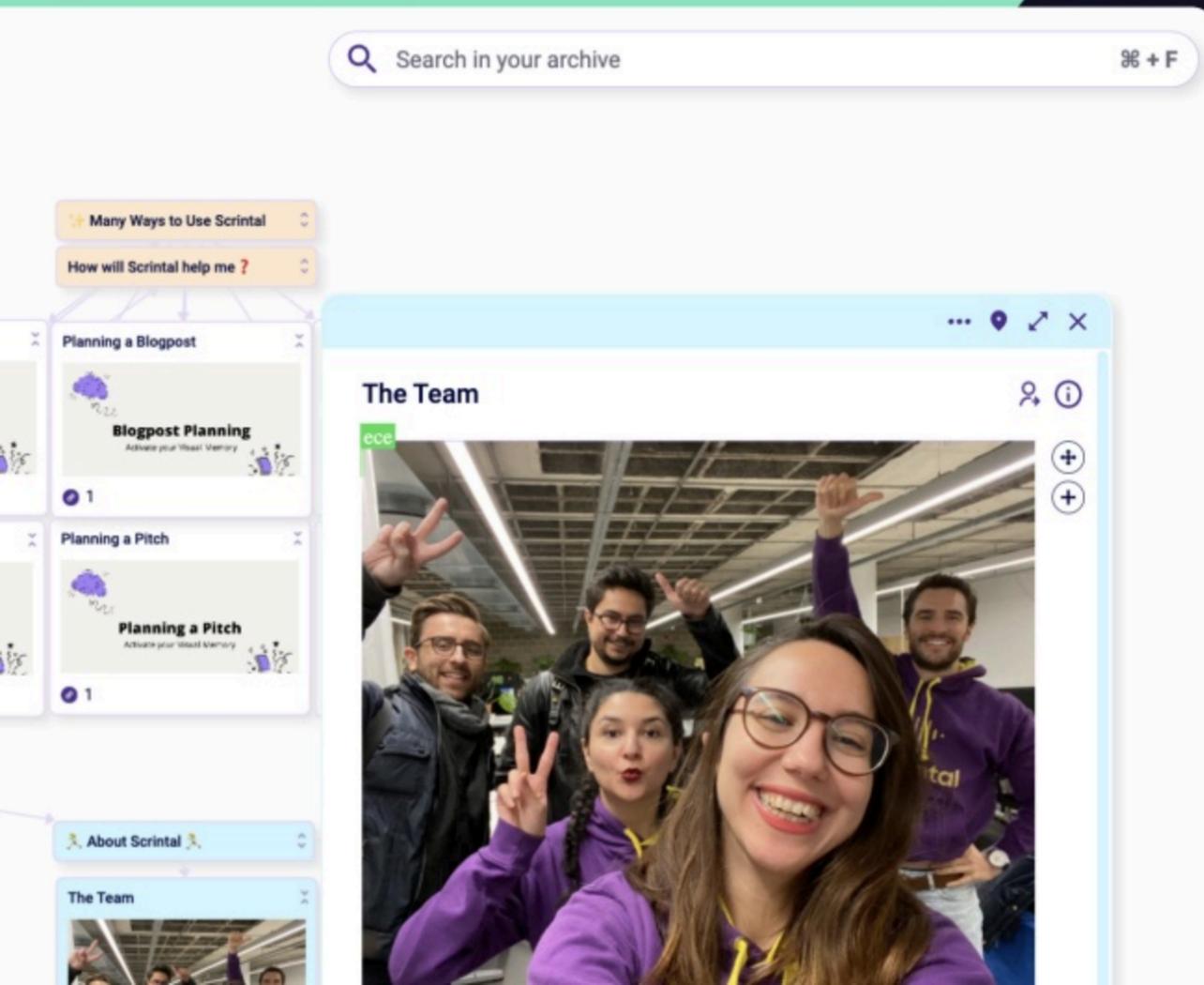✕ Impossible to make sense of complex information ✕ Siloed discussions ✕ Constant copy/pasting across apps

74% of time is spent on tasks with no added value

A cross-functional team spends most of their time in meetings, looking for information and preparing to present.

