

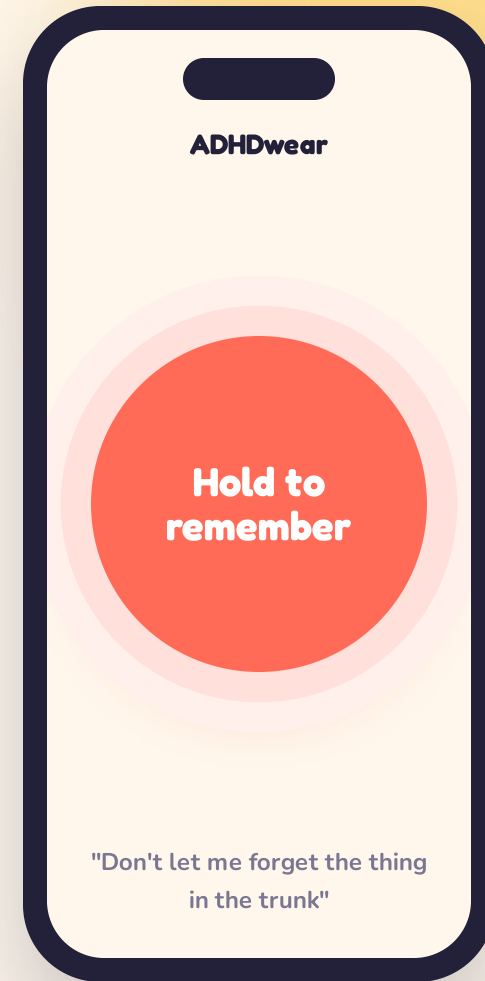
ADHDwear · a tiny app with a big job

Don't let me forget.

The simplest reminder app ever made for ADHD. Tap, say it, forget it. It reminds you where you can actually do it. And it knows when you're done.

adhdwear.com

Phone app first · necklace later

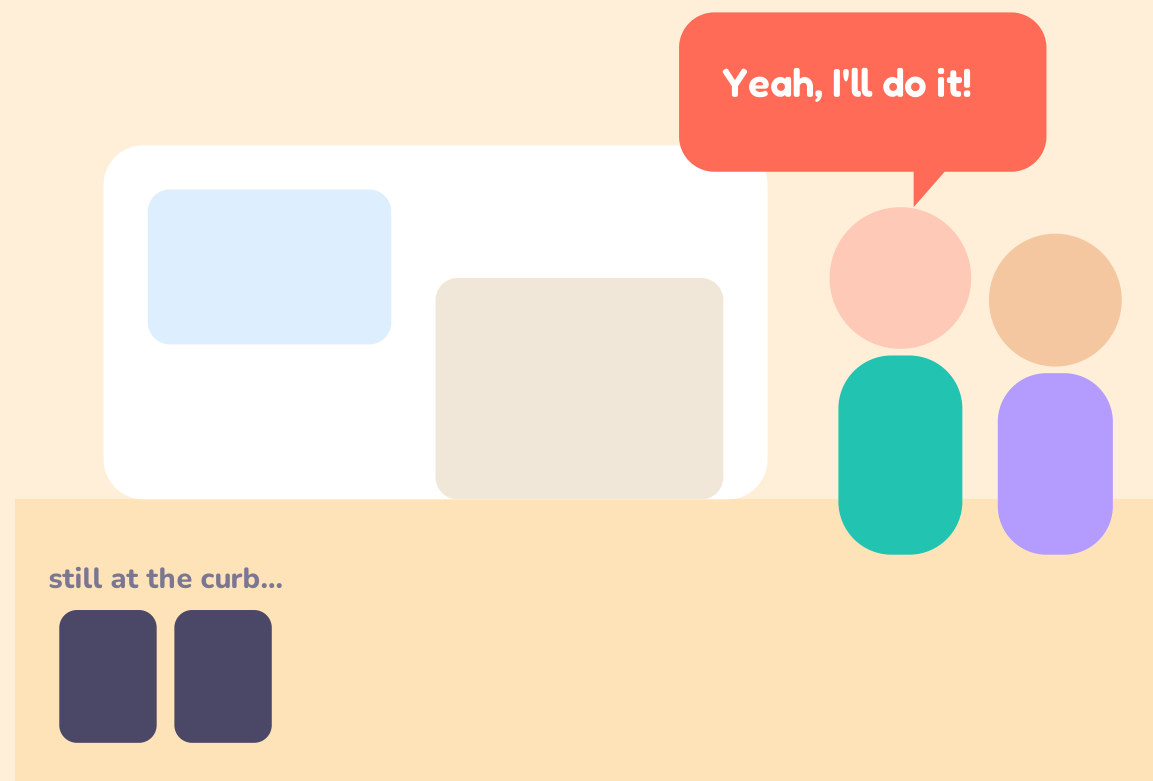


The moment

"Yeah, I'll bring the cans in."

Ninety seconds later, it's gone. Not laziness. Not not caring. An ADHD brain drops the handoff between *agreeing* and *doing*.

