



**PROBLEM** — The **serial crisis** in academic publishing is the economic phenomenon by which the **subscription prices** of scholarly journals have been **increasing** at a rate much faster than the inflation rate for decades, resulting in academic and research libraries being forced to cancel their subscriptions and seek alternatives. However, as each scholarly journal title publishes unique research findings, the access to these journals are commoditized, thereby ensuring their survival and enabling the **monopolistic behaviors of publishers**.

As a result, scientific publishing today is a **largely profitable** business that operates across national borders whereby the **profits go to the publishing organizations - not the content creating scientists themselves**.

**SOLUTION** — Atlas is a disintermediated open science publishing platform that will **disrupt today's antiquated publishing paradigm** and reintegrate the non-professional scientific community within the scientific process.

The Atlas platform is designed to:

- 1 **EQUITIZE** scientists as modern day content creators by introducing impact-based revenue streams.
- 2 **REDEFINE** scientific impact through the lens of publication quality - not the publisher owned journals.
- 3 **INVITE** the global community to actively participate in the scientific process through direct engagement, transparency, and accessibility

## Academic Publishing Market



## Market Primed For Disruption

*"Time to break academic publishing's stranglehold on research" - NewScientist*

*"The Guardian view on academic publishing: disastrous capitalism" - The Guardian*

*"The Future Of Open Access: Why Has Academia Not Embraced The Internet Revolution?" - Forbes*

*"MIT, guided by open access principles, ends Elsevier negotiations" - MIT News*



## THE BIG FIVE (2019 REVENUE)

▶ Reed-Elsevier	7.9B
▶ Wiley-Blackwell	1.8B
▶ Springer	1.7B
▶ Taylor & Francis	0.68B
▶ Sage	0.5B



**COLLECTIVELY CONTROL MORE THAN 50% OF ALL ACADEMIC PUBLICATIONS**



Initially targeting STM publishing vertical; however, Atlas platform is highly extensible!

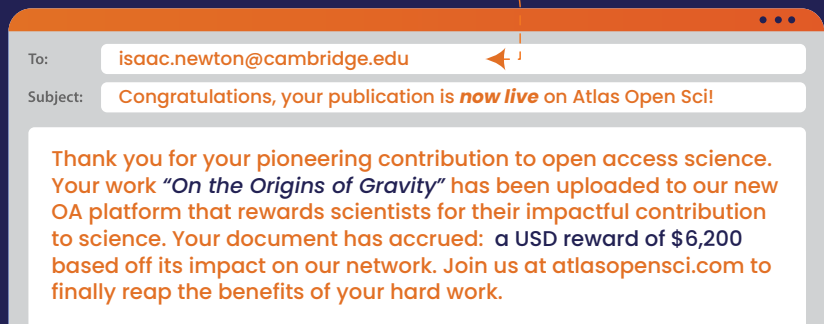
## Unique Go-To Market Strategy

DOAJ  
DIRECTORY OF  
OPEN ACCESS  
JOURNALS

Using existing OA repositories, we've identified **5.4 million** open access peer-reviewed articles published of which have **~2 unique authors** per article

This translates to 5.4 million nodes in our citation network with **10 million** potential users

An outreach example of steps 2 & 3



### STEP ONE

Preload our database with existing Open Access articles

### STEP THREE

Invite authors to join Atlas to reap the benefits of their work

Calculate existing articles impacts and build document rewards

### STEP TWO

## Financial Projection

### ARTICLE SUBMISSIONS

- Base growth modeled from preprint repository growth rate history from 2007-2019

(<https://arxiv.org/archive/stat> & <https://rxivist.org/stats>)

- Model assumes gradual growth to 30% incorporation of global publications in 5 yrs after platform launch

(data provided by Prof. Santo Fortunato and Stasa Milojevic)

### User Subscriptions

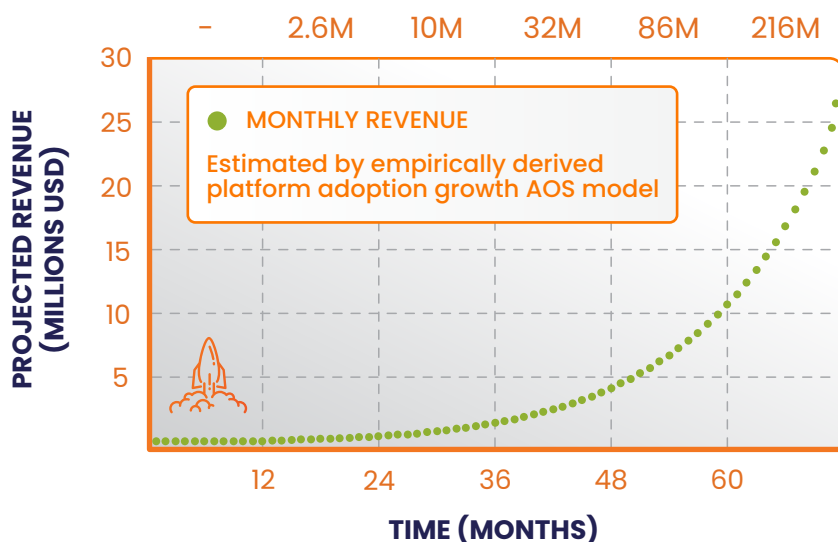
- Model assumes gradual increase of go-to-market user subscription conversion up to 1% in 5 yrs after launch

(following the dynamics of our preprint model)

- 25% new userbase subscription conversion rate with 5% monthly churn

(inferred from academic society subscription rates)