26%
Actual work

21%
Looking for company information across apps

23%
Turning insights into presentable format

30%
Sync meetings and discussions

3 steps how we transform decision makers' work

Scrintal

👋 Hi from Scrintal 👋

Search in your archive   ⌘ + F

✨ Many Ways to Use Scrintal

How will Scrintal help me ❓

Planning a Blogpost

Blogpost Planning
Activate your Visual Memory
1

Planning a Pitch

Planning a Pitch
Activate your Visual Memory
1

🧍 About Scrintal 🧍

The Team

The Team

👋 Welcome to the "Scrintal" Board 👋

#scrintal board   #source
You might be wondering why we decided to build such a visual note-taking app especially when there is so many personal knowledge management tools out there? 🤔
1

🔬 Research Phase 👉 Spoke with 100+ people before building Scrintal

We saw the problems visual thinkers experienced

What people really want is to visually structure ideas to think better

We decided to build Scrintal as a hybrid visual note taking & mind mapping tool

🎉 Scrintal is born 🎉

#scrintal board
You can think of Scrintal as an online whiteboard where you can take notes, visually organise, cluster, and connect them with backlinks.
7

Project Management

Project Man
Activate your Vis
1

Organising User inte

User Inte
Activate your Vis
1

How we are different from other note-taking tools
#scrintal board
2

How we are different from Online Whiteboards
#scrintal board
Obviously the visual aspect of Scrintal might remind you of whiteboards. While we definitely adopted some of the useful features of mind maps, the underlying design
2

Achieve the Creative Flow with Scrintal
6

How to Visually Organize Information in Scrintal

Scrintal enables building a long-term knowledge base 👇
1. On Scrintal, similar to mind maps, you start taking a note by writing in a card/page on your infinite canvas. Unlike mind maps, you can write ✏️ in the card as much as you want, add images 🖼, videos 📹, pdfs 📄,
2

1. Watch videos and take notes across several pages

2. Read PDFs and take notes

3. Focus Mode

4. Save your board & Share

Go from idea to shareable work in a single app

1. Think

just as you normally do, but virtually

Collaboration

Infinite canvas

Multiple projects

+100%
More productive

Increase in time spent on actual work **100%**, by developing ideas as you think.

2. Develop

and execute your ideas in the same place

Mix of text and visuality

Overview effect

One single archive

10x
Faster

Execute projects at record speed by having instant overview effect.

3. Share

your results in the most understandable way

Presentable formats

Multi-level view

Interactive

10x
Cheaper

Save **90% money** by using one app to go from idea to sharable work.

Work 10x faster by thinking, developing ideas & sharing in the flow

Scattered and complex

Constant task & brain switching across apps results in a highly complicated knowledge management workflow

