

An academic operating system
for the students mainstream
tools leave behind — **already live
in production.**

FocusFlow combines an AI study coach that teaches instead of handing over answers, a full executive-function toolkit, and a safe, verified tutor marketplace in one app — built for the roughly 1 in 5 students who are neurodivergent. It’s not a prototype: 49 data models, 51 screens, and 600+ automated tests, built solo to production grade in about ten weeks. The revenue engine is coded and proven end-to-end against live Stripe (test mode) — one decision from turning on.

THE PROBLEM

**Built for the
already-organized**

Mainstream study tools assume the hard part is content. For a neurodivergent student, the hard part is starting, staying on track, and self-regulating — a layer no point tool owns, so families duct-tape a planner, flashcards, a tutor, and a wellbeing app together.

THE SOLUTION

**Nine modules,
one shared brain**

An AI coach, executive-function toolkit, full study system, grades & GPA, an accessibility engine, and a safe tutor marketplace — every module writes to the same student model, so the coach gets proactive before a test.

WHY IT WINS

**Neuro-first moat,
revenue already built**

Accessibility-first architecture and a “teaches, won’t cheat” AI are hard to fast-follow. Near-zero cost to run, and it owns the whole student — so it’s sticky, and the revenue engine is already proven against live Stripe.

51

PRODUCT SCREENS
SHIPPED

600+

AUTOMATED TESTS GREEN

Live

DEPLOYED & VERIFIED

3

SIDED MARKET ·
STUDENT · PARENT · TUTOR

UNIT ECONOMICS

1 paying tutor = \$5/mo recurring

1,000 tutors ≈ ~\$60K/yr recurring

→ before any premium tier or B2B school seats

Free core. Multiple ways to earn.

Model: free-forever student core drives adoption; revenue rides tutor subscriptions, a premium family tier, and B2B school licensing — near-zero cost to serve. Figures illustrative.

WHERE WE ARE

✓

Core app + accessibility engine, live

DONE

✓

600+ tests · CI on real Postgres

DONE

✓

Premium AI & notifications wired

DONE

!

Marketplace payments — test mode only

GATE

!

LiveKit video — built, needs credentials

GATE

THE ASK

A green light to run a small student pilot this term (15–30 real students), then flip the marketplace live. The build risk is behind us — this is now about proving retention with real students and turning a revenue engine already proven in test mode into real dollars.

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Full plan: zoe-pitches.mosaic.site/focusflow