unclutter AI

Less Noise. More Focus. One App

December 2, 2025

Company Info

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Early-stage AI startup building an attention OS for digital wellness and productivity. Pre-MVP, currently in active prototype phase.

Founder

Justin Wolfer – Founder & CEO

Justin is a systems builder, AI consultant, and productivity strategist with deep experience at the intersection of wellness, communication, and human potential. Before founding UnclutterAI, he worked with small businesses to develop custom AI solutions that streamlined workflows and reduced cognitive load. He brings a unique lens to product design — merging habit formation psychology, digital minimalism, and next-gen attention management.

Justin is now focused on building UnclutterAI to give individuals and teams a tool that fundamentally improves how they manage communication, attention, and time — using AI not to replace humans, but to empower intentional focus.

Elevator Pitch

> *UnclutterAI is an AI-powered attention command center that filters distractions, prioritizes your messages, and rewards deep focus with a crypto-token economy.*

Prepared by Justin Wolfer, Founder – UnclutterAI

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Problem Statement

Modern knowledge workers are drowning in digital noise — endless messages, fragmented notifications, shallow multitasking, and unmanageable inboxes. This digital overload creates:

- Constant interruption and attention fragmentation
- Stress, decision fatigue, and burnout
- Decreased productivity and reduced cognitive depth
-

Despite an explosion of tools (Slack, email clients, calendar apps, to-do lists), most merely **reshuffle distractions,** rather than reduce them or encourage meaningful behavior change.

Today's workers spend their days reacting — not creating. The cost isn't just time, it's well-being, focus, and meaningful output.

> ⚠️ **The Cost of Digital Distraction**
>
> Switching tasks every **3 minutes and 5 seconds** on average (UC Irvine)
>
> It takes **23 minutes** to refocus after a single distraction
>
> **70% of professionals** feel overwhelmed by notifications (Asana)
>
> Estimated **$650B** in lost productivity annually (McKinsey Global Institute)

Why Existing Tools Don't Solve It

- High friction onboarding and configuration
- Fragmented experiences: switching between too many apps
- Lack of measurable improvement in focus or well-being
- No incentive structure to build healthy digital habits

They treat symptoms, not root causes.

Where Other Tools Fail:
- **Slack, Superhuman:** Speed over sanity — fast, but still reactive
- **Meditation/wellness apps:** Good intention, poor integration into work
- **AI Assistants:** Lack context + don't reinforce long-term behavior change

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Target Users

- Knowledge workers navigating constant app-switching
- Creators and solo entrepreneurs juggling comms and focus
- Productivity-conscious teams looking to reduce overload
- Digital wellness seekers aiming for intentional use

Why Now?

- AI models (like GPT-5) can now triage, summarize, and prioritize at scale
- Remote work has blurred boundaries, increasing fatigue
- Token-based economies enable new behavior reinforcement systems
- Rising awareness that attention is the new leverage

> *"The next big thing isn't more productivity software — it's fewer distractions."* — *Justin Wolfer, Founder, UnclutterAI*

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121 messages/day	**3 min** /task switch	**10+ tools** per workflow	**70%** feel overwhelmed

Market Opportunity

The productivity software market is projected to exceed **$100B by 2030.** Yet few tools address the root issue: sustainable focus. UnclutterAI operates at the intersection of AI, personal OS, and digital wellness — offering a toolset not just to manage tasks, but to guard human attention in an age of overload.

This market is not only growing — it's transforming. Tools that combine AI, behavior change, and measurable cognitive impact are the next wave, and UnclutterAI is designed to lead it.

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Product & Solution Description

🧠 What UnclutterAI Is

UnclutterAI is an AI-powered attention command center that filters distractions, prioritizes communication, and rewards deep focus — all in one unified experience.

It's not just another productivity tool. It's a purpose-built interface for managing your digital life with clarity and control.

🧩 **Core Features**

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1. **Focus Mode**
   - Personalized deep work sessions that train and reward focus.
   - One-screen, real-time environment with distraction muting and actionable message digests.
   - Live "Focus Score" based on goal clarity, browser activity, and attention patterns.

2. **AI-Powered Communication Buffer**
   - Acts like a billionaire assistant: triages messages, flags urgency, and simplifies communication flow.
   - Integrates with WhatsApp, Slack, Gmail, Calendar, and more.
   - Uses LLMs to summarize, prioritize, and create action plans based on user goals.

3. **UCT Token Reward System**
   - Earn **UCT** for completing focus sessions, improving digital hygiene, and consistency.
   - Tokens unlock premium AI features — or power team-wide productivity incentives.
   - Reinforces behavior change through a native reward loop.

💡 **What Makes It Different**

- **AI that curates, not replaces:** Builds intention, motivation, and clarity.
- **Focus as a measurable input:** Tracks attention, not just tasks.
- **Token-powered incentives:** Rewards behavior that drives results.
- **Unified layer:** An elegant interface over fragmented digital chaos.

