skloo .

INVESTOR DECK · NOVEMBER 2026

Understand how your mind works.

An AI-first app for self-awareness and self-regulation, for people who never fit the mold, neurodivergent or not. With a giraffe that grows alongside you.

Dr. Ana Paula Loures-Elias, founder



THE PROBLEM

Every day has its villains.

For people who never fit the mold, ordinary tasks turn into a fight. These six live inside Skloo, each with practical strategies to beat it.



The Procrastisaurus

Shows up when a task looks huge and the couch looks great.



The Forgetter

Shows up when the medication, the bill or the appointment slips your mind.



The Sleep Thief

Shows up at night, on the screen, when you should be resting.



The Whirlwind

Shows up when there's noise, open tabs and too much at once.



Dish Mountain

Shows up when the chores pile up and look like a mountain.



The Inner Critic

Shows up when you're too hard on yourself or keep saying you didn't do enough.

> Most productivity apps answer with streaks and pressure. When the streak breaks, the guilt comes back.

WHY SKLOO EXISTS

You don't need to fix yourself. You need to understand yourself.

Dr. Ana Paula Loures-Elias, founder

It started in her practice

- Paulinha teaches English one to one to adults who never fit traditional methods. Many are neurodivergent: autism, ADHD, dyslexia.
- Every student gets material built from their own life: dialogues, grammar, exercises and listening.
- Her Instagram about the neurodivergent mind has 1,655 followers.

Skloo takes the same idea into everyday life: tools that adapt to the person.

THE SOLUTION

Skloo uses AI to turn everyday life into self-understanding.

1 **Tell**

Say how the day went, your way: talk to the giraffe, type, or use your own ChatGPT or Claude.

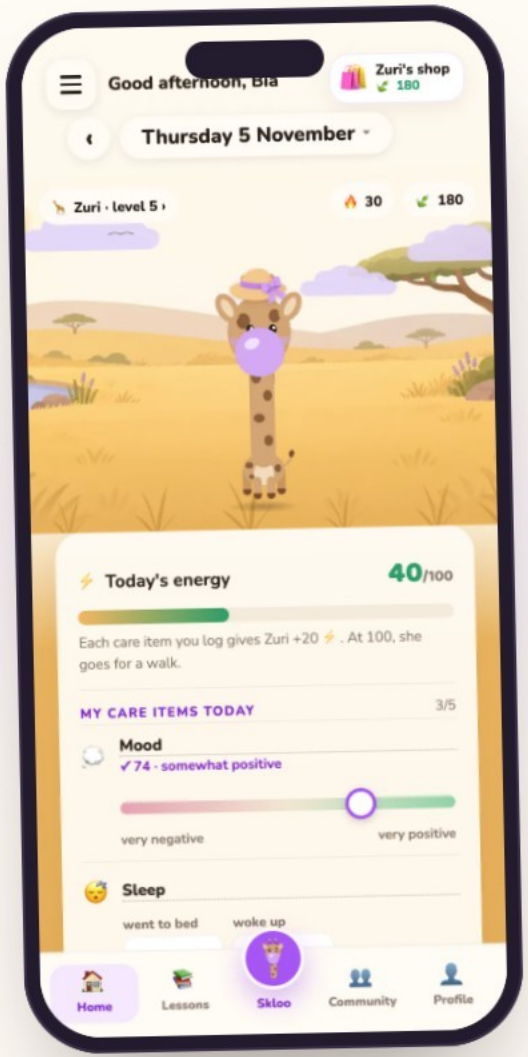
2 **Understand**

Skloo turns it into data (sleep, mood, food, medication, routine) and shows patterns in plain words, grounded in peer-reviewed research.

3 **Act**

Reminders that walk you through each step, strategies for the villain of the day, and a report to take to appointments.

