



TaskFlow AI

For brains like ours

Microsoft Imagine Cup 2026

Heejin Jo & Kushagra Kumar

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.

The Automation Paradox

366M+

Adults with ADHD globally

\$14.3B

Productivity app market (2025)

0

Apps combining neuroscience + AI for ADHD

In a world where AI automates everything...

Some knowledge **must still be forced into
your brain manually.**

Exams. Certifications. Dense technical skills.

AI can't learn FOR you.

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 view

4

AI Coach

24/7 body doubling

Not another planner. An action driver.

Built on Neuroscience Research

Visual Timer

ADHD Problem: Time Blindness

Dr. Russell Barkley (1997) - External time visualization

AI Body Doubling

ADHD Problem: Task Initiation

Norman Triplett, J. Russell Ramsay (UPenn)

Micro-Rewards

ADHD Problem: Dopamine Deficit

Dr. Nora Volkow (NIDA), JAMA 2009

Focus Mode

ADHD Problem: Cognitive Overload

Alan Baddeley, John Sweller - Working Memory

Emergency Button

ADHD Problem: Task Paralysis

Dr. BJ Fogg (Stanford) - Tiny Habits

No single app combines all 5 elements

into one cohesive flow

Powered by Azure AI



Azure OpenAI Service

GPT-4o for intelligent task breakdown

Zero-friction deployment



Azure Container Registry

Cloud-native builds with Oryx

Traditional: 4 steps

dockerfile + build + push + deploy

Our way: 1 command

`az containerapp up --source .`



Azure Container Apps

Serverless, auto-scaling deployment

Perfect for ADHD developers:



Azure Cosmos DB

Tasks, subtasks, notes, conversations

Minimal config. Maximum output.

LIVE DEMO

See TaskFlow AI in Action

Watch a real user flow from task input to completion

1

Task Input

2

AI Breakdown

3

Focus Mode

4

Completion

Community Validation

PRODUCT HUNT #47

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

EK P

PRODUCT HUNT

"TaskFlow AI feels like a very thoughtful tool... guided AI workflows that can genuinely boost productivity."

Phuc Doan

DCINSIDE (KOREA)

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

Bug reports fixed within hours

LINKEDIN DIRECT MESSAGE

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

Pooya Karimian

Iterating based on real user feedback, not assumptions

The Team



Heejin Jo

Founder & Lead Developer

Full-stack Generative AI Engineer with 5+ years Python experience. Lives with ADHD daily.

Accepted to medical school to study neuroscience. Building from lived experience + research.



Kushagra Kumar

Co-founder & Cognitive Science

Data Scientist with Masters from ISI Kolkata. Published researcher on human intelligence.

NASA Space Settlement Contest winner. Blends mentalism with cognitive practices.

Business Model

CURRENT

Free

No login required

- ✓ AI task breakdown
- ✓ Focus mode + timer
- ✓ AI coach
- ✓ Cross-device sync

Building trust first

PLANNED

\$9.99/mo

Pro features

- ✓ Everything in Free
- ✓ Advanced AI coaching
- ✓ Calendar integration
- ✓ Spaced repetition

No subscription traps

FUTURE

Enterprise

Custom pricing

- ✓ Team dashboards
- ✓ ADHD workplace tools
- ✓ HR integrations
- ✓ Analytics

B2B opportunity

Roadmap



Q1 2026 - COMPLETED

MVP Launch

Core features, Product Hunt launch, Imagine Cup submission



Q2 2026

Learning Engine

Study Mode, Cognitive Action Protocol, Spaced Repetition



Q3 2026

Platform Expansion

Mobile apps (iOS/Android), Calendar integration, Mind Map



Q4 2026

Enterprise & Scale

Team features, B2B pilots, Workplace ADHD tools

Diversity & Inclusion

Following Microsoft's Inclusive Design Principles

No login required

Reduces executive function burden

No subscription traps

ADHD users forget to cancel trials

Free tier forever

Removes financial barriers to access

Visual + AI accommodations

Timer for time blindness, coach for support

Built by Underrepresented Founders

Neurodivergent Founder

Woman developer with ADHD from South Korea. Studying neuroscience to understand her own brain.

Global Perspective

Indian researcher combining cognitive science with AI. Published on human intelligence.

Gathering feedback from users who struggled to [crisis points](#)

Real struggles, not assumptions

The Ask

How Microsoft can help us scale impact



Azure Credits

Scale AI infrastructure to serve more users



Microsoft for Startups

Technical mentorship and go-to-market support



Accessibility Network

Connect with Microsoft's disability inclusion initiatives

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

Thank you | Microsoft Imagine Cup 2026

Appendix: Links & Resources

Project Links

GitHub Repository

github.com/JO-HEEJIN/taskflow-ai-web

Product Hunt

[producthunt.com/products/taskflow-ai](https://www.producthunt.com/products/taskflow-ai)

Kushagra's Research Paper

business-standard.com/.../mentalism-and-intelligence

Research References

Barkley, R.A. (1997) - ADHD and Self-Control

Volkow, N. et al. (2009) - JAMA Motivation Deficit

Fogg, B.J. - Tiny Habits, Stanford BDL

Baddeley, A. - Working Memory Model

Kumar, K. (2025) - Mentalism and Intelligence