



LUMINA

AI-Powered Notes That Think With You

Series A • Seeking \$12M • Q3 2026

THE PROBLEM

Knowledge workers spend
3.1 hrs/day capturing & searching notes —
only to lose insights in fragmented tools.

Fragmented capture



Workers juggle 4.7 apps on average — Notion, Google Docs, Slack, email — with zero cross-app search.

Passive notes



Notes are dumped and forgotten. 68% of meeting insights are never acted on (McKinsey, 2025).

Context loss



When projects hand off, 41% of critical context is lost, costing teams \$8,900/employee/year.

Lumina: The AI Co-Pilot for Every Thought

Lumina connects to your existing tools, automatically structures and links notes, and surfaces the right insight at the right moment — before you think to search.

01

Auto-Structured Capture

Voice, text, or clipboard — Lumina parses intent and auto-tags with entities, projects, and dates.

02

Semantic Memory Graph

Notes form a personal knowledge graph. Related ideas surface automatically across months of history.

03

Proactive Nudges

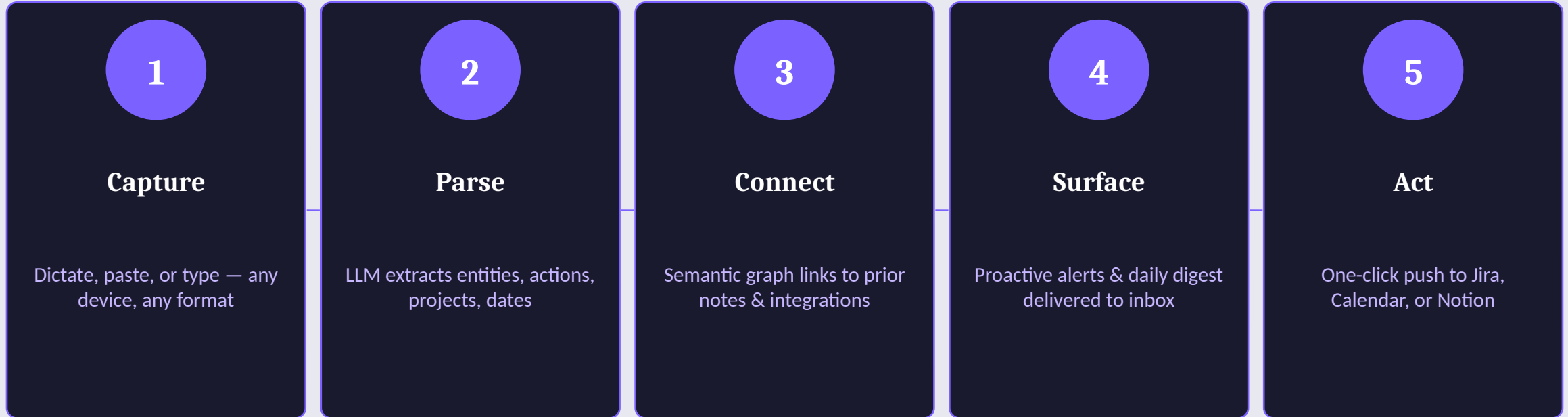
AI detects action items, deadlines, and stale projects — sending timely nudges without manual review.

04

Universal Integration

Native connectors to Notion, Google Workspace, Slack, Jira, and 40+ tools. One-click sync.

From raw thought to actionable insight in seconds



A Massive and Underserved Market



\$47B

TAM

Global productivity & collaboration software (2025, IDC)

\$11B

SAM

AI-augmented note-taking & knowledge mgmt tools

\$680M

SOM

SMBs & prosumers in NA/EU — 5-yr target (5% share)

