COMPUNART

Work Clarity. One Feed. Zero Chaos

Today's tools don't help you focus —they just notify faster
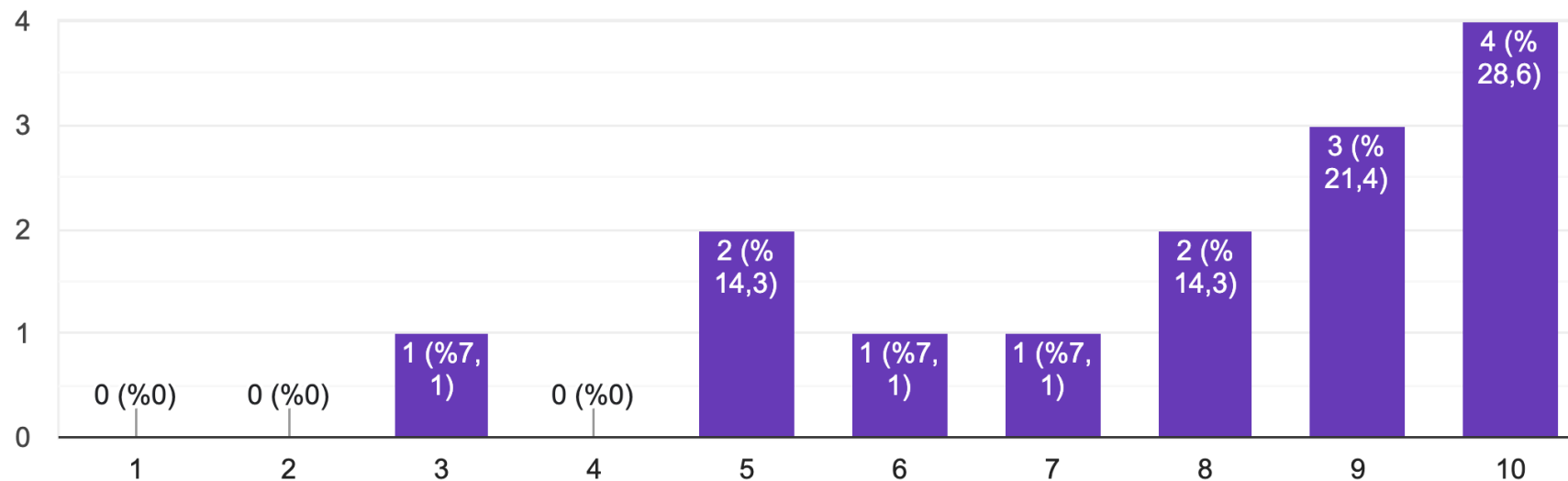
The Problem: Overwhelm

56% of software development executives are concerned about time wasted on tasks that don't deliver value
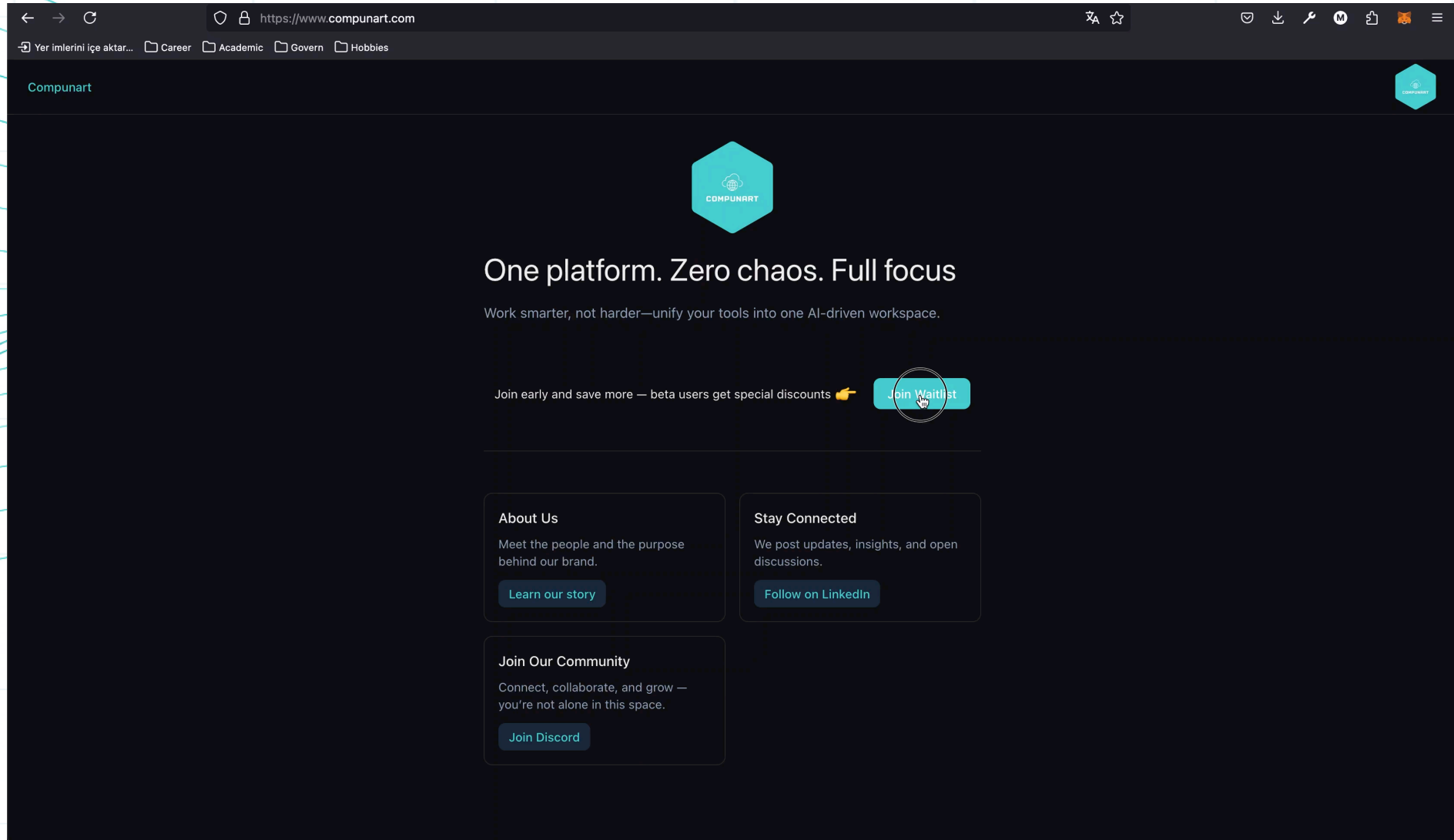
How important is it for you to have a single, intelligent workspace that integrates all digital channels seamlessly?