### ANNUAL REVENUE



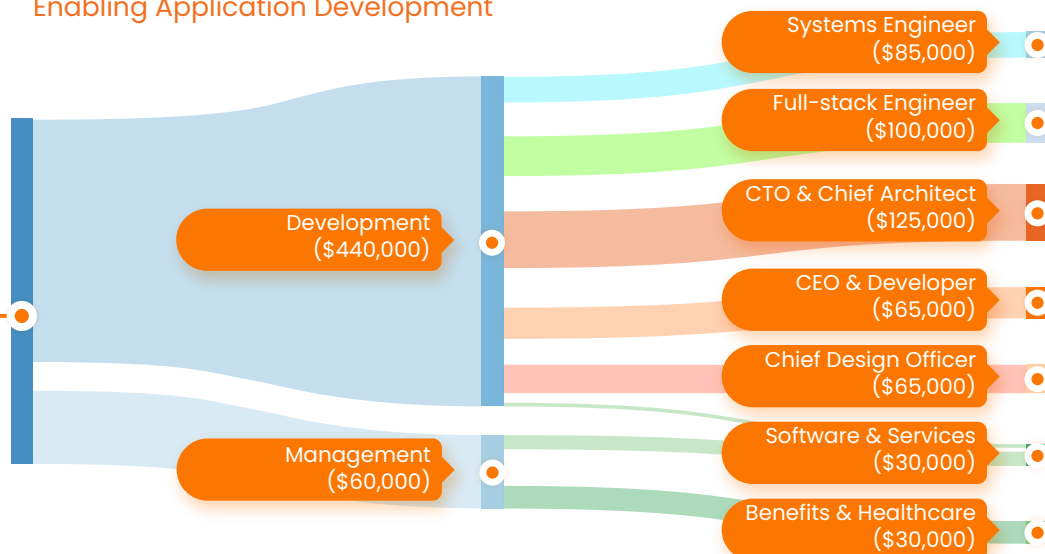
## Use of Proceeds

Enabling Application Development



**RAISING**  
**\$500,000**

**10 MONTH RUNWAY**





## Meet The Team of Atlas



### **TYLER QUARTON, PHD**

*Founder & CEO*

A scientist and entrepreneur with a demonstrated history of working in the academic research industry. Tyler excels at developing creative solutions leveraging his out-of-the-box mindset along with his advanced mathematical modeling and complex systems analysis capabilities.

He holds a BS in physics and a PhD in biomedical engineering where he focused in theoretical systems and synthetic biology. Both his passion for science and his compassion for humanity invigorates his efforts to revolutionize the science industry.

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### **EDGAR MONROY**

*Co-founder & Chief Design Officer*

A multifaceted creative with an entrepreneurial thought process with more than a decade of experience in commercial brand and licensed apparel designing. Experience has helped Edgar gain the knowledge on how to bridge corporate ideals and translate brand strategy into innovative and effective design solutions.

He's taken the opportunity to advise new and established brands to build their image to grow and emerge. His passion is to advocate design in a fostered unique approach to promote visual creativity that can grow businesses.

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### **IURI GAGNIDZE**

*Co-founder & CTO*

An expert software architect that specializes in the design and implementation of web applications and services. He is a passionate tech evangelist that builds software systems that are robust, extensible, and able to survive the churn of agile development.

He has notably led the software development of two startup tech companies, successfully guiding their respective growths from pre-seed to series B and acquisition.

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### **SAMANTHA STONE, PHD**

*Communications & Outreach*  
[sstone@atlasopensci.com](mailto:sstone@atlasopensci.com)

A scientist and medical writer who has spent her career working to spread and support the dissemination of proper and factual scientific information to the health care and lay communities. Sam holds a BS degree in cellular molecular biology from Westfield State University, a MS degree in human nutrition from Columbia University and a PhD in food science and microbiology from the University of Reading.

Her experiences in both the public and private sector have granted her a multi-faceted insight into the research and scientific publication conundrum.

## Atlas Advisors

### **KENDALL TUCKER** *Business Advisor*

- ▶ CEO and Founder of Knoq, a rising technology company experiencing a 500% year-over-year growth and hiring 200+ new employees in 2020
- ▶ Featured in Forbes 30 Under 30, where she also authors articles on gender equality, entrepreneurship, and technology
- ▶ Attended Columbia University and the University of Oxford

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### **LEONIDAS BLERIS, PHD** *Science Advisor*

- ▶ Cecil H. and Ida Green endowed Professor in Systems Biology Science at the University of Texas at Dallas
- ▶ Served as an Independent Expert with the European Commission under the "Science, Economy & Society" directorate
- ▶ Attended Harvard University as a postdoctoral fellow in Systems Biology

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### **SATYAJIT "DOC" DOCTOR** *Business Advisor*

- ▶ President and co-founder of Award Solutions Inc., a company that prepares businesses for success by helping them tackle emerging technologies
- ▶ Expert in network transformative technologies such as Cloud, NSF, SDN and mobile telecommunications technologies such as 5g
- ▶ Awarded the 2018 distinguished alumni award from the University of Texas at Dallas

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### **DAVID CAPPILLO, JD** *Legal Advisor*

- ▶ Partner at Goodwin Law where he advises private and public companies in the tech sector with special focus on equity fundraising activities, corporate governance, start-up and formation matters, and recapitalizations and reorganizations
- ▶ Represents leading private equity and venture capital investors in connection with venture and growth equity investments
- ▶ Attended the University of Virginia School of Law

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