

# THE PROBLEM

## COMPANY FOUNDATION

**1.56 billion people or 20% of the population estimated to be neurodivergent (ADHD, Autism, dyslexia, dyspraxia)**

Global underserved community when it comes to accessible, useful and beautiful products designed to accommodate neurodivergent people's needs.

**Executive function skills are challenged daily**

Daily challenges caused by lack of planning, time management, task initiation, working memory and focus.

**Reduced quality of life & high cost to society**

Lack of support and tools have a detrimental effect on the quality of life effecting both education, work, relationships and mental health. 85% of US college-educated autistic people are unemployed.

## TIME BLINDNESS

*"As someone recently diagnosed with ADHD this app has been an absolute lifesaver to help me organize my day and tackle my time blindness."*

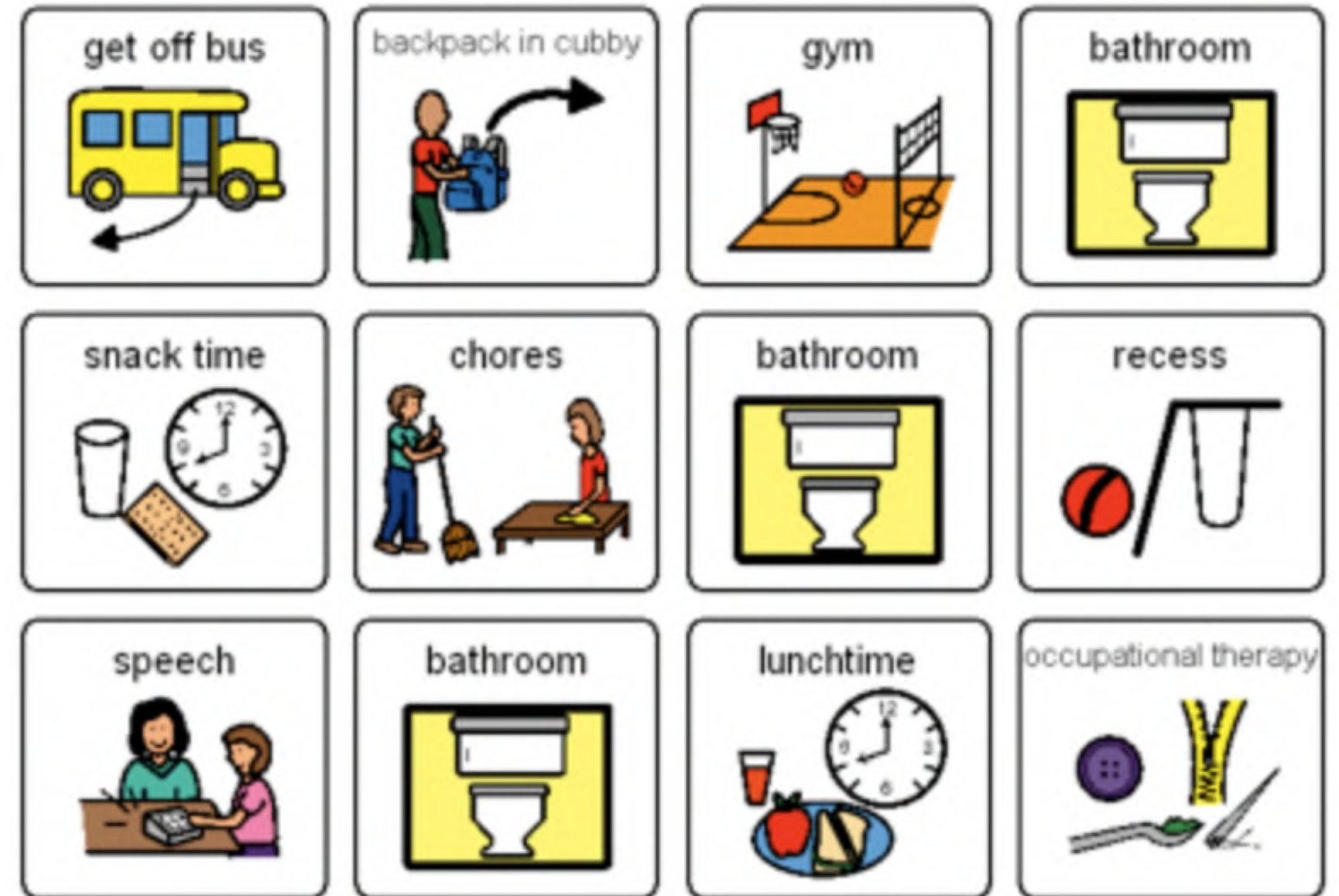
TIIMO USER, APP STORE  
AUGUST 2021

## NO DIGITAL TOOLS DESIGNED FOR THEM

*"I don't know about you, but I would rather struggle through my days than carry this ugly piece of paper that will likely do nothing for me..."*

*"Tiimo is unique in that it provides prompting, transition, and malleable to nearly every social context a person can occupy"*

KEERI TRAMM, TIIMO USER  
AUGUST 2021



# TIIMO – HELPING PEOPLE LIVE BETTER LIVES, ONE SMALL TASK AT A TIME

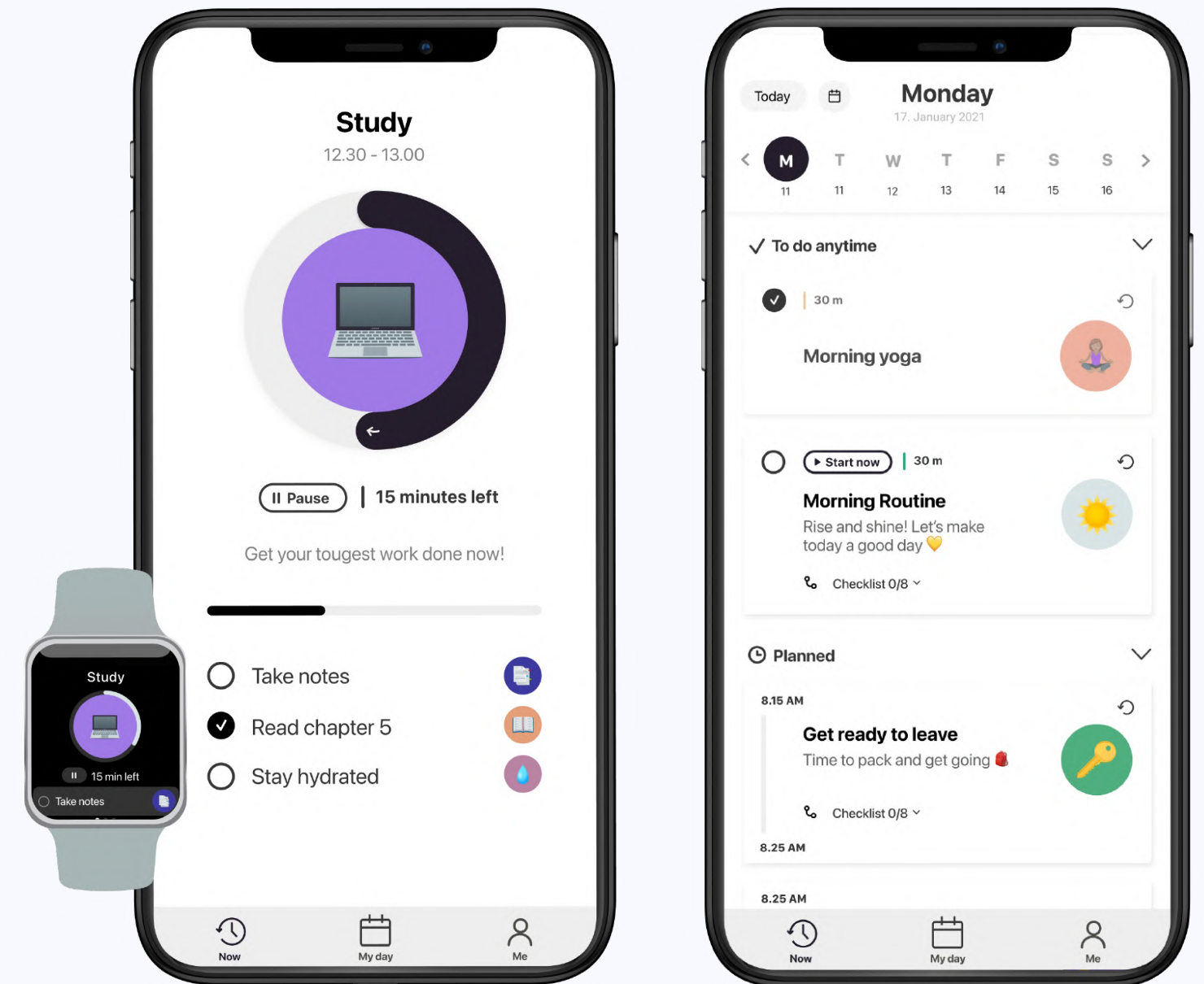
**Strong time management and flexibility** – tailor the level of structure to you needs – and have the ability to adapt to daily changes on the go.

