



MINDFLOW

DESCRIPTION

Mindflow is an app that's targeted toward college students who have ADHD. The goal of the app is to provide an **AI-powered ADHD task management system**. By analyzing past behavior trends, we can get a sense of how long it would take the user to complete certain tasks, which allows us to create a schedule customized to their needs.

TARGET AUDIENCE

Our primary audience is college students in the United States with ADHD who struggle with managing tasks and staying organized, especially those who rely on assignment platforms like Canvas.

UNIQUE VALUE PROPOSITION

Mindflow is **purposely built for students with ADHD**, unlike general task managers like Todoist and Trello or wellness-focused apps like Inflow.

- It offers **ADHD-specific scheduling features**, such as time-blocking and structured breaks to reduce overstimulation and keep users on track.
- Mindflow **adapts to user behavior**, providing personalized scheduling that integrates seamlessly with LMS platforms and calendars.
- Its intuitive **chatbot interface** makes task management easy without overwhelming users, making Mindflow a uniquely supportive tool for productivity and wellbeing in ADHD students.

CORE FEATURES & BENEFITS

AI-Powered ADHD Task Management

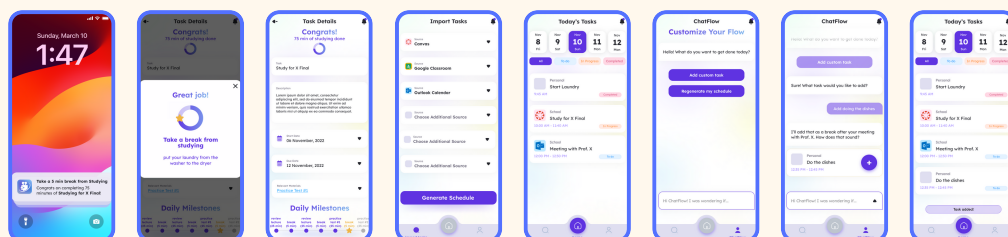
MindFlow creates a task schedule and incorporates breaks tailored to ADHD needs to boost productivity.

Learning Platform Integration

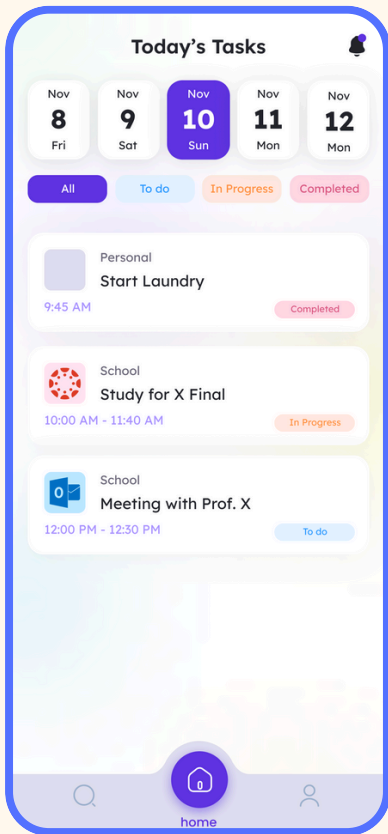
MindFlow is fully integrated into the classroom and can easily import from learning management systems (e.g. Canvas, Google Classrooms).

Chatbot Interface

Instead of manually scheduling, talk to our chatbot to make the best schedule for you, preventing cognitive overload and overstimulation.



[Link to Figma prototype](#)



PROBLEM STATEMENT

According to the National Library of Medicine, approximately 5% of US adults have ADHD - this means around 15M adults suffer from ADHD. The challenges associated with it have only grown with the rise of the internet, mobile devices, and constant connectivity. This means that it's highly likely that you're familiar with someone who has ADHD, and have helped them through their struggles. **What if there was a tool that could help them navigate those symptoms?** Helping alleviate those symptoms rests at the core of Mindflow's purpose.

Our research and interviews with ADHD students showed that most existing tools fail to cater to ADHD-specific requirements. Students expressed difficulty in sticking to generalized schedules and managing distractions. MindFlow fills this gap by offering a solution in the form of personalized scheduling designed with ADHD in mind, making it easier for students to stay organized and productive.

RISKS & MITIGATIONS

Technical Feasibility & Feature Overload

- Begin with basic integrations like Canvas and a calendar for effective scheduling.
- Use a flexible development process to test and gradually add features, such as a to-do list, based on user feedback.

Market Adoption & User Engagement

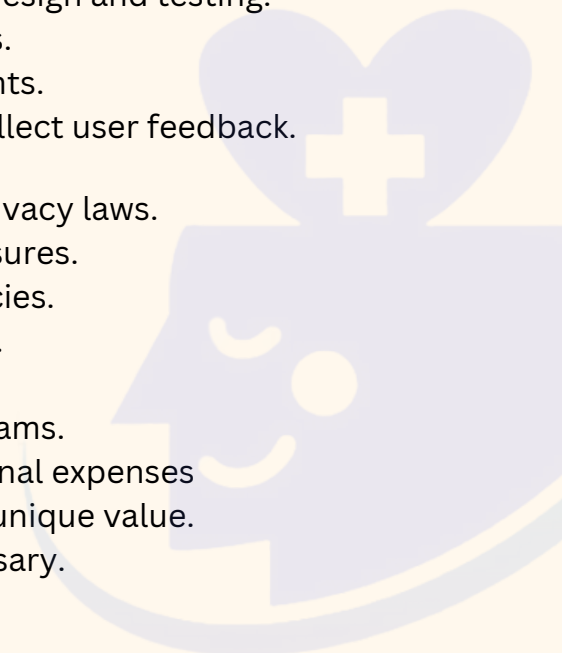
- Involve students with ADHD in design and testing.
- Simplify the onboarding process.
- Incorporate gamification elements.
- Provide ongoing support and collect user feedback.

Privacy, Data, Security, & Compliance

- Consult legal experts on data privacy laws.
- Implement robust security measures.
- Create transparent privacy policies.
- Obtain necessary user consents.

Financial Sustainability & Monetization

- Explore diversified revenue streams.
- Reevaluate and reduce operational expenses
- Clearly communicate the app's unique value.
- Seek additional funding if necessary.



HOW: WHAT IS THE EXPERIMENT PLAN?

- **Initial prototype testing:** Create a prototype with basic scheduling, break integration and Canvas sync features.
- **User testing:** Conduct a 1-3 month test with ADHD students, collecting feedback on usability, productivity, and task completion
- **Iterate based on feedback:** Adjust features, such as break frequency and task suggestions, based on user preferences and feedback.
- **Beta launch:** Launch a beta version and track engagement, feedback and retention over a month.

PROOF OF SUCCESS & VALIDATION

To validate our assumptions about Mindflow’s effectiveness and appeal, we conducted several tests targeting our key assumptions.

- First, we tested **pricing acceptance** by surveying college students with ADHD to confirm that a \$10/month price point was reasonable. Responses indicated that this price was within the acceptable range for most respondents.
- Second, we tested if an **ADHD-focused schedule** with frequent breaks and attention-switching would improve productivity. Feedback showed that participants found it easier to stay focused, confirming the value of ADHD-specific scheduling.
- Lastly, we surveyed users on their **interest in additional tools** for managing ADHD and mental health. The majority expressed interest in tools for managing anxiety, general wellness, and ADHD, which aligns with our solution; MindFlow decreases anxiety around scheduling and managing tasks. Thus, this assumption test reinforces the demand and effectiveness of Mindflow’s tailored approach for ADHD students and how this will not only be a value add for their productivity, but also for their mental health.

MILESTONES

