

Capcat

JTBD Problem Space

USER NEED

Build permanent,
searchable
knowledge archive

CURRENT SOLUTIONS

Search online Again
Works until deleted
or link rot

Browser Bookmarks
Low effort to save
Hard for retrieval

Pocket / Instapaper
Lack of structure

Manual Copy-Paste
Doesn't scale
Loses formatting

Evernote / Notion
Proprietary formats
Lock-in risk

PAIN POINTS

Data locked in
proprietary formats

Unsorted links
become unsearchable

Manual curation creates
unsustainable overhead

Content disappears

OUTCOME: Knowledge
Lost