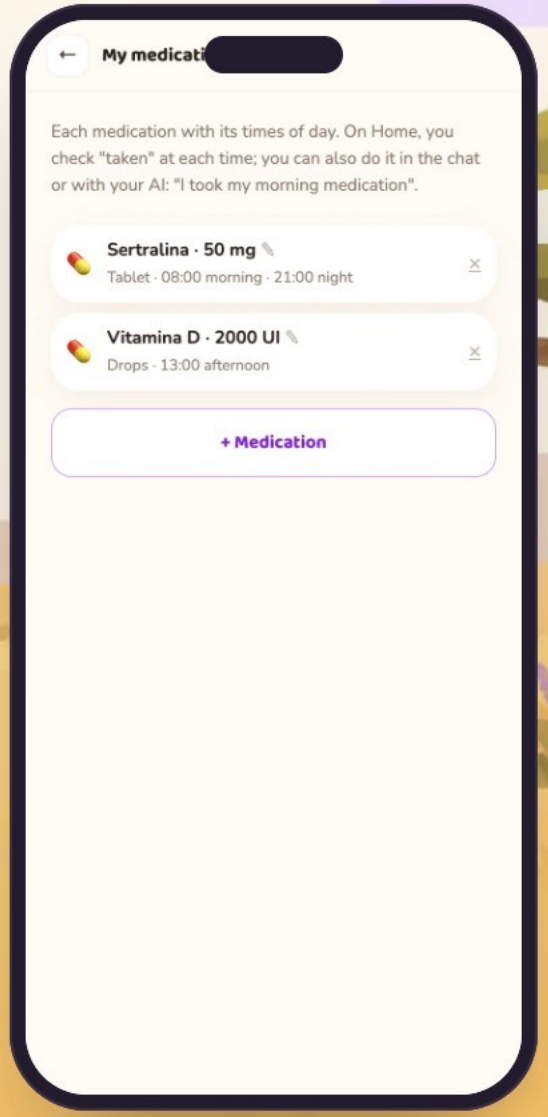
It never diagnoses or prescribes. When it makes sense, it points the person to a professional.



THE PRODUCT

A day with Skloo

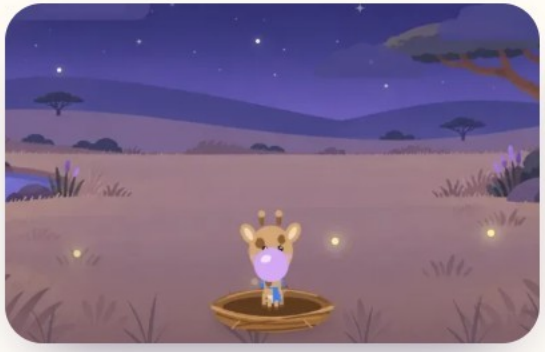
08:00	**Medication** One tap on “taken”. The week stays logged, so the doubt goes away.
10:30	Daily care
14:00	Bills
18:00	Patterns
22:00	Winding down
23:00	Night



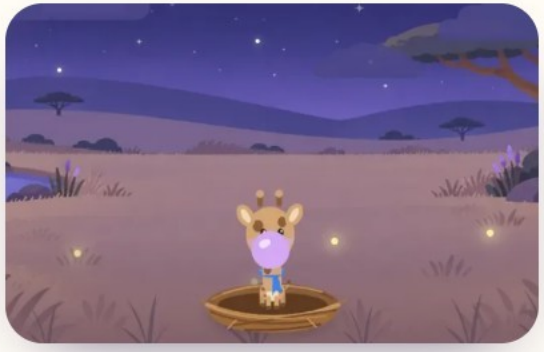
ENGAGEMENT

A giraffe that grows with you, and never shrinks.

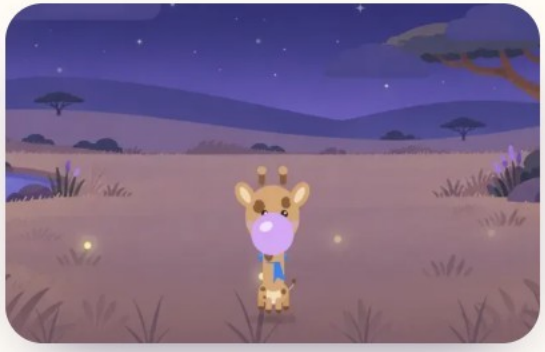
Every day with a note grows her a little, from a baby in the nest to an adult. Miss a few days and she just waits: her level only goes up.