**Highly visual and inclusive** – over 3000 unique colors and icons makes Tiimo the most representative and inclusive planning app. Visual information is considerably more effective for the brain to process.

**Ongoing reminders and celebrations** – designed for feelings of success and motivation.

**Unique in-app content and routine library** – makes it easy to find, create, be inspired by others and re-use your personal routines.

**REDUCES STRESS, IMPROVES WELLBEING, AND SUPPORTS INDEPENDENCE.**



# LOVED BY USERS – 95% ADULTS AND 5% FAMILIES

AMAZING USER FEEDBACK. [READ MORE HERE](#)



rosieabigail\_, 01/08/2021

#### Brilliant!

This app has changed my life! As someone who struggles with basic organisational skills, this app is easy to set up (the tiimo activities & routines are perfect!), it's easy to customise, and is persistent enough to get my attention!

Would love for this to be compatible with Fitbit to, but I'm not sure how feasible that is.

Cant wait to see this app develop further, they're doing great things!



ntomchik, 01/28/2021

#### Phenomenal!

I have so much to say about Tiimo! The app is fantastic and it has a simple, yet fun & customizable UI. Tiimo will help you with every task AND make it easy. I recently submitted a feature suggestion (in the middle of the night) and received a reply within 2 hours to thank me and let me know it was passed onto their development team, and that so many cool new updates were coming down the pipeline. That kind of quick and informative response has earned Tiimo a lifelong customer. They're worth every penny!



mon7a.love, 02/02/2021

#### Really great app

Just like the others said, I've struggled sticking with an app or organization method for very long and this app has really been life changing. It would be really nice to have some sort of widget on the Lock Screen so that I can see what task I'm on without getting into my phone and being distracted but otherwise I love it and was totally willing to pay for the yearly subscription with no hesitation.



C DIG MCPHEE, 01/29/2021

#### Saved My Life

I have tried everything from regular planners to reminder apps and THIS IS GAME CHANGING. I have ADHD and this is helped me become the most productive I've ever been. My time management is perfect because of this app. A planning app that actually works. Thank you❤️

