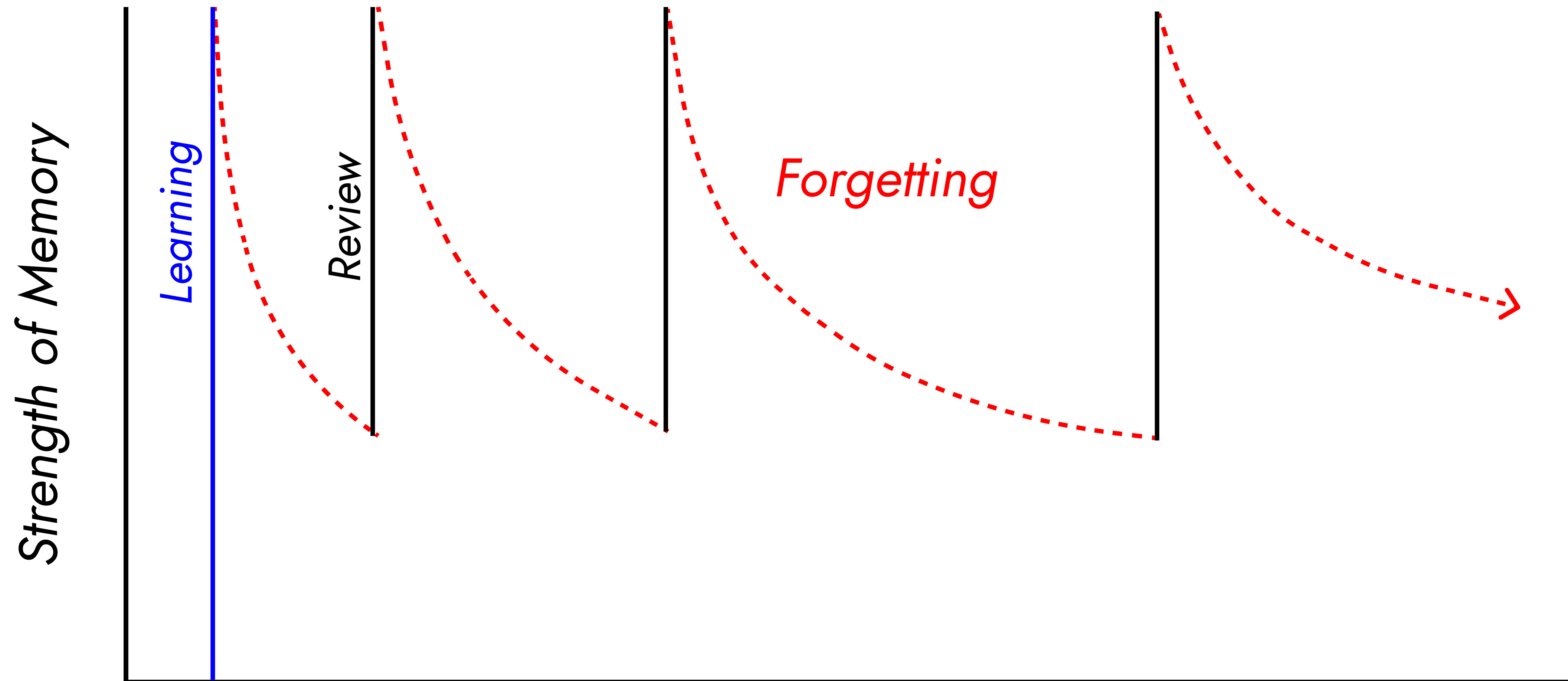


# *Spaced Repetition Software (SRS)*



# *Existing Options: Anki*

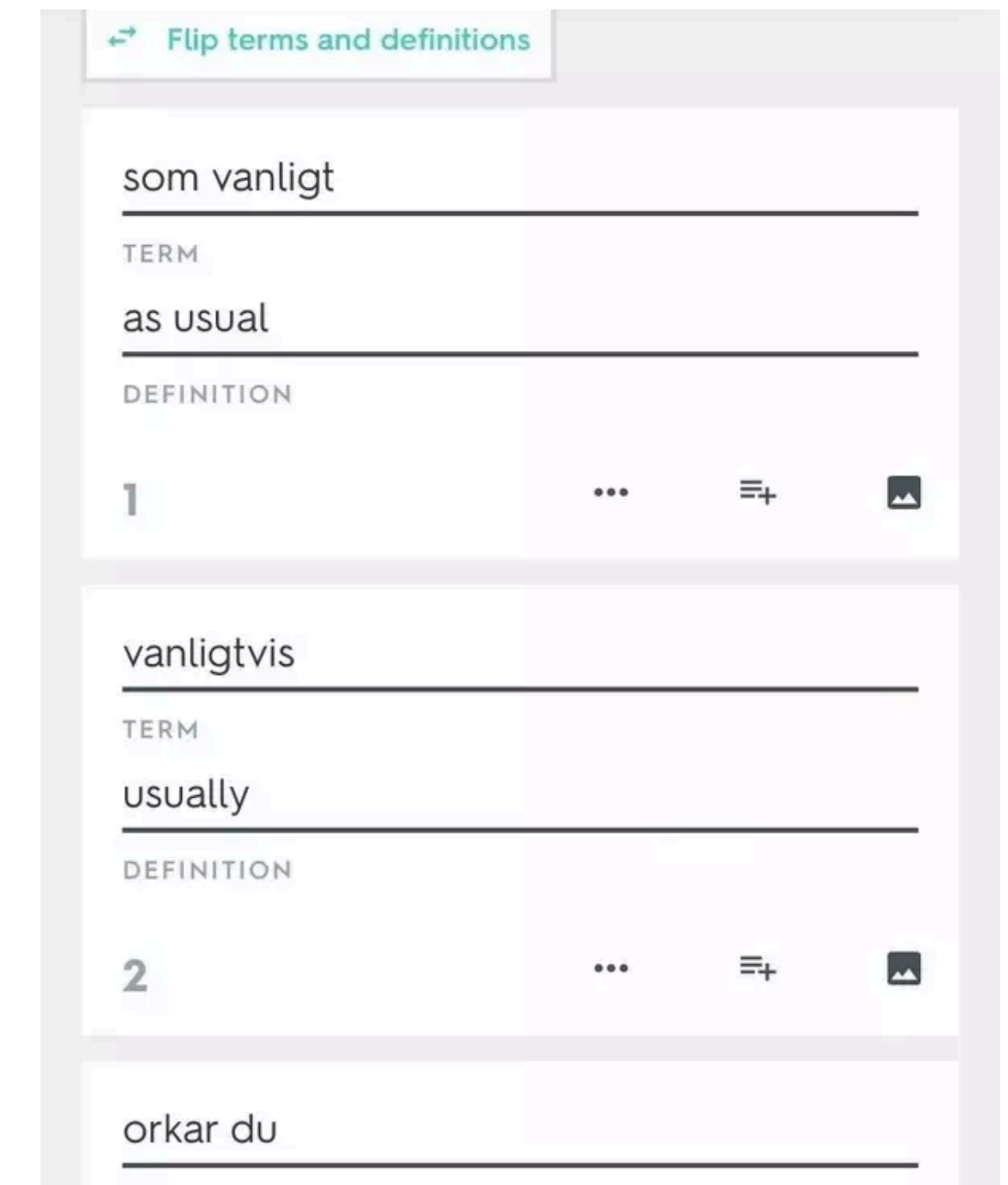
