# Notion

the AI workspace where teams build their tools, knowledge, and agents in one place.

**BUSINESS MODEL CANVAS**

**Notion Labs, Inc.**

Research date: Sep 20, 2026

Evidence-backed · sources in companion brief

### KEY PARTNERS

- **AWS** — hosts app & customer data; multi-AZ backups
- **LLM / AI subprocessors** — contracted providers; Enterprise zero-retention APIs
- **Integrations** — Slack, Google, Microsoft, GitHub, Jira, Linear & AI Connectors
- **Investors** — Sequoia, Index, GIC (2026 tender); Coatue (Series C era)
- **Creators & consultants** — 30,000+ templates; 200+ certified consultants
- **Solutions Partners** — implement, train, resell (consulting & channel)

### KEY ACTIVITIES

- **Product R&D** — docs, databases, Sites, Charts; Agent & Custom Agents
- **AI integration & governance** — multi-provider models, credit metering, zero retention
- **PLG + enterprise sales** — self-serve growth; expanding sales capacity
- **Ecosystem enablement** — Marketplace, partner academy, certifications
- **Security & compliance** — audits, bug bounty, SIEM/DLP for Enterprise

### KEY RESOURCES

- **Block platform & AI IP** — editor, databases, Agents, Calendar, Mail, Sites
- **Brand & community** — 100M+ users (Aug 2024 milestone)
- **Talent** — design/eng craft; ~1,000 employees (press, late 2025)
- **Capital & investors** — $11B tender (Jan 2026); cash-flow positive (reported)
- **Trust assets** — SOC 2 Type 2, ISO 27001 family, Trust Center

### VALUE PROPOSITIONS

- **All-in-one workspace** — docs, databases, projects, wikis, sites, calendar & mail vs. tab sprawl
- **Building-block customization** — LEGO-like pages & databases; build tools without code
- **AI teammate in-workspace** — Notion Agent, Meeting Notes, Enterprise Search, Custom Agents
- **Publish & communicate** — Notion Sites, Calendar, and Mail extend the OS
- **Knowledge consolidation** — single source of truth; fewer tools (customer narratives)
- **Enterprise trust** — SOC 2 / ISO, encryption, zero LLM retention, HIPAA path with BAA

### CUSTOMER RELATIONSHIPS

- **Freemium** — Free forever; no card required; upgrade nudges via limits
- **Self-serve billing** — monthly/annual seats; in-app plan changes
- **Education & Campus Leaders** — free Education Plus with school email
- **Creator / consultant community** — templates + implementers bridge PLG→enterprise
- **Enterprise CSM** — dedicated success on Enterprise; AI trial→Business+ upgrade

### CHANNELS

- **Website & PLG signup** — notion.com self-serve Free → paid seats
- **Desktop & mobile apps** — Mac, Windows, iOS, Android, web
- **Content & templates** — Marketplace, blog, Academy, creators
- **Sales & sales-assist** — Enterprise custom pricing; growing sales motion
- **Partners & integrations** — Solutions Partners; Slack/Google/Microsoft distribution

### CUSTOMER SEGMENTS

- **Individuals** — Free plan for personal projects & life
- **Students & educators** — Education Plus free with school email
- **Small teams & pros** — Plus: collaborate without enterprise overhead
- **Growing businesses** — Business (Recommended): Agent, SSO, private teamspaces
- **Enterprises** — SCIM, audit log, DLP/SIEM, HIPAA with BAA
- **Bottom-up departments** — PLG team adopt → expand → company-wide; ~90% multiplayer revenue mix (press)

### COST STRUCTURE

- **R&D / product engineering** — horizontal platform + aggressive AI shipping (primary cost center)
- **AI / LLM inference COGS** — Agent, Meeting Notes, Search, Custom Agents; credits productize variable cost
- **Cloud (AWS)** — hosting, storage, backups, embeddings / vector search
- **Sales & marketing** — expanding enterprise sales, brand, partner MDF, campus programs
- **Support, CS & compliance** — tiered support, Enterprise CSMs, SOC/ISO audits, bug bounty

### REVENUE STREAMS

- **Free — $0 / member / mo** — personal use; AI trial; limited team blocks & history
- **Plus — $10 / member / mo** (annual list) — unlimited collaborative blocks, forms, sites; AI trial only
- **Business — $20 / member / mo** (annual list · Recommended) — Agent, Meeting Notes, Enterprise Search, SSO
- **Enterprise — custom** — SCIM, audit log, advanced security, CSM, zero LLM retention, HIPAA path
- **Seat-based SaaS** — charged per member; guests free (page-limited); prorated mid-cycle adds
- **Custom Agents — $10 / 1,000 credits** — consumption after free trial; Workers Beta consumes credits
- **Scale signals** — 100M+ users; ~$500–600M ARR (press-reported 2025); >50% ARR from AI-enabled customers (company-disclosed, Jan 2026)

Sources: notion.com/pricing · notion.com/product/ai · notion.com/blog/100-million-of-you · notion.com/blog/gic-sequoia-index-purchase-notion-shares · notion.com/help/security-and-privacy · Forbes (Dec 15, 2025) / CNBC–BI (Sep 2025) for press-reported ARR & headcount

Private company — financials are company-disclosed or press-reported estimates where noted. Not affiliated with Notion.