



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.

<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

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