Think

Develop

Share

Broken process

Loss of productivity and creativity

Keeping track of projects and complex workflows become impossible. Projects get delayed, knowledge gets lost.
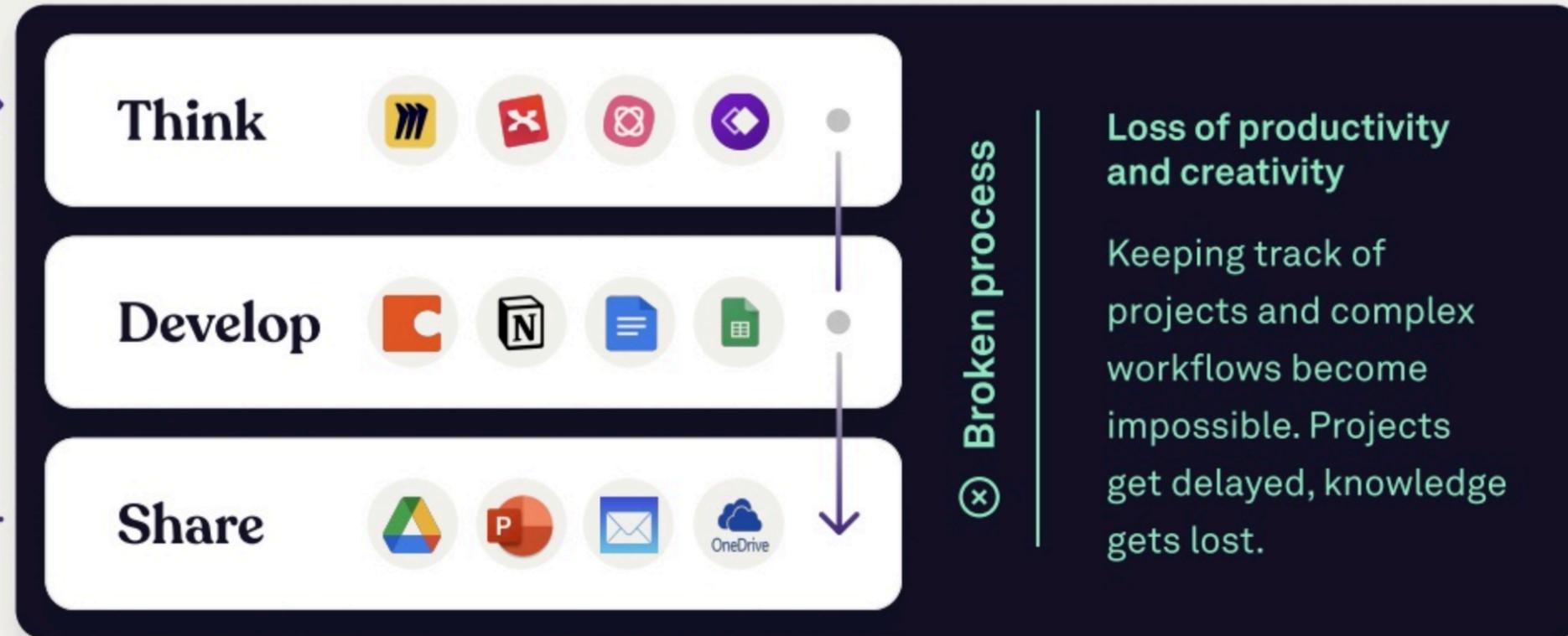
Sharing marketing strategy on Scrintal gives a common understanding

Scrintal being a spatial canvas is such a game-changer. Being able to quickly create docs and connect them like a networked mind map is so helpful when creating content clusters in marketing.

-30%
Meetings
Fewer client meetings

S **User name**
Marketing Director

Managing complex information is easy now

I work with many stakeholders and being able visualize different ideas and their relationships is what I finally managed to do in Scrintal. My work is so much easier!