# BUSINESS MODEL

SCALABLE BUSINESS MODEL REACHING OUR CUSTOMERS WORLDWIDE DIRECTLY THROUGH THE APP STORE WITH AFFORDABLE PRICING

## Annual subscription

- 14-day free trial - cancel anytime

**€25.00**  
Billed annually

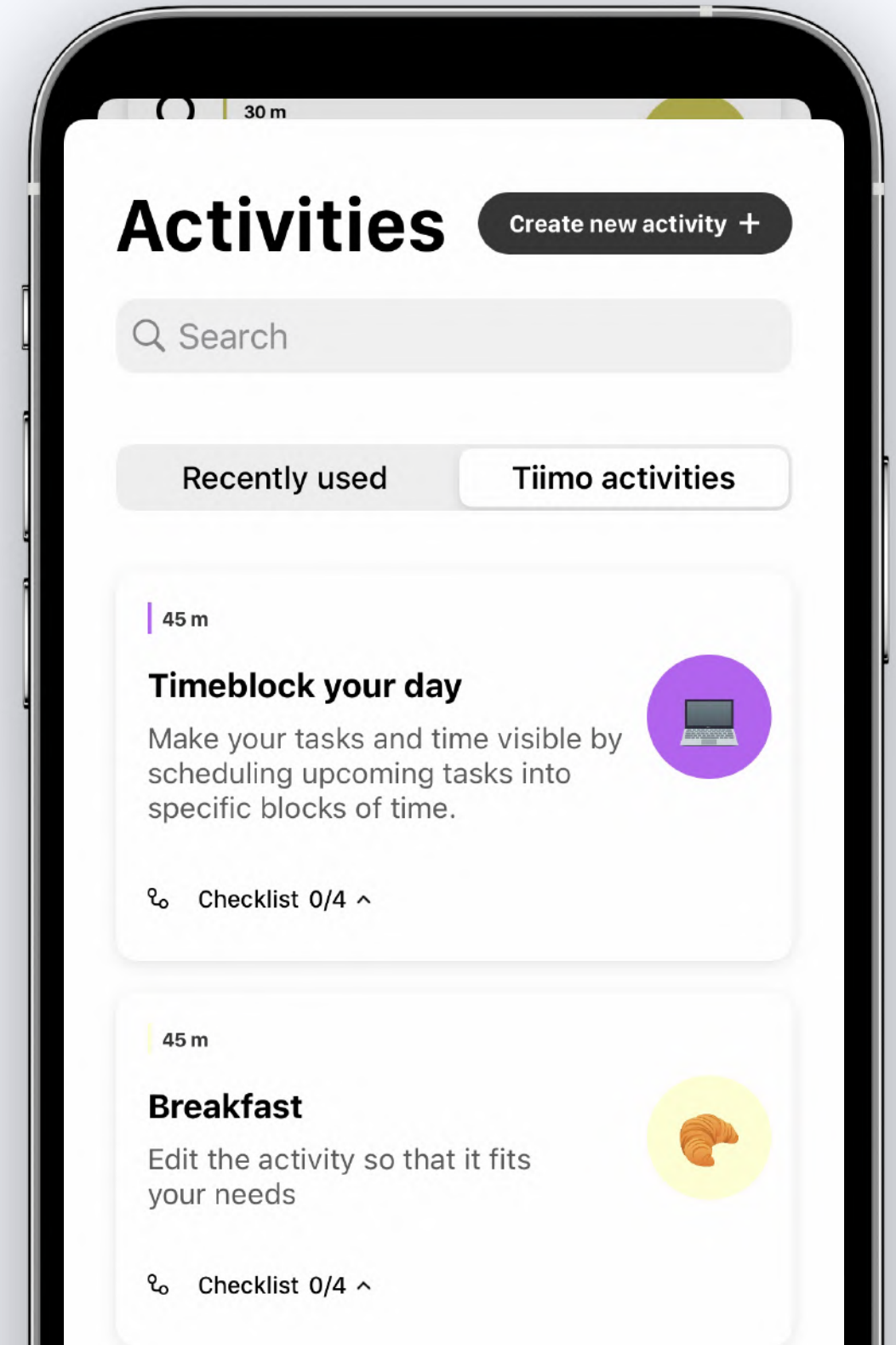
## Monthly subscription

- 14-day free trial - cancel anytime

**€3.99**  
Billed monthly

\*70% choosing yearly plan

Pitch



VISION

# WORLD'S LEADING NEUROINCLUSIVE COMPANY

CREATING A LOVE BRAND 

## Tiimo app

The #1 planning app designed for neuroinclusion and supporting productivity/mental health.