14 yanıt

The Solution: A Thinking Layer for Work

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We unify scattered communication—without replacing your stack.

Phase 1 - Dashboard

Unified Signal Intake
• Connects Slack, Gmail, Notion, etc.
• Highlights urgent alerts and decisions
• Reduces context-switching across tools

Phase 2 - Memory

Organizational Recall
• Semantic timeline of conversations and updates
• Tracks commitments, ownership, and team flow
• Builds shared awareness across roles
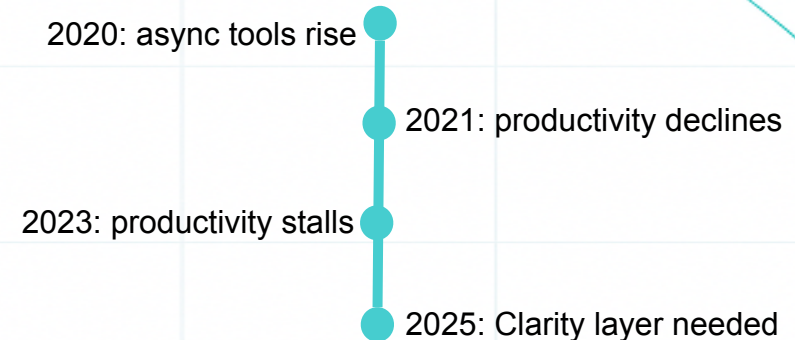
Phase 3 - Meaning

AI Reasoning + Guidance
• Surfaces trends, risks, and decision insights
• Suggests next actions, timelines, or blockers
• Learns org behavior to offer recommendations

Why Now?: Remote Work Scaled. Our Brains Didn't

- **70% of tech teams are remote** or hybrid.
- Async brought **scattered threads, alert fatigue, and missing context.**
- Teams waste hours chasing updates — not making progress.
- Momentum dies when no one knows where decisions live.

2020: async tools rise

2021: productivity declines

2023: productivity stalls

2025: Clarity layer needed

Clear Need. Big Market. Strong Signal

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TAM: $1.27 billion
48,000 async-first teams globally× $26,300 (collaboration/dev stack spend)

SAM (Phase 1): $22.8M
3,800 targeted organizations (developer teams & async leads in 20-250 employee scale-ups)
× 50 avg members per team x $120 (Compunart $10/mo per user)

SOM (1-3 years): $2.28M
10% of SAM = early, focused beachhead

💡 We're not competing with tools. We're connecting them.

