



DateFlow

The Ultimate Document-to-
Calendar Platform



Important deadlines live in too many places

High-performing students juggle classes, recruiting, and work, but critical dates are buried

- 1 Deadlines are fragmented across syllabi, PDFs, emails, and LMS platforms.
- 2 Students manually copy dates into their Calendar, then still reopen documents to double-check what they missed.
- 3 The result is wasted setup time, low trust, and avoidable stress during busy weeks.



In 2025 alone...

47%

of students missed a critical deadline in their undergrad*

75%

prefer one centralized platform*

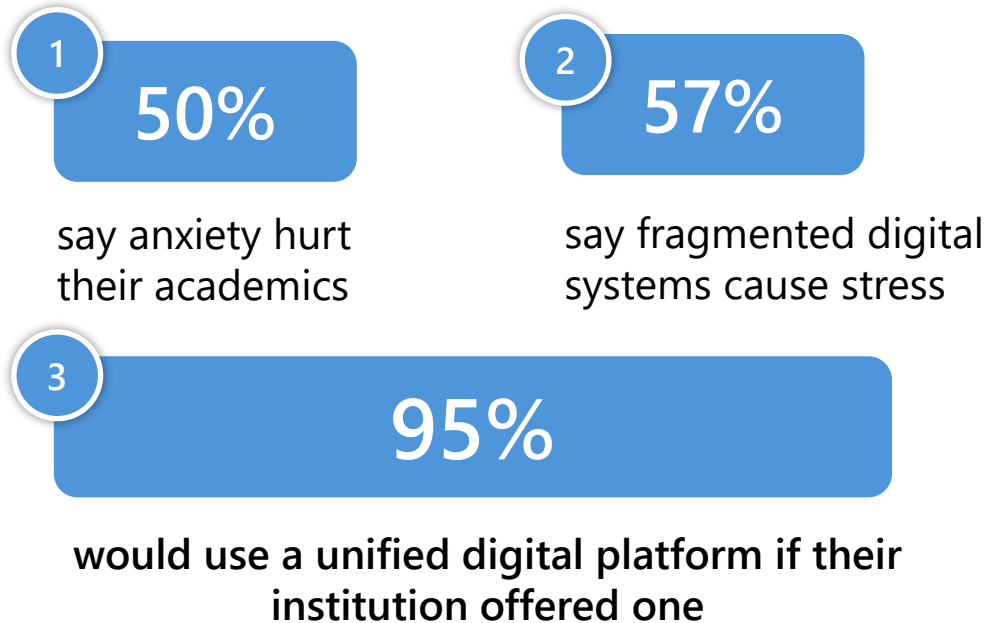
Students are not disorganized. Their deadlines are.



This is not just inconvenient. It is academically costly.

External research points to the same conclusion.

External research across the globe



What this means

- 1 Students already manage high-stakes schedules in fragmented systems
- 2 Fragmentation adds stress to an already high-stress environment
- 3 Demand exists for a simpler, unified workflow

Students want this solved. Now it has to work flawlessly.

Solution

One calendar. Every deadline.

Three simple steps.

1)

Upload syllabi, PDFs, and D2L links

2)

AI extracts every deadline automatically

3)

Sync deadlines to Google or Apple Calendar

The screenshot shows the DateFlow application interface. On the left, the 'Source Library' lists three sources: 'CPSC 441 Course Outline.pdf', 'ENTR 501 pasted schedule', and 'GEOL 201 Lab Schedule.docx'. The middle panel shows a detailed view of 'CPSC 441 Course Outline.pdf', displaying 'Parsed 3 deadlines' with a summary: 3 deadlines, 1 due soon, 1 high priority, and 96% confidence. Below this is a table of deadlines:

#	Title	Source	Due	Confidence	Action
1	Assignment 3	CPSC 441	Apr 8, 2026 11:59 PM	98%	Keep
2	Midterm 2	CPSC 441	Apr 14, 2026 9:00 AM	98%	Keep
3	Lab quiz	CPSC 441	Apr 20, 2026 11:59 PM	92%	Keep

On the right, the 'Sync and export' section offers options to sync with Google Calendar (using .ics import) or Apple Calendar (works with Mac and iPhone). Below this are 'Reminder presets' (1d, 3d, 7d) and a 'Selected deadline' card for 'Assignment 3' on Wednesday, April 8 at 11:59 PM with 98% confidence. At the bottom right, a calendar for April 2026 shows the 8th highlighted.

From scattered course files to one trusted calendar.

