

APRIL 2025

MOXIE TEAM NAME: [TK]

MOXIE PROJECT—ADHD & Emotional-Cognitive AI Solutions

NAME: NeuroNavigator

(alt names—BrainBuddy, PlanItPartner, or 2ndBrain)

PRESENTATION OUTLINE:

1. SETTING UP THE PROBLEM

A. Prompt Scenario

“As AI continues to advance, how can we empower our clients and their brands to leverage these technologies in ways that elevate and enrich the human experience—while maintaining a focus on authenticity and accuracy?”

B. Our Original Insight

People with ADHD are much more likely to **experience core deficits in executive functioning, emotional dysregulation, anxiety, and burnout** compared to the general population—issues that medication alone often cannot fully resolve.

- <https://pmc.ncbi.nlm.nih.gov/articles/PMC8328933/>
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC9548548/>

C. Clarifying the Problem

- Even with treatment, executive dysfunction and emotional instability persist for many ADHD patients, leading to continued frustration, masking, and burnout.
 - Meaning: **Patients don't just need focus—they need real-world emotional scaffolding to thrive day-to-day.**
 - <https://www.additudemag.com/adhd-executive-dysfunction-how-to-be-more-productive-consistent/>
 - <https://www.additudemag.com/rejection-sensitive-dysphoria-adhd-emotional-dysregulation/>
- Traditional symptom-management rarely addresses the full emotional experience of ADHD. And most productivity apps aren't designed with ADHDers in mind—they often overwhelm, rather than empower.
 - Meaning: **There's a major opportunity for AI to become not just a productivity booster, but a personalized emotional ally.**
 - <https://existentialpsychiatry.com/adhd-emotional-dysregulation/>

Ultimately: As awareness grows around the emotional burdens of ADHD—and non-stimulant options like Qelbree rise—**there's never been a more urgent, meaningful time to extend emotional support** beyond just medications and strategies for coping with executive dysfunction challenges.

2. CLIENT PARTNERSHIP: QELBREE/SUPERNUS PHARMACEUTICALS

A. Qelbree Overview

[Qelbree](#)® (viloxazine ER) is a novel, non-stimulant ADHD treatment for both children and adults. It works by selectively inhibiting norepinephrine reuptake with added serotonergic activity, targeting attention and emotional regulation pathways. Supernus positions Qelbree as the next-generation ADHD therapy *focused on the whole patient—not just on symptoms*.

B. Opportunities for Expansion

- Build stronger emotional touchpoints with patients through personalized digital support
- Extend Qelbree’s reach into lifestyle and wellness spaces
- Fill real-world gaps in ADHD emotional management unmet by medication alone

C. Why Qelbree? Why Now?

- i. **Qelbree already leads the emotional conversation** in ADHD with real patient stories and a non-stimulant differentiation.
- ii. **NeuroNavigator would supercharge that positioning**—offering a concrete, humanized digital extension of the brand promise, perfectly aligned to current patient needs and the evolving ADHD landscape.

3. WHAT IF WE COULD DO MORE?

A. Challenge Statement

How might we create an AI-powered planning partner that supports not just ADHD productivity—but emotional balance, resilience, and daily momentum?

4. THE INNOVATION & SOLUTION

A. Introducing: NeuroNavigator

An AI-powered ADHD planning partner that thinks, adapts, and supports—like a personal assistant who truly gets you.

B. The WOW

NeuroNavigator transforms executive dysfunction into daily forward momentum.

It tracks your rhythms, mood, and energy in real time—learning when you thrive, when you stall, and when you need a lift.

Through smart scheduling, adaptive coaching, creative emotional reflections, and a human-style conversational interface, NeuroNavigator brings real-life support to ADHDers in a way no calendar app or checklist ever could.

It's not just about crossing tasks off—it's about building resilience, self-trust, and structure in ways that flex to real life.

C. The HOW

- i. **NeuroNav gets to know you—and grows with you**
 - Tracks focus patterns, task durations, emotional rhythms
 - Syncs with calendar/email/apps + optional wearable tech
 - Holds easy, conversational daily check-ins via voice or text for reflection and adjustments
 - Adapts its communication tone and style to match user preferences

- ii. **Acts as your adaptive planning partner**
 - Plans days around energy peaks
 - Catches forgotten to-dos
 - Gently prompts reflection and adjustments when cognitive overload strikes

- iii. **Supports your emotional rhythm and balance**
 - Provides real-time coaching for emotional regulation
 - Reflects emotional patterns back supportively over time
 - Acts as a journal you can talk with, not just to

- iv. **It remembers to look out for you—even when you forget**
 - Proactively recommends breaks, resets, and recovery when warning signs emerge
 - Helps you keep track of QELBREE dosing or any medications you may have and gives you a gentle reminder when it's time to take them.

- v. **Helps capture creativity—and make sense of your scattered thoughts**
 - Logs fleeting thoughts and ideas, suggesting ways to make them actionable
 - Spots patterns and suggests possible connections between recurring tasks or ideas

- vi. **Acts as your ADHD concierge—for trusted tools, support, and beyond**
 - Curates ADHD-friendly tools and recommendations personalized to each user's goals

D. The POW

Why NeuroNavigator is a dream fit for Qelbree/Supernus:

- i. Brings Qelbree's emotional regulation message to life—every single day.

- ii. Strengthens Qelbree's position as the **“whole patient” ADHD brand**—not just a symptom reliever.

- iii. Provides Supernus an innovation-first asset perfectly aligned with their **digital-first evolution strategy**.
- iv. Unlocks rich, anonymized emotional journey insights for future CRM and DTC optimization.
- v. Opens the door to award-winning creative platforms focused on real-life resilience.

5. BRINGING IT HOME

A. Final Spark

NeuroNavigator isn't just a productivity tool—it's a self-belief system.

It transforms emotional chaos into personalized structure, uncertainty into daily forward motion, and every small step into proof that ADHD doesn't define limits—it reveals new ways to move forward with authenticity and a stronger sense of self.

PRESENTATION SKELETON:

[SLIDE 1 – TITLE]

Presented By [TK Team Name]

[SLIDE 2 – PROBLEM]

ADHD patients aren't just battling distraction. They're battling overwhelm, emotional burnout, and the hidden chaos that meds alone can't fix.

[SLIDE 3 – CHALLENGE]

How might we create an AI-powered planning partner that supports not just ADHD productivity—but emotional balance, resilience, and daily momentum?

[SLIDE 4 – IDEA/SOLUTION]

Big Idea: NeuroNavigator

An AI-powered ADHD planning partner that thinks, adapts, and supports—like a **personal assistant who truly gets you.**

NeuroNavigator reimagines ADHD support as an adaptive, learning companion. It syncs to your natural rhythms, helps moderate your emotional state, and co-builds your day around your real-world energy, mood, and momentum.

It's not just another smart planner. It's your brain's new best friend—**building flexible structure, authentic resilience, and true self-trust one moment at a time.**

[SLIDE 5 – ONGOING OPPORTUNITIES]

- Making Qelbree the first ADHD brand to champion emotional scaffolding at scale.
- Anchoring Qelbree into the daily lives—and daily wins—of patients.
- Unlocking a powerful emotion-first DTC platform, CRM journey, and storytelling engine.
- Creating valuable, privacy-protected patient insights to drive smarter engagement.
- Positioning Qelbree not just as a medication—but as a movement toward authentic real-world ADHD empowerment.