

Autistically Yours

The AI that designs your life around how your brain actually works.

Founder-led. Building in public. Heather Sell, Founder

WHY I BUILT THIS

I spent years trying to name what my nervous system already knew.

The signs were there early: a childhood stutter and tics that the adults around me missed. But the diagnoses came much later.

29

Diagnosed with Tourette syndrome.

32

After five years of pursuing answers, diagnosed with autism, ADHD, a math learning disability, and C-PTSD.

A lifetime

Spent adapting to environments and expectations that were never designed for my brain.

THE DEEPER QUESTION

What came first: the vulnerability, or the trauma?

At 32, I also recovered memories of childhood sexual abuse and preverbal trauma, and recognized that I am a dissociative system. My story made the relationship between neurodivergence, trauma, and nervous-system safety impossible to treat as separate problems.

The useful question was no longer which diagnosis explained me. It was what my whole nervous system needed to feel safe.

WHAT CARE GETS WRONG

I was treated as a collection of symptoms, not a whole system.

Even root-cause care often stopped at symptom management: keep weight up by eating anything; add water and sodium without asking whether the source supported the whole body. Each specialist saw one piece. I had to connect them.

Body

Functional neurology, hyperbaric oxygen therapy, and nutrition.

Trauma

IFS parts work and EMDR.

Environment

Learning how sensory inputs, routines, and spaces shape regulation.

These experiences shaped the product thesis; Autistically Yours supports reflection and environmental design and does not replace medical or mental-health care.

THE PROBLEM

Millions are handed labels, treatments, and coping tools — but no whole-system roadmap.

Neurodivergent people and trauma survivors are expected to manage symptoms inside environments that keep dysregulating them. Generic advice cannot account for the interaction among sensory needs, trauma, routines, physical health, and place.

I built the guide I needed: one that starts with the person, not the symptom.

WHY NOW

Personalization finally caught up to neurodivergence.

Agentic AI

True individual personalization is finally possible.

Mainstreaming

Diagnosis rates are rising and neurodivergence is entering the mainstream.

The gap

Yet the tools people are handed are still one-size-fits-all.

SOLUTION

An agentic AI consultant for your nervous system.

It discovers your sensory baseline, then helps you build safer environments, routines, and habits around how your nervous system responds — whether you are neurodivergent, navigating trauma, or newly diagnosed and unsure where to begin.

PRODUCT

Already live on Android and web.

Working demo built and running — real product at seed stage.

Live demo available.

HOW IT WORKS

Without a signal, AI guesses. With one, we look under the hood.

Self-report only

The AI works from what you tell it. Helpful, but a sophisticated guess — your mileage varies with how accurately you can describe your own state.

With a wearable signal

Physiological data — HRV, stress, sleep, activity — lets us see whether an environment is actually regulating your nervous system, and make real strategic suggestions.

Every interaction feeds a growing dataset on how environment affects neurodivergent regulation. That dataset is the flywheel.

TRUST IS THE PRODUCT

We optimize for outcomes, not checkout.

Purchase pause

An optional cooling-off step so no one buys on impulse or hype.

Hyperbole filter

Practical reviews surfaced instead of influencer overclaim.

User-owned data

User-owned, user-paid data — nothing moves without explicit opt-in.

For a community susceptible to over-influence, restraint is the differentiator.

BUSINESS MODEL

One thesis, monetized in a staircase.

Now

Affiliate recommendations as the MVP test harness — proves the loop, generates first data.

V1

Custom, color-matched physical goods (lampshades, comforters, art prints) tuned to individual sensory profiles, built on the promo industry's existing custom-manufacturing infrastructure. The anti-Amazon engine that pays indie artists on original designs and every variant.

Moat

Opt-in physiological data via a wearable — the signal that turns guesses into real suggestions. Battery life is the strategy: a device people actually keep on (a 14-day charge, vs. a nightly-charge smartwatch) is a device that keeps producing data. Compliance is the moat.

➤ HORIZON — B2B & DATA LICENSING

Neuroinclusive workspaces and homes, powered by everything the consumer side learns.

One dataset runs through all of it — how environment shapes neurodivergent regulation. Recommendations teach it, commerce enriches it, the wearable proves it. That dataset is what enterprises pay for.

Every phase feeds the same dataset. The data is the business.

MARKET

A fifth of humanity, holding a trillion-dollar wallet, served by almost no one.

TAM

An estimated 15–20% of the global population is neurodivergent — roughly 1.2–1.6B people (World Economic Forum). They live inside a \$6.8T global wellness economy growing 7.6% annually to \$9.8T by 2029 (Global Wellness Institute, 2025).

SAM

60M+ neurodivergent people in the US alone (Understood.org / Kantar, 2025), plus caregivers — spending across the sensory-friendly wellness products market, home goods, and digital mental-health tools. Autism and ADHD diagnoses continue to climb as adult identification accelerates.

SOM

Near-term: newly diagnosed adults actively rebuilding their environments — the highest-intent, least-served moment in the journey. Capturing even a fraction of this segment through affiliate commerce and V1 custom goods funds the dataset that expands the moat.

