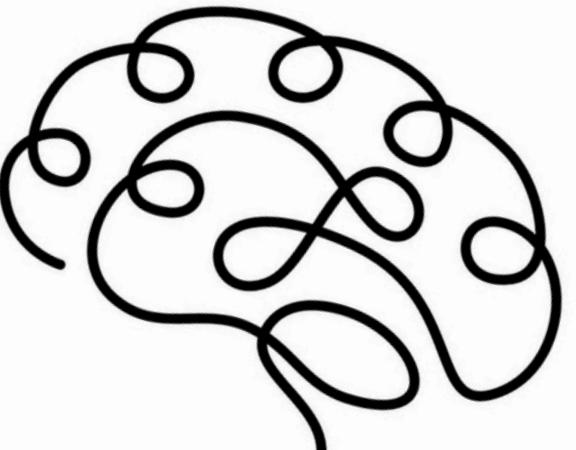




Pomodojo

BUILDING FOCUS & MENTAL ENDURANCE



Every day, millions of people with ADHD struggle to stay on task. Traditional Focus apps rely on timers and blockers, but they don't address the root challenge: training the brain to sustain attention.

What if we could measure focus in real-time and make building mental endurance as engaging as playing a game?

PomoDojo combines three powerful elements that traditional apps lack:

01

02

03

Neurofeedback-Driven Focus Tracking

PomoDojo uses the Muse S Athena headband to track real-time brain activity and blood flow, offering biofeedback on focus levels.

ADHD focused Cognitive Training

Helps train mental endurance and self-regulation over time.

Emotional Investment

Through the Pandas Extinction feature, users stay focused by linking their productivity to a real-world cause - Aiding Pandas in Vulnerability.

PomoDojo

CHROME EXTENSION + BRAIN ACTIVITY TRACKING

PomoDojo is a chrome extension that uses the Muse S Athena headband to track brain activity in real-time while you work. Through biofeedback, gamification, and social impact, we help you build lasting focus skills while saving endangered pandas.

- Real-time brain activity monitoring
- Biofeedback and gamification
- Lasting focus skills development

Every focused minute contributes to panda conservation. Stay focused, Save pandas, Transform your brain.



CURRENT FOCUS APPS FAIL BECAUSE THEY ONLY BLOCK DISTRACTION. FOREST AND FREEDOM ARE SOME EXAMPLES OF APPS THAT RELY HEAVILY ON WILLPOWER.

- No real-time feedback
- No brain training component
- No objective measurement of focus
- No emotional investment beyond self-discipline

SOLUTION

By utilizing a multimodal technique to integrate real-time neurofeedback with eye-tracking data, we are able to create a multidimensional focus score that reflects true cognitive engagement.



DON'T BELIEVE US? BELIEVE THE SCIENCE.

Studies show that EEG neurofeedback has been shown to improve attention and self-regulation in people with ADHD by training the brain to recognize and sustain focus ([Lansbergen et al](#)).

Structured work intervals have been tested and shown to prevent hyperfocus and fatigue in individuals with ADHD, while scheduled breaks restore dopamine and keep motivation steady. (ADHD and Autism Clinic)

Studies show that blink rate is closely linked to cognitive load and attention — people tend to blink less when deeply focused and more when distracted or mentally fatigued. By tracking these subtle changes, PomoDojo can detect lapses in focus and gently guide users back on task ([Ross Dawson, 2022](#)).

Muse S Athena

A smart headband designed to enhance focus, meditation and mental wellness through biofeedback

4 EEG Sensors

Two on the forehead capture prefrontal cortex activity (attention, focus, emotional regulation), two behind the ears that capture temporal regions (emotional recall, sound response)



fNIRS Sensors

Measures blood oxygenation in the brain to track mental effort and sustained focus capacity

Brainwave Tracking

Delta (deep sleep), Theta (drowsiness/meditation), Alpha (calm/relaxation), Beta (alert/focus), Gamma (high-level cognition)

BLINKING AS A MARKER FOR FOCUS

- **Few Blinks = Higher Focus**
 - Tasks with sustained attention (reading, problem-solving) tends to decrease blink rates
- **More Blink = Reduced Focus**
 - During attentional disengagement (mind wandering) blink rates increase

