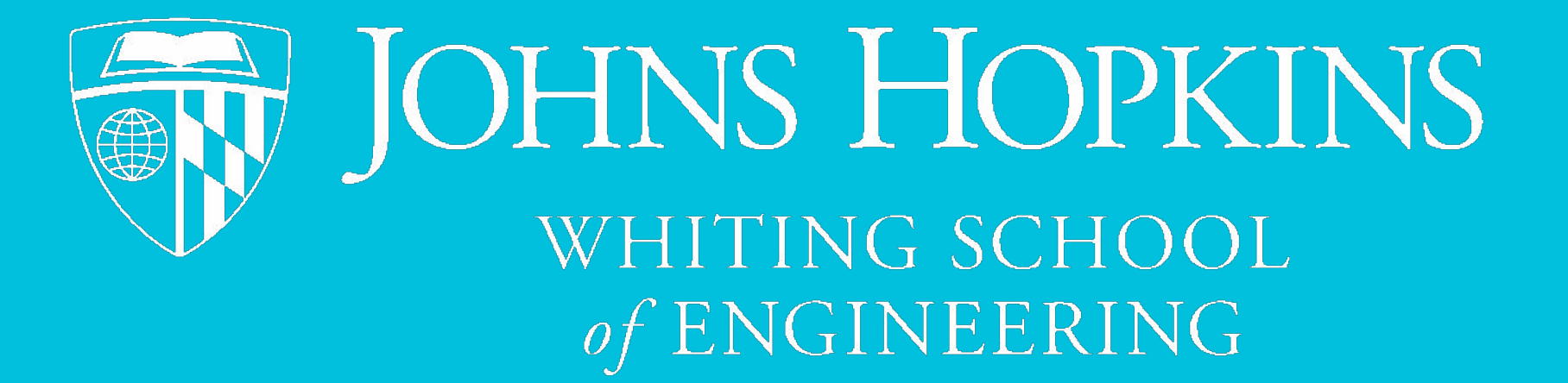




# Knolist

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## Problem Space

When working on research projects, students often find it hard to process all of the gathered information with countless tabs open and a long disorganized list of their browsing history. This setup makes it hard to connect the dots to have great insights for their projects. Taking careful manual notes is better but is very time-intensive and students may still miss important connections between different topics. The problem is that web browsing is currently a linear process, which makes it impossible to find insightful connections at a glance.

