

## Team

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## Problem

Attention deficit hyperactivity disorder (ADHD) is a neurodevelopmental disorder that most often occurs in children, but can also be diagnosed in adulthood. Students tend to lose focus in their classrooms and this leads to almost 50% of the students having ADHD getting suspended or expelled from the schools. As a result eventually families end up spending 5 times more on raising kids with ADHD compared to others.

## Solution

Our solution, Fiducation , is a smart fidget cube that comes with a note-taking and transcribing mechanism that is designed with the purpose of helping students with ADHD with their academic endeavors. The cube records the entire lecture and highlights the phases during which the student started fidgeting with the cube and lost focus in the class. It comes with a multi-device application through which these transcribed lectures could be accessed. This provides the students, teachers and other collaborative parties like doctors involved in the treatment routines to keep a track of frequency of lost focus and analyze the efficacy of the current habits and treatments. Additionally, provides the students an ability to revisit the lost information in the class.

## Market Size

Approximately 9.1% of kids in the USA have ADHD which is 6.1 millions in number. Our targeted audience is 3.3 millions school going kids aged 12yrs to 17 yrs. The education market size dedicated to ADHD is \$20.74 billion.

## Competition

Unlike other note taking applications such as Goodnotes, our solution offers real time insight about periods of missed activity and attention by highlighting those portions in a different color.

Our competitors would be fidget toys, the current education system and ADHD treatments because our product combines aspects of all of the above. We have not come across any other products that do so the way we do. Fiducation takes advantage of the fundamental fidgeting nature of the students to build an academic assistance tool rather than adapting other approaches at curing attention defficiency.

## Business Model

## Marketing and Sales

Our primary marketing channels are platforms such as ADDitude and CHADD which are dedicated towards spreading awareness for ADHD and connecting students in need with appropriate resources required for academic assistance. Our product would be an assistive technology which will be promoted through various government schemes as well. For sales, we aim to launch our product in an online marketplace through amazon and for retails our initial partnership would be with walmart, ...(other stores?)..etc

## Progress to Date

We are still in the early stages of the product where we are gathering validation on our concept.  
Team, product, validation and customer development, sales, investment, etc

## Future Milestones

By the end of year one our goal is to complete our first working prototype and launch it for usability testing and initial field tests. Based on the feedback received in testing, we are targeting to expand beyond cubes by the end of the second year and include a variety of fidget toys available in the market to modify them into smart toys curated for educational support. Year 3 would be finally launching the product in online and retail stores for public usage.

The three year plan has been generated keeping in mind that this device could be an assistive technology and hence need specific guideline adherence and precision in the outcomes.