

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

The one-page version.

FocusFlow is an academic operating system for neurodivergent students — the roughly 1 in 5 learners whom mainstream study tools, built for the already-organized, quietly leave behind. It combines an AI study coach that teaches instead of cheating, a full executive-function toolkit, grades and wellbeing tracking, and a safe, verified tutor marketplace in a single app.

It is not a concept or a prototype. It is **live in production** today at focusflow-lock-in.ca — 49 data models, 51 screens, and 600+ automated tests, built solo to production grade in about ten weeks. The revenue engine (a \$5/mo tutor subscription and a premium-tier seam) is already coded and proven end-to-end against live Stripe. The expensive, risky part — building it — is done.

WHAT

All-in-one AI coach + executive-function toolkit + safe tutor marketplace for neurodivergent students.

WHO

Neurodivergent students (middle-school → college) and their parents; then schools & learning-support programs.

MARKET

\$100B+ global tutoring/supplemental-ed TAM; a **~\$1.3B** North-American neurodivergent-family SAM (*illustrative*).

MODEL

Free core to grow the base; earn on a \$5/mo tutor subscription, a premium family tier, and B2B school licensing.

EDGE

Neuro-first by architecture, a teach-don't-cheat AI, near-zero cost to run, and it owns the whole student — so it's sticky.

THE ASK

Green-light a small student pilot this term, then flip the marketplace live. Low cost; produces the evidence to scale.

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

04 • MARKET ANALYSIS

A large, underserved market — with tailwinds.

Private tutoring and supplemental learning is already a very large global market, and three trends are pushing directly toward what FocusFlow

does.

TAM

\$100B+

Global private tutoring & supplemental education — one of the largest, most durable consumer-education categories, growing mid-single-digits a year.

SAM

~\$1.3B

North-American neurodivergent students & families: ~11M students × a blended ~\$120/yr of study-support value they already spend on tools + tutoring.

SOM · 3-YR

~\$1–3M

A realistic beachhead: pilot regions, a handful of learning-support orgs, and early direct-to-family — a low-single-digit-million ARR mix of subscriptions + marketplace.

○ Market figures are **illustrative** — sized for shape and order-of-magnitude, not presented as a forecast.



Diagnosis is rising

ADHD, autism and other neurodivergent diagnoses continue to climb, and awareness is de-stigmatizing them. More families are actively seeking tools built for *how their child actually learns*.



AI tutoring has arrived

Families now expect an AI tutor — but generic chatbots hand over answers and worry parents and schools. The opening is a *trusted*, guardrailed AI, not another answer engine.



Learning-loss spend

Post-pandemic learning loss and record tutoring spend mean parents and schools have budget in motion — and are looking for something more effective than a human hour at a time.

05 • COMPETITIVE LANDSCAPE

Everyone owns a slice. No one owns the student.

The space is crowded — but fragmented. Flashcard apps, AI tutors, ADHD planners and tutoring marketplaces each solve one piece for a general audience. FocusFlow is the only one combining them, built neurodiversity-first.

CAPABILITY	FOCUSFLOW	QUIZLET	KHANMIGO
Neurodiversity-first design	●	○	○
Executive-function tools	●	○	○
AI coach that teaches, won't hand over answers	●	●	●
Full study system (SRS, quizzes, Feynman)	●	●	●
Grades / GPA + whole-life tracking	●	○	○
Integrated tutor marketplace, safe for minors	●	○	○
Free core / near-zero cost to run	●	●	●
Proactive, personalized outreach	●	○	○

● Full ● Partial ○ None / not the focus *Goblin Tools, Tiimo, Inflow †Wyzant, Preply, Care.com

Against the answer engines

Chegg, Photomath and raw ChatGPT win on speed but lose the room the moment a parent or teacher realizes they hand over answers. FocusFlow's Socratic, guardrailed coach is the version schools and families will actually endorse.

Against the point tools

Quizlet owns flashcards; Tiimo and Goblin Tools own ADHD planning; Wyzant owns tutor-matching. Each is one tab in a student's fragmented stack. FocusFlow is the stack — and the switching cost is the student's whole history living in one place.

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.

Land free with the community that advocates hardest.

Neurodivergent families are a tight, vocal, referral-driven community. We give the student experience away, earn trust, and convert on the marketplace and premium tiers — then open the B2B channel once the pilots prove it.



Direct to families

Reach parents and students where they already gather — ADHD/autism parent communities, learning-support counselors, and creators on TikTok & YouTube. Word of mouth is the channel in this community.



School & org pilots

Free pilots with learning-support programs, tutoring centers and resource classrooms. Land as a tool teachers recommend; expand to per-seat licensing.



