

AGENDA

Notes meets Calendar



Press Kit

Title

Agenda - Notes Meets Calendar

Platform and Languages

macOS 10.14 and iOS 13 or later. Available in English (US/UK), Afrikaans, Czech, Dutch, French, German, Italian, Polish, Portuguese (PT/BR), Russian, Simplified Chinese, Spanish, Traditional Chinese

Available for Purchase

iOS App Store, Mac App Store or through the Agenda Web Site (agenda.com)

Upfront Price

Free with no time limits

In-App Purchase

Premium Feature Subscription

Unlocks all current premium features, and new premium features while subscribed. Once unlocked, a feature is permanently available on all of a user's Apple devices, even if they cancel.

Yearly Subscription

\$34.99 / €41.99 per year

Lifetime Plan

\$119.99 / €139.99 one-off payment

Awards

Apple Design Award winner. MacStories Best New App 2018.

Introducing Agenda

Start getting things done today!

Drive your projects forward with Agenda, the Apple Design Award winning app that seamlessly integrates calendar events into your note taking, giving you more control over your day-to-day tasks and planning.

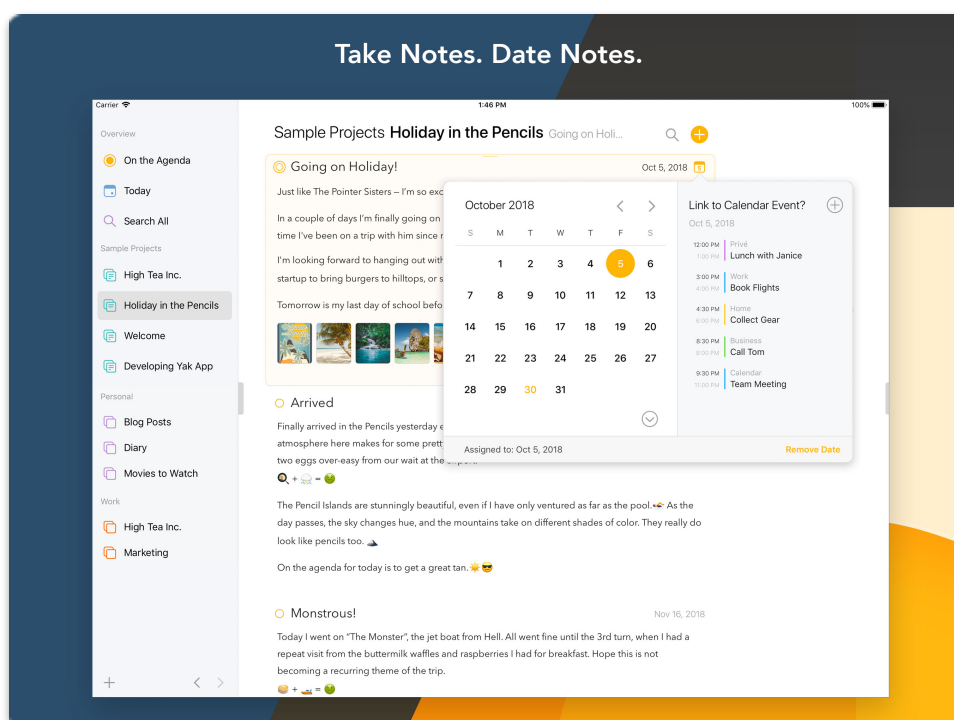
Agenda takes note taking to the next level, helping you plan projects and prepare for meetings. Setup a note for next week's head-to-head with your biggest client, or begin planning the next phase of a major project. Link your note directly to an event in your calendar, and you'll be fully prepared for anything that comes your way!

"It's my favorite new app in years."

John Gruber - daringfireball.net

The app organizes your day, and helps plan for the future, all while preserving a breadcrumb trail of past decisions. Your projects get propelled forward like never before! It's perfect for business, but also ideal for engineers, scientists, teachers, students and creatives.

Agenda brings order to your daily life, and lets you relax and rest easy knowing it has you setup for success in whatever comes down the pipeline.