18 Months of Compounding Growth

28,400

Active Users

+180% YoY

\$1.4M

ARR

+240% YoY

78%

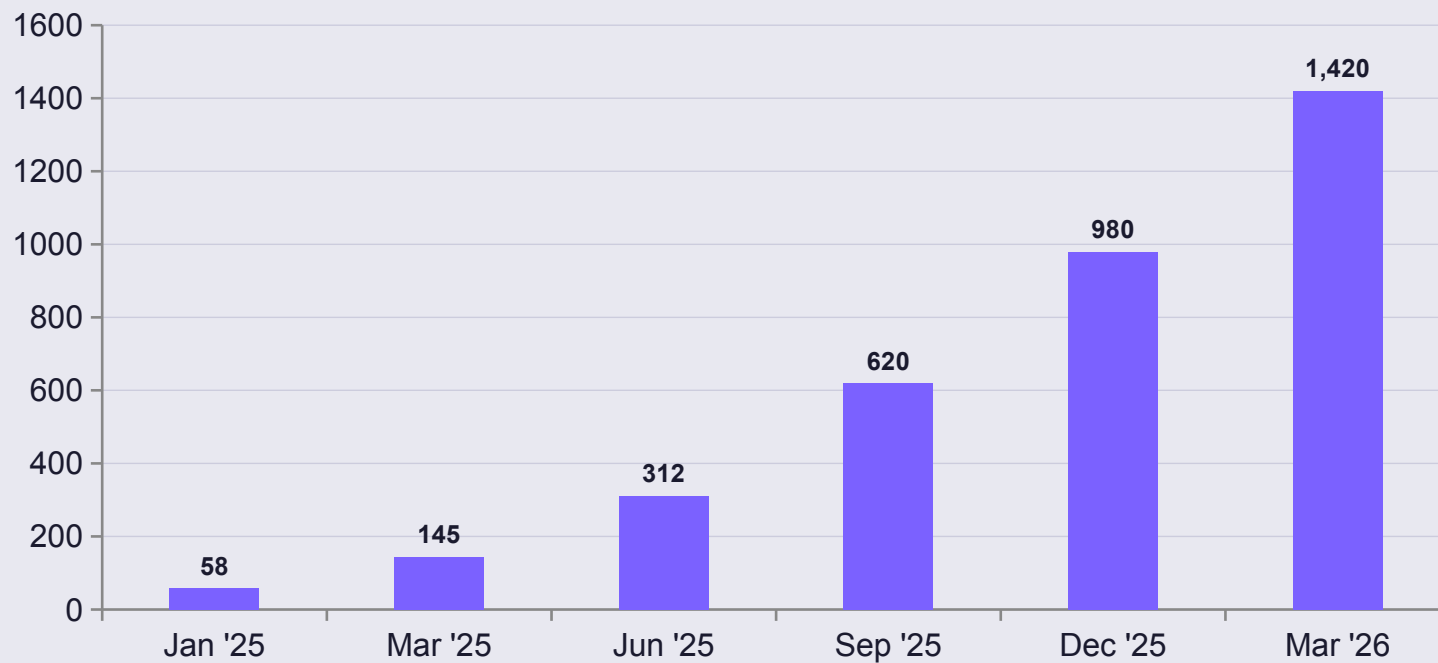
Retention (Day-90)

vs 52% industry avg

4.9★

App Store Rating

4,200+ reviews



- Jan 2025**
Launched beta — 1,200 signups in 48 hours
- Apr 2025**
Closed \$2M pre-seed; 5,000 paid users
- Aug 2025**
Launched Teams tier; 90 B2B accounts
- Nov 2025**
Featured in Product Hunt #1 of the day
- Feb 2026**
Signed first enterprise pilot (2,000 seats)
- Jun 2026**
28,400 MAU · \$1.4M ARR · NPS = 71

Freemium → PLG → Enterprise

Free

\$0

forever

✓ 500 notes / month

✓ 7-day memory graph

✓ 3 integrations

✓ Mobile + web

MOST POPULAR

Pro

\$18

/user/month

✓ Unlimited notes

✓ Full memory graph

✓ 40+ integrations

✓ Priority AI processing

✓ Advanced analytics

Teams

\$14

/user/month (min 5)

✓ Everything in Pro

✓ Shared knowledge graph

✓ Admin & SSO

✓ Audit logs

✓ Dedicated CSM

Unit Economics (Pro Tier)

