

BrainDump

Voice-to-organised-notes app for ADHD professionals + scattered thinkers. Speak chaos for 8 minutes; receive structured action items + linked references. Generic transcribers don't organise; ADHD market is huge and underserved. \$12/month.

Category	Set 6 · Consumer & Family
Customer	ADHD-spectrum professionals, scattered creative thinkers, people whose ideas come in non-linear bursts and need structured capture
Monetisation	\$12/mo Solo · \$24/mo Pro (team-share + advanced organisation) · ₹699/mo India tier
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

BrainDump is a voice-to-organised-notes app built for the specific cognitive pattern of ADHD-spectrum professionals: thoughts come in non-linear bursts; capturing them requires the lowest possible friction (speak vs. write); organising them is the part that breaks (most thoughts captured never get acted on). BrainDump's wedge: speak for 1-15 minutes in any order, AI processes into structured output — action items, project assignments, follow-up reminders, idea-archive with cross-references — and pushes into the user's existing systems (Notion, Things, Todoist, Apple Reminders, Google Calendar).

Pricing: \$12/mo Solo, \$24/mo Pro (team-share + advanced organisation features). Year-1 target: 4,500 paying subscribers generating ₹1.8 crore annual revenue against ₹32 lakh costs. Cash-positive month 2. The wedge against generic transcribers (Otter, Granola, Notion AI) is the organising layer specifically tuned for ADHD-pattern brain dumps. The wedge against productivity apps (Todoist, Things) is capture-first focus (the productivity apps assume you already organised your thoughts).

The Problem

ADHD-spectrum adults (~6-8% of adult population, ~280-400M globally) have a specific productivity failure mode. Ideas + tasks + insights come in non-linear bursts during walks + showers + driving + late evenings. Capturing them requires switching to a writing tool, which fails — the friction interrupts the thought, the thought is gone, or the user doesn't bother. Result: brilliant ideas + critical task reminders evaporate continuously.

Speaking is the lowest-friction capture method (most adults speak 130-180 wpm vs. write 25-40 wpm). Voice memos + Apple Voice Memos + WhatsApp self-voice-messages are commonly used as first-line capture by ADHD adults. But voice captures are unstructured + accumulate without ever being processed + the ADHD adult cannot bring themselves to manually transcribe + organise hours of voice recordings.

Generic transcribers (Otter, Granola, Fireflies, ChatGPT Whisper) transcribe but don't organise the chaotic ADHD-pattern brain dump into actionable output. Productivity apps (Todoist, Things, Notion) assume the user has already done the organising work. The middle gap: a tool that does the organising work, taking voice chaos and producing structured action.

The Solution

BrainDump's flow. User speaks freely into mobile app or smartwatch (1-15 minute typical session). AI processes speech: transcribes; identifies and separates distinct thoughts; classifies each as action-item / idea / reminder / question-to-research / decision-to-make / random-thought; extracts dates + people + project references; produces structured output organised by type + project + urgency.

Output integration: action items push to user's chosen todo system (Todoist + Things + Apple Reminders + Notion + Linear); calendar items push to Google / Apple Calendar; ideas + research questions push to user's chosen second-brain (Notion + Apple Notes + Obsidian); random thoughts archived for later review.

ADHD-specific design choices. Voice-first (no requirement to think clearly before capturing). Forgiving processing (the user can repeat themselves + change topics mid-sentence + the AI handles it). Action-orientation default (extracts what needs doing rather than just summarising). Confidence-rated suggestions (user can quickly approve / reject AI's classification rather than reorganise from scratch).

Three structural differences from generic transcribers + productivity apps. First, ADHD-pattern-aware processing (chaotic speech is the input, structured action is the output). Second, multi-system integration (we don't lock you into our productivity app; we push to your existing systems). Third, capture-first design (lowest possible friction at moment of thought).

Pro tier (\$24/mo) adds: team-share workflow (founder + co-founder brain dumps merge into shared project view), advanced organisation (cross-session topic clustering across weeks of brain dumps), Apple Watch + Pixel Watch dictation integration, custom integration with team tools (Slack + Linear + Asana).

Market Opportunity

Addressable ADHD-spectrum + scattered-thinker adult market globally: ~280-400M ADHD-diagnosed + estimated additional 200M+ undiagnosed-but-similar-pattern adults. Willingness-to-pay segment: ~30-50M who would pay \$12-24/mo for productivity capture.

At blended ARPU of \$180/year, SAM is \$5-9B globally. Realistic 4-year capture: 0.02-0.08% = \$1-7M ARR.

Adjacent expansion. Year 2: clinician-coach partnership tier (ADHD therapists deploy BrainDump as homework + treatment support). Student-with-ADHD tier (academic-focused organisation). Year 3: enterprise tier (companies deploying for ADHD employees as accommodation tool).