Time Travel Through Your Projects

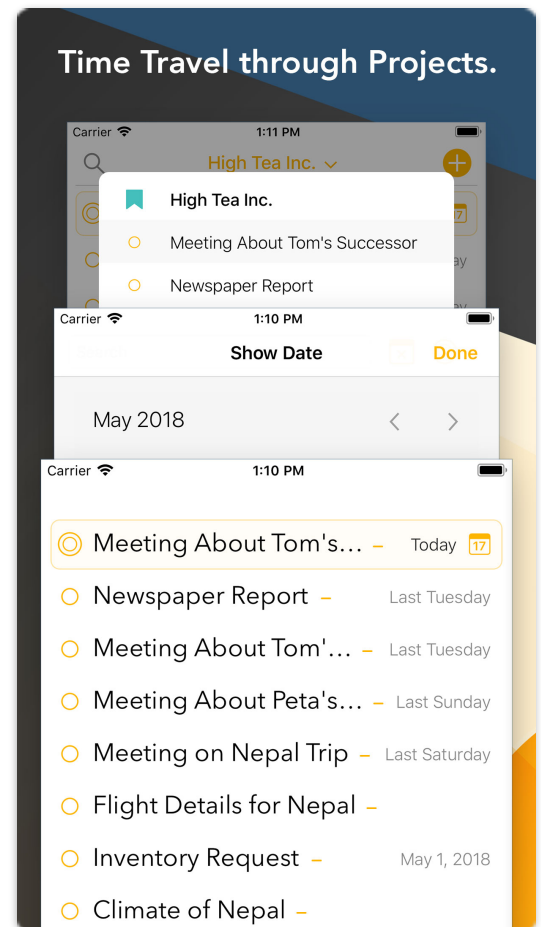
Agenda's unique timeline approach to organizing notes gives your projects momentum. While other apps focus specifically on the past, present, or future, Agenda is the only notes app that keeps track of each in a single timeline.

Add notes for what is currently on your agenda, while you prepare other notes for an upcoming meeting. Use older notes as breadcrumbs to remind yourself why you took the actions you did.

What's On the Agenda?

You can attach dates to individual notes, and even link them to events in your calendar. But you can also put them "On the Agenda".

Notes that are On the Agenda are given special status. They get added to an overview in the sidebar so you can find them in a flash.

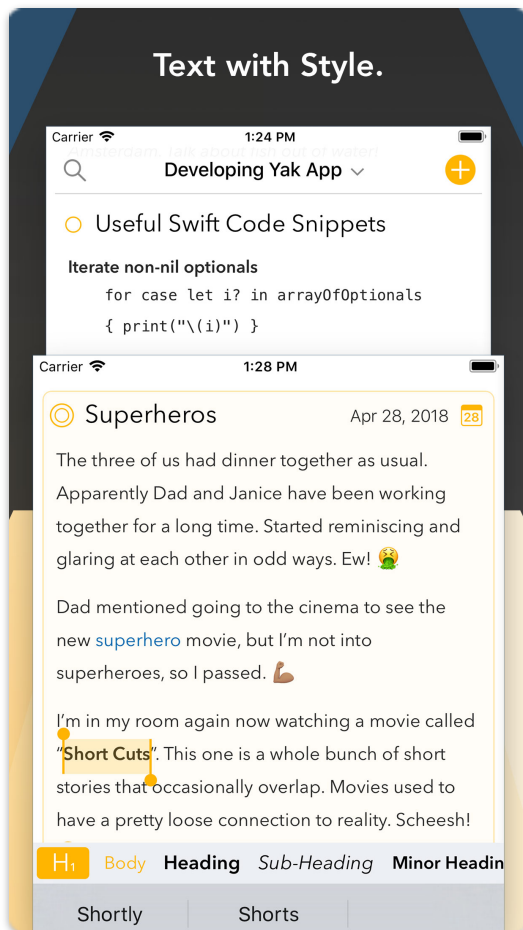


"Every notes app should work like Agenda."

Khoi Vinh - subtraction.com

Integration with Calendar and Reminders

Agenda is a note taking app with a strong emphasis on time. It has full integration with Apple's Calendar and Reminders apps. You can create and edit calendar events and reminders without ever leaving Agenda. They get attached directly to your Agenda notes, and are automatically updated in Apple's apps, with a very handy link to get straight back to the relevant note.



