

Study tools assume focus. Ours **builds it.**

FocusFlow is an **academic operating system for neurodivergent students** — an AI study coach, an executive-function toolkit, and a safe tutor marketplace, in one app. It's not a prototype. It's **live in production** today.

● **Live in production**

4 user roles

Freemium · revenue built-in

Solo-built in ~2.5 months

49

DATA MODELS
IN PRODUCTION

51

PRODUCT
SCREENS

600+

AUTOMATED TESTS
CI ON REAL DB

~27k

LINES OF
APP CODE

3

SIDED MARKET
STUDENT · PARENT · TUTOR

Mainstream study tools are built for students who are already organized.

Notion, Quizlet and generic tutoring all assume the hard part is content. For a neurodivergent student, the hard part is **starting, staying on track, and self-regulating under pressure** — the executive-function layer no other tool owns.

~1 in 5

learners is neurodivergent — ADHD, autism, dyslexia, dysgraphia, executive-function and anxiety profiles. A large, underserved, growing market.

Fragmented

Today they duct-tape a planner, a flashcard app, a tutor, a calendar and a wellbeing app. Nothing talks to anything. Every seam is a place to fall off.

Bolt-on

"Accessibility" in existing tools is a settings afterthought. FocusFlow is built accessibility-first, with coaching that adapts to *how* a brain works.

Nine things in one app — and they share a brain.

Every module writes to the same student model, so the coach knows what's due, what's stressful, and what a student is weak on — and gets proactive before a test. This is the full surface, all shipped.



AI study coach

A Socratic tutor that adapts to the student's mode (ADHD, autism, exec-function, exam-prep) and **refuses to hand over answers** — it teaches, it doesn't cheat. Safe for parents and schools.

3-PROVIDER ENGINE



Executive-function toolkit

Command Centre "mission control," AI task-breakdown into tiny steps, one-tap quick-capture brain dump, Pomodoro focus mode, a Calm/overwhelm flow, and a pre-exam "lockdown" mode.

COMMAND CENTRE



Complete study system

Flashcard decks with spaced repetition, auto-generated quizzes & practice exams, printable guides, an **Explain-it-back** (Feynman) mode, and an OCR homework scanner.

SRS + FEYNMAN



Grades & GPA

School → term → course → weighted categories, live GPA on an editable scale, and a "what do I need on the final?" calculator that solves the target for you.

LIVE GPA



Accessibility engine

Dyslexia-friendly typeface, text scaling, read-aloud TTS, voice dictation, reduced-motion, high-contrast and simplified layouts — applied app-wide from an onboarding neuro-profile.

FIRST-CLASS, NOT BOLT-ON



Tutor marketplace

Two-sided marketplace with ID-verified tutors, transparent ranking, a full booking lifecycle, reviews, referrals, and moderation — **parent-mediated & safety-gated for under-18s.**

PAYMENTS BUILT-IN



Life tracker

Because school isn't the whole student: mood check-ins, a wellness log, to-dos, and a private budget (income & expenses). Feeds the coach — heavy stress dials back the workload.

WHOLE-STUDENT



"Sign in with FocusFlow"

A Connect SDK any external study app can drop in. It streams a student's weak topics back in, so the coach nudges practice on exactly what they're struggling with — before the test.

PLATFORM PLAY



Proactive outreach

Installable PWA with web push and email. Adaptive nudges fire at each student's **personal best focus hour**, and swap to urgent copy inside a pre-exam lockdown window.

MEETS THEM WHERE THEY ARE

Why this wins — and why it's defensible.

1

Accessibility-first is the moat, not a feature

Retrofitting real neuro-adaptive coaching onto a general study app is a rebuild, not a setting. FocusFlow's data model, coaching modes and UI were designed for this from line one — the incumbents can't fast-follow it cheaply.

2

The AI coach teaches instead of cheating

It's Socratic by design and redirects answer-seeking. That's the exact property parents and schools require before they'll trust — and pay for — an AI in their child's education. It's a trust asset competitors giving away answers can't claim.

3

Near-zero cost to run, by architecture

The default AI engine runs **locally and free** — no API bill, works offline. Paid providers are optional upgrades. Every premium capability (payments, video, alerting) is a dark "seam" flipped on by a single environment variable. Gross margin is structurally high from day one.

4

It owns the whole student, so it's sticky

Grades, wellbeing, tutoring and daily planning in one place means switching cost compounds. A student's history, streaks, and weak-area signals live here — leaving means starting over.

5

The revenue engine is already built

This isn't "we'll monetize later." A two-sided marketplace with real payments and a \$5/mo tutor subscription is coded, tested, and already proven end-to-end against live Stripe — waiting on a go-live decision, not a build.

Production-grade today — with room to switch on.

This reads like a funded team's Series-Seed codebase, built solo in about ten weeks. It's deployed, tested, and monitored. Several revenue and premium features are fully built and sitting **one credential away** from live.

