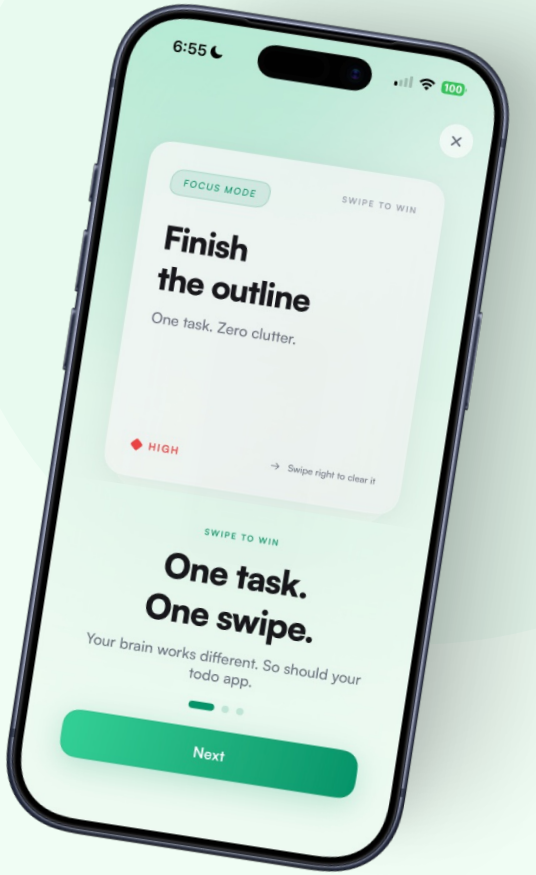
LevelUp

The todo app that works like your brain does.

Connor Klann



THE PROBLEM

ADHD brains weren't built for task lists.

1 in 7

U.S. kids diagnosed with ADHD

23 min

Average refocus time after interruption

1 in 6

College students screen positive for ADHD

CDC MMWR 2024 • Gloria Mark, UC Irvine • JMCP 2022

WHY IT MATTERS

A massive, underserved market.

The productivity app market is massive, but retention is abysmal. Most wellness apps lose users within a week. Tiimo winning iPhone App of the Year in 2025 proved the ADHD app category is real.

$11B+
Productivity app market

2.5M
College students with ADHD

3.3%
30-day retention, wellness apps

Tiimo won iPhone App of the Year 2025 — the ADHD app market is validated.

TARGET MARKET

Who we're building for.

3.3M

Teens 12-17 diagnosed with ADHD (primary)

2.5M

College students screening positive for ADHD

26M+

U.S. adults with ADHD. Young adults are tertiary.

CDC MMWR 2024 • JAMA Network Open 2024 • NIMH

THE GAP

Every app solves one piece.

Existing tools either break tasks down, show one task at a time, or gamify. But none combine all three. The result: incomplete solutions that don't stick for ADHD users.