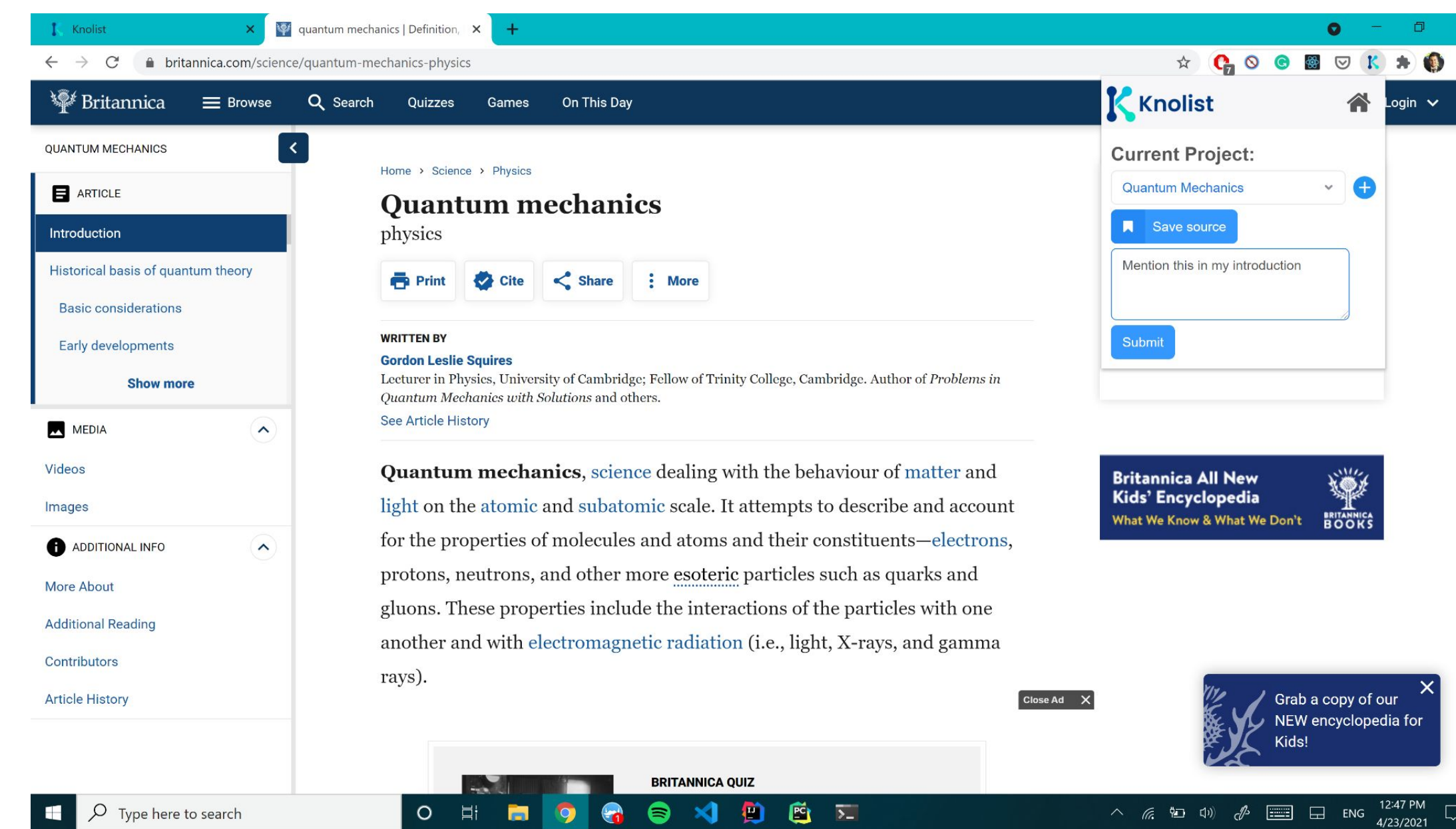
## Our Solution

With Knolist, you can track your research progress and view all your gathered information non-linearly. As you do online research, you can use our chrome extension to add pages, highlights, and notes directly to your project. Then, in your project, you can move items around in 2D space, even making clusters and sub-clusters to give your project the structure it needs. You can also use our search feature to quickly find anything you need in your project. Now that you can truly organize your information the way you want it to be structured, it'll be easier to see connections and have new ideas. We also help actively inspire new ideas with our minigame feature, which uses the information you've inputted as an object in small minigames like find the odd-one-out or say what these items have in common. Finally, Knolist works for group projects as well by allowing you to easily share your project with your group members so that everyone's research is in one place. Our links can be found at <https://linktr.ee/knolist>

