

Team 2



Capybarras

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3 Problems

1

Meetings dominate PM's time

Too much time coordinating and too little time doing. Meetings dominate and are draining.

2

Visual alignment is difficult

Technical ideas and decisions are hard to communicate and maintain visually.

3

AI accelerates building before alignment

Teams often start implementing solutions before validating assumptions.

"I end the day wondering, what the hell did I accomplish?" (IC PM)

**All problems
derived from
interviews**

"Everybody has something different in their head." (Startup PM)

Comparison Table

	Meetings Dominate		Visual Alignment		AI Speeds Timelines	
Evidence strength		Paying for it		Paying for it		Mentioned it
Current workarounds		Granola		Linear, Miro		Deal with it
Competitive gap		No alignment		Not automated		Blue ocean
Market size		PMs in meetings		Teams that align		PMs at startups
AI fit						
Buildability						

Solutions: What we Considered

AI Meeting Intelligence & Facilitator

Determines which discussions need meetings, then helps keep meetings productive.

AI uses company context to generate agendas, and updates documents with relevant decisions and changes.

AI Living Alignment Workspace

Turns discussions into shared visuals so teams stay aligned as ideas evolve.

AI generates editable product visuals from discussions and updates them as the team refines the product.

AI Product Validation Copilot

Ensures teams don't skip critical ideation and validation steps in the rush to build with AI.

AI reviews product development and challenges ideas before implementation.

Our Focus

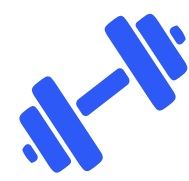
Post-Meeting Visual Alignment

Why We Chose It

4 PMs mentioned meeting overload

4 PMs mentioned visual misalignment

 Unmet Need: Decisions lose context after meeting

 Strong evidence, large market, and strong AI fit

Our Decision & Tradeoffs

AI Speeds Timelines



- Not proven in the market
- Smaller market: Startups only

Meetings Dominate + Visual Alignment



- Problems work together
- Biggest risk: AI-generated visuals are still early-stage
- Solution: Integrate where visual alignment already lives, in Jira

4/9 PMs mentioned this problem without being asked



“Someone can agree to what you’re saying, but they could understand a completely different thing unless you literally draw it out.”

PM, Healthcare Startup

“It’s challenging knowing what decisions got made, what’s changed, and what decisions have been made since just yesterday.”

IC PM, Visual-Collaboration SaaS

‘I just was in meetings for, like, 8 hours, but I have a to-do list that’s still a mile long.’

Group PM, Visual-Collaboration SaaS, 8 engineering teams



Current Workarounds

- Meet: A discussion happens on **Zoom** or in person
- Capture: The PM takes notes or runs an **AI note-taker**
- Aggregate: The PM looks over notes, emails, messages
- Hand Off: Objectives are turned into tickets on **Linear** and **Jira**

Competitive Gap

One product that reads everything and skips manual aggregation

Zoom: No company context hooked up

AI note-takers: Not integrated with your system

Linear + Jira:
Manually input tickets

Digital whiteboards:
Doesn't leave the board

Built for...

Role and seniority

Individual Contributor PM
over a team that needs to
align

Company size and type

Remote or hybrid
software teams at mid-
size + large companies

The problem

Decisions were made in a
meeting, but no one
knows where to find
updates

What it costs them

Rework, another meeting
to re-align, and a manual
loop that “doesn’t get it
right.”