Feature status

CAPABILITY	STATUS	WHAT IT TAKES TO SWITCH ON
Core app (coach, study, grades, life)	● LIVE	Running in production on the free local AI engine.
Accessibility engine	● LIVE	Shipped and applied app-wide.
Email + web-push notifications	● LIVE	Sending in production.
Premium AI (Gemini / Claude)	● LIVE	Wired; premium responses enabled via API key.
Tutor marketplace + payments	● TEST MODE	Proven end-to-end against live Stripe in test mode . Go-live = swap to live keys + onboard first tutors.
Live video tutoring (LiveKit)	● BUILT · DARK	Fully coded; needs LiveKit credentials (3 env vars).

CAPABILITY	STATUS	WHAT IT TAKES TO SWITCH ON
Error alerting webhook	● BUILT · DARK	Sentry live; team alerts need one Slack/Discord URL.

Engineering maturity

Not a weekend hack — this is disciplined, testable, deployable software.

600+ tests

CI on real Postgres

PR-gated

33 tracked migrations

Sentry monitoring

371 commits

IDOR / auth tested

Modern, boring-in-a-good-way stack

Current, mainstream, hireable-for technology — nothing exotic to maintain.

Next.js 15

React 19

TypeScript

Postgres + Prisma

Tailwind v4

Stripe

LiveKit

Vercel

05 · HOW IT MAKES MONEY

Free to land. Multiple ways to earn.

The whole student experience is free — that's the growth engine.

Revenue rides on the marketplace and premium tiers, and the plumbing for both is already in the codebase.

BUILT • PROVEN

\$5/mo

Tutor listing subscription

Verified tutors pay to appear in discovery. Coded, tested, and validated against live Stripe. Supply-side recurring revenue that scales with the tutor base.

Stripe subscriptions + billing portal

SEAM BUILT

Premium tier

Student / family plan

A feature-gating billing seam already exists — every feature currently sits in the free tier. Flip advanced coaching, unlimited premium-AI, or family accounts into a paid plan with no rebuild.

Entitlement gate ready

ROADMAP

B2B /schools

Institutional licensing

Multi-role support (admin, teacher, class dashboards, moderation, audit logs) is already in place — the foundation for selling seats to schools, districts, and learning-support programs.

Admin + classes shipped

What the subscription line alone looks like

Arithmetic · not a forecast

Just \$5/mo × paying tutors — *before* any premium student tier, marketplace take-rate, or B2B seats. It shows the shape of the recurring line once supply is on the platform.

PAYING TUTORS	MONTHLY RECURRING	ANNUAL RECURRING
100	\$500	\$6,000
500	\$2,500	\$30,000
1,000	\$5,000	\$60,000
5,000	\$25,000	\$300,000

The margin story

Because the default AI runs locally and free, and every paid dependency is optional, the cost to serve a free user is essentially hosting. Revenue features add cost only when they're already earning. That's a rare position: **we can grow the free base aggressively without growing the bill.**

06 · STRAIGHT TALK

What it'll take to scale — the honest gaps.

The product risk is largely retired. The remaining work is go-to-market and operational, and it's normal for this stage.

→ **No live users yet**

The marketplace is pre-launch. We have a proven product but zero usage/retention data. First priority is a real pilot cohort to generate evidence.

→ **Payments are in test mode**

Flipping to real charges is a config + compliance step (live Stripe keys, business verification), not a build.

→ **Single-builder bus factor**

One person built all of this. To scale reliably it needs a small team — the clean, tested, documented codebase makes onboarding realistic.

→ **Hosted on a free tier**

Currently on Vercel's Hobby plan (crons worked around via GitHub Actions). A modest infra spend unlocks headroom for real traffic.

07 · THE ASK

Three moves, in priority order.

The product is done enough to test with real students *this term*. My recommendation is to prove demand before spending on scale.

Run a small pilot with real students

DO FIRST

Recruit 15–30 students (a class, a tutoring group, a support program). Turn on premium AI, watch usage and retention, and gather testimonials. Near-zero cost; produces the evidence every later decision needs.

~2 weeks
to stand up

Flip the marketplace live

THEN

Swap Stripe to live mode, onboard a first handful of verified tutors, and switch on LiveKit video. Turns a built feature into an actual revenue line. Blocked only on a go/no-go and business verification.

Days of
config

Back it: a small team + infra budget

TO SCALE

With pilot evidence in hand, invest in a second engineer, a modest hosting/infra tier, and a focused go-to-market motion (schools & learning-support orgs). Retire the bus factor; open the B2B channel.

Post-pilot
decision

Bottom line

We have a live, production-grade, accessibility-first learning platform with a built-in revenue engine — created for a fraction of what it would normally cost. The expensive, risky part (building it) is done. What's left is the fun part: **putting it in front of students and turning the revenue on.**