Goblin Tools

No execution or rewards

Llama Life

No gamification, no free tier

Tiimo

iOS-only, $12/mo, not a task manager

Finch

Not a real productivity tool

Habitica

Punishes missed tasks, overwhelming

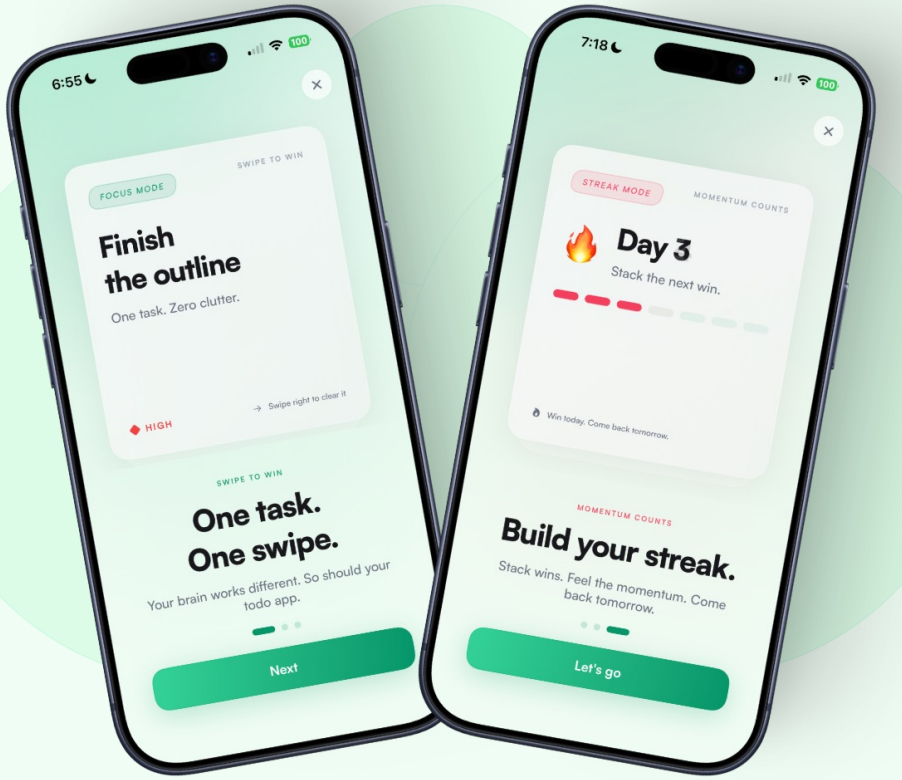
Todoist / Things

No ADHD design, no gamification

INTRODUCING

LevelUp

AI task breakdown, single-focus execution, and dopamine-driven rewards. The to-do app built for ADHD brains.



HOW IT WORKS

Three pillars. One loop.

01

AI Breaks It Down

Type a vague task. AI splits it into 3-8 concrete steps you can actually start.

02

One Task at a Time

No overwhelming lists. See one task. Swipe right to crush it, left to skip.

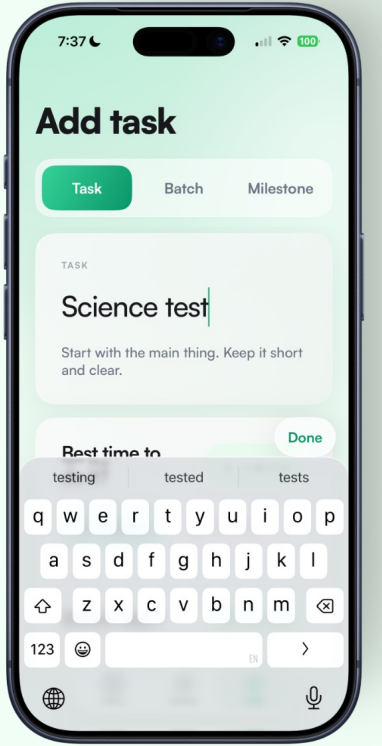
03

Reward Loops

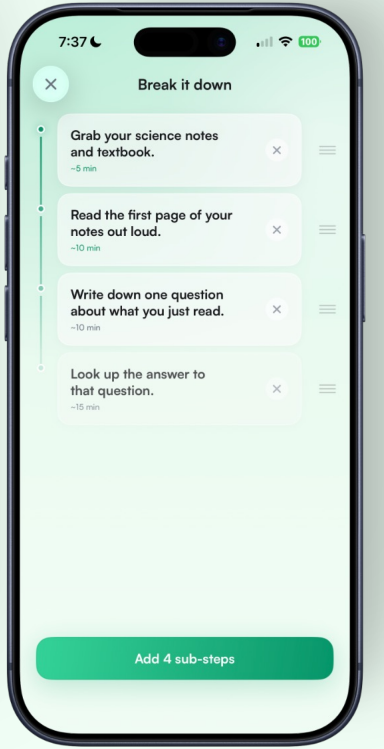
Confetti, streaks, level-ups. Real dopamine hits that keep momentum going.

DEMO

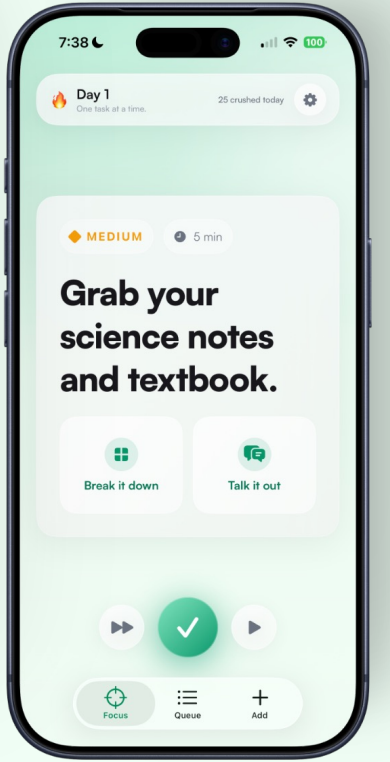
How LevelUp Works



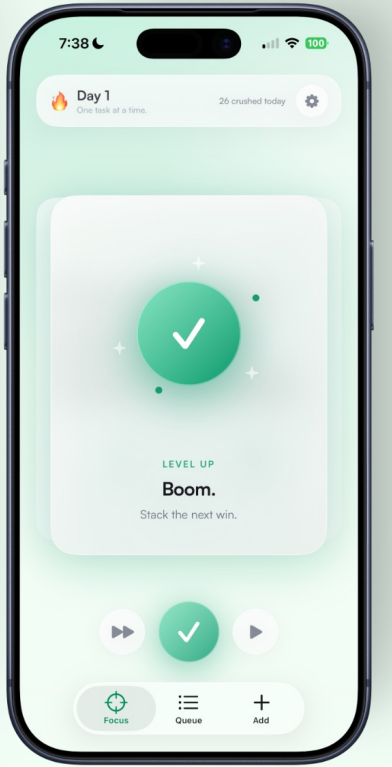
1. Type a task



2. AI breaks it down



3. One task at a time



4. Get rewarded

KEY FEATURES

Built for how your brain works.