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⚙ Technical Approach

- **Frontend: React + Tailwind,** built for clarity and modular focus tools.
- **Backend:** Supabase (Postgres, Auth), GPT-4/5 APIs for intelligence layers.
- **Integrations:** Gmail, Meta (WhatsApp/IG), Apple, Slack, Zoom, Calendar via OAuth + APIs.
- **Token Infrastructure:** On-chain logic with optional custodial wallets (e.g., Privy), integrated via Supabase + smart contracts.

🎯 Minimum Viable Product (MVP)

MVP Scope (V1)

- Meta + Gmail integrations
- AI Inbox with triaged + summarized messages
- Focus Mode with live tracking and tokenized rewards
- Token dashboard (earnings, history, usage tips)
- Simplified onboarding and 1-click app setup

What Success Looks Like

- 2,000+ organic users gaining real focus value
- Avg. focus session > 45 minutes
- Early UCT activity: redemptions, referrals, and visible behavior change
- Qualitative user feedback (impact, UX, clarity)
- Founding users access Pro features + convert to paid
- Referral growth loop powered by token incentives
- Marketing push to define category + attract community
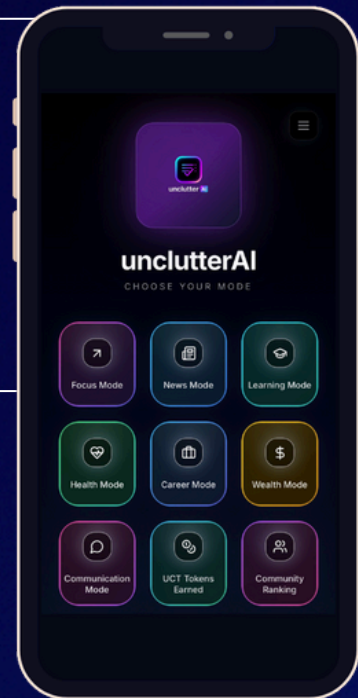
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> ⚡ *UnclutterAI isn't just software. It's a new mental model for digital life.*

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Mission & Vision + Alignment with OpenAI's Goals

🎯 Mission

UnclutterAI exists to help people reclaim control of their attention in a world dominated by digital noise.

We believe focus is the foundation of meaningful work, creativity, and well-being — and that attention deserves its own infrastructure. Our mission is to build tools that restore clarity, reduce burnout, and enable people to act with intention.

🌅 Vision

We envision a future where:

- **Focus** is **measurable,** trainable, and protected — just like health or finances.
- Every individual has an **AI layer that shields their cognition**, not just automates their tasks.
- Tokenized motivation systems **incentivize well-being**, not just screen time.

UnclutterAI is building the **first Attention OS** — a calm, AI-native interface that re-centers human intention across the digital stack.

🤖 How UnclutterAI Augments Human Capability

Unlike many AI tools that automate or replace human activity, UnclutterAI:

- **Empowers users to define what matters —** then protects their space to pursue it.
- **Supports human judgment,** rather than bypassing it.
- **Reduces cognitive overload,** enabling deeper thought, creative work, and mental health.

- **This is not just AI-for-efficiency — it's AI for intentionality.**

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🌱 Why This Matters — Socially & Economically

- **Burnout is a global crisis.** The WHO classifies it as an occupational phenomenon. The costs — mental, emotional, and economic — are massive.
- **Digital overwhelm is growing.** But most tools add more inputs, not less.
- **The future of work is hybrid and noisy.** Without systems to manage attention, creative and knowledge workers will burn out.

UnclutterAI addresses this root issue — offering individuals and teams a path toward clarity, focus, and healthier digital work.

🎯 Why This Aligns with OpenAI's Mission

OpenAI's Startup Fund seeks companies that **amplify human potential**, not automate people out.

UnclutterAI is exactly that:

- It's AI that enhances **human agency**, not dependency.
- It builds tools that foster **self-regulation, mental wellness, and productivity** — not endless engagement.
- It opens a new category: **AI-powered attention infrastructure** with **measurable well-being outcomes.**

We see UnclutterAI as a model of **responsible, empowering AI** — and we believe OpenAI is the ideal partner to help build it.
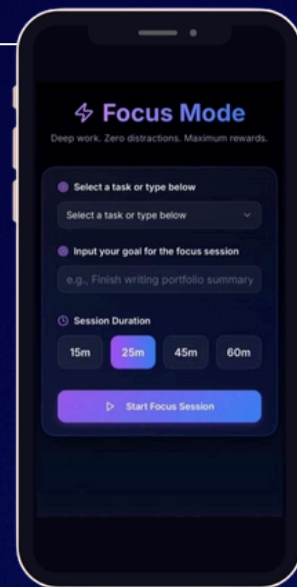
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👨‍💻 Founder: Justin Wolfer

Founder & CEO, UnclutterAI

Justin is a second-time founder, AI consultant, and systems designer focused on digital well-being and intentional productivity. He previously built and scaled tech-enabled wellness platforms, worked with small businesses to implement custom AI workflows, and has advised on products at the intersection of human behavior, habit design, and attention management.

