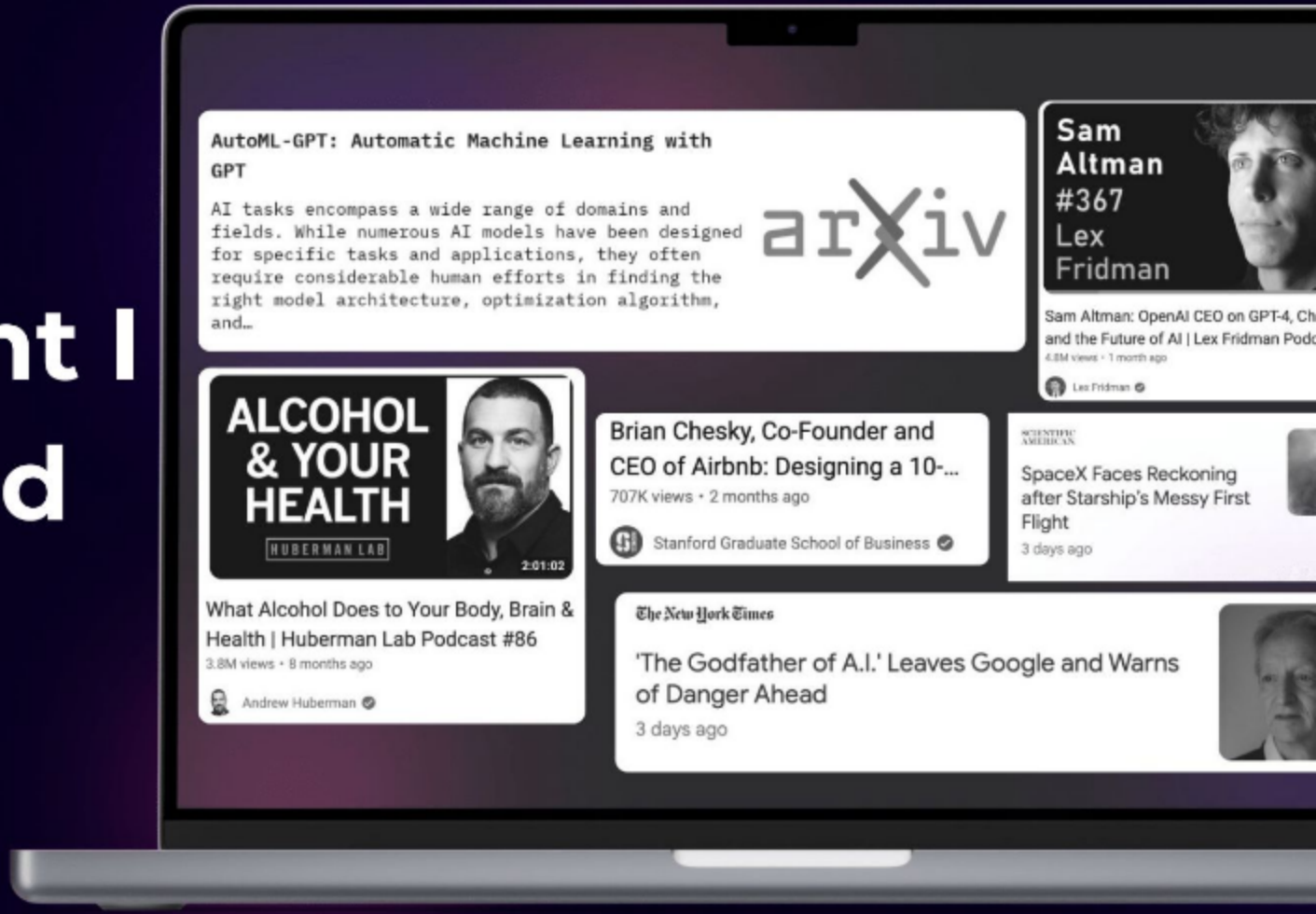


Your AI Encyclopedia

June 2024 | sankari@recall-app.com | getrecall.ai

The content I consumed today



How about this week?



And this year?



