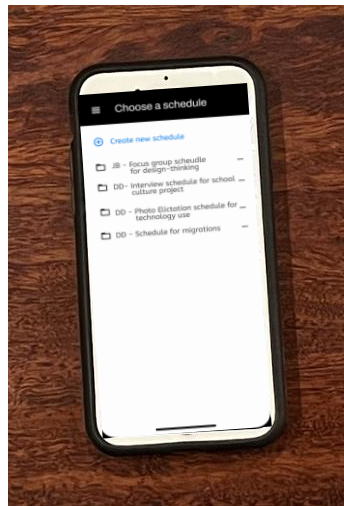




QualNotes



Typical Value Chain



Collect Data



Analyse Data (coding)



Collect More Data

Publish / Disseminate

NVIVO 

NVIVO... (M size \$20Mio)
complementary product



Ramblr (hiking app)



Google Maps (privacy issues)

Competitors

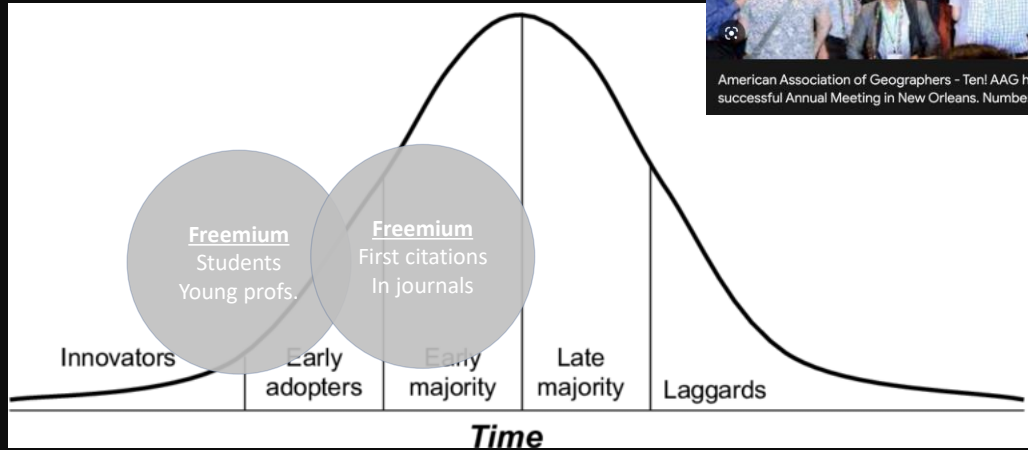
Business Model: Value creation

- First Customers: Social Scientists and Humanities Scholars and Students (e.g. anthropologists, geographers, sociologists)
 - Problems solved
 - Secure and reliable ethics and consent management
 - Collaborate like a Google Doc
 - Comprehensive Project Management
 - Go to market strategy: NViVO tried, tested, successful

Business Model: Profit Model

- Cost Structure: SaaS
Freemium
- Breakeven calculation
 - Team = 5 (2 developers + 1 sales + 2 part time)
 - $5 \text{ staff} * 60\text{K SEK} = N * 100$ (monthly subscriptions)
 - Only need 3 000 paying users (not incl. institutional sales)