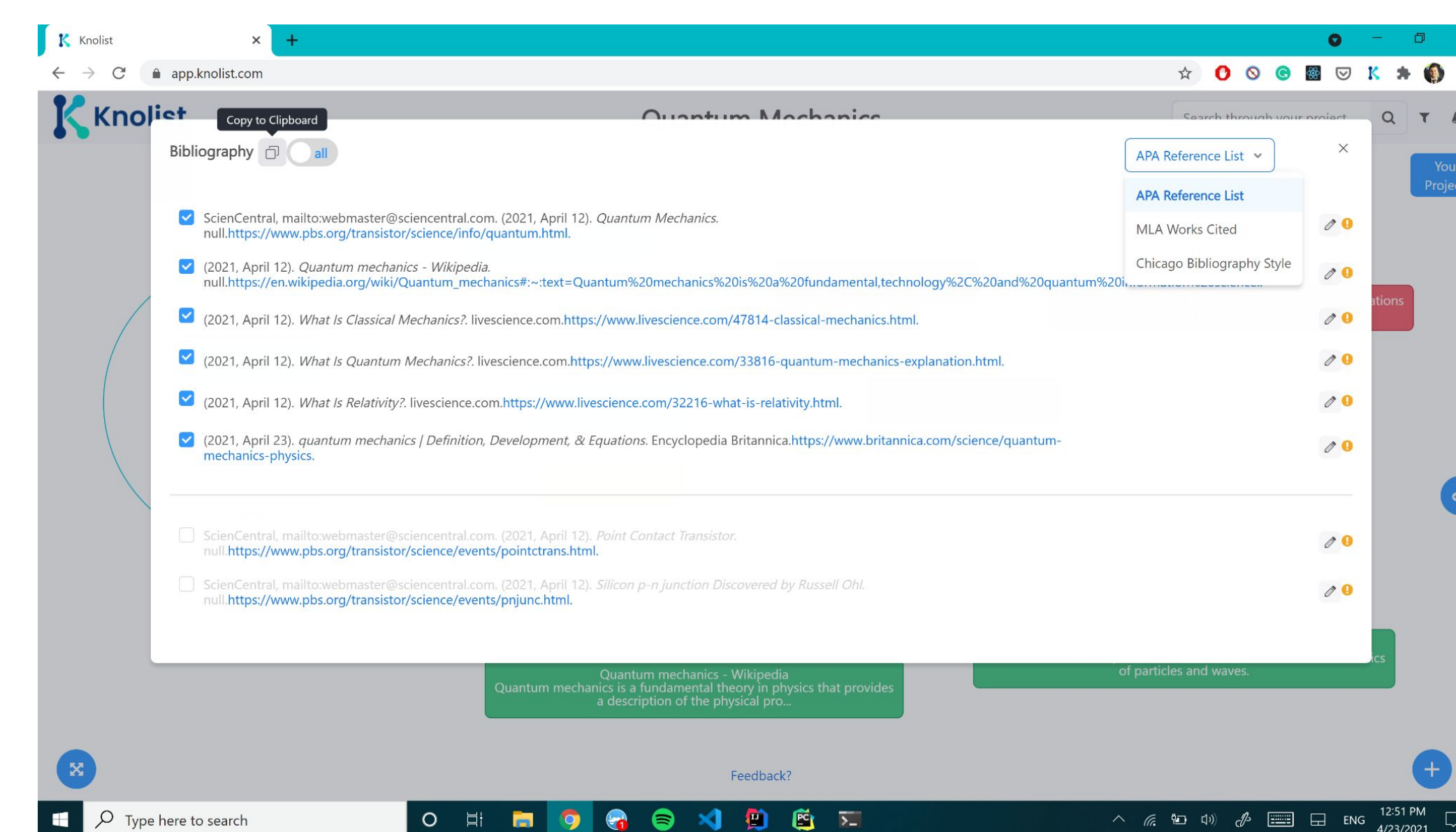
## Revenue

We will be using a subscription-based model for our product with a freemium offering. We believe this is the best choice for our product based on the success of similar business models like zoom and slack, who also focus on subscriptions to businesses and organizations while still offering individuals the ability to try out and use their product for free. After proving successful in the academic environment, we intend to target other markets that have users who do research and would benefit from our product, like consultants, equity analysts, and venture capitalists.

