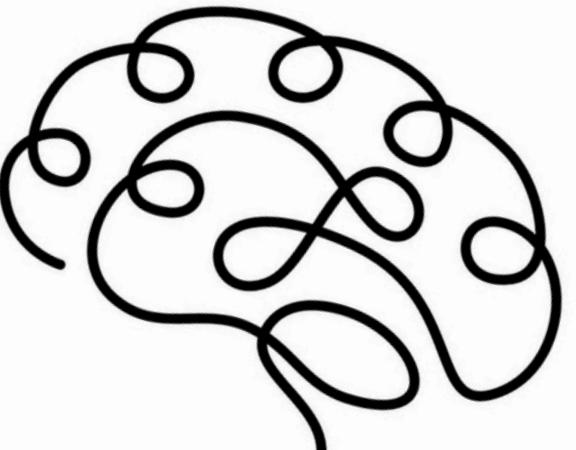




Pomodojo

BUILDING FOCUS & MENTAL ENDURANCE





**EVERY DAY, MILLIONS OF PEOPLE WITH ADHD STRUGGLE
TO STAY ON TASK.**

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

Neurofeedback-Driven
Focus Tracking

02

ADHD focused
Cognitive Training

03

Emotional Investment

TO DO LIST

- _____
- _____
- _____
- _____
- _____

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



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

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

SOLUTION

Utilizing 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 can improve attention and self-regulation in ADHD by training the brain to sustain focus (Lansbergen et al).

Structured work intervals and scheduled breaks help prevent hyperfocus and fatigue while maintaining steady motivation (ADHD and Autism Clinic).

Research shows blink rate reflects attention - fewer blinks mean focus, more indicate distraction — allowing PomoDojo to detect and correct lapses (Ross Dawson, 2022).

MUSE S ATHENA

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

COMPONENTS

- 4 EEG Sensors
- fNIRS Sensors
- Brainwave tracking



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

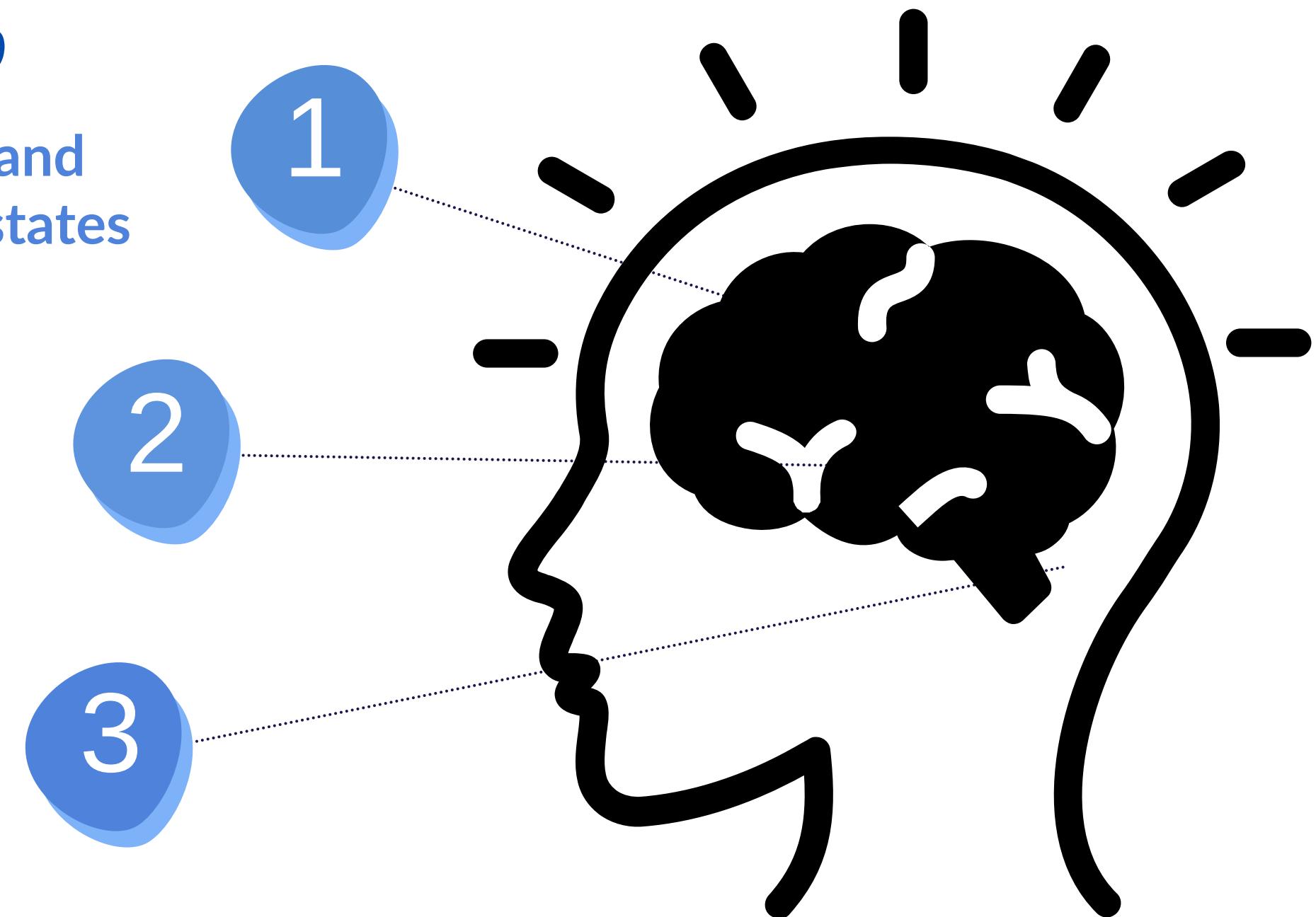
Allows users to recognize and reinforce focused mental states