AI Task Decomposition

"Do laundry" becomes 5 steps you can start in 2 minutes.

Swipe Gestures

Tinder-style. Right to complete, left to skip. Satisfying every time.

AI Coach

Stuck on a task? Talk to your AI coach. No judgment, just momentum.

Confetti & Streaks

Every completion triggers a celebration. Streaks keep you coming back.

VALIDATION

The market is real.

Tiimo's 500K+ users validated demand. Gloria Mark's research quantified the 23-min refocus cost. CHADD shows rewards drive 3x task completion.

500K+

Tiimo users

Proves ADHD app demand

23 min

Refocus penalty

Single-tasking eliminates this

3x

Task completion

With positive feedback loops

Sources: CDC, Gloria Mark (UCI), Stanford University, CHADD

BUSINESS MODEL

Generous free tier. Premium for power users.

FREE

$0

forever

- ✓ Unlimited tasks & batches
- ✓ Swipe-to-complete flow
- ✓ Streak tracking
- ✓ 5 AI requests / day

PREMIUM

$10.99

/ month

- ✓ Unlimited AI breakdown
- ✓ Unlimited AI coaching
- ✓ Priority support
- ✓ Advanced analytics

GO-TO-MARKET

How we reach users.

01

Community-First

2M+ members on r/ADHD. ADHD TikTok creators review every new tool. The community does the marketing for us.

02

Campus Betas

Disability services offices at universities. Student org partnerships. On-campus demos with real students.