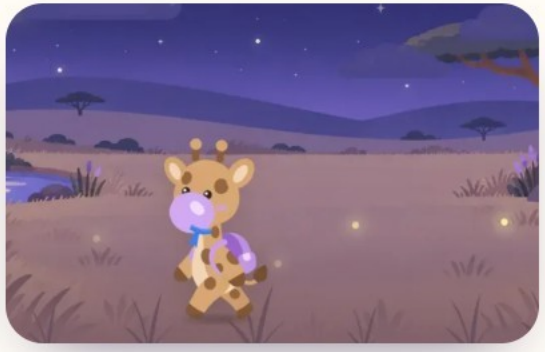
Day 1 level 1



2 days level 1



5 days level 2



30 days level 5

Leaves earned by caring for yourself buy accessories. With 100 energy, she goes out exploring and comes back with a souvenir.

AI-FIRST

AI at the core: a friend that writes the day down for you.

- Turns what the person says into data: sleep, mood, medication, routine.
- Speaks in the first person, like a friend who investigates with you. It never diagnoses or prescribes.
- Works in the app and inside the person's own ChatGPT or Claude.

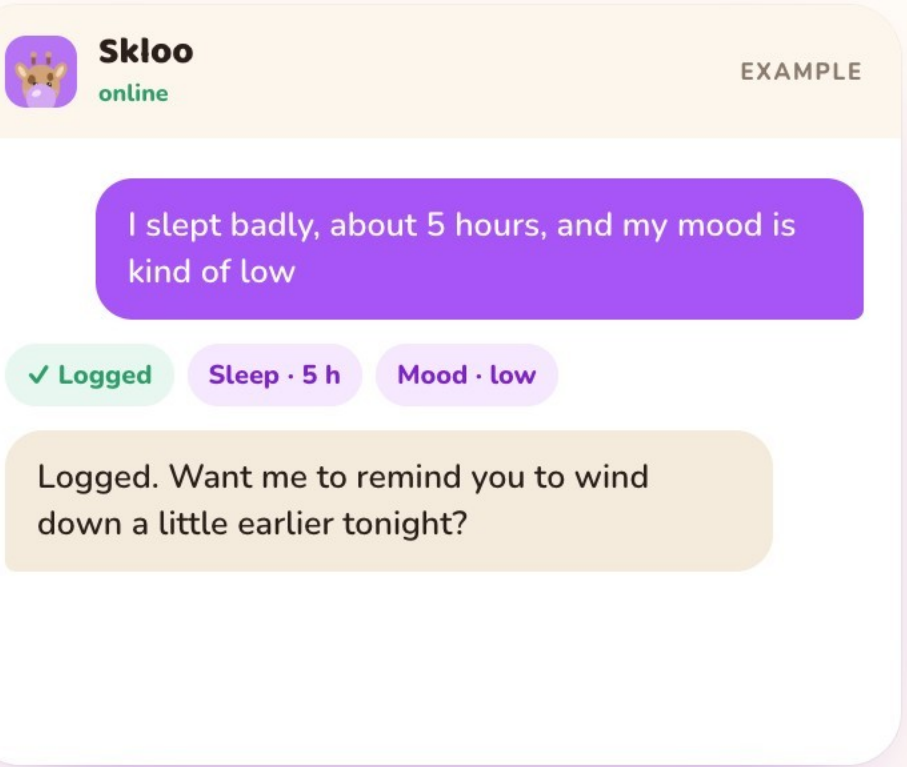