GAMIFICATION EFFECTS

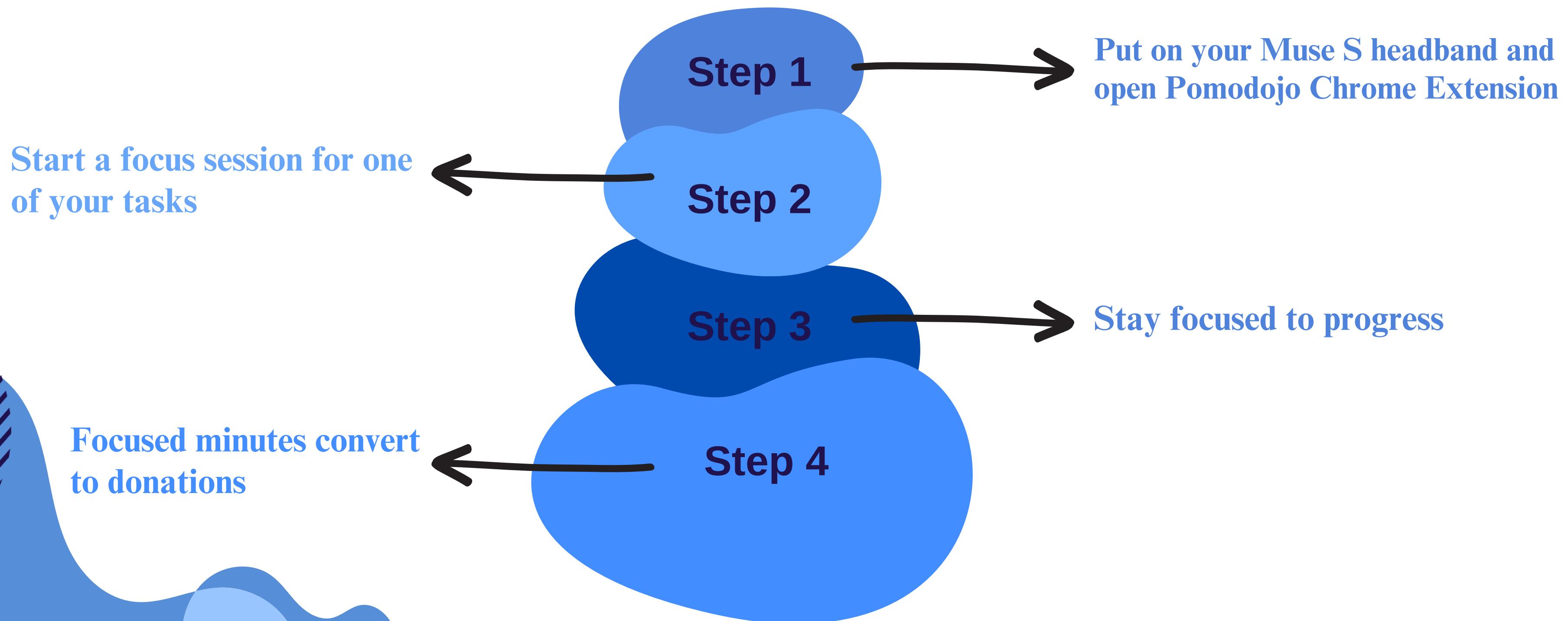
Elevate positive emotions while combating stress, anxiety and frustration

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.**