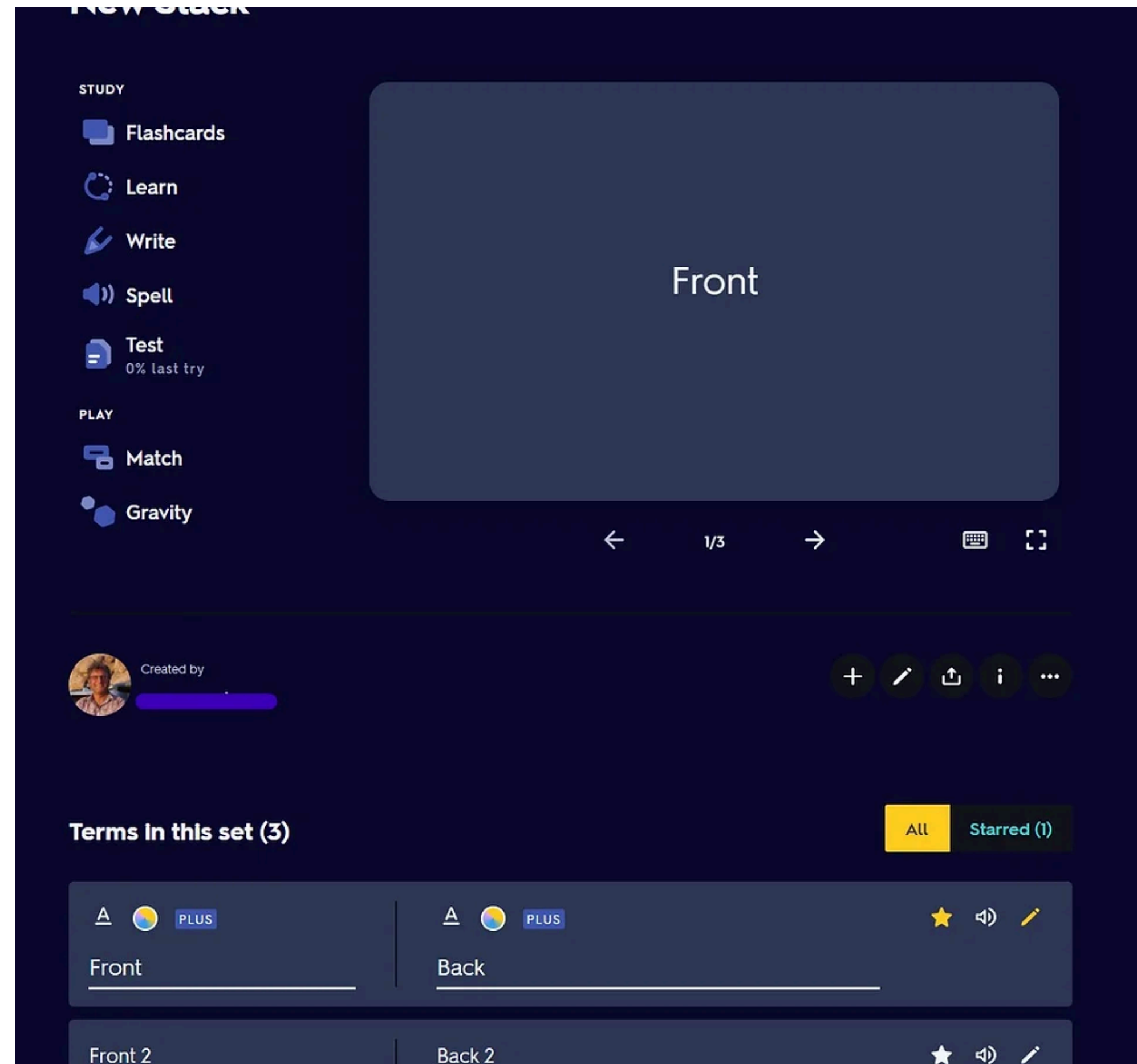
Portuguese	4	0	18
Programming	0	0	0
Proto-Algonquian	6	33	30
Proto-Semitic	0	0	1
Python	0	0	1
Russian	0	0	6
Sanskrit	0	1	30
Shawnee	0	0	0
Spanish	0	0	6
Tocharian B	0	10	30
Trivia	3	5	10
Typescript	0	0	0
Ugaritic	10	20	10