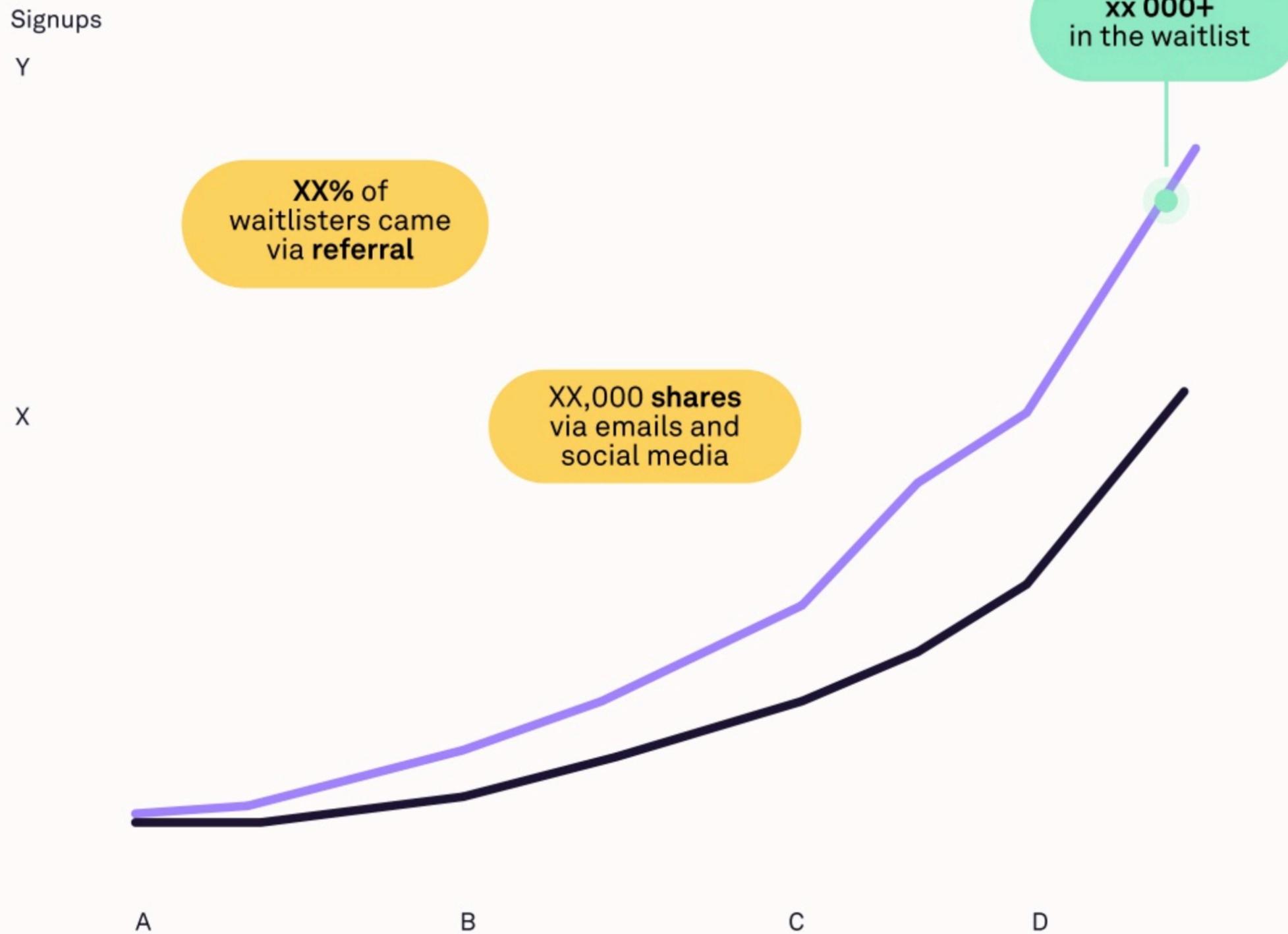**5x**
Speed
Less time spent to be ready for meetings

S **User name**
Senior Talent Manager

From chaos to meaningful overview

I organize my life in Scrintal. I did not expect this from such an early product. I received an unprecedented overview effect. I'll introduce it to my team for roadmap discussions and setting milestones together.

-66%
Apps used
Streamlined workflow

-50%
Time spent
on strategical planning

S **User name**
Engineering Manager

Absolute powerhouse!

I will be managing my entire start-up on Scrintal and refuse to look anywhere else, purely because of its ease of use and the sheer number of useful features applicable to me.

S **User name**
Sales & Partnerships Manager

Consistent organic growth

€0.0X spent
per sign up

Signups

Y

X

xx 000+
in the waitlist

XX% of
waitlisters came
via **referral**

XX,000 shares
via emails and
social media

● Actual growth
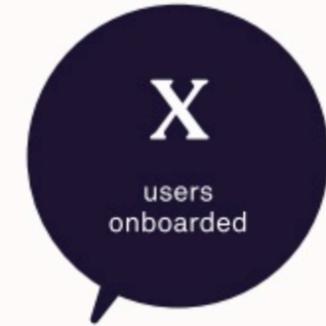
● Initial target

A   B   C   D

$X revenue generated in Y weeks

On 29th September, we announced our early access plan.

