

November 2025

Dino Teach

Explainer Slides

The Problem

- 7% of EU students have ADHD, causing problems with focus and procrastination. This number is expected to keep growing
- They struggle with self-study as they have no supervision, making it difficult to organize tasks, get started, and stay focused, and easy to get overwhelmed, distracted and procrastinate
- Our school system does not help them develop learning techniques to overcome challenges related to self-study, leading to worse academic results and potentially long-term career differences

The Solution

An AI mentor that helps ADHD students organize, start, and stay focused on their homework or studying.

1. Easily get started: Avoid overwhelm by breaking down your task into manageable steps, and planning ahead for deadlines
2. Don't get stuck: Get guidance solving a problem, so you don't give up when it gets too tough
3. Reduce frustration: Incentivise progress through gamification as you tick off tasks or complete often repetitive homework problems

Market Opportunity

Students are already using AI. The right model will close the gap for ADHD students. The current ones widen it.

The EU has announced their educational priorities are:

- Inclusion
- Encouraging lifelong learning
- Early-detection of learning difficulties

The (secure, anonymised) student data we gather will give us key insights into how they self-organise and solve study problems, paving the way for better future education.

Market Size

There are approximately:

- 8,000 ADHD students in Luxembourg
- 2.6 million in the EU
- 105 million worldwide

This product can also be expanded to help neurotypical students focus better outside of school.

We will be ideally placed to expand to leverage a big coming trend in education - personalised curriculums. Already some programs are beginning to implement this in higher education.

GTM Strategy

Business model: Sell a subscription model to schools, charging per student.

Early adopters: ADHD students starting 7e in Luxembourgish schools

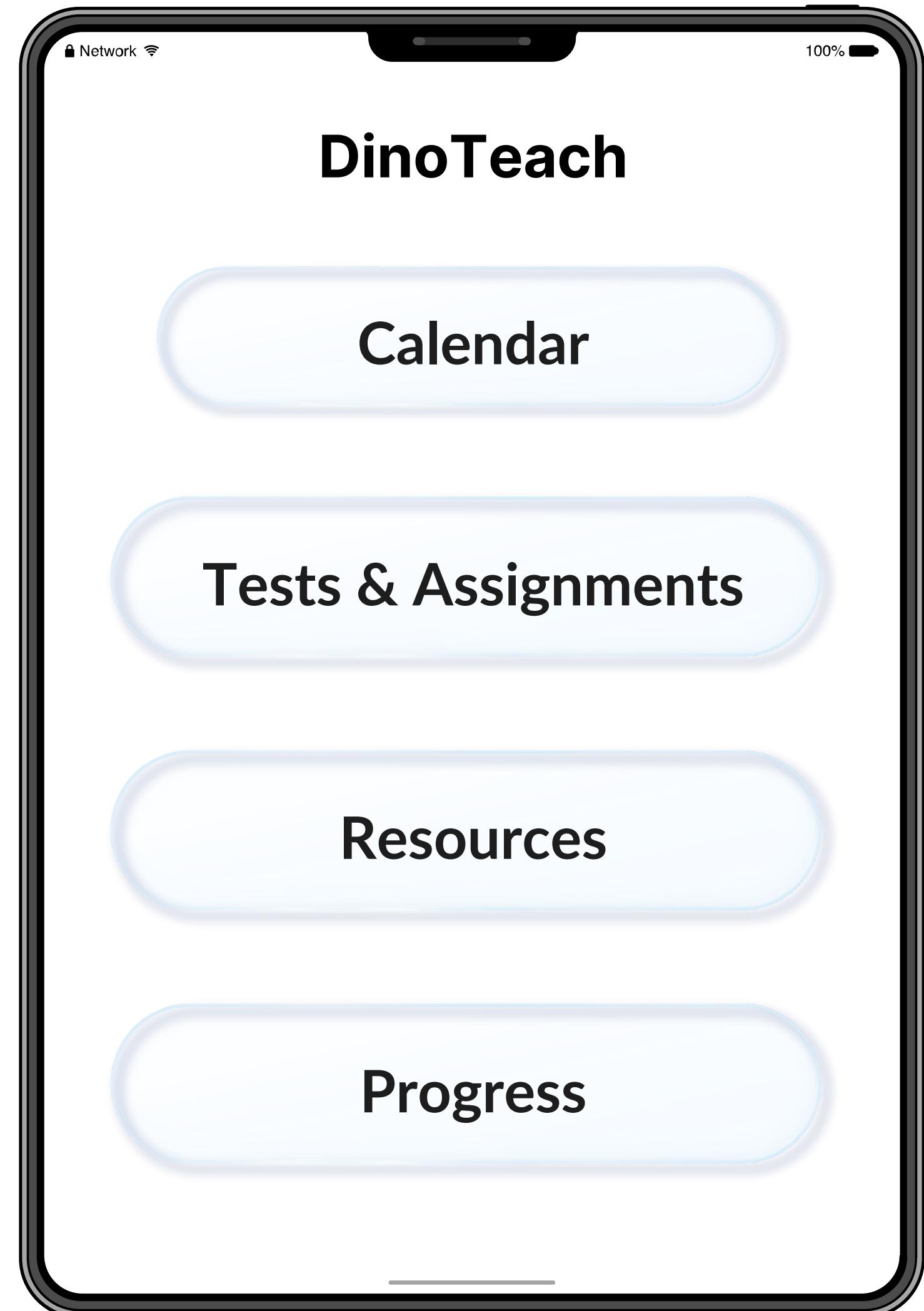
- These students have the biggest need: they must be more organised in upper school. At the same time, their curriculum is simpler than older years, making it easier to design an AI model for mentoring
- Students in Luxembourg already work on iPads, ideal for our software