- Kludge kludge **kludge**
- Built for autodidacts
- Do you know HTML/JS?
- The interface speaks for itself...

Anki is still **the most popular SRS platform**  
(100K's of active users)

# Existing Options: Quizlet

- \$1B+ company
- Claims over a third of US high school students
- Great classroom features
- **BUT**—built for cramming



Interface is slick...

...but weak.

# ***Synapdeck: Next-Gen SRS***

- The SRS platform that should have been available ten years ago.
- This is not just low-hanging fruit. It's rotting on the ground and has been for years

Synapdeck

# *A backup for your brain.*

- Help build a **web** of knowledge and not just orphaned factoids.
- Model **the way users think**.
- Break knowledge down.  
Review the atoms.

inactive  
cards

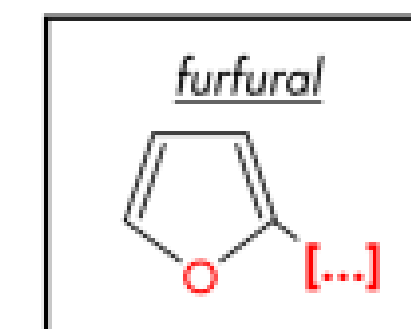
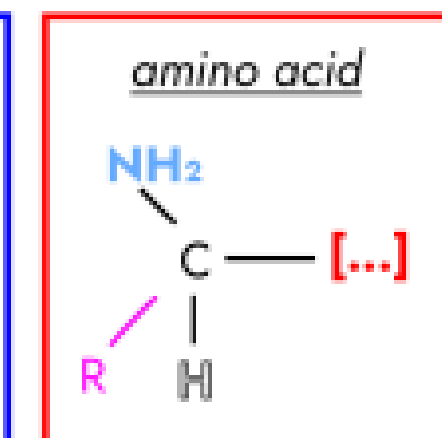
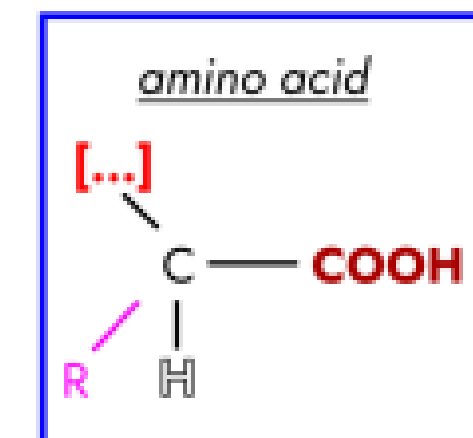
Draw the structure of  
**lysine** from scratch.

Draw the structure of an  
**amino acid** from scratch.

Draw the structure of  
**furfural** from scratch.

review  
frontier

active  
cards



Draw an **amine**  
group from scratch.

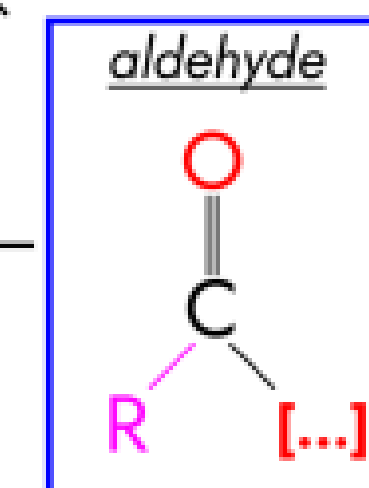
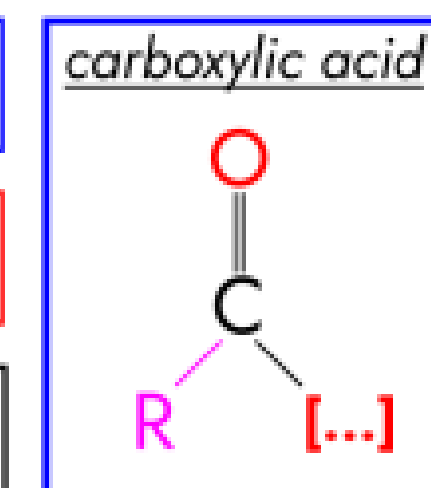
Draw a **carboxylic acid**  
group from scratch.