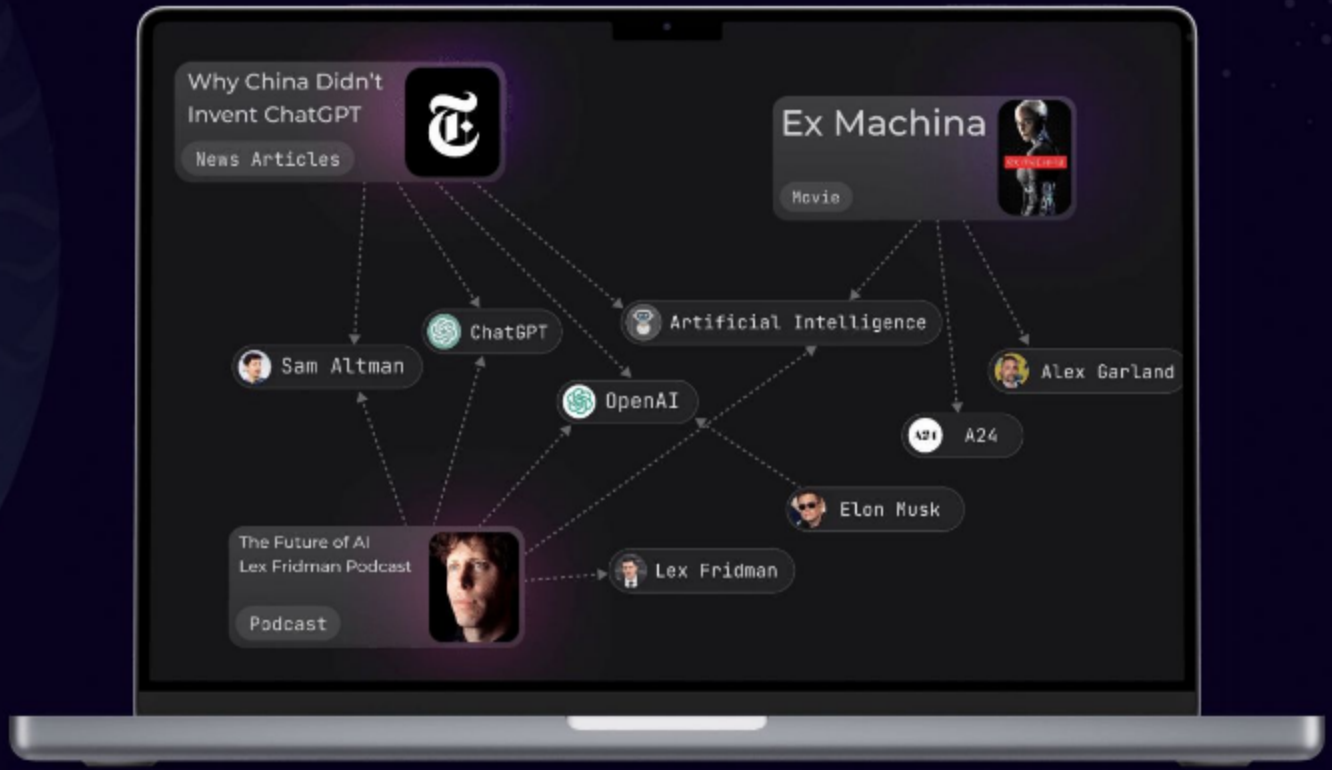
The Problem:

We are in an era of **unprecedented content creation**.

The volume of content we consume exceeds our ability to sift through it; extract what's relevant and *recall* it when needed.