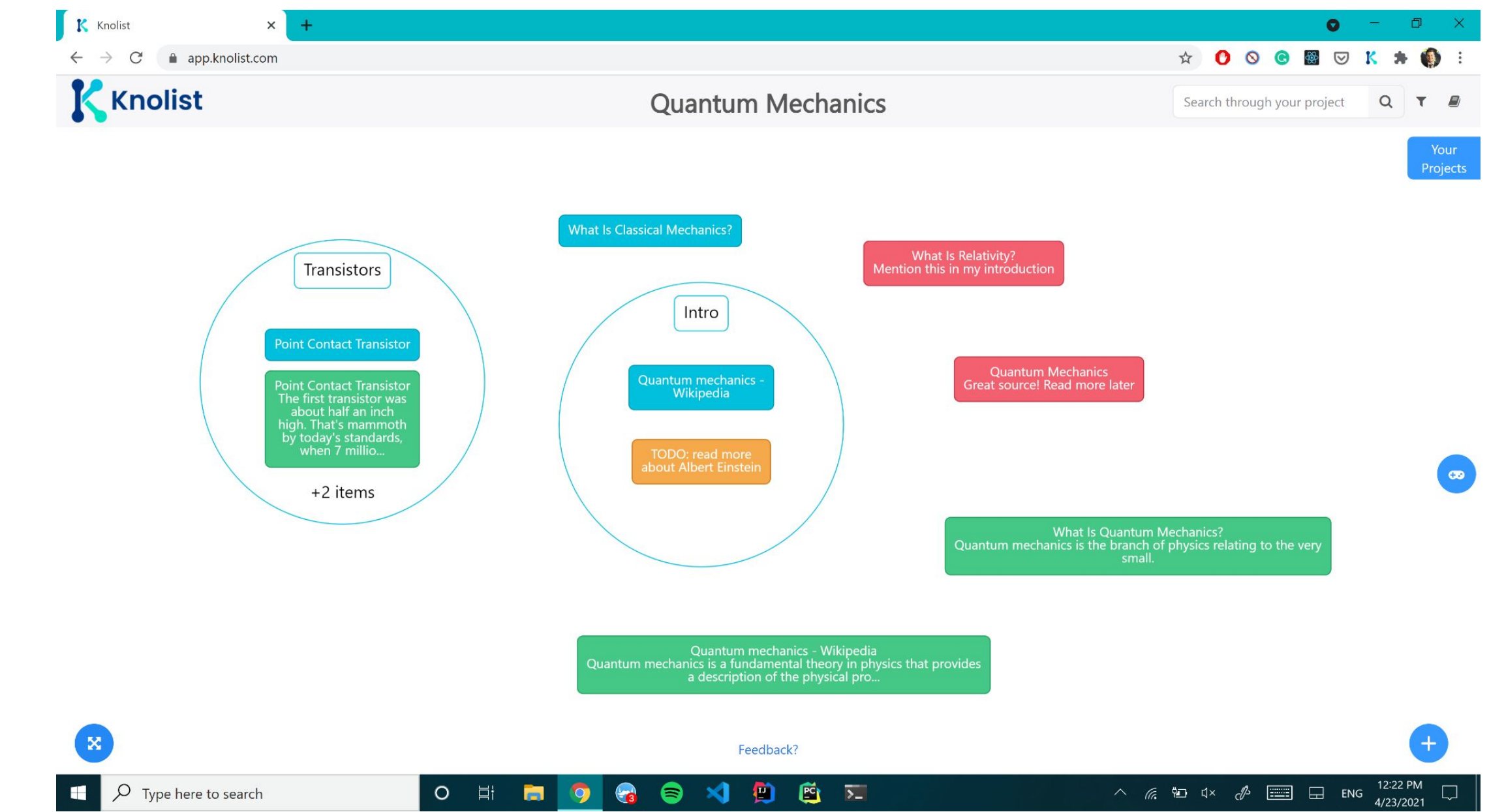
## The Platform



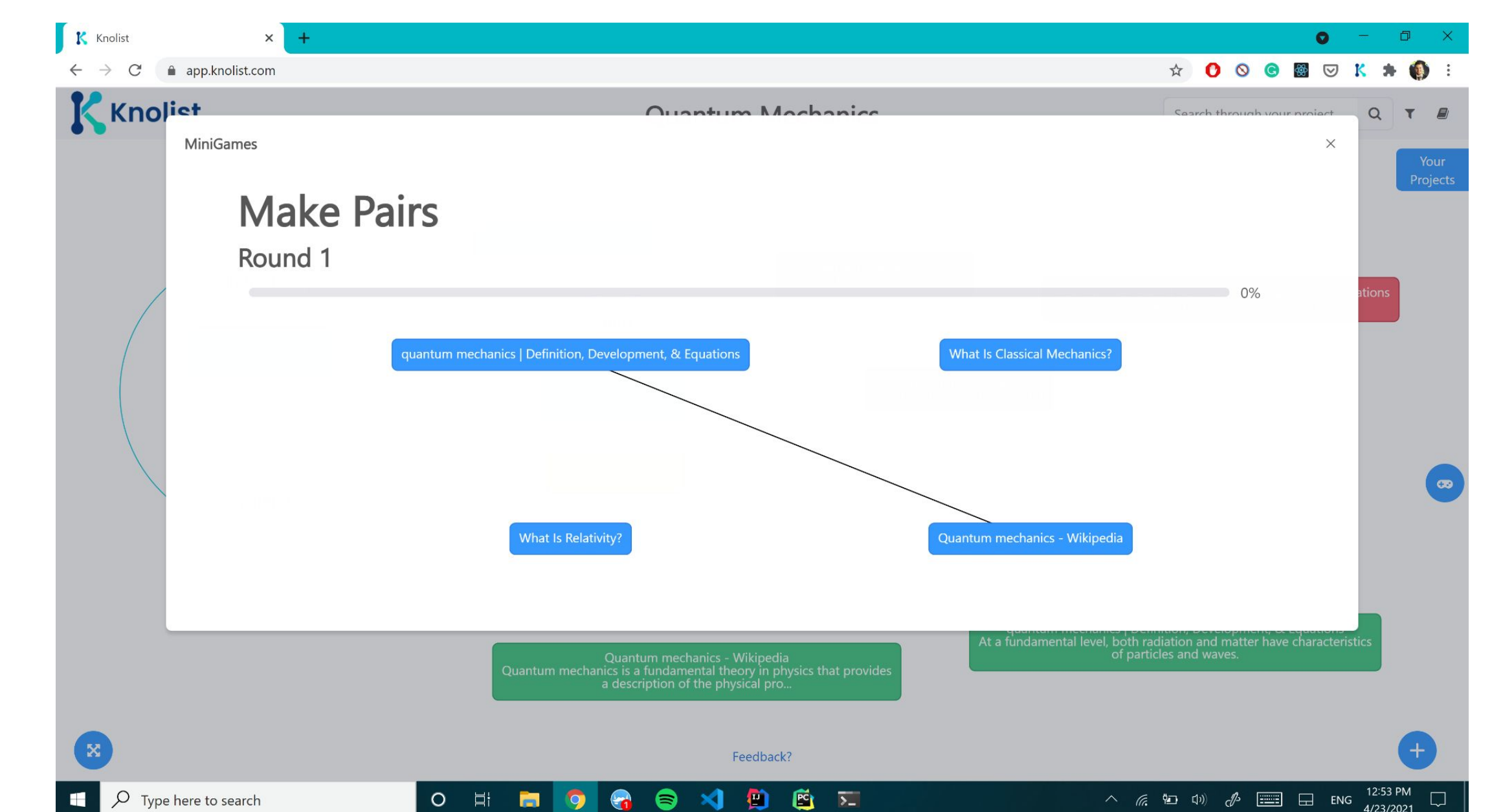
**Figure 1— Chrome Extension**  
With our Chrome Extension, you can add sources, highlights, and notes while you browse