US$ 0.0007

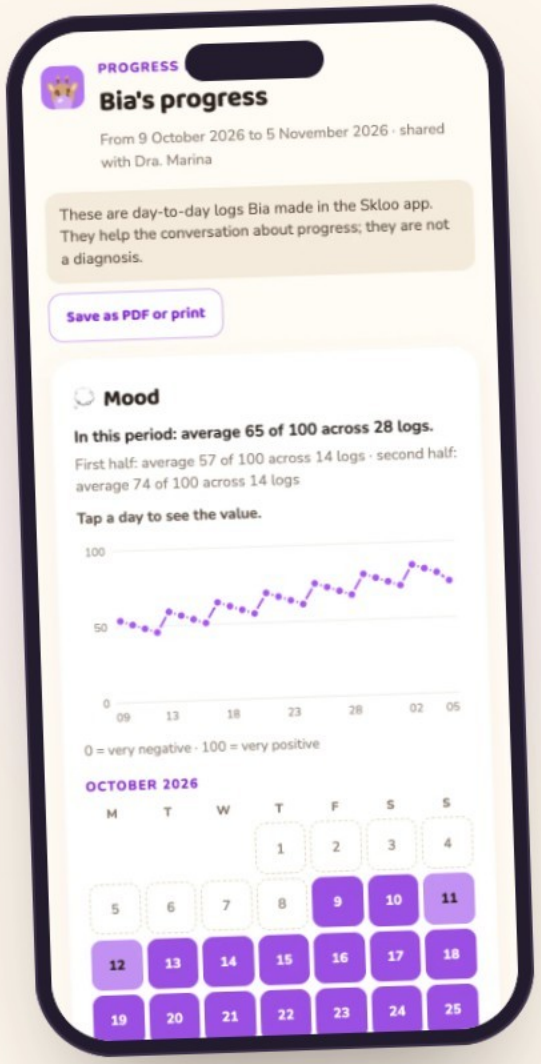
per message, measured on our server

≈ US$ 0.17

per person per month, chatting 8 times a day

Claude Haiku model with prompt caching. 49 calls measured on 8 and 9 November 2026.





PROFESSIONALS

A bridge to the professional.

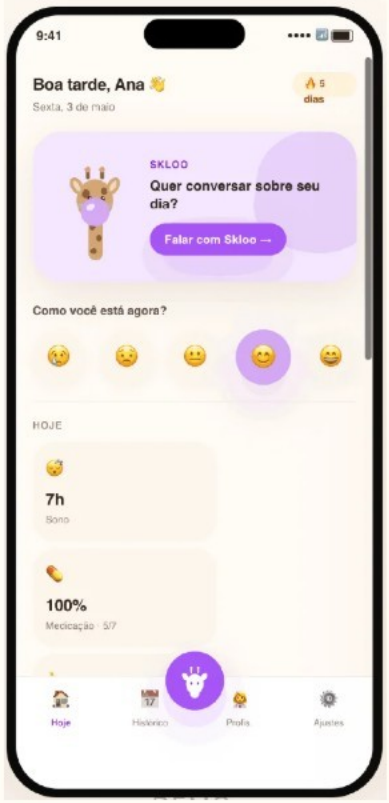
One link with months of the person's life, showing only what they choose to share. It opens without an account, saves as PDF and stops working when they stop sharing.

Before the appointment, a list of what to bring up. After it, the summary and any medication changes.