## Thought leader

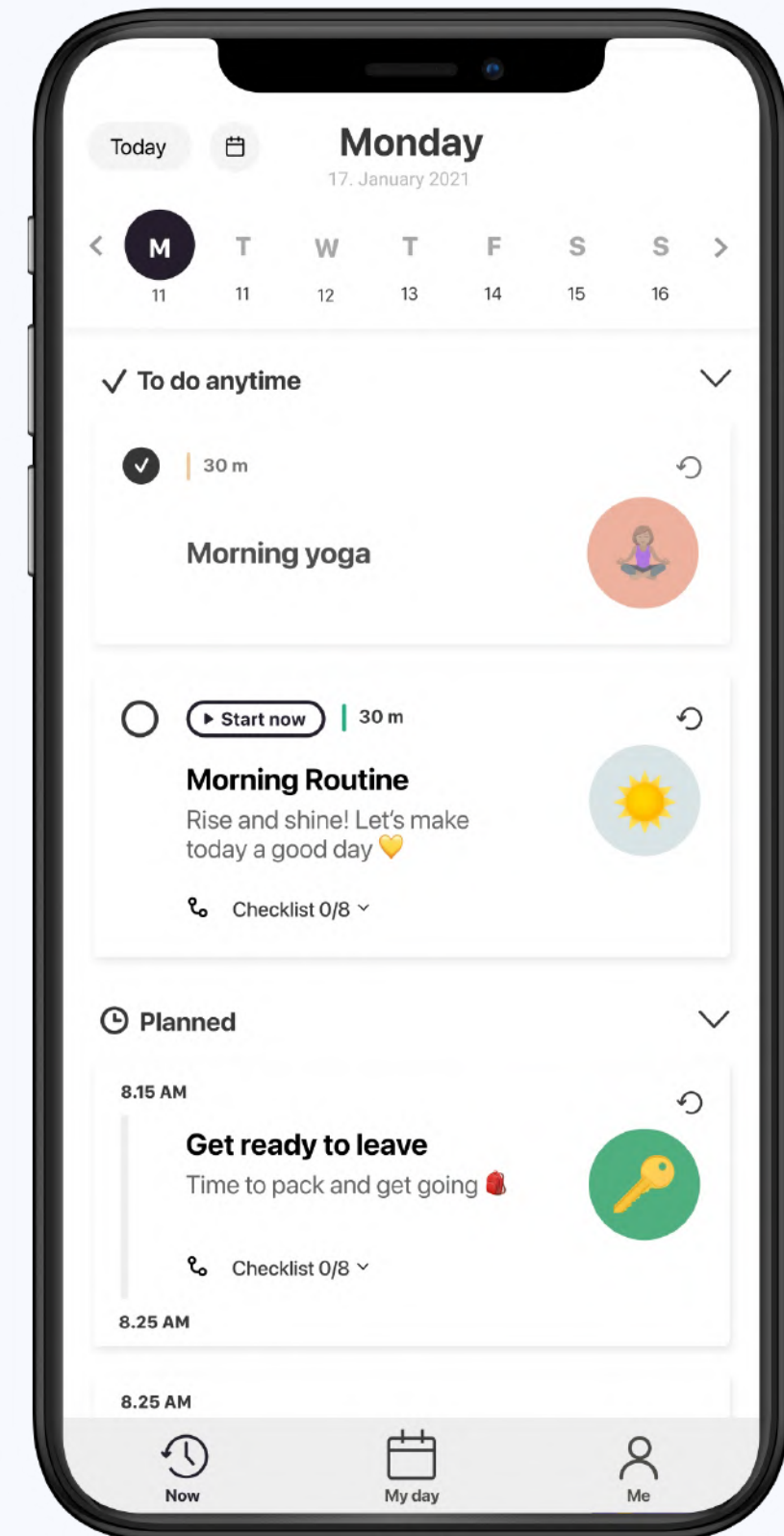
The #1 go-to place and leading voice within educational content related to neurodiversity and inclusion.

