

TASKFLOW AI

For brains like ours

Rice Business Plan Competition 2026

April 9-11, 2026 | Houston, Texas | \$1.5M+ in Prizes

An AI-powered action driver built on neuroscience research.

Not another planner. An execution partner.

MVP Live & Deployed	\$500K Seed Round	366M+ ADHD Adults Global	2026 Imagine Cup
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Built by people who understand how different minds work

Heejin Jo

Founder & Lead Developer

Full-stack AI Engineer | Lives with ADHD
Medical school accepted (neuroscience)

Kushagra Kumar

Co-founder & Cognitive Science

M.S. ISI Kolkata | Published researcher
NASA Space Settlement winner

Contact: midmost44@gmail.com | Demo: taskflow-frontend.bravesky-cb93d4eb.eastus.azurecontainerapps.io

The Problem

"Every productivity app told me: just make a list and do it."

If I could just do it... I wouldn't have ADHD.

| The problem isn't making lists. It's actually **DOING** the things on the list.

366M+

Adults with ADHD globally

\$14.3B

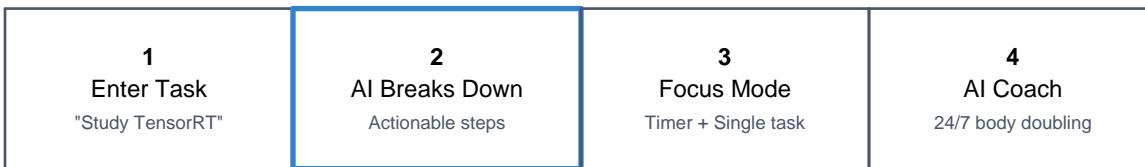
Productivity app market 2025

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Apps combining neuroscience + AI
for ADHD

Our Solution: TaskFlow AI

An AI-powered action driver built on neuroscience research. Not another planner - an **execution partner** that transforms overwhelming tasks into achievable micro-steps.



Built on Neuroscience Research

| Visual Timer

Time Blindness - Dr. Barkley (1997)

| AI Body Doubling

Task Initiation - Dr. Ramsay (UPenn)

| Micro-Rewards

Dopamine Deficit - Dr. Volkow (NIDA, 2009)

| Focus Mode

Working Memory - Baddeley, Sweller

No single app combines all elements into one cohesive flow

Powered by Azure AI

Layer	Technology	Purpose
AI Engine	Azure OpenAI (GPT-4)	Intelligent task decomposition
Frontend	Next.js 15, React, TypeScript	Fast, responsive UI
Backend	Node.js, Express, Socket.io	Real-time sync
Database	Azure Cosmos DB	Global distribution
Infra	Azure Container Apps	Auto-scaling

Zero-friction deployment: az containerapp up --source .

Perfect for ADHD developers: Minimal config. Maximum output.

Community Validation

Iterating based on real user feedback, not assumptions

PRODUCT HUNT <i>"Seeing no free trial and no login, I immediately thought: This was definitely made by someone with ADHD who truly knows us."</i> - EK P	PRODUCT HUNT <i>"TaskFlow AI feels like a very thoughtful tool... guided AI workflows that can genuinely boost productivity."</i> - Phuc Doan
DCINSIDE (KOREA) <i>"This idea is really good! I wish this existed years ago..."</i> Bug reports fixed within hours	LINKEDIN <i>"How you use AI to break tasks down really resonated with me... integrate with smart calendar could be powerful."</i> - Pooya Karimian
Key User Research Insight: <i>"The fundamental missing piece of most to-do systems is that they are not emotionally responsive."</i>	

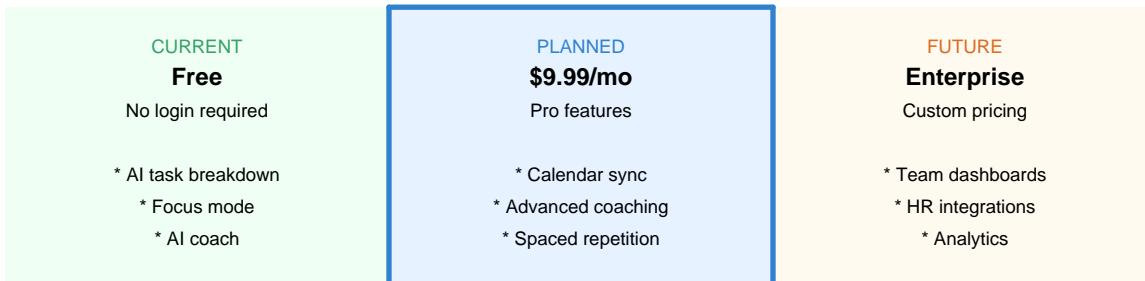
Market Opportunity

TAM \$100B+ Global Productivity	SAM \$14.3B Productivity Apps 2025	SOM \$500M ADHD/Student/Freelancer
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Competitive Advantage

Feature	Todoist	Notion	TaskFlow AI
AI Task Decomposition	No	No	Yes
Emotional Check-in	No	No	Yes
Neuroscience-backed	No	No	Yes
Focus Mode + AI Coach	No	No	Yes

Business Model



No subscription traps - ADHD users forget to cancel trials

Revenue Projections

Year	Users	Paid %	ARR
Year 1	50,000	5%	\$300K
Year 2	250,000	8%	\$2.4M
Year 3	1,000,000	10%	\$12M

Investment Ask

Seeking: \$500,000 Seed Round

Use of Funds	%	Purpose
Product Development	40% (\$200K)	Mobile apps, AI improvements, team features
Marketing & Growth	30% (\$150K)	User acquisition, ADHD community building
Infrastructure	20% (\$100K)	Scaling Azure resources, security
Legal & Operations	10% (\$50K)	IP protection, compliance

Traction & Milestones

Achieved	In Progress
<ul style="list-style-type: none">* MVP deployed on Azure* \$1,000 Azure credits* Imagine Cup 2026* Product Hunt launched* Community validation	<ul style="list-style-type: none">* RBPC 2026 application* Mobile app (React Native)* Enterprise pilots* Strategic partnerships* Seed fundraising

TASKFLOW AI For brains like ours

Free Always a free tier | **No Login** Zero friction | **No Traps** Cancel anytime

Mission: Help neurodivergent people actually DO the learning that only they can do for themselves.

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