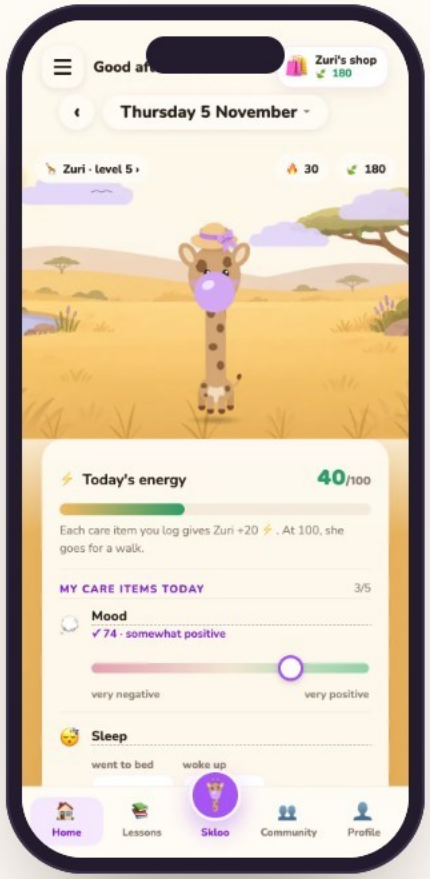


Already running: Paulinha manages her 9 English students inside Skloo, with lessons, attendance and messages. It's the first version of the Team plan.





May



November

OUR JOURNEY

From a prototype in May to real use in November.

MAY 2026
First prototype and first pitch deck.

JUNE 2026
In the JUNITEC acceleration program (Instituto Superior Técnico, Lisbon) and invited to Web Summit's ALPHA startup program.

30 SEPTEMBER
The new app goes live, in real use.

OCTOBER AND NOVEMBER
5 rounds of improvements with the people using it: the giraffe, AI chat and connectors, calendar, cycle, bills, reports for appointments, the professional module and 3 languages.

11 AND 12 NOVEMBER
Web Summit Lisbon: Startup Showcase on Stage 6 (Medtech revolution) and a booth, with 50 giraffe keychains handed out.

TRACTION

A working prototype, in real use since 30 September.

19

people using it, 16 in Portugal and 3 in Brazil

14

used it in the last 7 days

369

daily care logs

3

languages: English, European and Brazilian Portuguese

WHERE WE ARE

Real accounts on 19 November 2026, test accounts excluded, team included. It's a prototype, not yet a validated MVP. The next step is validating it with more people.

After Web Summit Lisbon

3 investors asked us for a proposal.
Banco Português de Fomento invited us to its January call.
A first clinic contact in Portugal, for a partnership.





MARKET

A large audience, in a category that already works.

15–20%

of people are neurodivergent

Deloitte Insights, 2024

366 M

adults worldwide with ADHD symptoms

Song et al., Journal of Global Health, 2021

CATEGORY PROOF

Tiimo, Copenhagen

A planner for neurodivergent people. 500,000 users and 50,000 paying (August 2024), €4.3M raised, and Apple's iPhone App of the Year 2025.

Wikipedia

Skloo starts where it already is: Portugal and Brazil, each in its own Portuguese, plus English.

POSITIONING

Skloo sits where three kinds of app meet.

Each neighbour does one part well. Skloo joins the three, turns conversation into data and adds a bridge to the professional.



BUSINESS MODEL

Free to start. Paid for depth and for professionals.

TO START

Free

Limited chat and science-based psychoeducation.



FOR THE PERSON

Individual

Full chat, insights, long-term data and access to professionals.



FOR PROFESSIONALS AND COMPANIES

Team

A dashboard with reports for each client, always with the user's consent.





AI cost per active person: **about US$ 0.17 a month**, even chatting every day.



NEXT FRONTIER

Signals before the crisis.

The goal is autonomy: less constant supervision for autistic people with higher support needs, and less overload for people with ADHD.

1. **Read**
   Heart rate, sleep and movement from the watch the person already wears, through Apple Health and Android Health Connect.
2. **Notice**
   AI compares those signals with the person's own patterns and with what they log in Skloo.
3. **Warn**
   A gentle heads-up before the overload, to the person and, if they choose, to their support person, with a strategy for that moment.

A research track built on the scientific literature. Skloo never diagnoses.



RESEARCH ALREADY SHOWS IT

A wrist sensor anticipated aggressive episodes in autistic young people 1 minute ahead. The same group later reached 3 minutes ahead, with about 80% accuracy.

Goodwin et al., Autism Research, 2019 · JAMA Network Open, 2023

SCIENCE

Built on science, and built to give back to it.

