

Overview

Noteb.com is an innovative search engine specialised in laptops, that combines advanced analytics and machine-learning technology with a proprietary rating system in order to deliver a unique user experience.

Similar in purpose, but more advanced than the product search pages of large retailers, Noteb guides its users to the product of their desire by using tools tailored to their expertise.

What does it need?

Noteb has established its market presence, but now it needs to grow and establish itself as a major internet gateway for consumer electronics. For this, it requires more content, promotional activities and more development. Noteb managed so far on its own, but for its next stage, it needs investors.

If you are still interested, read more in the next two pages...



Quick facts

Noteb brings great value to its users

- Guides users into making the best possible decision when buying a new product.
- Reduces the decision-making time from hours to minutes.

Noteb is well focused on its market

- 52% bounce rate
- 38% visitors from direct link/bookmark
- 47% of visitors from the United States
- 37% of visitors from Canada and Europe

Noteb has great potential

- 29 million new laptops sold every year in the USA, but currently, Noteb influences only 100,000 of these sales.
- Noteb has yet to start doing laptop reviews, which are a great source of visitors and income.
- Noteb technology can be used for other similar products, like tablets, televisions, cars.

Noteb needs support to accelerate its growth

- By financing its own editorial team
- Through more development to improve its services and user experience
- Consolidating its market presence and expanding its reach into China

Noteb is innovative

- The first and only internet-wide laptop search engine that “works”.
- Component compatibility tracking and guidance.
- Finds the optimal combination of price/specification from over 8 million entries in less than 5 sec.
- It uses its own crawler to extract prices and data from the internet.
- Extrapolates missing or incomplete information using machine-learning technology.
- Consolidates all internet information on a laptop, like specifications, professional reviews, user feedback and prices on a single page.

Noteb has solid growth

- 650% traffic increase over the last 9 months
- 600% visitor increase from
 - 2,800 unique visitors in January 2018
 - 17,400 unique visitors in October 2018

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More details

Why?

The need for a comprehensive laptop search engine has appeared ever since notebooks took over the PC market, years ago. While market growth has varied, laptops are still an integral part of the way we do business or spend our free time, and so is the search for one. Even now, the subreddit SuggestALaptop alone gets more than 15 000 visits each day!

What?

Noteb.com is an innovative search engine that combines advanced analytics and machine-learning technology with a proprietary rating system in order to deliver a unique user experience. Similar in purpose, but more advanced than the product search pages of large retailers, Noteb guides its users to the product of their desire by using tools tailored to their expertise.

How is that different?

Unlike its competitors, noteb.com is not tied to any specific retailer, searching through 7 million possible alternatives for the whole the U.S. alone. Users can not only discover machines that are tailored to their needs, but they can also configure their models with full confidence in the final build since the system also tracks component compatibility.

Thus, with unparalleled scale and granularity, each search will result in the optimal combination of price and specifications, independent of any vendors or third parties. Missing information is immediately filled in by our machine-learning algorithms, while our proprietary crawler makes sure that users have access to a single source of truth.

Where is Noteb now?

Processing over 17 000 unique visitors a month with a site-wide bounce rate of around 50%, noteb.com is steadily growing into an industry standard, rendering even the most complex results in less than 5 seconds. Up until this point, noteb.com has been financially sustained through the resources of its founding company, Starchaser SRL, and through a modest, but steady stream of advertising income.

Next steps?

In the United States, annual laptop shipments amount to 29 million unit (IDC & Gartner estimates), making the market highly appealing in terms of referral revenue. From our calculations, raising our user base to 40 000 visitors per day would eventually help us generate a revenue of \$500 000 per year out of advertising alone. This would be attainable only by an investment that would help cover an editorial and marketing team, as well as help us expand our developer team to better tackle the Western markets or even gain a foothold in the Chinese one.

Furthermore, due to the constant improvement in our technology, we see high potential in turning our search module into a viable product in itself. Noteb technology can easily be adapted to other products, such as cars, TVs and smartphones.

How much is needed?

Detailed financial analysis, breakdowns and projections are provided on request.