

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

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

0

Apps combining neuroscience + AI
for ADHD

Our Solution: TaskFlow AI

An AI-powered action driver built on neuroscience research

1
Enter Task
"Study TensorRT"

2
AI Breaks Down
Into actionable steps

3
Focus Mode
Timer + Single task

4
AI Coach
24/7 body doubling

Not another planner. An action driver.

Built on Neuroscience Research

| Visual Timer

Time Blindness - Dr. Barkley (1997)

| AI Body Doubling

Task Initiation - Dr. Ramsay (UPenn)

| Micro-Rewards

Dopamine - Dr. Volkow (NIDA, 2009)

| Focus Mode

Working Memory - Baddeley, Sweller

Powered by Azure AI

Azure OpenAI Service

GPT-4o for intelligent task breakdown

Azure Container Apps

Serverless, auto-scaling deployment

Azure Cosmos DB

Tasks, subtasks, notes, conversations

Zero-friction deployment

Traditional: 4 steps
dockerfile + build + push + deploy

Our way: 1 command
`az containerapp up --source .`

Perfect for ADHD developers: Minimal config. Maximum output.

Community Validation

PRODUCT HUNT

"Seeing no free trial and no login, I immediately thought: This was definitely made by someone with ADHD who truly knows us."

- EK P

LINKEDIN

"How you use AI to break tasks down really resonated with me... integrate with smart calendar could be powerful."

- Pooya Karimian

DCINSIDE (KOREA)

"This idea is really good! I wish this existed years ago..."

Bug reports fixed within hours

USER RESEARCH

"The fundamental missing piece of most to-do systems is that they are not emotionally responsive."

Iterating based on real user feedback, not assumptions

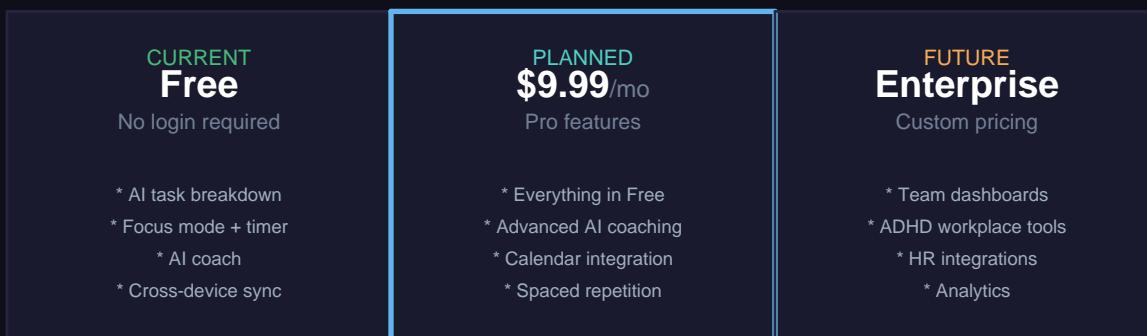
Market Opportunity

| | | |
|--|---|---|
| \$100B+ TAM: Global Productivity | \$14.3B SAM: Productivity Apps 2025 | \$500M SOM: ADHD/Student/Freelancer |
|--|---|---|

Competitive Advantage

| Competitor | AI Decomp | Emotional | Neuroscience | Focus Mode |
|--------------------|------------|------------|--------------|------------|
| Todoist (35M+) | No | No | No | No |
| Notion (30M+) | No | No | No | No |
| TaskFlow AI | Yes | Yes | Yes | Yes |

Business Model



No subscription traps - ADHD users forget to cancel trials

Revenue Projections

| Year | Users | Paid % | ARR |
|--------|-------|--------|--------|
| Year 1 | 50K | 5% | \$300K |
| Year 2 | 250K | 8% | \$2.4M |
| Year 3 | 1M | 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 |

POTENTIAL IMPACT

366M+

Adults with ADHD who need tools that actually work

MISSION

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

TaskFlow AI For brains like ours

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

Try it now: taskflow-frontend.bravesky-cb93d4eb.eastus.azurecontainerapps.io

Contact: midmost44@gmail.com