Meaning-Full Text Editing

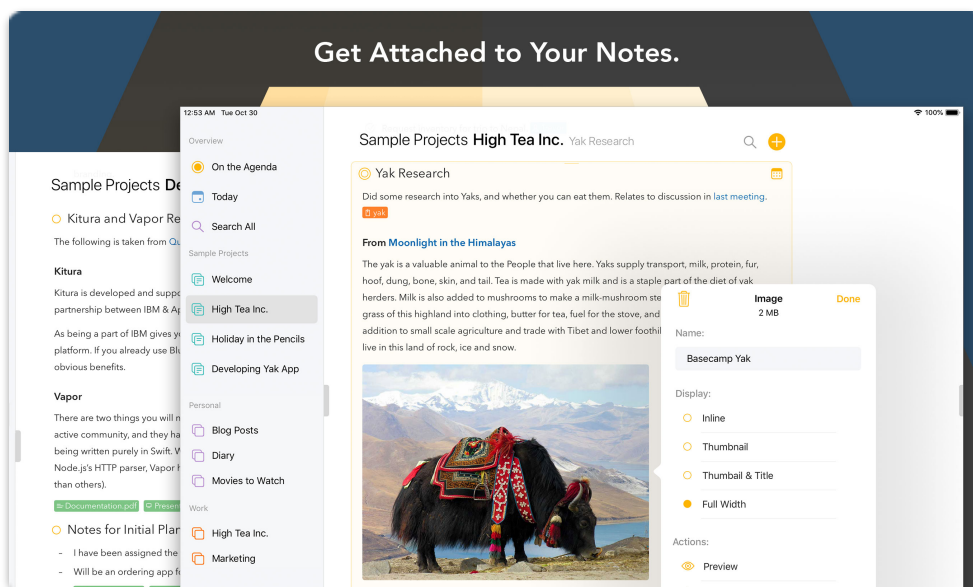
Agenda features a clean and crisp minimalistic design, allowing you to focus on your notes, and making them feel as if printed on paper.

The text editor utilizes styles, which are easier to work with than rich text, and result in consistent and attractive documents. Styles include headings, lists, checklists, and indented blocks.

The resulting documents can be readily converted to other styled text formats like Markdown and HTML.