**Figure 3— Bibliography Generation**  
Quickly generate citations in your preferred format

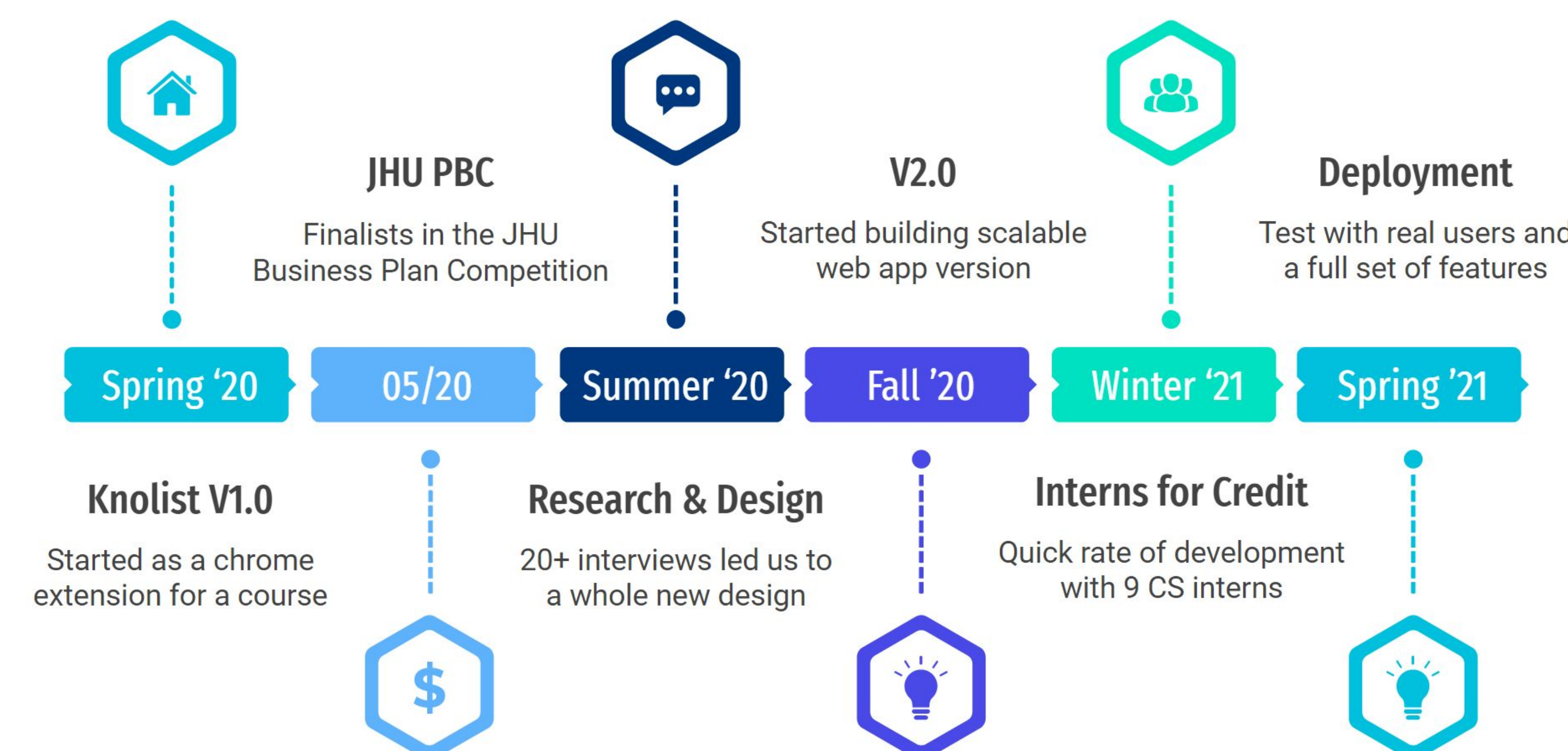


**Figure 2— Web App**  
Our web app displays items in 2D, allowing users to move them around and create clusters to further organize them



**Figure 4— Minigames**  
Our minigames use information added by the user to help them find new insights by visualizing their items in a different way

## Timeline



## Target Market

Our target market is universities and colleges as we have found that organizing research is a common problem for many undergraduate and graduate students based on our surveys. Our solution will greatly improve their research experience. We will market our product to them as an academic tool that will greatly improve the quality and depth of their students' research projects while reducing certain time-intensive parts of the assignment, like organizing the research and making connections. We will reach out and advertise directly to administrations, specifically the university registrar, the office of the provost, or any other offices related to student services and academic resources.