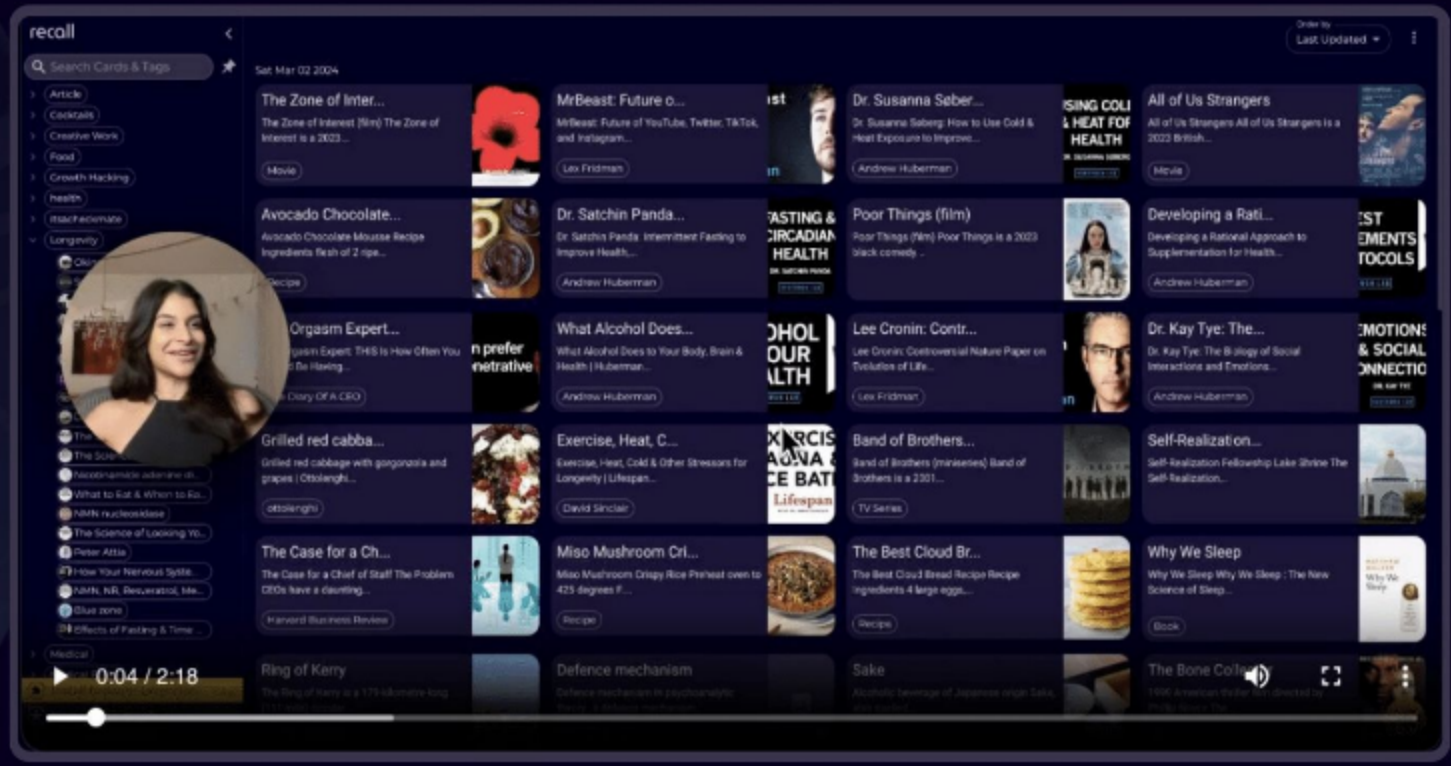
Our Solution:

Recall summarizes, categorizes and connects content in a knowledge graph, enabling retention and unlocking unseen connections.