Prioritise partnerships: We'll look to form key partnerships in the Luxembourg education ecosystem to pilot our product and gain key customer feedback

Research: Collaborating with research institutions will be key for gathering evidence for the effectiveness of our product

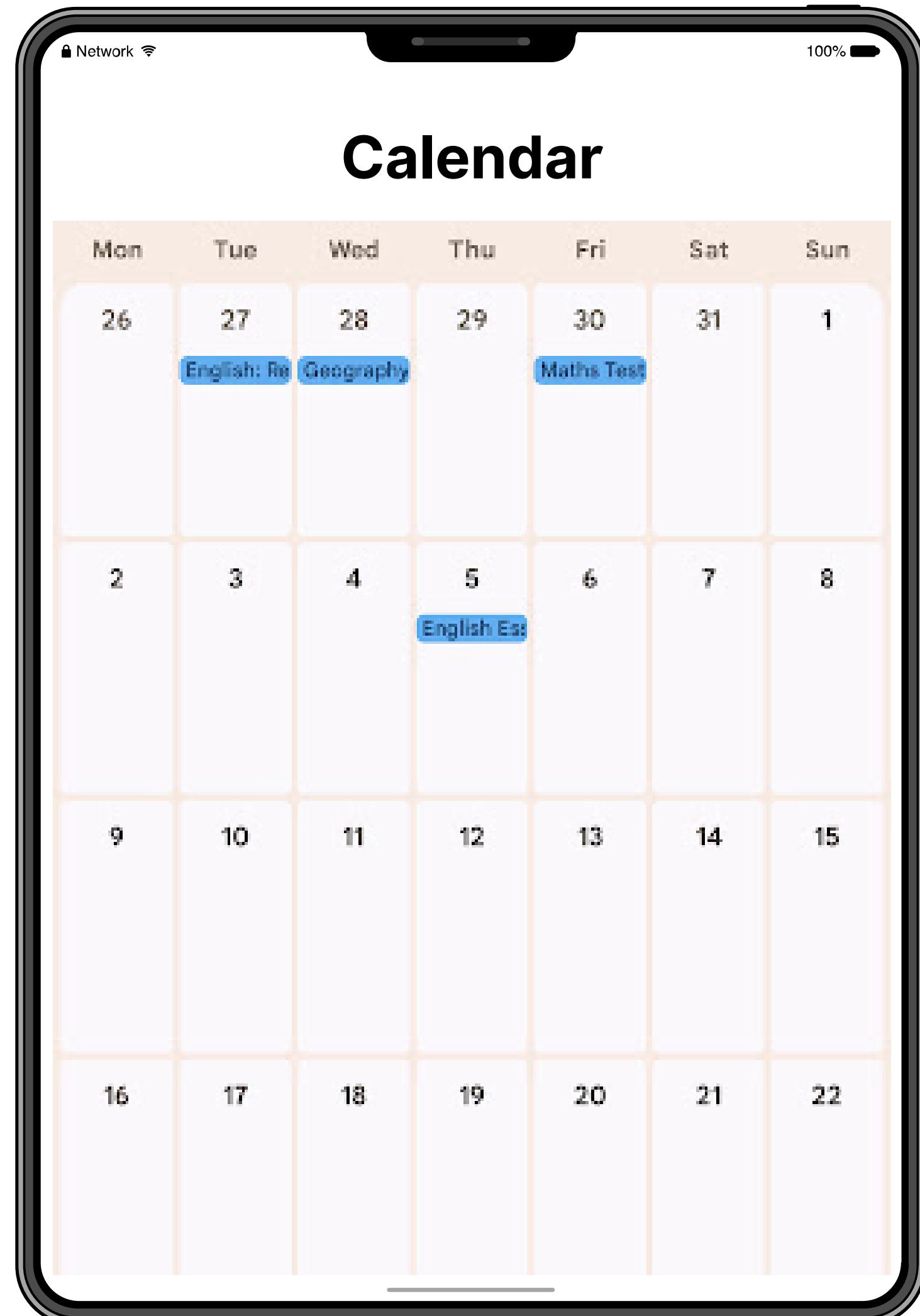
Demo

Menu screen



**Get a full picture
of what needs
doing, by when.**

**Stop forgetting
tasks**



Tests & Assignments

English: Book Essay

Due 20 November

Maths: Algebra Test

On 25 November

Need help deciding what to do first?