Reach 800 users in Year 1

2.1M PMs worldwide

TAM

$2.1\text{M} \times \$240 = \$500\text{M} / \text{yr}$

**75,000 PMs @
target companies**

SAM

$250\text{k in US} \times 60\% \text{ mid + large companies}$
 $\times 50\% \text{ meeting friction}$

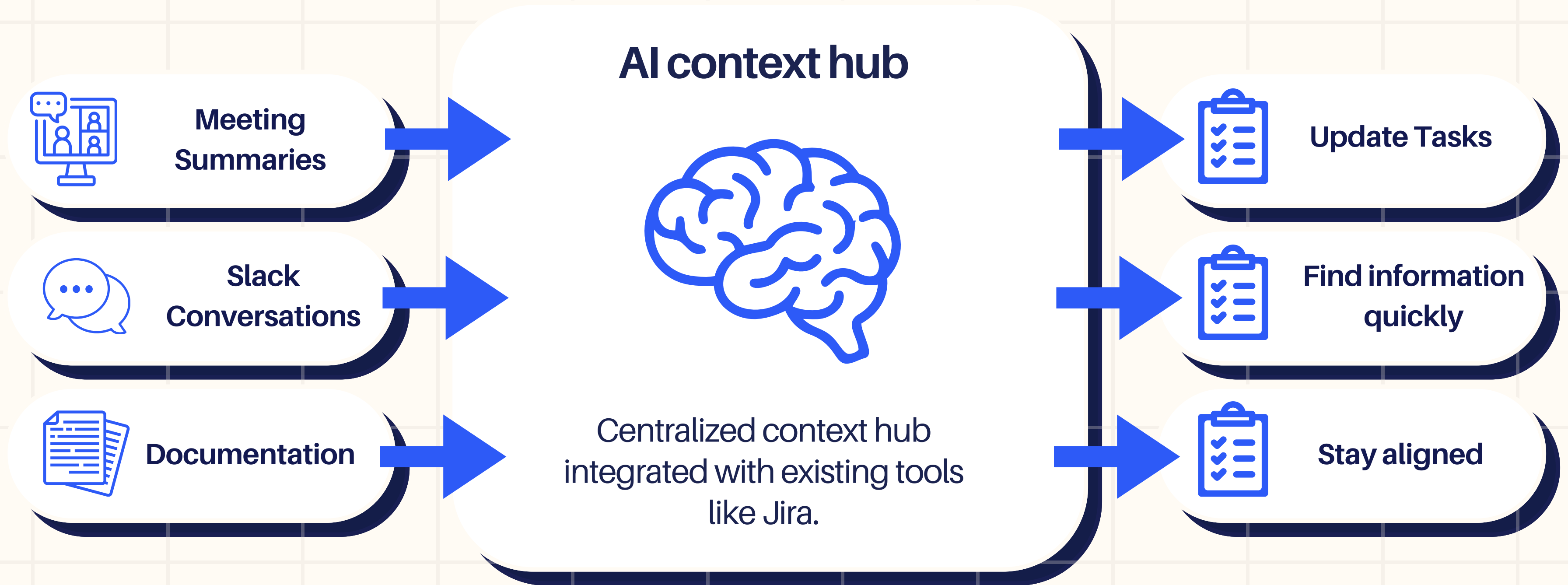
790 PMs

SOM

$\text{SAM} \times \text{SF tech market (7\%)} \times \text{who}$
 $\text{we can get in 1 year (15\%)}$
Kept small to reflect short TTM

Sources: BLS 2024; US Census 2018, 2022; Microsoft Work Trend Index;
Stack Overflow 2026; CBRE Tech Talent.

The Product



Buildability



What we'd prototype

An AI tool that gathers meeting summaries, Slack discussions, decisions, and updates into a centralized context hub integrated with existing tools like Jira.