## Opportunities

Providing opportunities for neurodivergent people and the community. Hiring, online events, charity and more.

LOVE BRAND = TRUST & LOYALTY = GROWTH 

@TIIMOAPP



# MEGA TRENDS

## Embracing Neurodiversity

Increased focus from global companies and media on inclusion, the untapped potential of the neurodivergent talent pool and why we must embrace neurodiversity.

[Virgin.com](#)

[Rolls-Royce](#)

[Forbes - The Success Spectrum](#)

## Bigger focus on mental health

The COVID pandemic has affected everyone and changed the way we view mental health and the importance of it. Mental health influences how you think, feel and behave in daily life and likewise our daily routines have far-reaching mental health benefits.

## Designing for inclusion and personalization

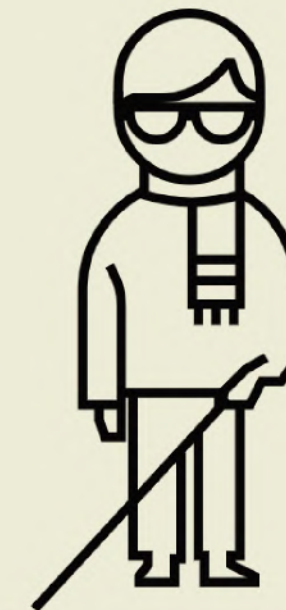
With the continued growth of social media, digital products and consumer subscriptions, we also expect more from the products. It is not 'one size fits all', and we expect products to be representative, inclusive and to be tailored to the individual.

## We believe in a future designed for

- More neuroinclusion
- More focus on mental health for everyone
- More personalized and inclusive product experiences

## Solve for one, extend to many

Everyone has abilities, and limits to those abilities. Designing for people with permanent disabilities actually results in designs that benefit people universally. Constraints are a beautiful thing.



Source: <https://www.microsoft.com/design/inclusive/>



# HUGE, GLOBAL AND UNDERSERVED MARKET

1.56 billion people or 20% of the population is estimated to be neurodivergent  
(ADHD, autism, dyslexia, dyspraxia)