Draw an **aldehyde**  
group from scratch.

**passed** card

**failed** card

**buried** card



**None** of the existing platforms  
can do anything like this.

# *Built for autodidacts...*

- Power-user stuff à la Anki—conditional formatting! custom card templates!—available *to the average user*

Changes below will affect the 5199 notes that use this card type.

```

<script>
let fullFormText = document.querySelector(".fullform");

if (["m", "t3"].includes("{{Full Form Notes}}")) {
fullFormText.style.color="#0000FF";
} else if (["f", "t1"].includes("{{Full Form Notes}}")) {
fullFormText.style.color="#FF0000";
} else if (["n", "a3"].includes("{{Full Form Notes}}")) {
fullFormText.style.backgroundColor="#00FF00";
} else if (["a2"].includes("{{Full Form Notes}}")) {
fullFormText.style.backgroundColor="#FFFF00";
} else if (["a1"].includes("{{Full Form Notes}}")) {
fullFormText.style.backgroundColor="#FF0000";
fullFormText.style.color="#FFFFFF";
} else if (["a4"].includes("{{Full Form Notes}}")) {
fullFormText.style.backgroundColor="#0000FF";
fullFormText.style.color="#FFFFFF";
}

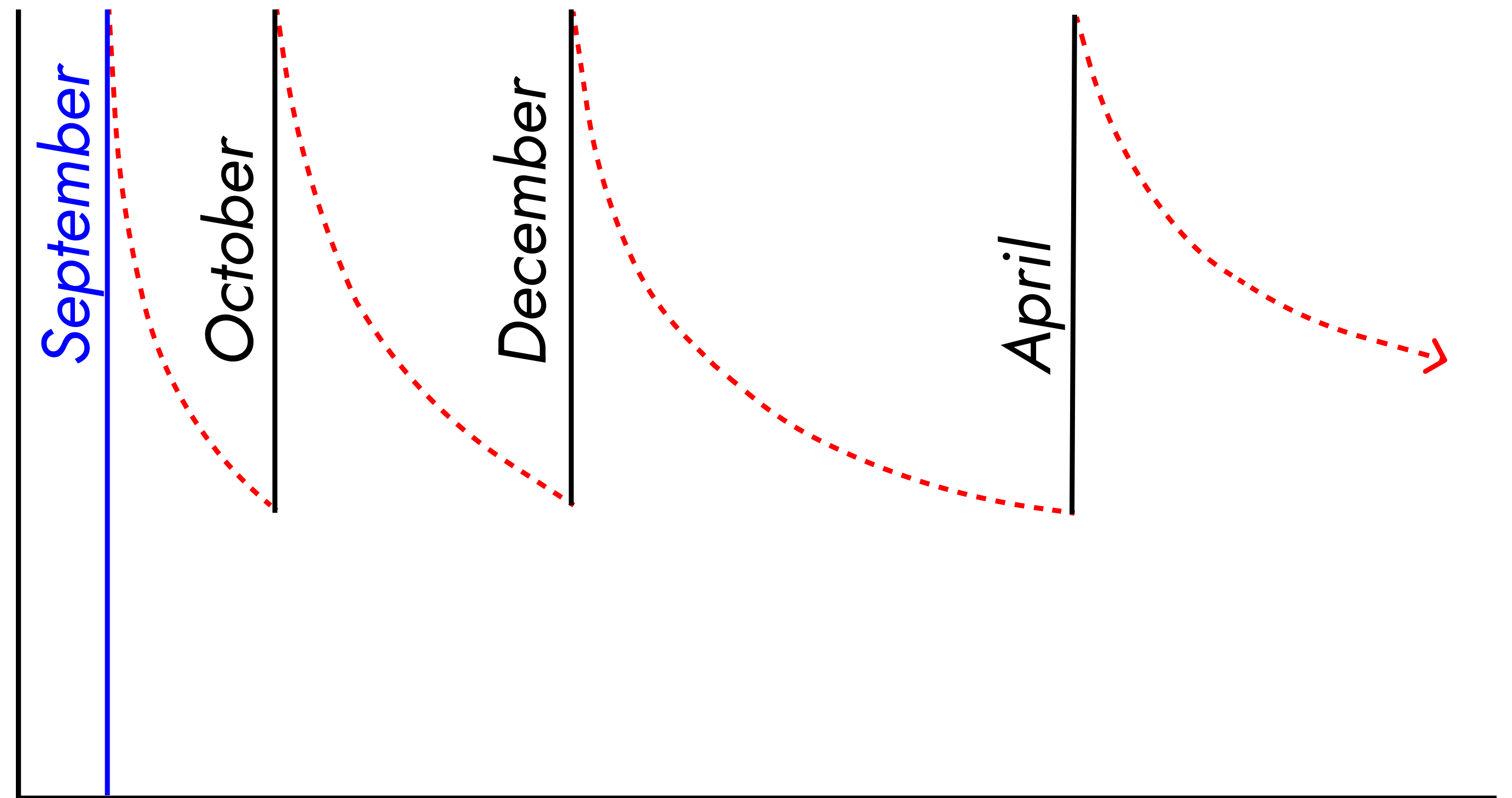
</script>