Six hours later the cans are still at the curb. She isn't mad about the cans. She's mad that she has to be the one who remembers everything, for two people.



Why nothing has worked

Every tool asks the ADHD brain to do the **one thing it can't.**



Lists need typing

Typing the task is the step that never happens. So the partner ends up doing the data entry.



Alarms go off in the shower

"9:00 am: trash cans" fires when you can't act. By the time you can, it's dismissed and gone.



Chore apps turn her into a dispatcher

Dashboards, streaks, overdue counts. Deleted the first week someone feels managed.

Meet ADHDwear

Tap. Say it. Forget it.

1

Hold the button

One big button. Hold it and say what you just agreed to. Two seconds. No typing, no list, nothing to organize.

2

Your phone figures out when

"The thing in the trunk" means when you get out of the car. "Trash cans" means when you pull into the driveway. You never set a trigger. It just knows.

3

It taps you at the right place

A buzz and one card, exactly where you can act. Done? Tap once. That's the whole app.

Reminders by place, not by clock

It reminds you **where** **you can actually do** **it.**

Your phone already knows when you leave home, pull into the driveway, get out of the car, or walk into the store. ADHDwear just uses it.



Getting out of the car

"The thing in the trunk"



Pulling into the driveway

"Bring the trash cans in"



Leaving work

"Pick up her prescription"



Walking into a store

"Dog food. We're out."



Any place you name

"When I'm at Mom's"

All of this is built into every phone already. No extra hardware, no beacons, no setup.
Location is used on the phone and never uploaded.

It knows when you did it

No nagging about finished things.

A reminder that keeps firing after the job is done gets deleted. So closing a task is as easy as opening one.

Tap once

After a buzz, one tap means done. Two taps means "next time."

Say "done"

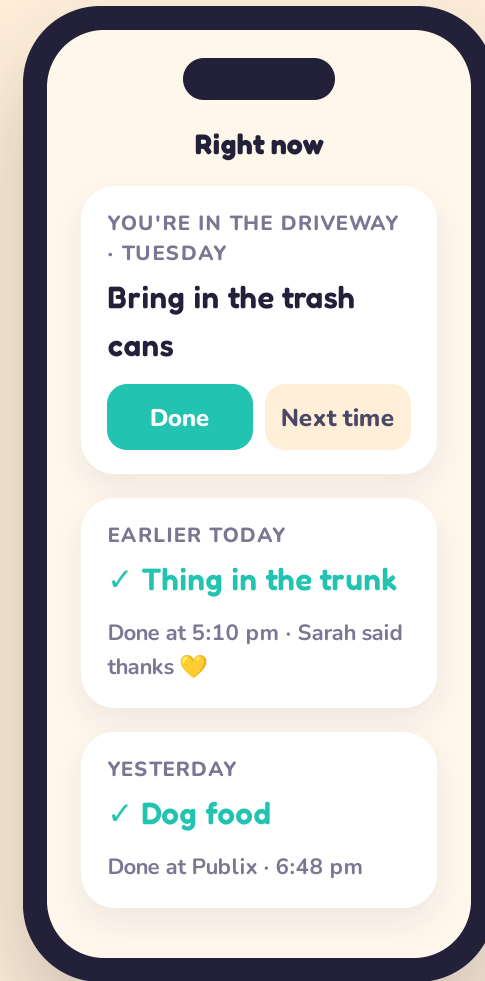
Hold the button and say it. Same as everything else.

