

Alan Chan, основатель Heptabase, 20 октября [провёл AMA](#) на Reddit.

В ответах на вопросы, он осветил несколько интересных моментов по продукту. Повытаскивал заинтересовавшие цитаты к себе в архив.

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→ Компания давно прибыльна и не требует привлечения новых инвестиций:

«[...] our customer retention — over 70% of our users who subscribed in January 2022 continue to use Heptabase after 20 months. We've grown to over 10,000 paying users with \$0 marketing expenses and purely through word-of-mouth».

→ И как следствие:

«We raised nearly \$1.7 million in seed funding from Y Combinator, HOF Capital, Kleiner Perkins, Moving Capital, and several other investors in early 2022. However, we have not spent any investor money over the past two years. All company expenses are fully funded by our revenue».

→ Как относятся инвесторы к тому, что Heptabase не тратит их деньги :0)

«In the current market of 2023, the advice we received from YC partners and other investors is to pursue a good "profitable growth rate" instead of "growth at all costs." The definition of profitable growth means you are growing fast while ensuring that revenue exceeds expenses, and in that case, you're not really spending investor money.»

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→ Наиболее частой проблемой, с которой сталкивается, считает излишний шум на рынке (ох, люблю я по данной теме "проезжаться" :0)

«I think the most common problem I faced is that there's a lot of noise in this market. People request thousands of features, and we need to have clear guidelines on "what not to build." The solution is actually quite simple — we make it clear both internally and externally that Heptabase is a tool for making sense of complex topics, and we won't build anything that's not helpful for this purpose until we solve this problem really, really well.

Money is not a constraint as we are already profitable. If I can only pick one thing to build next, I'll choose to build a collaborative platform on top of Heptabase that empowers people to discuss and research complex topics together using our card-based system.»

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→ Ключевой фокус у продукта на ближайшие годы — индивидуальные пользователи.

«At the moment, we have sustained our entire business by solely serving individual users and don't need business users to sustain the company. In the near future, we want to expand to a multi-user use case, and it will be a platform for everyone to learn and research complex topics together. To be clear, supporting a multi-user use case is not equivalent to "selling to businesses." We will only consider selling to businesses when we have the best product for individuals and enough company resources to support business customers.»

→ В текущий момент, это:

«Our initial market is product managers and researchers (from industry and academia), essentially individuals who need to dedicate a significant amount of time to consuming a large amount of information in order to produce better research work. We have conducted several hundred user interviews, and the majority of users use Heptabase for learning, research, and planning. In this initial market, our primary competitors are other note-taking, whiteboarding, and mindmapping apps.»

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→ Был вопрос от давнего пользователя, что ему так или иначе приходится возвращаться в Notion, чтобы создавать связанные базы данных (отображение в различных представлениях, автоматизация с помощью кнопок). Спрашивал, будет ли в Heptabase какое-то решение для подобных кейсов:

«We've started addressing this earlier this year. We now support adding tags and properties to cards. Each tag is like a database (where you can create tables and kanban views for it), and you can reuse properties across tags. You can follow these two guides to see what we've built so far, and there is more to come, such as creating relation properties that you can associate with cards under another tag, and supporting more types of views.»

→ И ответ на вопрос про поддержку управления задачами:

«We plan to ship a to-do management feature this quarter to help users aggregate todos scattered in different cards and journals. If that's what you're talking about, then yes, we'll tackle it soon.»

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→ Можно ли использовать Heptabase для понимания сложных концепций физики и математики, или ручка и бумага по-прежнему являются лучшим способом получить глубокое понимание этих тем:

«I would say that the strength of Heptabase in understanding Physics and Math lies in its ability to reuse concepts across different whiteboards. During my time in university, I double-majored in Physics and Math, and one thing that consistently amazed me was the interconnectedness of the concepts taught in different courses. For example, when writing mathematical proofs, most of the time you're applying the same techniques but combining them in different ways. Or when solving a Physics problem, a lot of the time you're solving a similar type of differential equation, just with some variable differences. If you use Heptabase to learn these topics, you can simply abstract these techniques into cards and reuse them across different contexts, so that you can gain a better visual understanding and notice those hidden connections in different subjects, leading to new insights.

I'd say pen and paper are still very useful when learning Physics and Mathematics, and are not replaceable by Heptabase. If I could go back to university, I'd use pen and paper to derive equations and draw diagrams, and use Heptabase for preserving the insights I've found and the knowledge I've learned for future retrieval.»