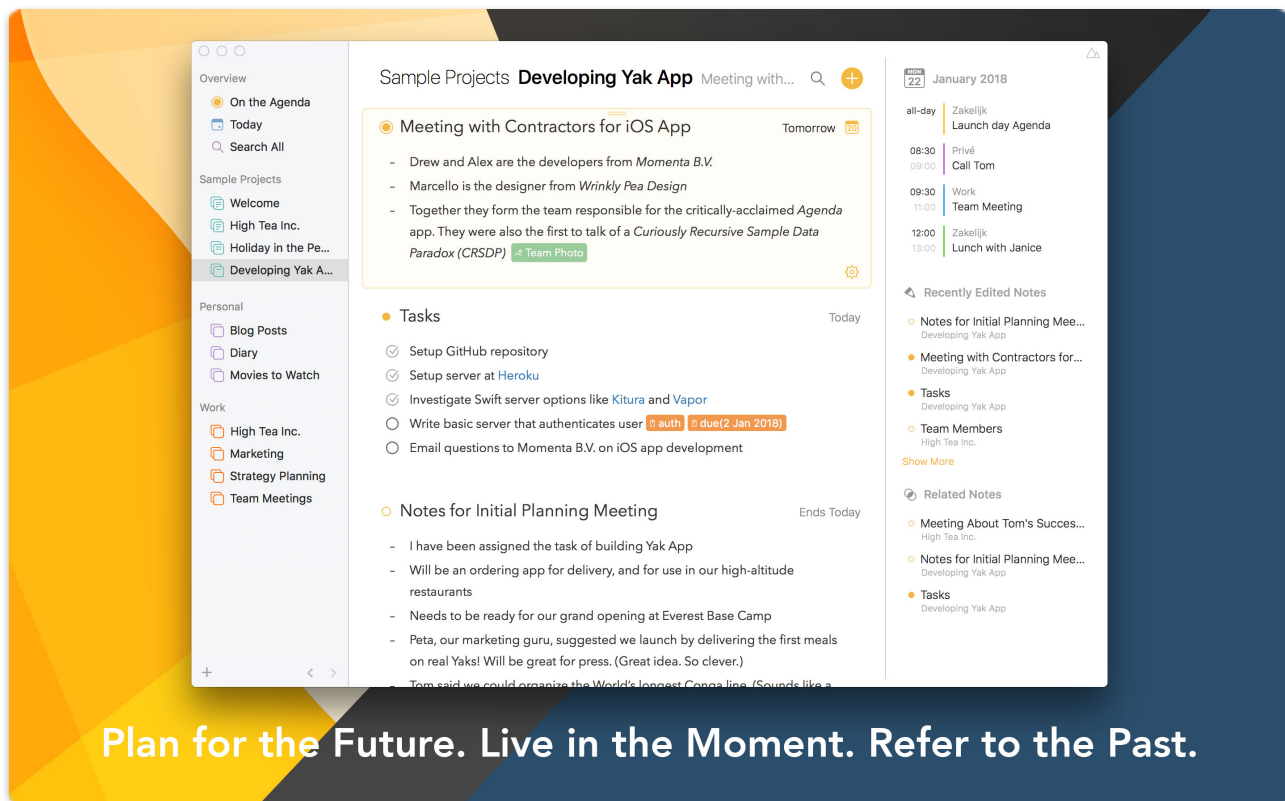
Get Attached to Your Notes

Taking notes is not just about text. Often, you want to link to a web site, or include a file. If you are working on a journal, you might want to add a few photos; for a business meeting, it is very useful to be able to include a spreadsheet or presentation. Whatever it is you want to attach, Agenda has you covered.



Uniquely Powerful Navigation

Agenda has many features that are rarely seen in note taking apps. For example, there are saved searches, a navigation history, related notes list, cross linking between notes, and tagging.



"Agenda ... is one of the most interesting note-taking apps I've used."

John Voorhees - macstories.net

Sharing and Sync

Notes can be printed and shared in standard formats like PDF, RTF and Markdown. You can also use the Agenda archive format to exchange exact duplicates of notes with other Agenda users.

Agenda is integrated with iCloud and Dropbox, so all notes and projects are kept in sync across a user's Mac and iOS devices.

A Unique and Innovative Sales Model

Loved by Users and Developers alike

Agenda has a unique sales model. The app itself is free, with no time limits. There are extra premium features that require an In App Purchase (IAP) to unlock. When either a yearly subscription is started or a lifetime pack is purchased, all current features are permanently unlocked across all of the user's Apple devices. In addition, any features added to Agenda are included while subscribed, and permanently unlocked as well.

Importantly, if the user decides to cancel the subscription, all the features unlocked are kept. What is yours stays yours!

This model has a number of advantages over traditional sales models:

- The latest version of the app is available to everyone, including all bug fixes. Nobody need be 'stuck' on an older version.
- The customer is not locked into a subscription to keep using the app. The features they have already purchased are unlocked forever.
- There are no major upgrades, forcing customers to pay to keep using the app. Customers can decide whether new features warrant staying subscribed, and keep using the latest version even if they decide to cancel.
- The development team is not forced to disappear for 6 months to develop a major new release. The app is continually evolving, with new features and bug releases.
- When a customer makes a purchase, it is clear what they are purchasing – access to a concrete set of premium features.

A free 7 day trial is available before starting the subscription. Users that don't like subscriptions can opt for making a one-off lifetime purchase that does not only unlock the current premium features but also include all premium features released in the future.

Finally, by buying the premium features users not only supercharge their note taking abilities, but also support a great indie software product from a small app maker team.

About Momenta B.V.

Momenta B.V. was formed in The Netherlands in 2016 by Alexander Griekspoor and Drew McCormack.

Both founders began in scientific research, before leaving to develop consumer software for Apple platforms. Alexander developed the Apple Design Award (ADA) winning app *Papers*, and Drew is responsible for the app *Studies*.

The pair have a long friendship, and have collaborated on many projects, including the web site MacResearch.org, which was popular with Mac-using scientists in the mid-2000s. Agenda is the first app they have developed together as a team.

Links

Web

<https://agenda.com>

Twitter

[@agenda](https://twitter.com/agenda)

YouTube

<https://youtube.com/c/AgendaApp>

Mac App Store

<https://geo.itunes.apple.com/us/app/agenda/id1287445660>

iOS App Store

<https://geo.itunes.apple.com/us/app/agenda/id1370289240>

Community and Support

<https://agenda.community>

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