Two-sided tutor supply

Recruit verified tutors (including existing FocusFlow tutors and peers) with a free listing to seed the marketplace, then convert to the \$5/mo subscription as bookings flow.

The funnel

ACQUIRE

Free student app

Zero-friction signup; the whole coaching + study + grades experience is free, forever.

ENGAGE

Daily habit & stickiness

Streaks, proactive nudges, and the student's whole history compound switching cost.

MONETIZE

Marketplace + premium family tier

Book a verified tutor; upgrade to advanced coaching & family accounts.

EXPAND

School & district licensing

Pilots become paid seats; admin, class dashboards and moderation are already built.

08 · TRACTION & STATUS

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.

CAPABILITY	STATUS	WHAT IT TAKES TO SWITCH ON
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).
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

09 · BUSINESS MODEL & FINANCIALS

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.**

Illustrative 3-year scenario

Illustrative · not a forecast

One plausible path once a pilot proves demand — blending the tutor subscription, a premium family tier (~\$8/mo), and early school seats. Directional, to show the shape of the ramp.

END OF YEAR	FREE STUDENTS	PAYING TUTORS	PREMIUM FAMILIES	SCHOOL SEATS
Year 1	5,000	150	400	—
Year 2	40,000	800	3,500	1,500
Year 3	150,000	3,000	14,000	10,000

Cost structure

Near-zero variable COGS: the free tier runs on the local AI engine + hosting. The real spend is **team** and **customer acquisition** — both discretionary and pacing-controllable. Premium-AI and Stripe fees are incurred only on already-paying users.

Unit economics that favor patience

A free user costs cents to serve, so a long free runway is cheap. Marketplace revenue is recurring and supply-driven; premium is high-margin software. Low burn means the runway to prove retention is measured in a modest budget, not a raise.

Proven execution — ready to add leverage.

The strongest evidence in this plan is the plan itself: a live, tested, production-grade platform of this scope, built solo in about ten weeks. That's the execution risk, already retired.



Founder — product & engineering

Designed and shipped the entire platform end-to-end: 49-model data layer, AI coaching seam, marketplace with payments, and the accessibility engine — with CI, tests and monitoring throughout.



First hires

A second engineer to retire the single-builder risk and a community/GTM lead to run pilots and the neurodivergent-family channel. The clean, documented codebase makes onboarding fast.



Advisors we'll want

A special-education or learning-support practitioner and a student-data-privacy advisor — to sharpen the product for schools and get compliance right before B2B.

The honest risks — and how each is handled.

The product risk is largely retired; what remains is go-to-market and operational, normal for this stage. Named plainly, with the mitigation for each.

↳ **No live users / unproven retention**

Mitigation: run a small pilot this term. Near-zero cost, and it produces the usage & retention evidence every later decision needs.

↳ **Monetization not yet turned on**

Mitigation: the revenue path is built and proven against live Stripe (test mode). Go-live is config + business verification, not a build. Low burn buys the runway.

↳ **Incumbents add features**

Mitigation: Quizlet/Khan can copy a feature, not a neuro-first architecture + an integrated safe marketplace + the student's whole history. The moat is integration and switching cost.

↳ **Child safety on the marketplace**

Mitigation: already engineered — Stripe Identity verification, parent-mediated booking for under-18s, in-person safety acknowledgements, and moderation with auto-hide.

↳ **AI trust / hallucination**

Mitigation: Socratic guardrails that refuse to hand over answers, plus a deterministic local engine as the always-on fallback — a bad AI response can never stall a feature.

↳ **Student-data regulation (COPPA/FERPA)**

Mitigation: role-based access, audit logs and a privacy-first data model are in place; a privacy advisor and formal compliance review precede any school rollout.

↳ **Single-builder bus factor**

Mitigation: first hire is a second engineer; the clean, tested, documented codebase (600+ tests, CI) makes onboarding fast.

↳ **Infra on a free tier**

Mitigation: currently Vercel Hobby (crons worked around via GitHub Actions). A modest infra upgrade unlocks real-traffic headroom on demand.

12 • ROADMAP & 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.

Milestones

Now

Live in production DONE

Full platform shipped; marketplace proven end-to-end in Stripe test mode.

Next ~1 mo

Student pilot

15–30 real students; premium AI on; measure usage, retention and testimonials.

~Quarter 2

Marketplace live

Swap Stripe to live, onboard first verified tutors, switch on LiveKit video. First revenue.

~Quarter 3

Premium tier + first school

Flip on the family plan; convert a pilot org to paid seats.

Year 2

Scale the channel

Second engineer + GTM lead; grow D2C and B2B on proven retention.

The ask

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.**