Message

Get guidance to help you decide what tasks to do when. Avoid choice overload and giving up.

Teaches the skill of planning and prioritizing tasks.

Tests & Assignments

English: Book Essay

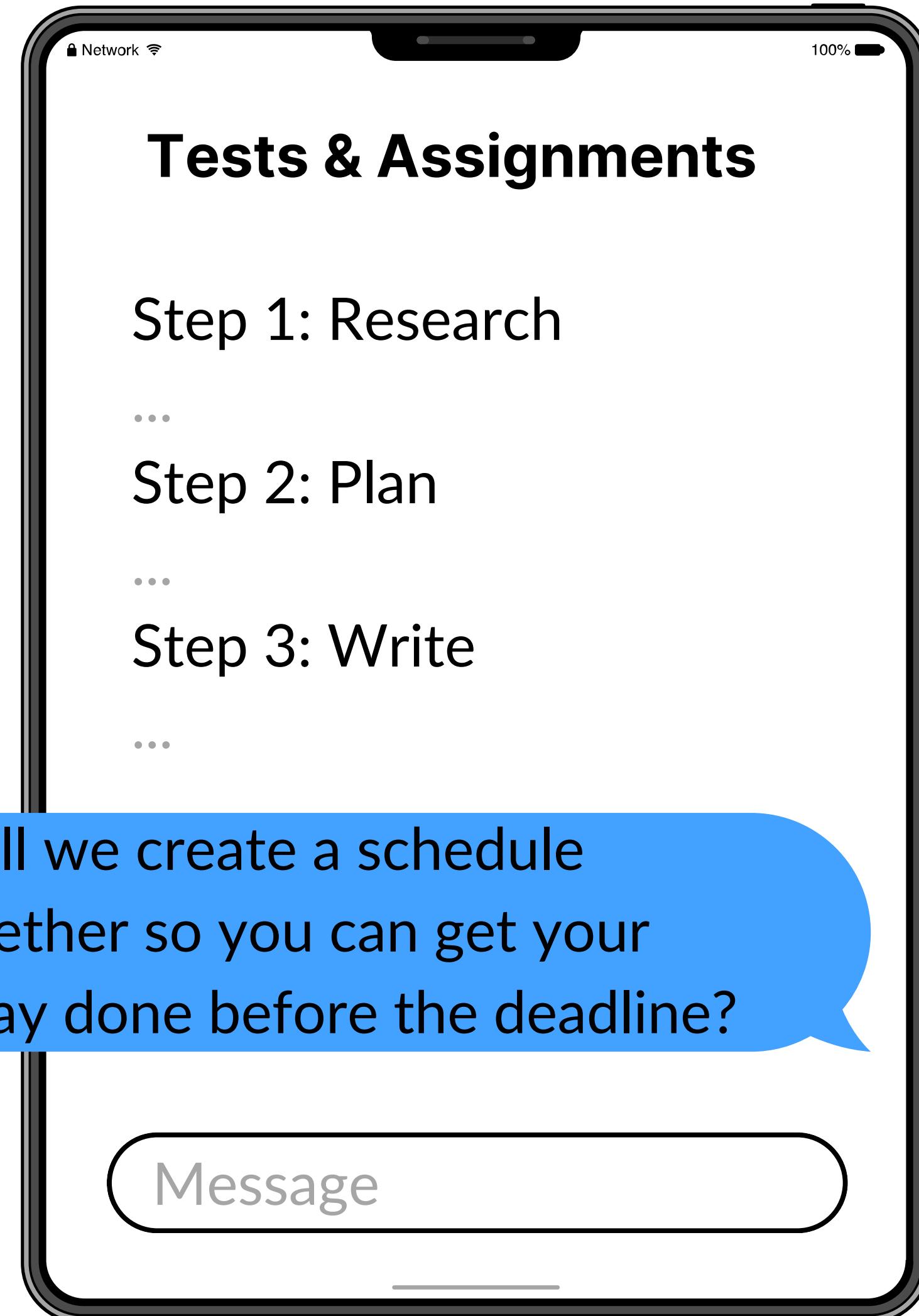
Due 20 November

Details: this is an essay
on...