Our Pricing Is Simple. Like Our Product

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Pricing

- **Free trial** to start

- **Starter Plan:** $10/user – Unified feed + priority inbox

- **Pro Plan:** $30/user – Includes AI recall + insights

- **Enterprise:** Custom – SSO, audits, AI model of choice

Initial Beachhead

- Developer teams & async ops leads

- 20 – 250 employee global scale-ups

Go-To-Market

- Community-led Founder-led Product-led

- Channels: LinkedIn, Reddit, Discord

Early Signal: We're on to Something

- 30+ async teams surveyed
  - Notification overload & context-switch fatigue surfaced as critical blockers

- Phase I early estimate:
  - Users save 3–4 hours/week
  - Reduced triage time from 30–45 min/day to 5–10 min

- Waitlist started

"It's like my work is scattered across a hundred post-its I didn't write"
— Frustrated Developer

The Team:
We've Felt the Chaos. Now We're Fixing It

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Erhan Yaşar,
Co-Founder & CTO

Former Naval Officer turned Frontend Architect. Built scalable UIs across startups and enterprises.

- 10+ years in software, leading global dev teams, and mentoring the next generation of engineers. Expert in React, Next.js, and User Experience.

Nicole Afton,
Interim Co-Founder & GTM

20+ years of B2B SaaS leadership. Built GTM engines from 0 to scale, driving 900% engagement growth and closing $1M+ deals. Converts tech into scalable growth.

Şahinde Ceren OMRAK,
Security & Compliance

Cybersecurity specialist with experience at Hepsiburada. Brings expertise in threat detection, secure architecture, and AI-aligned risk mitigation.

Compunart = The AI-native thinking layer

- We Don't Replace Your Stack. We Make It Work

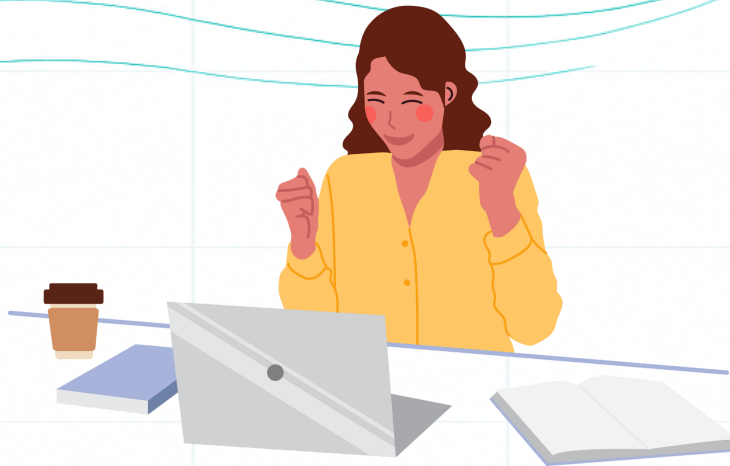|	MS Teams / Slack	Jira / Asana	Notion / Miro	Compunart
Purpose	Communication & Collaboration	Project & Task Management	Documentation & Visual Thinking	Unified workspace & digital twin for modern teams
Pros	- Real-time chat - Integrations	- Task tracking - Sprint tools	- Flexible docs - Visual ideation	✅ All-in-one interface ✅ Integrated workflows ✅ Real-time visibility ✅ AI-Native reasoning
Cons	Poor project structure	Limited communication features	Weak task tracking & metrics	❌ Still early-stage

Help Restore Clarity to Modern Work

📈 **Raising: $75K pre-seed**

💡 **50%** MVP expansion & deeper integrations

💬 **25%** GTM + onboarding for 5+ pilot teams

🛡️ **25%** Security, compliance, and stable ops

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Fractured context is killing velocity

We're building the fix

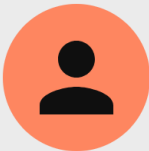Ready to replace communication debt with clarity?

Appendices

Compunart

com·pu·nart | kom-pyoo-nart

noun

A combination of computation and art—a system where structure and expression work together to make complex work more clear, connected, and human-centered.

origin

Coined over a decade ago by Erhan Yaşar, stemming from his academic work and personal reflection on the intersection between code, creativity, and cognitive. Reflects his deep interest in technical structure and expressive design.

Erhan Yaşar

Frontend Architect
Celebrating 1 year next week

TODOS   MSGS   CALS

ToDos

💬 Notification Flood ⚙️

Day off   ✕

Aslı will have a day off tomorrow

Created at: 18.04.2025   Expiring: 18.04.2025

Office day   ✕

There's an on-site day at the office tomorrow

Created at: 18.04.2025   Expiring: 18.04.2025

Instagram Ad Proposal   ✕

David offers to give an Instagram ad for around a week to increase traffic by %1 for 5$

CANCEL   APPROVE

Created at: 18.04.2025   Expiring: 18.04.2025

Go-To-Market Roadmap

Phase	Milestone	Outcome for Investors
Q1: Signal MVP	20 early users, live alerts	Problem-solution fit, early usage
Q2: Community Build	Organic referrals, signal volume	Bottom-up traction, social proof
Q3: Repeatability	Onboarding + retention metrics	Go-to-market scalability demonstrated
Q4: Expansion Layer	Memory & Meaning prototypes	Platform potential, fundable narrative

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