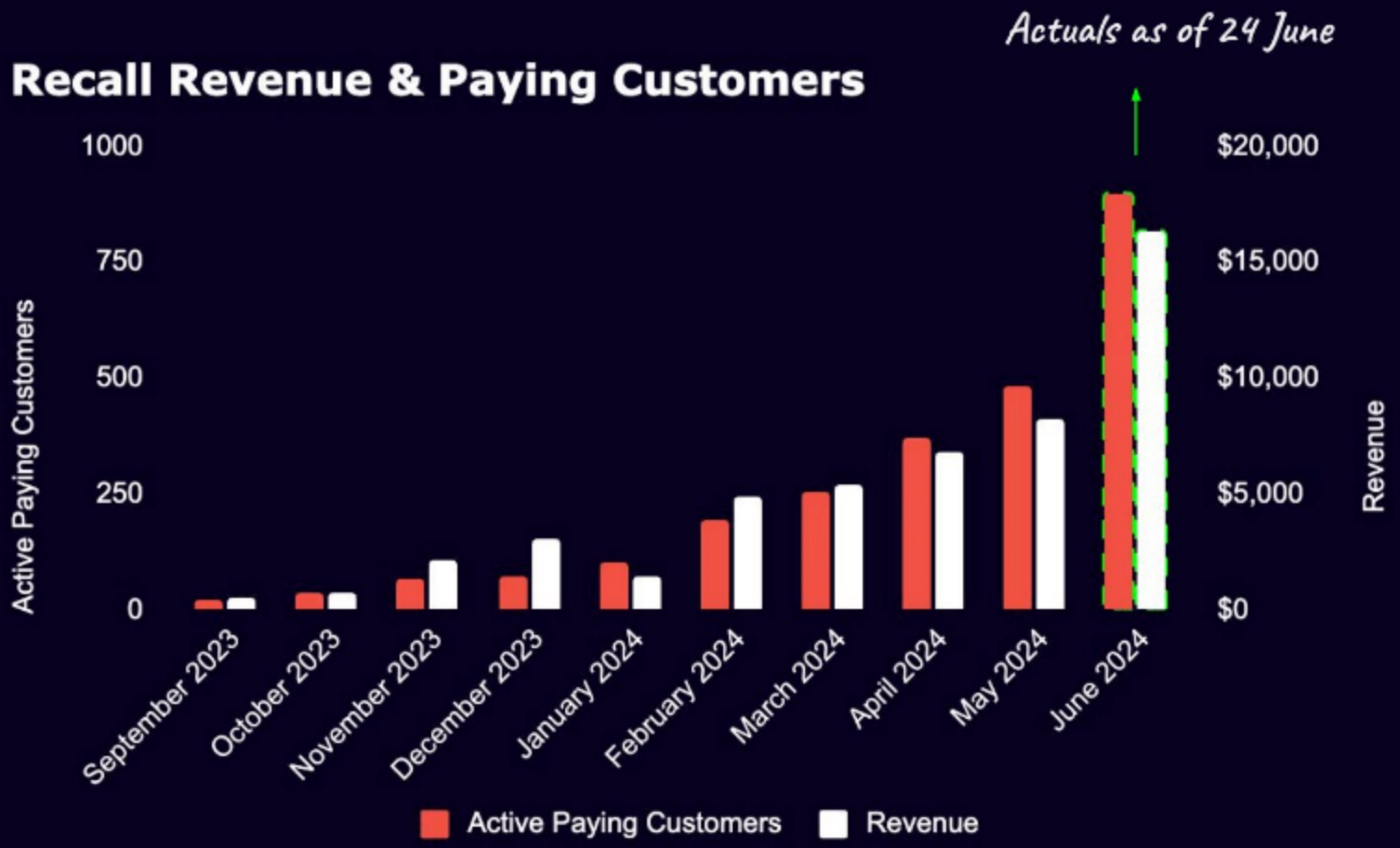
Try Recall for yourself or watch a demo

Try it for yourself **Watch the demo**



130% MoM user growth *L3M*

80% organic acquisition



898

Paying Customers

$196K

Revenue run-rate

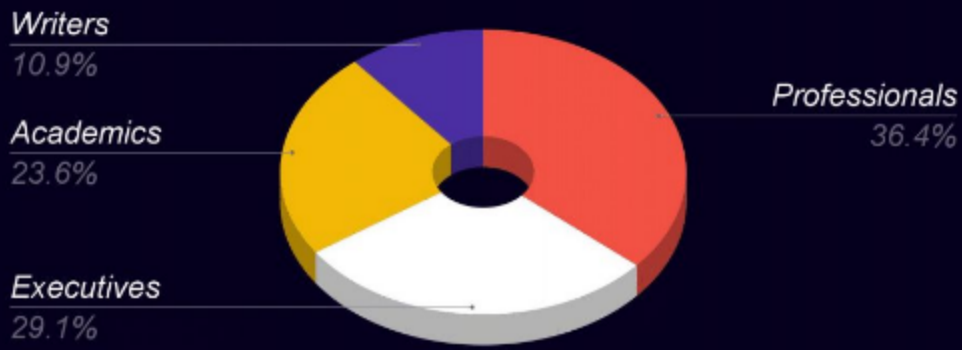
90%

Revenue Retention

Customer Profile

We attract a mix of profiles ~ what they all have in common is a passion for ***lifelong learning***.