ADHD FOCUS ENHANCEMENT TECHNIQUES

Biofeedback for ADHD

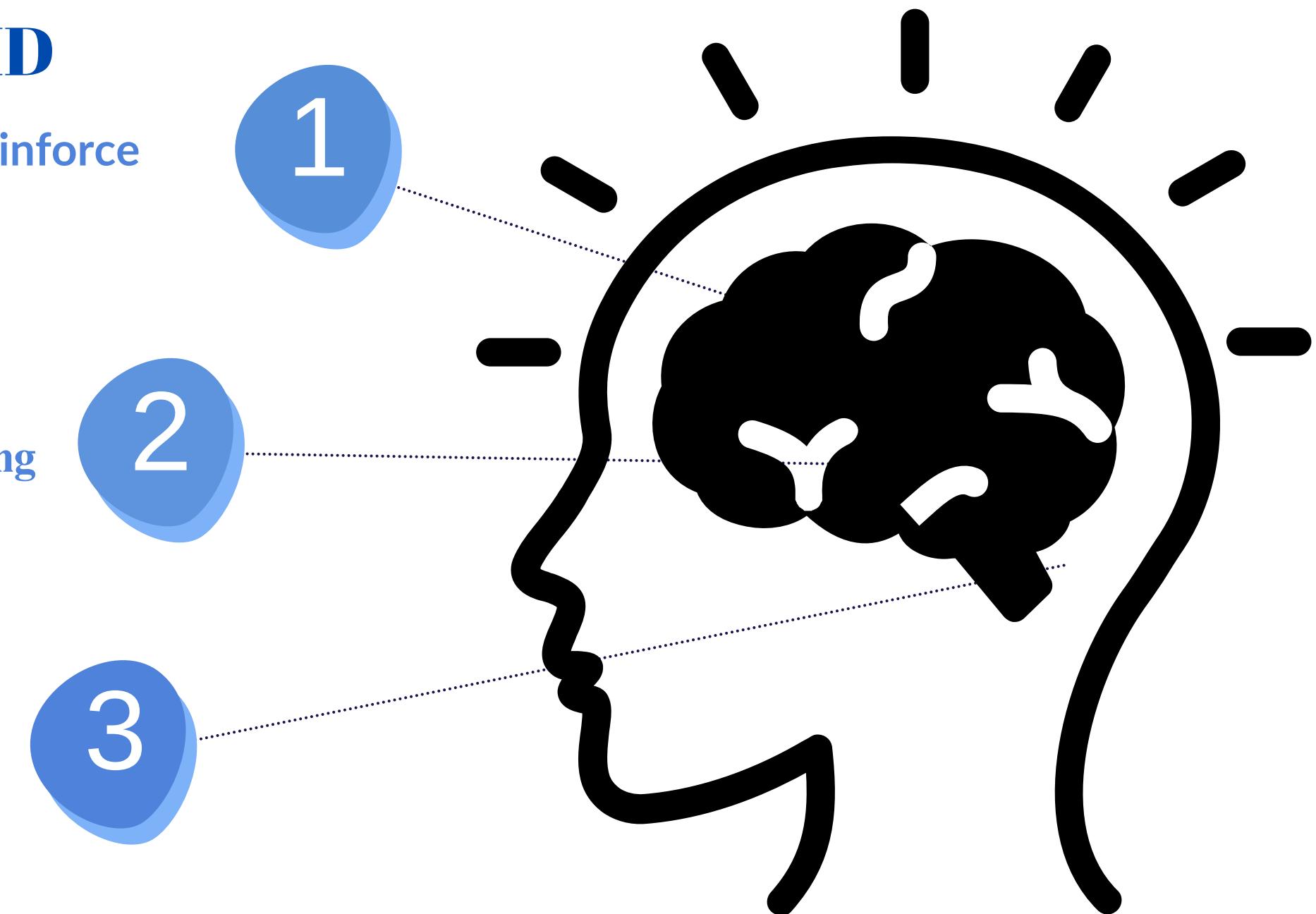
Allows users to recognize and reinforce focused mental states