Representing a €39 billion TAM

\* <https://www.fastcompany.com>



# MILESTONES

## RECENT SUCCESSES

### Apple / App Store relationship

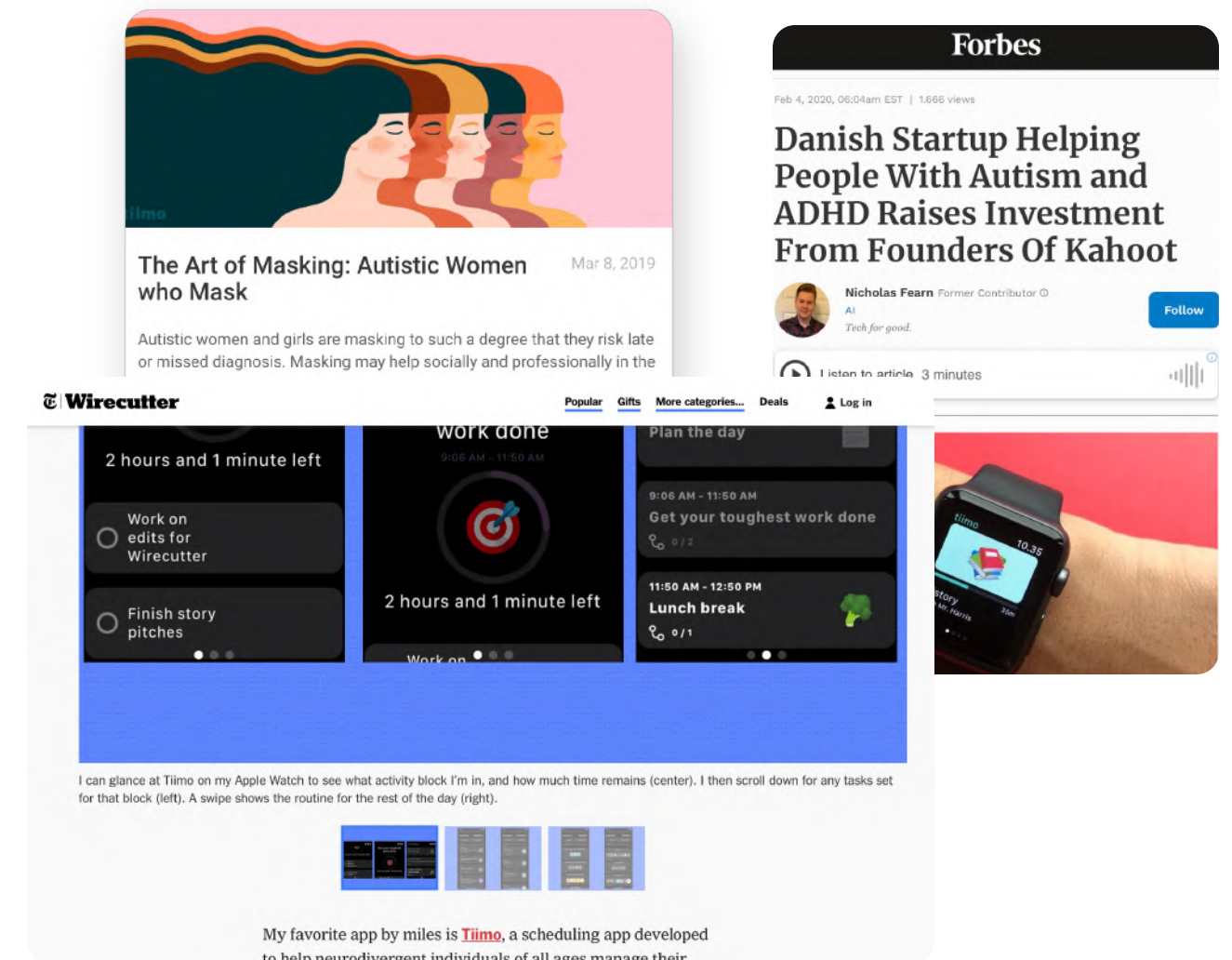
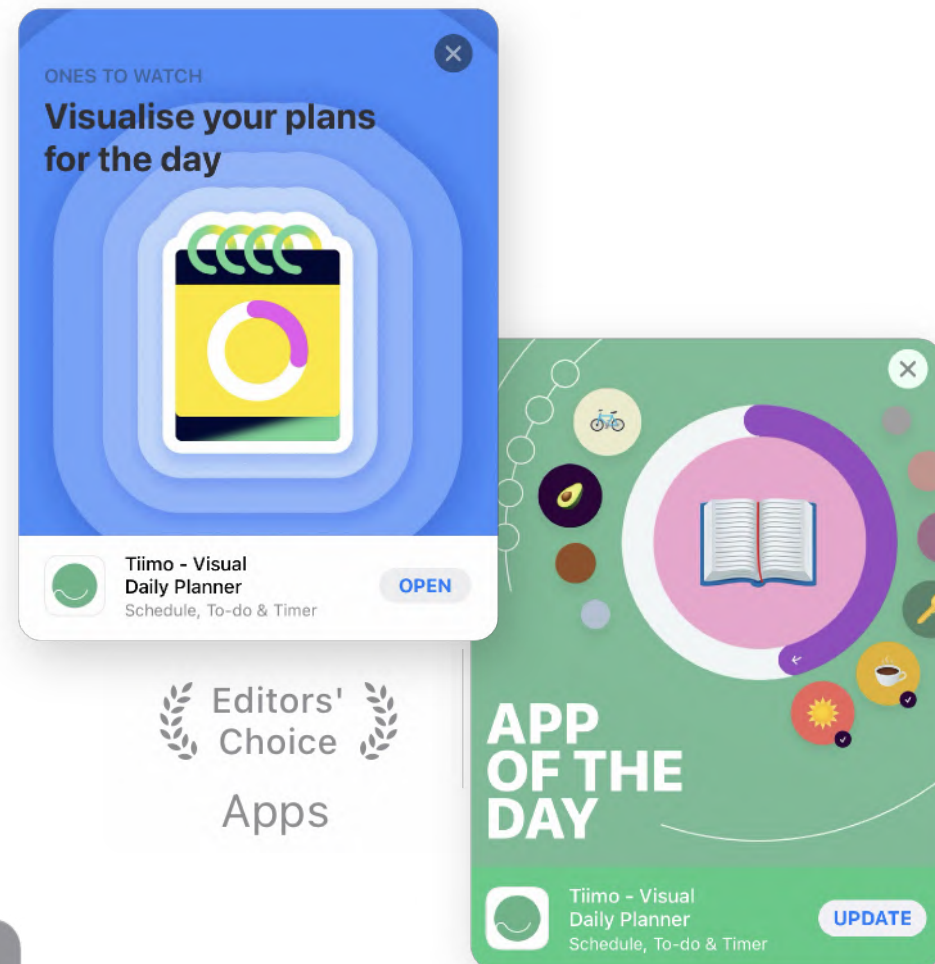
Featured in +40 countries worldwide, awarded "Ones to Watch" globally, "Editors Choice" and "App of the Day" in Europe. Will be a demo app in Apple retail stores in 2022.