Business Model: Adoption Strategy



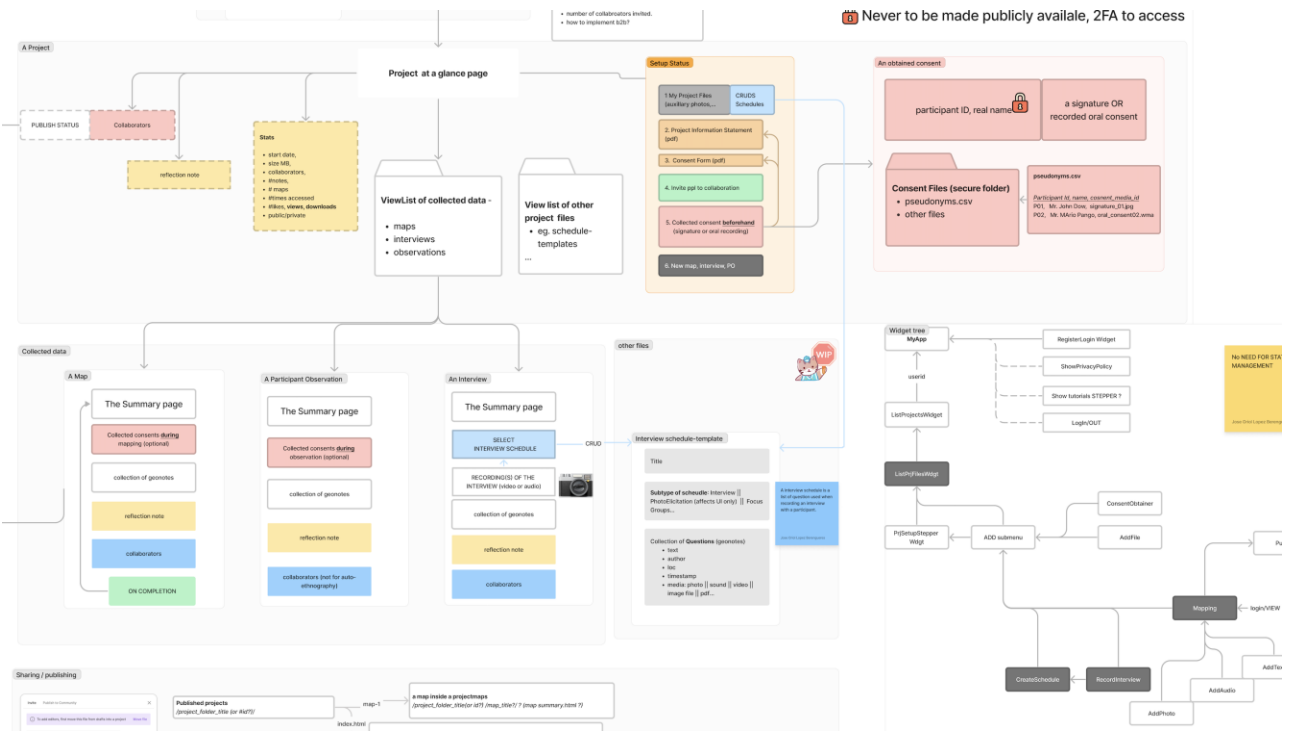
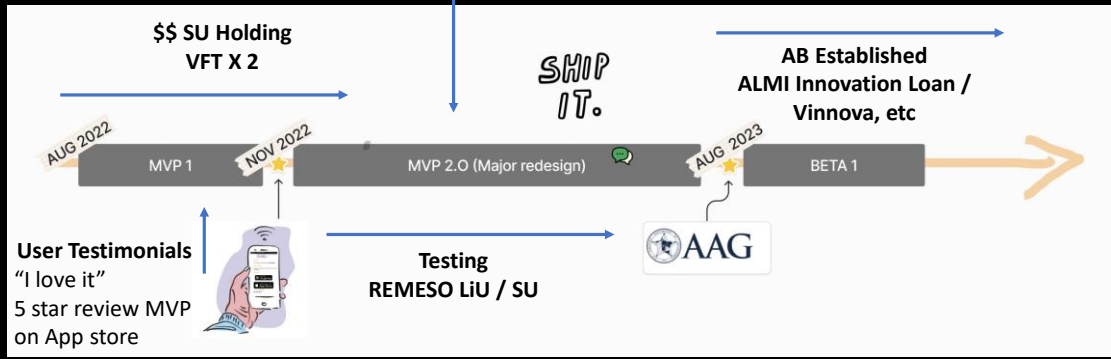
American Association of Geographers - Ten! AAG hosts successful Annual Meeting in New Orleans. Number 10 on the...