Target Customer

Primary persona: a 34-year-old founder + ADHD-diagnosed with a startup in Bengaluru. Constantly has ideas + forgets them + frustrated with self. Will pay \$12/mo Solo after free trial demonstrates 80% capture-to-action conversion vs. her current ~15%.

Secondary persona: a 41-year-old marketing director at a Fortune 500 company managing 12 projects. Self-suspected ADHD never diagnosed. Will pay \$12/mo Solo for productivity capture.

Tertiary persona: a co-founder pair running a 6-person studio with both founders ADHD. Will pay \$48/mo for 2-seat Pro tier with team-share workflow.

Product

Mobile app (iOS + Android): voice capture button on home screen + lock-screen widget + Apple Watch / Pixel Watch dictation. Capture sessions can be 30 seconds to 15 minutes.

Processing: cloud-based transcription + AI organisation; typically 30-90 seconds for a 5-minute dump.

Structured output: per-session output organised by type (action items / ideas / reminders / questions / decisions / random) with extracted dates + people + project references.

Integration pipeline: push to Todoist / Things / Apple Reminders / Notion / Linear / Calendar with user-configured routing rules.

Review interface: quick approve / reject / edit on AI classifications; not required for capture to be valuable.

Search across brain-dump archive: find that idea you had three weeks ago.

Pro tier additions: team-share + cross-session topic clustering + Apple Watch advanced features + custom team-tool integrations.

Technical Architecture

Mobile: React Native iOS + Android + Apple Watch app.

Backend: Python on Hetzner cloud, Postgres.

Transcription: Faster-Whisper on Hetzner GPU + OpenAI Whisper API fallback.

AI organisation: GPT-4o for chaos-to-structure processing (~\$0.15 per 5-minute session).

Integrations: Todoist + Things + Apple Reminders + Notion + Linear + Google Calendar APIs.

Payments: Stripe + Razorpay.

Business Model & Unit Economics

Two tiers. Solo (\$12/mo or \$119/yr). Pro (\$24/mo or \$239/yr) — team-share + advanced.

Conversion: 14-day trial converts at 22% (high — value visibly demonstrable). Distribution: 80% Solo, 20% Pro. Monthly churn under 5%.

Gross margin: 84%. Costs: AI inference (~\$1.40/user/mo at heavy usage), infrastructure.

LTV: \$144 × 16 mo avg = \$230 (Solo); \$288 × 22 mo = \$634 (Pro).

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	4,500
Blended ARPU	\$160/year
Year-1 revenue	\$220,000 (~₹1.8 crore)
Gross margin	84%
CAC	\$30
Payback	2.3 months
Year-1 all-in costs	~₹32 lakh
Year-1 net contribution	~₹1.2 crore

Go-to-Market

Channel 1 — ADHD-community organic (45%): r/ADHD, ADHD-creator partnerships (How to ADHD on YouTube), ADHD coach communities. Highly receptive audience.

Channel 2 — Productivity-tool integrations (25%): Todoist + Things + Notion integration showcases — distribution via their integration directories.

Channel 3 — Content + SEO (20%): substantive content on ADHD productivity + capture-friction + voice-first workflows.

Channel 4 — Paid acquisition (10%).

Roadmap (first 12 months)

- Month 1-3: MVP with iOS + Android app + Solo tier + Todoist + Notion integrations. 300 subscribers.
- Month 4-5: Apple Watch app + more integrations (Things + Linear + Calendar), 1,000 subscribers, ₹4 lakh MRR.
- Month 6-8: Pro tier with team-share + cross-session clustering, 2,400 subscribers.
- Month 9-10: Advanced organisation + custom team integrations, 3,600 subscribers.
- Month 11-12: 4,500 subscribers, ₹1.8 crore annualised.

Key Risks

- Otter / Granola / Fireflies adding ADHD-organisation features — possible. Mitigated by ADHD-specific UX + capture-first focus + multi-integration pluralism (they want lock-in to their tool).
- Apple / Google native voice + AI features improving — could compete with native OS dictation. Mitigated by ADHD-specific organisation that OS-level dictation doesn't address.

- Voice-transcription accuracy variance across accents + ambient noise. Mitigated by Faster-Whisper quality + user-corrects-quickly UX.
- Privacy sensitivity: brain-dump audio is deeply personal. Mitigated by encryption + clear no-third-party-data-use commitments + on-device option for paranoid users.
- ADHD-product positioning ethics: avoiding stigmatising or stereotyping ADHD users. Mitigated by ADHD-community-led messaging + neurodiversity-affirming positioning.