🧠 Founder-Market Fit

What makes Justin uniquely qualified to build UnclutterAI:

- **Lived the pain:** As an entrepreneur, Justin directly experienced the digital overwhelm and focus fragmentation that inspired UnclutterAI.
- **Built tools before:** He's shipped digital systems used by thousands — blending tech, psychology, and design.
- **Deep in the AI stack:** From fine-tuning GPT models to integrating LLM APIs into real-world tools, Justin has hands-on expertise with the AI that powers UnclutterAI.
- **Wellness-first worldview:** Unlike many builders chasing optimization, Justin's approach is rooted in **reclaiming control, calm, and clarity.**

👥 Supporting Team / Collaborators

While currently a solo founder, Justin is supported by:

- Technical contributors helping build integrations and token infrastructure (React, Supabase, blockchain).
- Advisors from the fields of behavioral science, productivity coaching, and AI product design.
- A growing **early-user community** that has tested prototypes and given direct input into design priorities.

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🔥 Why This Team Will Win

- **Speed & clarity:** UnclutterAI has gone from concept to functional prototype in weeks — with real users already giving feedback.
- **Execution + insight:** The combination of technical skill, behavioral design, and strategic vision is rare — and exactly what's needed to solve the deep work + digital overwhelm crisis.
- **Founder obsession:** Justin lives this problem. And he's building from the inside out.

We've already onboarded 150 early users in closed testing — giving real feedback on clarity, value, and UX friction.

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Business Model & The Road to the Million Dollar Club

UnclutterAI combines a **freemium SaaS model** with a **token-powered incentive economy,** designed to drive daily engagement, habit formation, and long-term retention.

- **Free Tier:** Focus Mode, limited AI summaries, token accrual.
- **Pro Access (via UCT):** Unlock premium AI tools, prioritization, automations, and integrations using earned tokens.

Rather than enforcing a traditional subscription model, UnclutterAI introduces a smarter, usage-based monetization system:

- Users earn **UCT (UnclutterAI Tokens)** by actively engaging with the product.
- **UCT** can be used to unlock features typically gated behind a $20/month subscription.
- This model rewards **engagement and loyalty**, not just payment.

🚀 **The Road to the Million Dollar Club**

UnclutterAI is engineered for rapid, organic growth through a blend of community-led marketing, smart monetization mechanics, and genuine user value. And now, it's on a clear, data-driven path to join the top 1% of apps that cross $1M in annual revenue.

📊 **5-Step Plan to Reach 2,000 Organic Users:**
- **Social Media → Crowdfunder Funnel**
- **7-Day Challenge Funnel:** A guided onboarding challenge.
- **Crowdfunded Tiers:** Founding adopter perks.
- **Free Creator Funnel:** Downloadable productivity tools.
- **Micro-Influencer Partnerships:** Authentic growth through loyal, unpaid creator networks.

Together, these channels are designed to yield 2,000+ organic users by Q2, 2026 — enough to validate CAC, LTV, and conversion to pro access.

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💸 Monetization: Pro Access Powered by UCT


This system enables:

- **Earned access** to pro-level tools.
- **Token-based utility** that increases in value as users deepen engagement.
- **Scalable monetization** that grows with the user base.

🏆 The Million Dollar Club

Only ~1% of apps reach $1M in ARR. This is a more meaningful benchmark of success than user count — because **revenue is the real signal.**

What It Takes to Hit $1M ARR ($83,333/month):

- Builds a passionate, early user base
- Creates a sustainable loop of virality and retention
- Offers low-friction monetization that scales with engagement
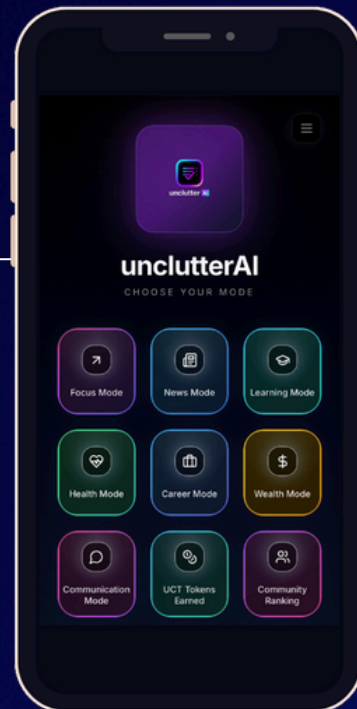
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Projected revenue model to reach $1M ARR.

Monetization Model	ARPU (Monthly)	Active Paid Users
Paid Subscription (avg)	$15.18 – $20.00	4,150 – 5,500

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