Gamification Effects

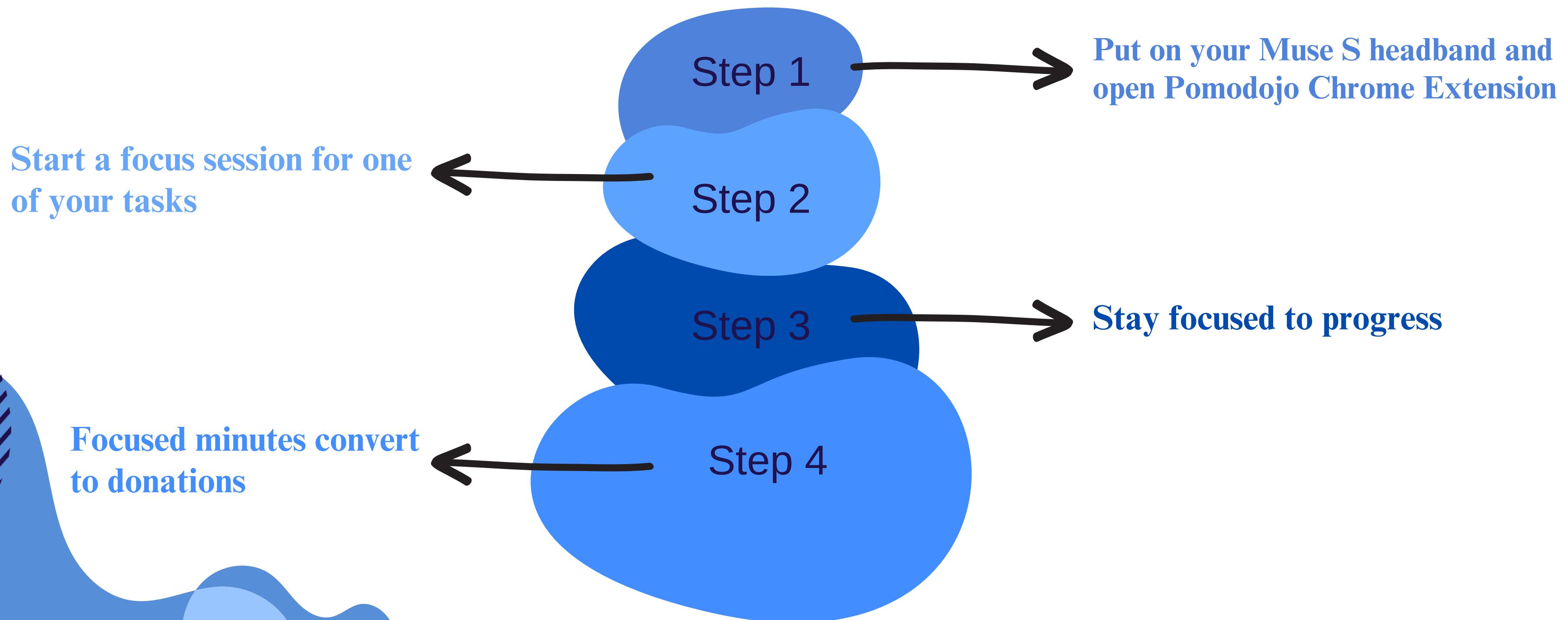
Elevate positive emotions while combating stress, anxiety and frustration

Pomodoro for ADHD

Prevent hyperfocus and ensure regular breaks



POMODOJO: STEP BY STEP GUIDE



Funding a Cause

Currently, Fewer than 2,000 giant pandas remain in the wild - their survival depends on consistent human effort and awareness.

Through our Pandas Funding feature, users turn productivity into purpose — merging mental growth with environmental action.