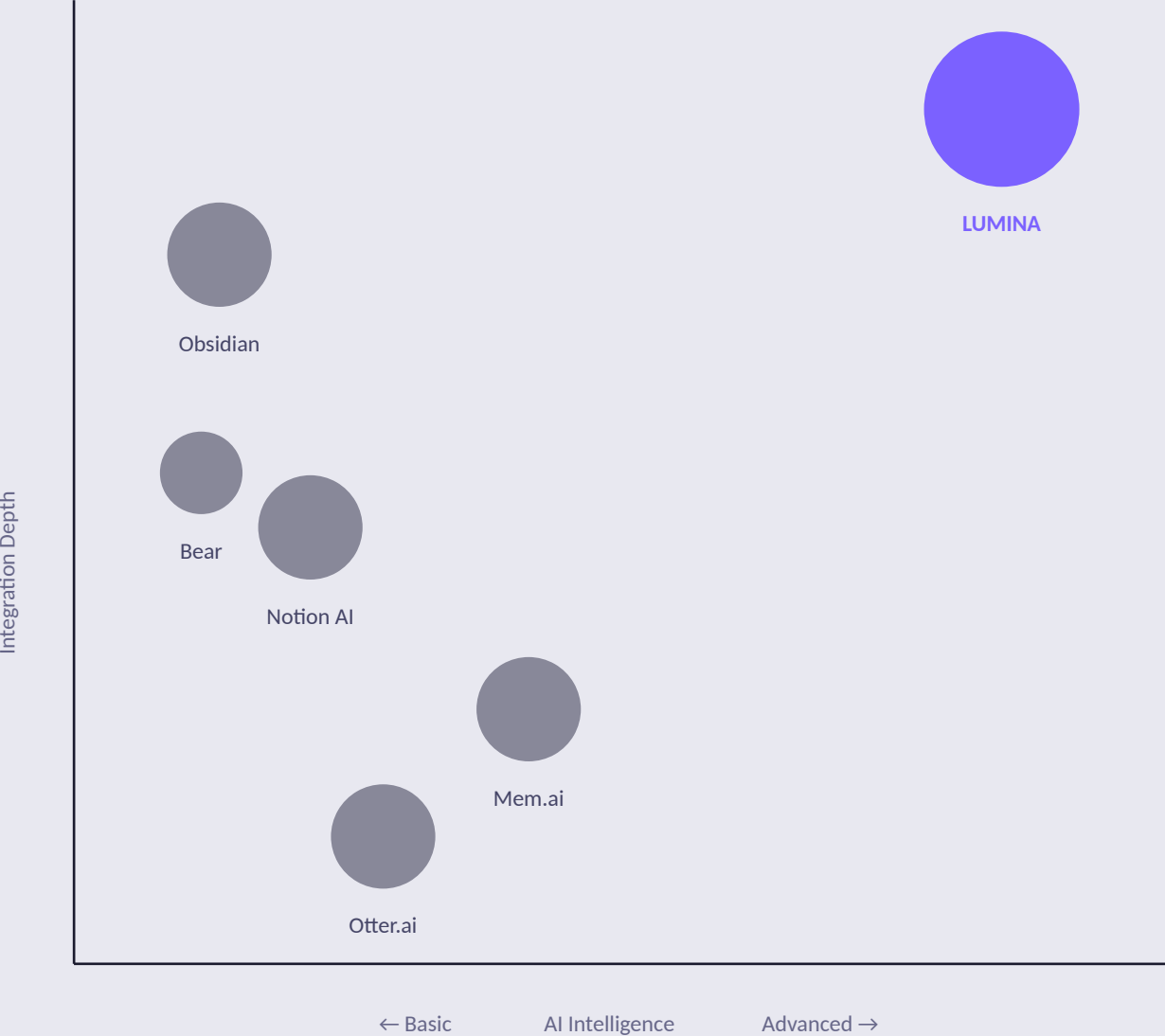
CAC: \$24

LTV: \$312

LTV:CAC = 13×

Payback: 1.4 months

Why Lumina Wins



Feature	Lumina	Notion AI	Mem.ai	Otter.ai
Auto-structuring AI	✓	–	✓	–
Semantic memory graph	✓	–	✓	–
Proactive nudges	✓	–	–	–
40+ integrations	✓	✓	–	–
Voice capture	✓	–	–	✓
Offline mode	✓	✓	–	–
SOC 2 Type II	✓	✓	–	✓

Built by Veterans Who've Done It Before



Sarah Chen

CEO & Co-Founder

Ex-VP Product, Dropbox (0→100M users). Stanford CS '11. Led launch of Dropbox Paper. Prev: Google Brain.



Marcus Webb

CTO & Co-Founder

Former Principal Engineer, Notion. Built Notion's offline sync architecture. PhD NLP, Carnegie Mellon '13.



Priya Nair

Chief AI Officer

Founding researcher, Cohere. 12 published papers on knowledge graphs. Ex-Google DeepMind London team.



Jordan Li

VP Sales

Built enterprise sales 0→\$20M ARR at Guru.com. Ex-Salesforce AE, closed \$5M+ enterprise deals.

THE ASK

\$12M Series A

18-month runway to \$6M ARR and 100,000 users



● Product & Engineering

\$4.8M (40%)

● Sales & Marketing

\$3.6M (30%)

● AI Infrastructure

\$2.16M (18%)

● G&A / Operations

\$1.44M (12%)

Milestones This Round Unlocks

- Scale to 100,000 MAU (3× current)
- Launch Enterprise tier — 500 accounts
- Ship Lumina API + developer ecosystem
- \$6M ARR — Series B ready in 18 months
- Expand to UK, Germany, and Australia

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