- $60 per user upfront pricing
- Annual usage

X+ early access plan buyers

Power users have X% Retention after X months

Power users Business Executives, Consultants and Tech Managers

	< 1 Month	Month 1	Month 2	Month 3	Month 4	Month 5
Average						
x						
x						
x						
x						
x						
x						

All onboarded users

< 1 Month	Month 1	Month 2	Month 3	Month 4	Month 5
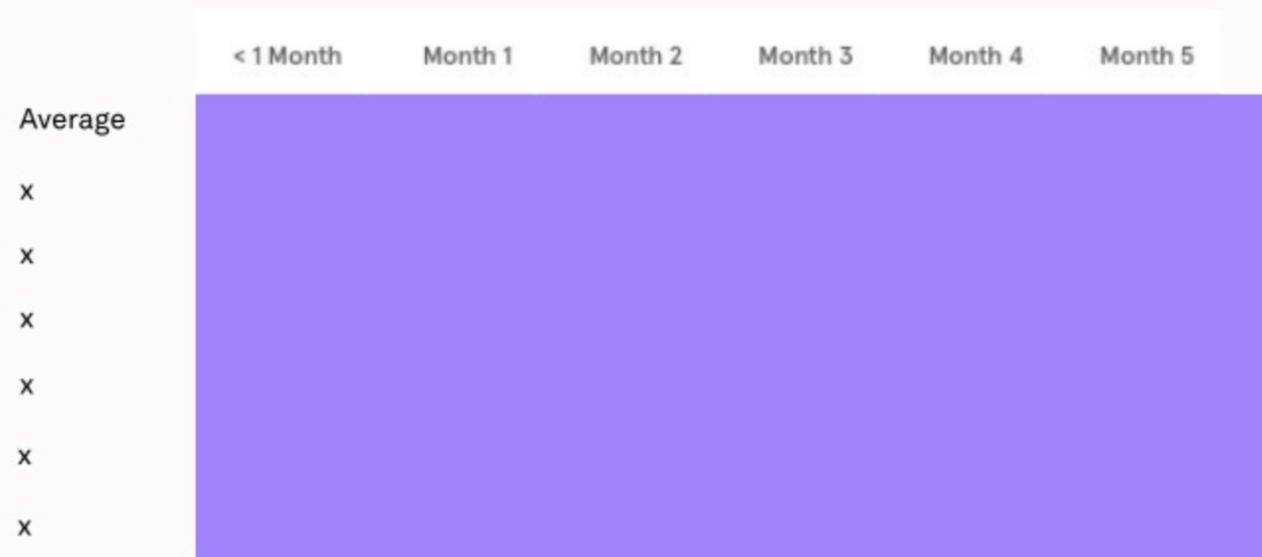
Scrintal's power users are gate keepers in their organizations...