Demographics:

- **Age**: Adults aged 20-50
- **Occupation**: Students, researchers, analysts, consultants, professionals, and lifelong learners.
- **Location**: Global, with a focus on regions with high internet penetration.

Psychographics:

- **Interests**: Strong interest in self-improvement, personal development, and efficient learning of trending topics.
- **Values**: Values productivity, organization, and knowledge acquisition.

Behavioral Traits:

- **Online Behavior**: Consumers of online content such as YouTube videos, podcasts, articles, and e-books.
- **Pain Points**: Overwhelmed by the abundance of online information, difficulty in organizing and retaining knowledge, struggles with efficient revision of learned material.

The Journey to Today

Ideation

Paul's frustration with existing tools reach an all time high.

He decides to take matters into his own hands.

7 years of experience in graph databases seems to be the key.

MVP

Dec 2022

Trending post on Hacker News results in funding of 120K USD (Splash Capital) in 8 hours.

Y Hacker News

Iteration

Apr 2023

From summarising Wikipedia to ALL online content.

Recall Browser Extension (#2 on Product Hunt) Recall Mobile apps (#2 on Product Hunt)

PRODUCT HUNT
#2 Product of the Day

Growth

Feb 2024

Released paid version.

Investing in growth hacks to maintain ~60% MoM growth.

LAUNCH

Roadmap to $100M Revenue and Beyond

Product Iteration & Growth

Maintain **~40% MoM Rev. Growth**

- ➔ Iterative product development alongside our customers.
- ➔ Scaled marketing through automated SEO content, testing ICP targeted ads.

Recall Enterprise

Existing use cases are for both work & play with growing demand for multiplayer mode.

- ➔ 100M+ professionals needing to conduct online research on a daily basis.
- ➔ We capture 0.1% to reach **= $10 million ARR**

The Moonshot

Recall as the ultimate content recommender - revolutionising how we consume and interact with content.

- ➔ Reaching a much wider audience of knowledge workers.
- ➔ Recall captures 0.01% of 1 billion knowledge workers globally **= $100 million ARR**

$1 million ARR

$10 million ARR

$100 million ARR

Recall is a new category of ***intelligence management***

	recall	Rewind	Roam	Obsidian	Notion	glean	Google Alerts
Category	Intelligence Management	Recorders focused on memory & meeting productivity.	Connected Note takers		B2B Collaboration & Productivity		News Alerts
Content Ingestion	Online & Manual Content	Life recorder	Manually Entered Notes			Internal Integrations	✗
Data Stored in Knowledge Graph	✓	✗	✓	✓	✗	✓	✗
Summarizer	✓	Only internal data					✗
Active Recall and Spaced Repetition	✓	✗	✗	✗	✗	✗	✗
Auto Categorisation	✓	✗	✗	✗	✗	✗	✗
New Content Recommender	On Roadmap	✗	✗	✗	✗	✗	Yes (News Keywords)

The Ask

$1,500,000

Accelerate our roadmap by hiring:

- ➔ 3 x Developers
- ➔ 1 x UX Designers

And spend on:

- ➔ Marketing
- ➔ Hosting & Software

Detailed revenue forecasts & use of funds upon request

The Roadmap

Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025
Mobile Apps Foundational Revamp	Recall Knowledge Feed V1	Every page indexed	Recall Knowledge Feed V2	Augmented Browser
Mobile & Web UX Facelift	Chat with knowledge base			Community graphs
Recall Enterprise				
Security Enhancements	Team accounts & workspaces.	Company / Team graphs	Synthesize base into curated outputs.	
	Bulk content upload	Employee tests & insights.	Company Alerts	

Iteration alongside our customers