TARGET MARKET

PRIMARY TARGET

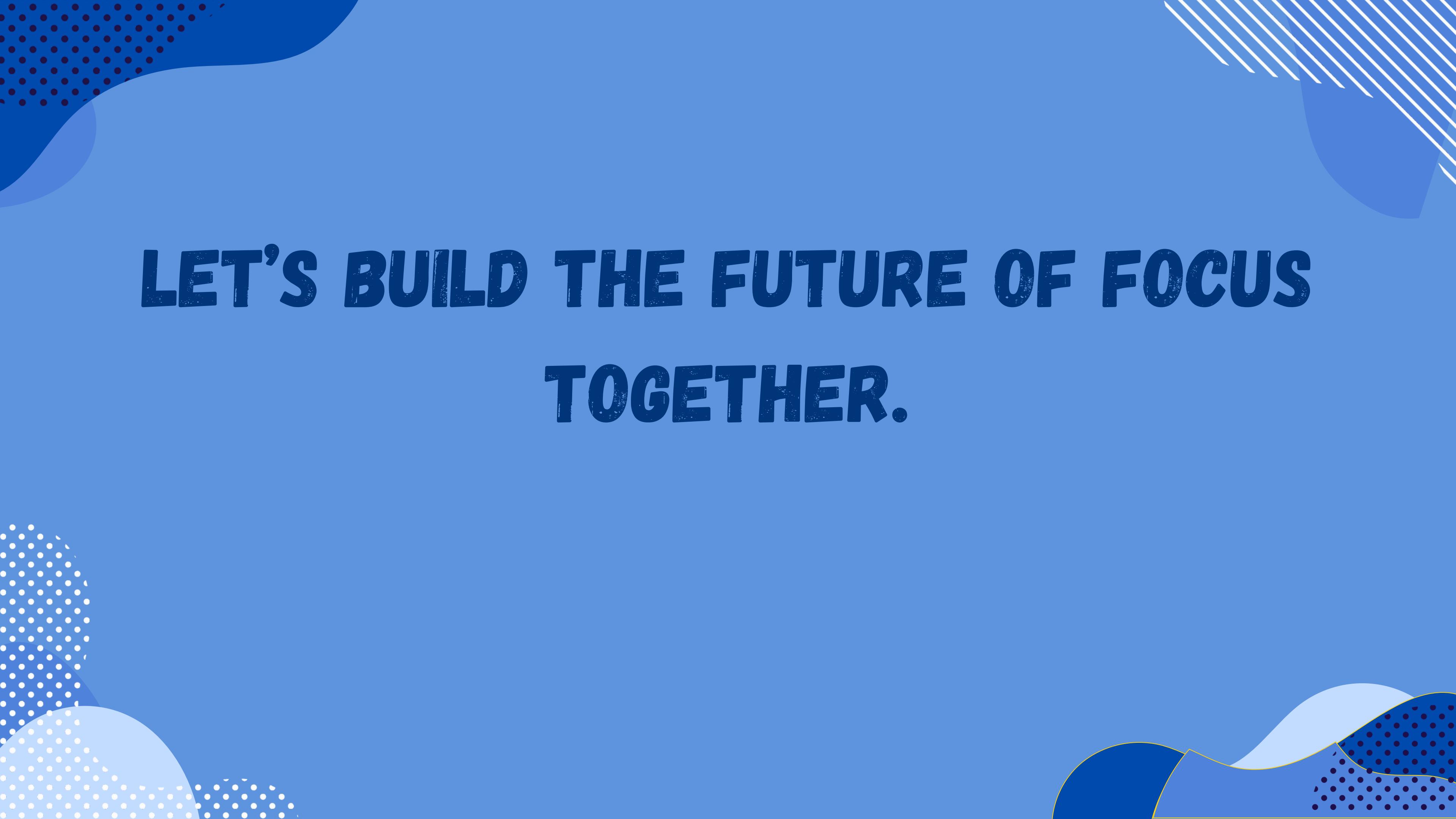
5 - 7% of children struggle with ADHD IN Canada alone who struggle with focus and productivity

SECONDARY MARKET

Students, remote workers and anyone seeking to improve focus and mental endurance

MARKET SIZE

The global ADHD market was valued at approximately \$14.3 billion in 2023 and is projected to reach \$18.6 billion by 2030



**LET'S BUILD THE FUTURE OF FOCUS
TOGETHER.**