### Partner with +20 ND influencers

Including partnership with Paige Layle with over 2.5M followers on TikTok, and over 4.5M views of videos including Tiimo.

### Content and Press

3 blogposts ranking #1 on Google and driving over 7000 new page views per month. +10,000 Instagram followers and a post reaching over 16.000 likes. Organic feature in Forbes and NY Times Wirecutter.



NEXT STEP

@TIIMOAPP

# A STRONG DIGITAL TEAM

## THE 4 FIRST KEY HIRES



**HELENE**  
CEO  
& CO-FOUNDER



**MELISSA**  
CPO  
& CO-FOUNDER



**THOMAS**  
CCO  
& GROWTH



**HANS EMIL**  
CTO  
& BACKEND DEV



**JAKOB**  
LEAD IOS  
DEVELOPER



**DARGUR**  
ANDROID  
DEVELOPER



**HIRE 1**  
DATA INSIGHTS /  
CHURN REDUCING  
SPECIALIST



**HIRE 2**  
CMO



**SIGNE**  
LEAD PRODUCT  
DESIGNER



**DAVID**  
STUDENT IOS  
DEVELOPER



**TUMI**  
CUSTOMER  
SUCCESS



**NATASHA**  
CONTENT  
& COMMUNITY  
BUILDING



**ANNA**  
LEAD PARTNER  
& COMMUNITY  
OUTREACH (MAT LEAVE)



**HIRE 3**  
IOS DEVELOPER



**HIRE 4**  
BACKEND DEVELOPER

COMPANY FOUNDATION

# BACKGROUND

## COMPANY FOUNDATION

**Founded based on a research project at ITU, Copenhagen**  
Tiimo was founded in 2015 by Helene Nørlem and Melissa Azari after they carried out a co-design process led from the question of how wearable technology could support youth with ADHD. The first prototype of Tiimo came out of this co-design process in 2018.

Tiimo has since evolved, but continues to diligently prioritize user requests and feedback in every step of the design process, and design to be inviting, inclusive and useful in everyday life.

### **Investment from Kahoot! founders**

In 2020, we received an investment from Kahoot! co-founders Jamie Brooker and Johan Brand to support our value-based mission.



VISION

@TIIMOAPP

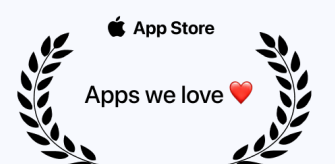
SUPPORT US IN OUR MISSION TO BE

# THE WORLD'S LEADING NEUROINCLUSIVE COMPANY





Pitch HELENE AND MELISSA  
CO-FOUNDERS



## THANK YOU

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