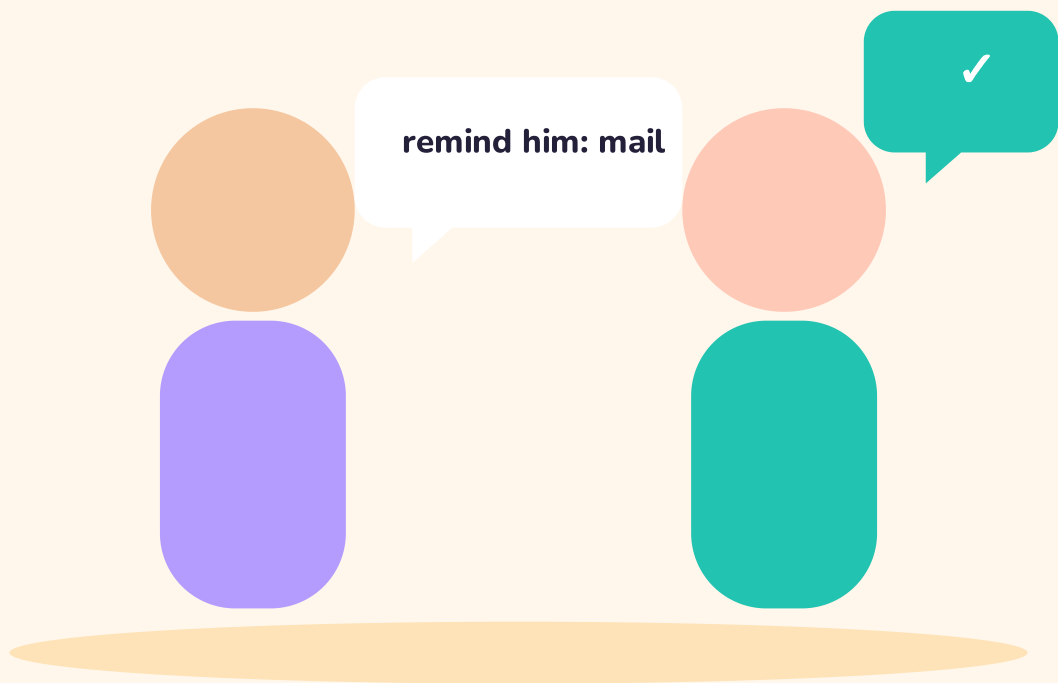
Partner thumbs-up

She can tick it off from her phone. He gets a thank-you, not a follow-up.

It asks once

Nothing confirmed? Next time you're there it asks, "Still need the trunk?" and respects no.





For the person who's tired of asking

She adds it. He gets it. **She sees the check.**

A partner can send a reminder by voice or text from their own phone. It goes into the same engine with the same triggers. When it's done, they see a quiet check mark with a time.

No dashboard of missed tasks. No streaks. No red. The partner is usually the buyer, but the wearer decides if it stays. Every competitor built for the buyer and lost the wearer.

Simple on purpose

Built for a brain
that's been **yelled at**
by its own apps for
twenty years.

1

button

No projects, tags, folders or priorities.
One question: what should I not forget?

2s

to save

If saving takes longer than deciding to
skip it, it's lost. Hold, speak, done.

0

shame

No red, no streaks, no "you missed 14
tasks." A missed one just waits for the
next trigger.

0

uploads

Voice and location are handled on the
phone by free built-in AI. Nothing
leaves your pocket.

Why now

The expensive parts just became **free.**

\$0

On-device AI

iOS 26 ships a built-in language model and transcriber any app can use. Android has the same. What cost \$60 per user per month in the cloud now costs nothing.

15.5M

US adults diagnosed

About 6% of adults, half of them diagnosed as grown-ups, and the fastest-growing group. One of the most active, product-hungry communities online. (CDC, 2024)

2 of 3

Category validated

Amazon bought Bee. Meta bought Limitless and shut its pendant down. The giants want "ambient AI" for everyone. Nobody built it for the people who need it most.

How it makes money

Free to try. \$29 once to keep the peace.

A subscription sold to someone whose whole problem is forgetting things is a churn machine. We charge once, like a good tool.

Free · the button, your own reminders

\$29 once · Peace mode: add a partner

Later · \$99 necklace, funded by pre-orders

Targets, not forecasts	Year 1	Year 2
Free users	25,000	150,000
Peace mode unlocks (8%)	2,000	12,000
Revenue	\$58k	\$348k
Cost to run	near zero	near zero

Six months to launch

Software only. The necklace waits until the app earns it.

Month 1

Works in one house

Hold-to-remember, car-exit and driveway triggers, running on the founder's own household.

Months 2–3

100 couples

Private beta with real ADHD couples from the community. Weekly calls. Partner mode built from what they say.

Month 4

App stores

iOS and Android live. Free tier public. Peace mode \$29.

Months 5–6

Creator launch

ADHD creators on TikTok and YouTube show the car-trunk moment. Waitlist opens for the necklace.

Built in-house at The Bailey Perspective with AI-assisted development directed by a senior engineer. Same stack that shipped our last six products.

The ask

\$50,000 gets it launched.

Both app stores, a 100-couple beta, and a creator launch inside six months. Instrument: SAFE, terms open.

The \$20,000 version

iOS only, the 100-couple beta, and a soft launch. No paid marketing. It still proves the idea with real couples; it just grows slower.

Use of funds	\$50k plan	\$20k plan
Build the app (iOS + Android, on-device AI, triggers, partner mode)	\$18,000	\$12,000
100-couple beta (recruiting, incentives, interviews)	\$4,000	\$3,000
Brand, app-store assets, launch video	\$6,000	\$1,500
Creator marketing + launch	\$10,000	\$0
Legal: LLC, trademark, privacy policy, terms	\$4,000	\$2,000
Developer accounts, hosting, tools (12 months)	\$2,000	\$1,500
Contingency	\$6,000	\$0
Total	\$50,000	\$20,000

Who's building it

A studio that ships, and a problem we live with.

John Bailey, founder. 22+ years in sales before founding The Bailey Perspective, a Greenville, SC studio that designs, builds and runs software for clients with AI-assisted development. Recent launches: a festival ticketing platform, a crowd-booked festival with its own ledger, a community newsroom suite, and several e-commerce back offices.

Let's talk

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"The product isn't the reminder. The product is **not having to be the one who remembers.**"

ADHDwear is a consumer reminder app, not a medical device, and does not diagnose or treat ADHD. Adult prevalence from CDC MMWR, October 2024. Revenue figures are targets, not forecasts. adhdwear.com · admin@thebaileyperspective.com