44%
work across organizations

75%
control work tool budget

60%
work in small-mid size teams

30%
manage > 10 people

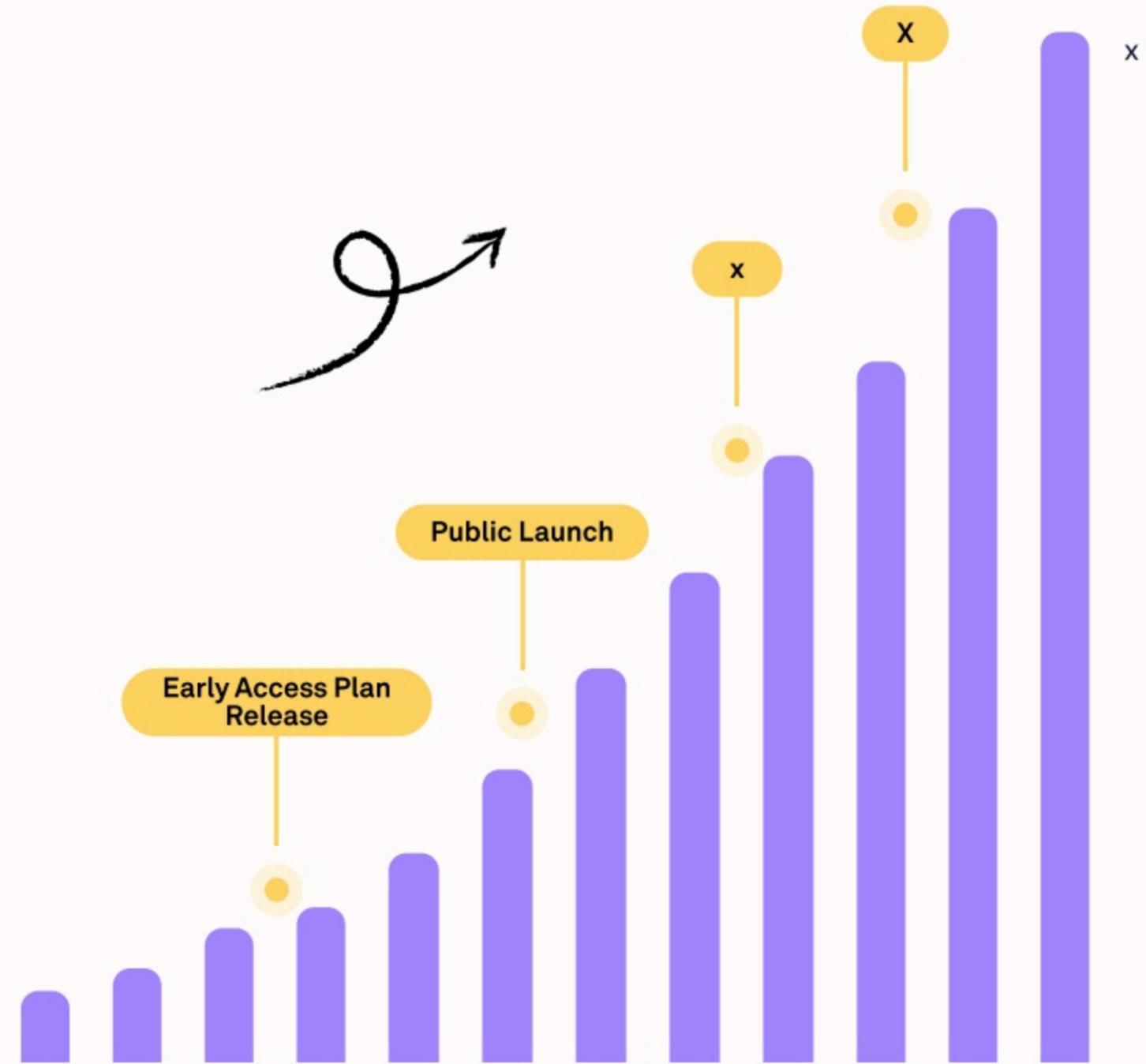# So our growth engine has extra fuel

Strategists

- Consultants and teams
- Business Division Heads and Executives
- Tech leads and managers

Business critical use cases

- Strategy & Planning
- Research
- Designing Projects
- Team and client workshops

We aim to reach **€X million ARR** by the end of **X**

Early Access Plan Release

Public Launch

X

X

x

x

Registered Users

Our vision is to transform the way 1b+ people create ideas

Platform Expansion

Visual Operating System

Insights powered by machine learning

Highly Integrated Scrintal Workspace

Visual knowledge base – a new category

€119b
market in 2026

Europe only

10% Market share
€10b enterprise

Comparable Platform Models

	$2.1b	2021 Revenue **37%** Rev CAGR **3 600** employees
	$1.5b	Acquisition by Linkedin in 2015 **$150M** revenue
	$10b	Valuation in 2021, boosted by remote work
	$17.5b	Valuation end of 2021, boosted by remote visual collaboration

We are looking for...

A partner, with

- ✓ global mindset and connections
- ✓ expertise in product-led growth
- ✓ strong SaaS focus

X

Total headcount
by the end of
2023

€X million, to

Launch and expand the product across teams & build foundation for enterprise

- ✓ Expand the product in live collaboration
- ✓ Expand the product in x ecosystem
- ✓ Cross-platform operability
- ✓ Build integrations to be enterprise ready
- ✓ Public API