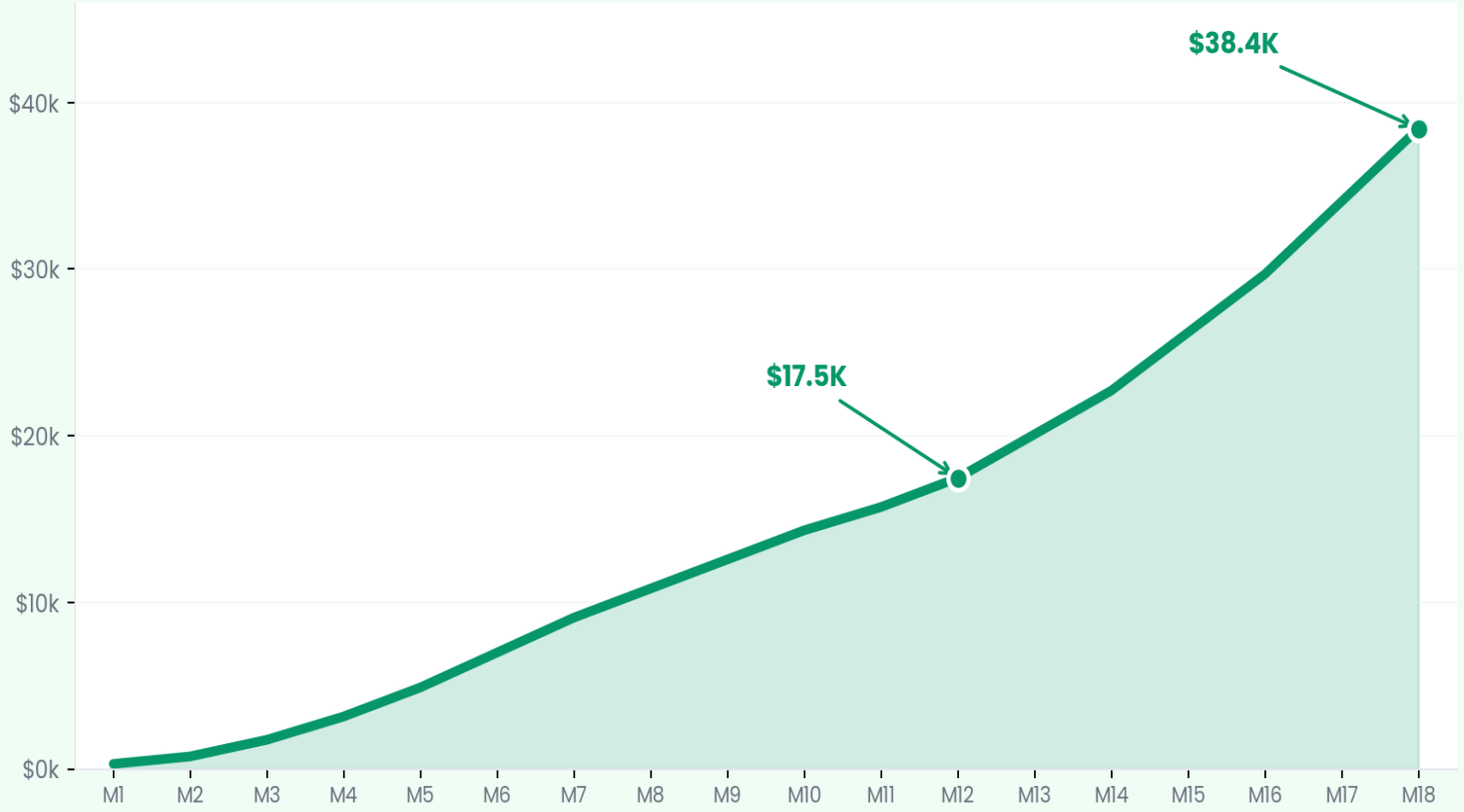
03

App Store + Referrals

Apple featured Tiimo as App of the Year. Therapist referral program. ASO for ADHD keywords.

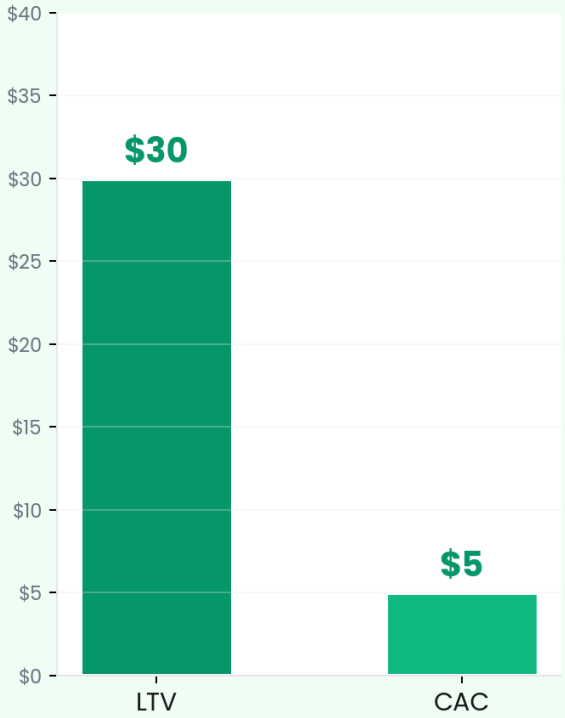
FINANCIAL OVERVIEW

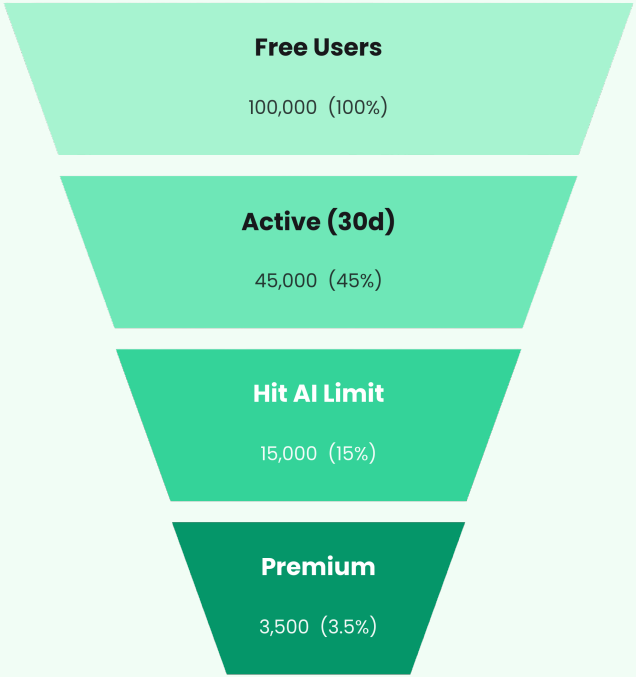
18-Month MRR Growth



FINANCIAL OVERVIEW

Unit Economics & Conversion Funnel





COMPETITIVE ADVANTAGE

The loop that differentiates us.

Clarity

AI Breakdown

Flow

Single Focus

Dopamine

Reward Loop

No competitor combines all three. AI gives you clarity so you know what to do. Single focus puts you in flow so you're not paralyzed. Rewards give you dopamine so you come back. That's the moat.

Ready to Level Up?

- iOS launch on App Store: Summer 2026
- Native Swift rebuild with Liquid Glass (iOS 26)
- Beta testing with college students this spring
- Android version in development