- Every strategy in Skloo comes from peer-reviewed research, chosen by a Ph.D. in Educational Psychology.
- With consent, people can donate their anonymised data to research.
- What the studies find comes back into the app, so it keeps getting better for everyone.

More than an app: a source of evidence about everyday life with neurodivergence.

Universities

University of Nevada, Las Vegas United States	Open door
University of São Paulo, Linguistics Brazil	Open door
Faculty of Psychology, University of Lisbon Portugal	In talks

Doors opened by Paulinha's 10 years in academia.



GO-TO-MARKET

Growth starts with the people who already trust Paulinha.

01

Her students and clients

Skloo becomes part of her method: lessons, exercises and mentoring run inside the app, and students sign up in class.

02

Weekly content

A weekly video on neurodivergence and AI in education, cut into Reels and TikToks, plus a blog that AI assistants can cite.

03

Clinics and professionals

Partnerships with clinics in Portugal bring in professionals and their clients, through the Team plan.

04

Retention before scale

Gentle reminders and the giraffe bring people back. We follow who returns, person by person, before spending on ads.

A marketing lead based in Lisbon is already lined up, met at Web Summit.

ROADMAP

12 months: from prototype to market.



TODAY

Prototype

19 people, 3 languages, in real use



MONTHS 1–3

Validation

Daily use with students and clients, plus a support-person mode



MONTHS 4–6

Launch

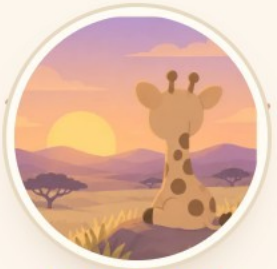
Android and iPhone apps, Individual and Team plans



MONTHS 4–9

Wearables

Watch data in Skloo and the first early warnings



MONTHS 7–12

Research

Data donation and a first study with a university



MONTHS 10–12

Community

Clinics, videos for carers and games that teach



TEAM

Who builds Skloo



Dr. Ana Paula Loures-Elias

Founder · Ph.D. in Educational Psychology

- Teaches English to adults who never fit traditional methods: 7 students in Brazil and Portugal.
- Created Vida no Seu Ritmo, a mentoring program for neurodivergent adults: organisation, emotional regulation, routine and self-knowledge.
- Writes about the neurodivergent mind for 1,655 followers on Instagram.



Tamara Braga

Co-founder · Legal and compliance



Alcides Silva

Co-founder and CTO

dobralabs — **Technology partner**

A design, technology and AI lab from Brazil, where our CTO works. It builds Skloo's product, AI and infrastructure: software engineering, data security, IoT and wearables, and AI research.



USE OF FUNDS

€200k for 12 months.

The founder full time, a strong technology partner, compliance done right and a reserve for what we can't predict yet.



Product and technology

€40k 20%

With DobraLabs: the app, the AI, wearables and research tools.

Founder, full time

€36k 18%

Paulinha works only on Skloo, at €3k a month.

Marketing and growth

€40k 20%

A marketing lead in Lisbon, weekly content and partnerships.

Legal, compliance and risk

€40k 20%

GDPR, licences and patents with Tamara, plus an external risk assessment.

Infrastructure and AI

€16k 8%

Servers, AI usage, app stores and tools.

Reserve

€28k 14%

For opportunities we can't predict yet.

THE ASK

We're raising €200k to take Skloo from prototype to market.

12 months, with a clear plan and a team that already ships. What the money delivers:

Months 1–6

In the stores

Skloo on Android and iPhone, with the Individual and Team plans and the first paying customers.

Months 4–9

Wearables

Early warnings from the watch the person already wears, built on the scientific literature.

Months 7–12

Evidence

A first study with a university and solid retention numbers, ready for the next round.

We're also applying to the Banco Português de Fomento call in January 2027 and to KPMG's startup programme.

Thank you.

Let’s build this together. Try Skloo now: scan the code or go to skloo.co.

Dr. Ana Paula Loures-Elias, founder

skloo.co