```

you should **never** have to do this to color-code words by gender or tone

# ...and the classroom.

- Quizlet-style classroom abilities. Most students don't know how to make good flashcards, their teachers need to be able to do that.
- But we want to build for **retention** and not just cramming-knowledge builds.



# *The Market*

- 17M high-school students, 15M undergrads, 100K med students **in the US alone.**
- At a conservative P/E ratio of 25 and profit margin of 80%, 5M students paying \$25/year = **\$2.5B company**
- Even more value available abroad especially in countries whose school systems are memorization-heavy (e.g. South Korea)



# *The Market*

- Edtech is notorious for scalability (districts want lots of paperwork and this means lawyers)
- But we have an early target market available in core SRS users. They're disproportionately well-off and will pay for good software.
- High six figures in MRR from autodidacts is attainable and lets us go after bigger fish

**Discussion** Why Anki will never be popular and a fancy user **interface** wouldn't change anything

⬆ 387 points • 129 comments submitted 9 days ago by leZickzack to r/Anki

## Anki's Core Design Dilemma

And if I have stated that "effortful practice really is good" and "effortful practice is a fancy user interface" and "it's more

**Fluff** Re: Re: Why Anki will never be popular and a fancy user **interface** wouldn't change anything

⬆ 95 points • 37 comments submitted 7 days ago by SaulFemm to r/Anki

Who cares? Spacebar go brrrrr

**Discussion** Re: Why Anki will never be popular and a fancy user **interface** wouldn't change anything

⬆ 20 points • 24 comments submitted 8 days ago by Various-Buffer4487 to r/Anki

I saw u/leZickzack's insightful post yesterday and wanted to share my counterarguments to it.

I have always used Anki for language learning, specifically the Core 2k/10k decks, and I never found it

more

*Anki's got hundreds of thousands of users-- and most of them, including Synapdeck's founding team, are **fed up** with it.*

# *The Market*

*Procurement process complexity*

*Autodidacts*

*Homeschool Pods*

*Private Schools*

*Public School Districts*