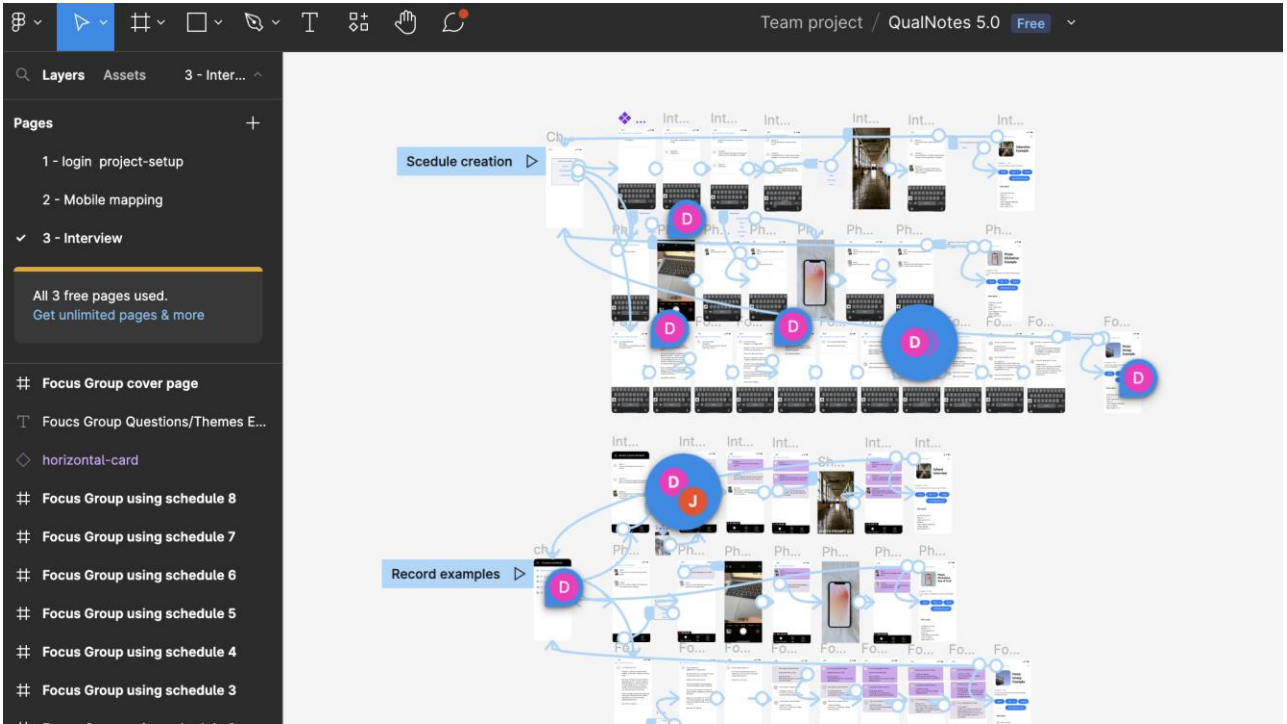
Competitive Advantage

- We are doing this to solve our own problem
- OpenSource ↑ ability to recruit top talent.
- CEO and CTO embedded experts in their fields
- Mobile 1st
- Cloud native (no legacy debt)

The screenshot shows the GitHub repository page for 'QualNotes-AB / qualnotes'. The repository is public and has 1 star and 1 fork. The page displays a list of commits, including updates to 'android', 'ios', 'lib', 'web', '.gitignore', 'LICENSE', 'Privacy Polic...', 'README.md', 'analysis_opt...', and 'pubspec.lock'. The repository is public and has 1 star and 1 fork.


Roadmap






VISIT US –
<https://qualnotes.com>

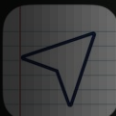
- Hiring junior flutter developers
- <https://www.linkedin.com/company/qualnotes/>
- Twitter: @qual_notes



GET IT ON
Google Play



Download on the
App Store

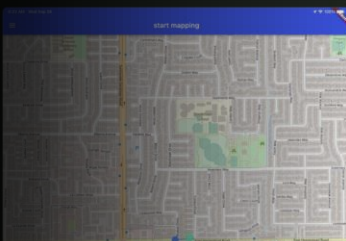



QualNote
 Education
Designed for iPad. Not verified for macOS.

RATING	AGE	CATEGORY	DEVELOPER	LANGUAGE
5.0 ★★★★★	4+ Years Old	Education	Jose Oriol Lope...	EN English

What's New
In addition to saving in cloud, now user can share maps.

Preview

Team



CEO – Danielle
Drozdzewski



CTO – Jose
Berengueres



CI/CD – Marc
Magrans



Mentor – Aron
Podavka



Funding –  SU HOLDING
(Mona Wilcke)