

# 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.**

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

<b>Heejin Jo</b> Founder & Lead Developer Full-stack AI Engineer   Lives with ADHD Medical school accepted (neuroscience)	<b>Kushagra Kumar</b> 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.

**366M+**

Adults with ADHD globally

**\$14.3B**

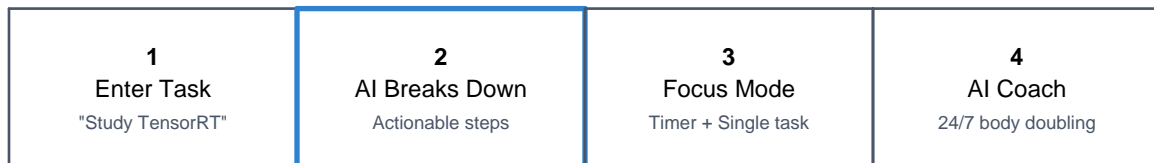
Productivity app market 2025

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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

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

# Market Opportunity

<b>TAM</b> <b>\$100B+</b> Global Productivity	<b>SAM</b> <b>\$14.3B</b> Productivity Apps 2025	<b>SOM</b> <b>\$500M</b> 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

<b>CURRENT</b> <b>Free</b> No login required  * AI task breakdown * Focus mode * AI coach	<b>PLANNED</b> <b>\$9.99/mo</b> Pro features  * Calendar sync * Advanced coaching * Spaced repetition	<b>FUTURE</b> <b>Enterprise</b> Custom pricing  * Team dashboards * HR integrations * Analytics
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**No subscription traps** - ADHD users forget to cancel trials

## Revenue Projections

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

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

### 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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