Market fit

Not every product that is truly sensory-friendly is marketed that way. The category is fragmented, search is broken, and neurodivergent shoppers can't reliably find what works for them. We are building the keyword engine for e-commerce and sales of genuinely neurodivergent products — creating the opportunity to become category-defining and capture demand that already exists but is currently invisible.

Sources: World Economic Forum neurodivergence explainer; Global Wellness Institute 2025 Wellness Economy Monitor (\$6.8T, +7.6%/yr to \$9.8T by 2029); Understood.org × Kantar U.S. Monitor (Apr 2025, 60M+ Americans).

CATEGORY-DEFINING

We're not joining a category. We're naming three of them.

Neuroplastic design

Agentic AI as a neuroplastic design consultant is a concept no product owns yet — and the science says it's right on time.

Neuroarchitecture and the neuroscience of design are showing how spaces physically shape the nervous system; we're the first to turn that evidence into a personal consultant.

Artists earn on every variant

In our commerce model, the artist keeps earning on each variant built from their work — not just the original sale. That differentiator states our values out loud: data privacy, artist compensation, and ethical consumerism are product features, not afterthoughts.

The keyword engine

A search layer for neurodivergent e-commerce doesn't exist yet, so we're building it. The community itself becomes the data the market needs to truly reach ND shoppers — turning fragmented, mislabeled product search into demand that finds what actually works.

Category creation compounds: naming the concept, monetizing the ethics, and owning the search layer all feed the same dataset and deepen the same moat.

TRACTION & VALIDATION

Momentum you can already see.

Working Android + web demo.

iPromo is where the founder works — live access to a real supply chain and printing resources, with the account-manager arrangement in progress.

Build-in-public traction: a LinkedIn post earned a gifted device from a hardware company.

Founder is the instrumented first user — running the product on herself with real physiological data.

The pivot as evidence of learning: an earlier skill-share concept couldn't be validated, and the insight that neurodivergent users need self-determination modeled first led directly to the agentic-AI pivot.

COMPETITION

Nobody sits where we sit.

Generic AI (ChatGPT)

General purpose. No sensory model, no signal.

ND coaching

Human, high-touch, expensive. Doesn't scale or instrument.

Sensory / ND apps

Tracking and coping tools. Not agentic, not environmental.

Interior design services

Aesthetics first. No nervous-system evidence loop.

Our combination: agentic personalization + physiological signal + sensory science + ethical guardrails + lived-experience founder-market fit.

TEAM & FOUNDER-MARKET FIT

The founder is the customer.

Heather Sell: diagnosed with Tourette syndrome at 29 and autism, ADHD, a math learning disability, and C-PTSD at 32 after a five-year search for answers. She is building the whole-system guide she needed. Her background spans creative writing and B2B sales; she turned her own employer into a committed channel within months of starting.

WHO WE ARE

The people building it.

Heather Sell — Founder & CEO

A late-diagnosed AuDHD founder with Tourette syndrome, C-PTSD, a math learning disability, and lived experience of dissociation, chronic pain, and fragmented care. After years spent connecting what siloed treatments could not, Heather sets the product direction, whole-system framing, and ethical guardrails — and serves as the instrumented first user.

Vishal Sakthi — Technology & AI

Founder and technology leader at Maestrominds, specializing in AI, software development and digital transformation. Leads the technology and product development for Autistically Yours, turning the vision into practical AI-powered web and mobile solutions with a focus on scalability and real-world impact.

Proving that environment can reshape how neurodivergent people live.

The long game — an AI trained on everything that touches a neurodivergent life, and an evidence base for neuroplastic design built over time.

\$250K on a SAFE

Built lean. The founder works at iPromo, which gives us live access to a real supply chain and printing resources — they become our printing partner once that side is live, so we run a physical-goods business with no factory, no inventory risk, and no capex. Capital goes to product and launch, not overhead.

What it funds

- Take the sensory-profile engine + affiliate/commerce layer from working demo to live product (steps 1–2)
- Contract engineering to ship it
- Color-matching licensed for launch (partner-leased; in-house build deferred to next round)
- Custom-goods launch: artist onboarding, sampling, first drops + legal/entity setup

What this round proves

- Sensory-profile engine + commerce layer live to real users by early-mid 2027
- First revenue from artist-paid custom goods — the full loop proven end-to-end, early 2028
- Waitlist and active-user depth sufficient to read the personalization slope
- Affiliate catalog seeding the SEO discovery engine — the compounding moat, live and growing

How much behavioral data proves the flywheel?

- It's the slope, not a threshold — show recommendation quality rising as accumulated signal grows.
- Behavioral (this round): ~150–300 users spanning 1–20+ interactions each — bucket by depth, show outcomes rising with depth.
- Cross-user transfer (the moat): ~500–1,000 users to form stable sensory-profile cohorts — one person's data helping another.
- Physiological lift (wearable, next round): held-out A/B vs behavior alone, a few hundred instrumented users over weeks.

This round proves Tier 1. Transfer and the wearable are what the next round unlocks.

This round funds steps 1–2. It's the proof that unlocks the wearable, subscription, and B2B layers — and the larger round that builds them.

Live demo available.