



# 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

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# 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.

<div>366M+</div> <div>Adults with ADHD globally</div>	<div>\$14.3B</div> <div>Productivity app market 2025</div>	<div>0</div> <div>Apps combining neuroscience + AI for ADHD</div>
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# Our Solution: TaskFlow AI

An AI-powered action driver built on neuroscience research

<div>1</div> <div>Enter Task</div> <div>"Study TensorRT"</div>	<div>2</div> <div>AI Breaks Down</div> <div>Into actionable steps</div>	<div>3</div> <div>Focus Mode</div> <div>Timer + Single task</div>	<div>4</div> <div>AI Coach</div> <div>24/7 body doubling</div>
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Not another planner. An action driver.

## Built on Neuroscience Research

<div>  Visual Timer</div> <div>Time Blindness - Dr. Barkley (1997)</div>	<div>  AI Body Doubling</div> <div>Task Initiation - Dr. Ramsay (UPenn)</div>
<div>  Micro-Rewards</div> <div>Dopamine - Dr. Volkow (NIDA, 2009)</div>	<div>  Focus Mode</div> <div>Working Memory - Baddeley, Sweller</div>

# 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

<div>\$100B+</div> <div>TAM: Global Productivity</div>	<div>\$14.3B</div> <div>SAM: Productivity Apps 2025</div>	<div>\$500M</div> <div>SOM: ADHD/Student/Freelancer</div>
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## 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

<div>CURRENT</div> <div>Free</div> <div>No login required</div> <div><div>* AI task breakdown</div><div>* Focus mode + timer</div><div>  * AI coach</div><div>* Cross-device sync</div></div>	<div>PLANNED</div> <div>\$9.99/mo</div> <div>Pro features</div> <div><div>* Everything in Free</div><div>* Advanced AI coaching</div><div>* Calendar integration</div><div>* Spaced repetition</div></div>	<div>FUTURE</div> <div>Enterprise</div> <div>Custom pricing</div> <div><div>* Team dashboards</div><div>* ADHD workplace tools</div><div>  * HR integrations</div><div>  * Analytics</div></div>
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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](https://taskflow-frontend.bravesky-cb93d4eb.eastus.azurecontainerapps.io)

Contact: [midmost44@gmail.com](mailto:midmost44@gmail.com)