Fund the proof.
Earn the scale.

A milestone-led capital strategy for TinyStride, the micro-habits platform designed to make routines feel attainable for neurodivergent adults and families.

Recommendation: improve the prior funding roadmap by treating it as a staged proof plan, not a fundraising ladder. Raise only when the next round clearly unlocks an evidence-backed milestone; keep clinical, privacy, and revenue claims appropriately qualified until validated.

Investment thesis

TinyStride combines low-friction routine design, optional visual reinforcement, and consent-based caregiver support. Its opportunity is not "another habit app": it is an accessible daily-use product that can first prove a repeatable consumer loop, then earn the right to test practitioner and institutional distribution.

Why now

Routine friction is persistent; generic tools often optimize for feature depth rather than cognitive ease. A privacy-conscious, family-safe product has room to win trust through daily utility.

What makes it investable

Clear activation event, subscription-ready value ladder, differentiated onboarding/Simplify Mode, and a measured path from B2C learning to referral-led B2B pilots.

Capital principles

- **Evidence before expansion:** do not scale paid acquisition before retention and payback are repeatable by cohort.
- **Non-dilutive first:** use eligible grants, competitions, and strategic pilot funding as upside—not as the operating plan.
- **Ring-fence risk:** fund security, privacy review, consent flows, and app-store readiness before collecting or selling into sensitive environments.
- **Separate the narratives:** consumer productivity/accessibility is the current story; clinical outcomes, HIPAA, SOC 2, and EHR claims require a defined scope and evidence.

CAPITAL SEQUENCE

Three financable milestones

Stage & indicative capital	Use of funds	Fundraise gate	Decision
Validation $75k-$150k Founder, angels, non-dilutive	Product hardening; 250-person research/pilot cohort; analytics; privacy and app-store readiness.	Instrumented onboarding; 100+ activated pilot users; 20+ structured interviews; a baseline for Day-14 retention and willingness to pay.	**Build evidence**
Pre-seed $500k-$900k SAFE or equity, terms counsel-reviewed	12-18 months of focused runway: product, growth experiments, customer support, security/compliance foundations.	1,000+ MAU; D14 retention at or above 30% in target cohort; 2+ acquisition tests with attributable CAC; first paid cohorts; LTV:CAC trend >3x using observed retention.	**Repeat the loop**
Seed $1.5m-$3m Priced round when repeatability is visible	Scale the best channel, mobile reliability, support, a small B2B pilot team, and scoped assurance work.	$20k-$40k MRR or equivalent annualized run-rate; payback <12 months; stable cohort retention; 3-5 paid or contracted practitioner pilots with documented use cases.	**Scale carefully**

Use-of-funds guardrails

Validation budget

45% product + reliability
25% research / pilot operations
15% measurement + data hygiene
15% legal, privacy, app-store readiness

Pre-seed budget

40% product / engineering
25% measured growth tests
20% support + community
15% security, legal, accessibility and operating reserve

Do not allocate 40% to growth marketing on day one. First prove that an activated user returns; only then increase spend by channel and cohort. Budget is released against an agreed weekly scorecard.

FUNDRAISING OPERATING SYSTEM

Make the raise auditable

Investor data room essentials

Product proof

- Live demo and product architecture summary
- Activation definition and onboarding funnel
- Qualitative research synthesis with consented quotes
- Accessibility, child-safety, and privacy posture

Commercial proof

- Cohort dashboard: acquisition, activation, D7/D14/D30 retention
- Pricing test results and refund/cancellation reasons
- Channel-level CAC, payback, and confidence intervals
- Pilot LOIs or contracts, clearly labeled by status

90-day capital plan

Days	Focus	Concrete output
0-30	Baseline the pilot and claims	Metric dictionary, consent review, customer interview guide, product/retention dashboard.
31-60	Test willingness to pay	Two price/packaging tests, one referral experiment, and cohort readout; pause weak channels.
61-90	Package evidence	Investor memo, model with explicit assumptions, data room, and a targeted 30-50 investor/angel list.

Risks investors will test

- **Retention:** mitigate with cohort-level routine outcomes, not aggregate downloads.
- **Child/data privacy:** minimize collection, document consent and parental controls, and obtain specialist counsel before expanding scope.
- **B2B sales cycle:** start with tightly scoped paid pilots and avoid forecasting enterprise revenue before conversion evidence.
- **Clinical language:** avoid diagnosis, treatment, or outcome claims unless the evidence and regulatory pathway support them.

> **North star:** TinyStride should be able to explain exactly what $1 of new capital buys, how quickly the result is measured, and what would make leadership stop or change course.