First cheap test

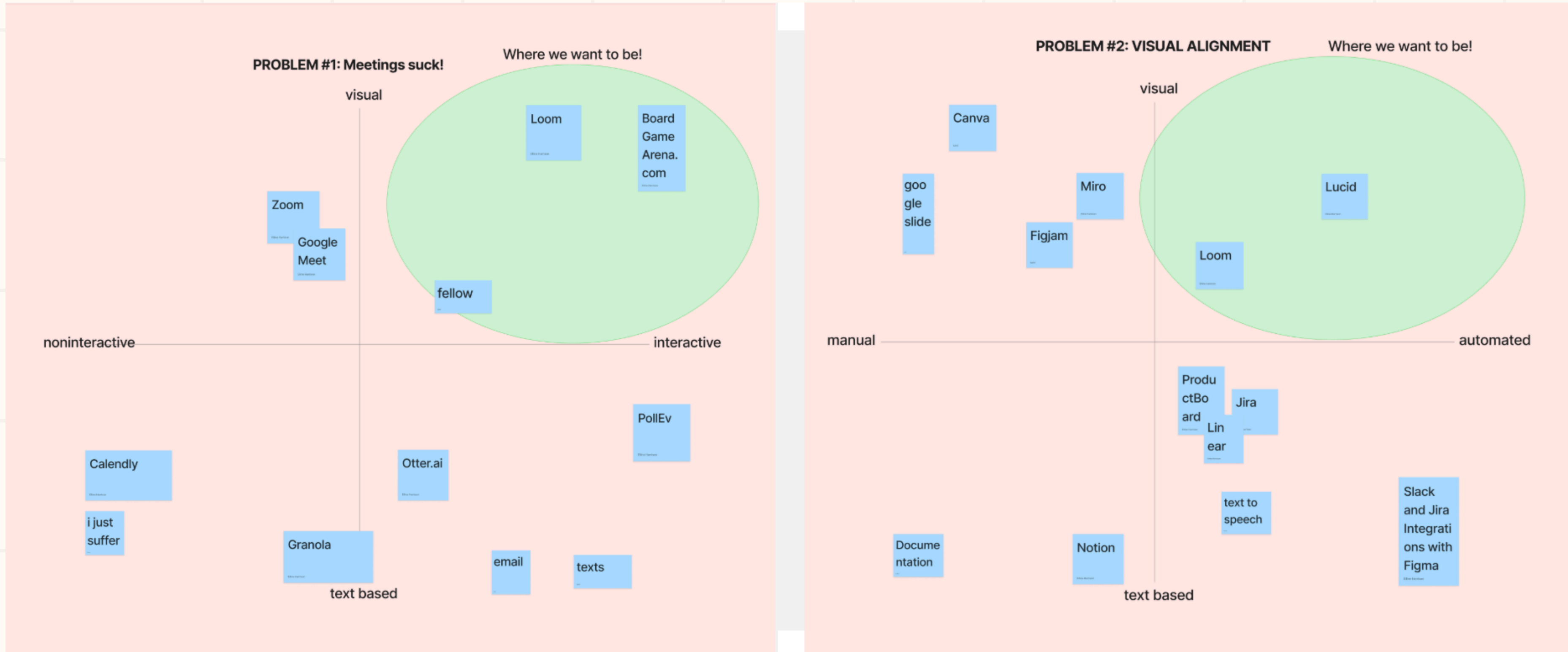
Ask members of a student team to find the reasoning behind a past project decision, tracking how long it takes and how many tools they search through.



Appendix



A1. Competitive Landscape



A2. SAM / SOM Work

	Meetings suck!	Visual alignment
SAM MATH	250k × 60% mid/large companies × 50% meeting friction	250k × 11% startups × 35% remote × 50% visual friction
SAM (PMS)	75,000	4,800
SOM MATH	SAM × SF share (7%) × who we can get in 1 year (10%)	SAM × SF share (7%) × who we can get in 1 year (10%)
SOM (YR 1)	790 PMs (find at mid to large tech companies in SF)	34 PMs (find at remote tech startups in SF)

Base: ~250k US software PMs (1.9M devs ÷ 6–10 engineers per PM; BLS 2024)

Meetings: 60% at mid-to-large firms (Census) × 50% with meeting friction (Microsoft Work Trend Index)

Visual: 11% at startups (Census) × 35% remote (Stack Overflow 2026) × 50% with visual friction (Microsoft)

SOM: 7% in the SF Bay Area (CBRE) × 10% of startups or large firms reachable in year one

One idea from reading: We kept our SOM small to account for the short TTM we have for this project

Sources: BLS 2024; US Census 2018, 2022; Microsoft Work Trend Index; Stack Overflow 2026; CBRE Tech Talent.



Thank You
 **So Much** 