Need help deciding where to
start?

Message

**Learn how to break down
your tasks into small,
manageable steps to avoid
task overwhelm.**



Teach students to schedule when to do each step to avoid procrastination.

Get help when you get stuck.

AI trained to help you find the answer for yourself.

Keep frustration from getting too high, leading to giving up.

Future: supplement teacher with latest pedagogical techniques to teach effective learning.

Tests & Assignments

English: Book Essay

Due 20 November

Details: this is an essay on...

I don't really understand the question

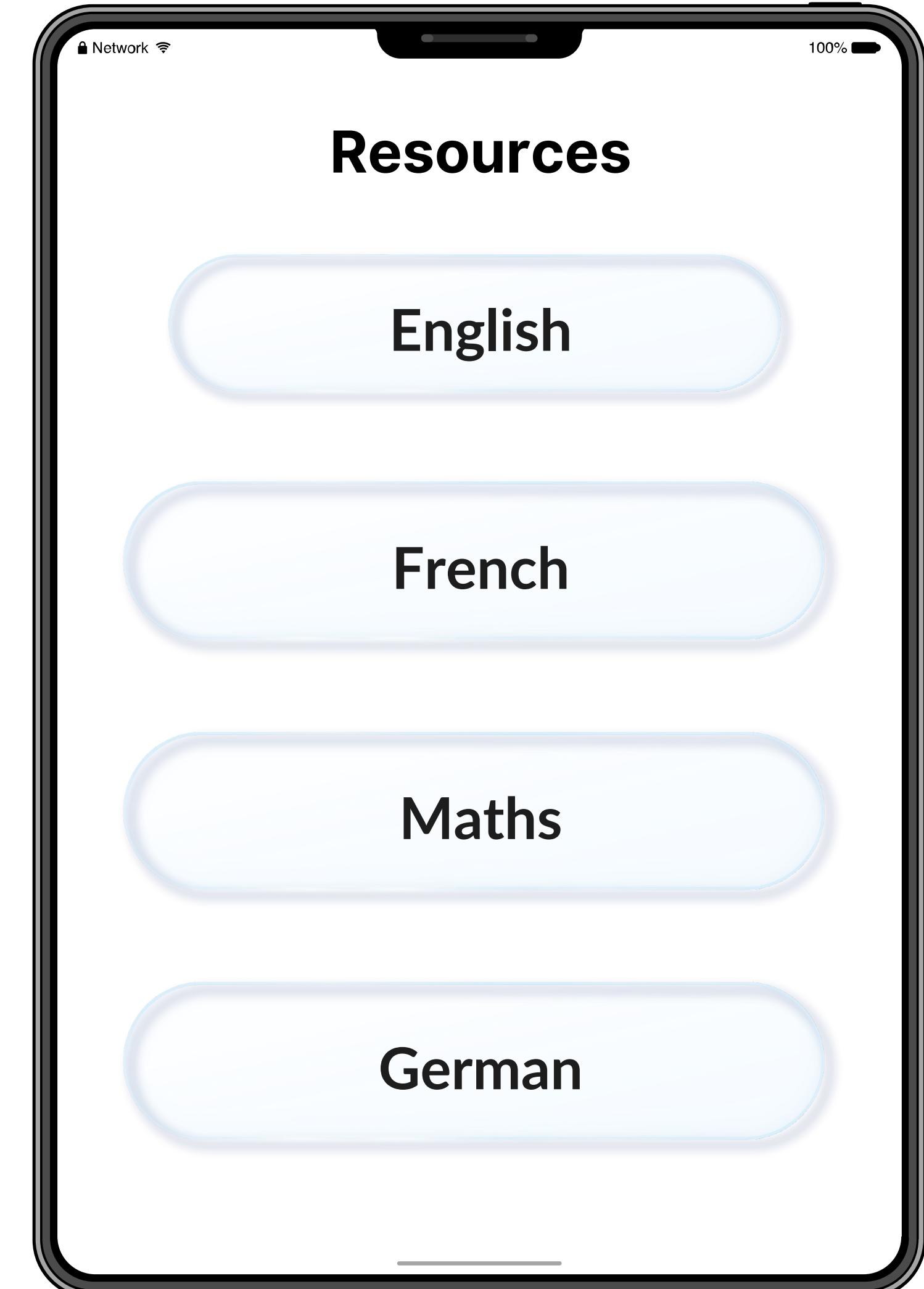
Let's break it down together

Message

All school resources in one organized place.

Includes focus tools such as text to voice and explanations for text you don't understand.

Makes resources more accessible and encourages learning through exploration.



Gamification encourages the user to stay motivated through seeing progress in the small steps, and reduces the boredom of repetitive questions.

Reduce all-or-nothing thinking and encourage the user to take small steps over procrastinating.