Desktop Prototype



DateFlow Search Search deadlines, courses, or pasted text 3 sources | 9 events Import files Quick paste

Source Library

rt files, paste schedule text, and parse local docur

+ Files + Paste + Link

All Files Paste Links

PDF CPSC 441 Course Outline.pdf

Parsed 3 deadlines

Assignment 3

Midterm 2

PASTE ENTR 501 pasted schedule

Parsed 3 deadlines

Business Plan Draft

Peer Review

DOCX GEOL 201 Lab Schedule.docx

Parsed 3 deadlines

Lab Report 4

Field Trip Reflection

Parse selected Parse all

CPSC 441 Course Outline.pdf

Manual event

Parsed 3 deadlines

3 1 1 96%

Deadlines Source text Insights

All Due soon High priority Kept only

#	Title	Source	Due	Sc
1	Assignment 3 Assignment	CPSC 441	Apr 8, 2026 11:59 PM	98% Keep
2	Midterm 2 Exam	CPSC 441	Apr 14, 2026 9:00 AM	98% Keep
3	Lab quiz Session	CPSC 441	Apr 20, 2026 11:59 PM	92% Keep

Sync and export

a destination, reminder defaults, and export f

Google Calendar
Use an .ics import

Apple Calendar
Works with Calendar on Mac and iPhone

Reminder presets

se alarms are written into the exported calendar

1d 3d 7d

Selected deadline

Assignment 3
CPSC 441

Wednesday, April 8 at 11:59 PM

Confidence 98% | Medium priority

April 2026

Su Mo Tu We Th Fr Sa

29 30 31 1 2 3 4

5 6 7 8 9 10 11

12 13 14 15 16 17 18

1

- Upload course files or links, and DateFlow extracts deadlines into one reviewable list with confidence scoring.

2

- Users review and confirm extracted deadlines before sync, reducing risk from ambiguous course language.

This is what DateFlow looks like in action.



Never miss a deadline again

Automatically turn scattered course info into one organized schedule.

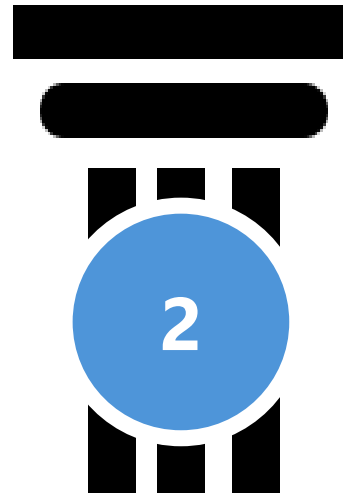
Save Time

Cut manual setup from about an hour to a few minutes each semester.



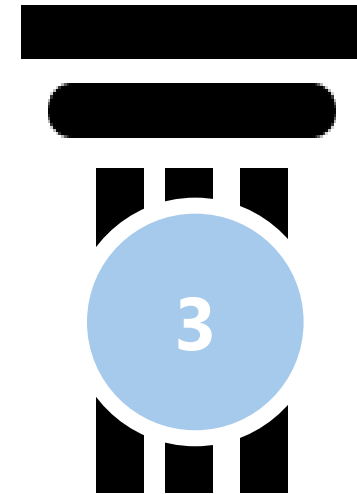
Stay Organized

Bring syllabi, emails, D2L, and recruiting documents into one calendar



Trust Your Schedule

Stop reopening PDFs to double-check what you missed.



Turn course chaos into calendar clarity.



Why current options still fail students

Students have tools. They just do not have one they trust.

Criteria	Manual Calendar Entry	Syllabuddy	Due Gooder	DateFlow
Automatically pulls deadlines from documents	✗	✗	✓	✓
Works inside trusted calendars students already use	✓	✗	✗	✓
Doesn't require double checking	✗	✗	✗	✓
Adds reminders automatically	✗	✗	✗	✓
Core tradeoff	Trust without automation	Some automation, weak trust	Better extraction, weaker integration	Automation plus trust

Current tools force students to choose between automation and trust.



Who we start with first.

Users with high opportunity costs for missed deadlines and the strongest need for a trusted calendar

1 High-performing Students

☆ Primary Early Adopter

Most likely to feel the pain of scattered deadlines across syllabi, emails, and D2L

2 Young Professionals

Expansion Segment

Already rely on digital calendars and value low-friction organization

3 Graduate / certification students

Expansion Segment

Have more to lose from missed deliverables and fragmented systems

4 Recruiting-heavy students

Expansion Segment

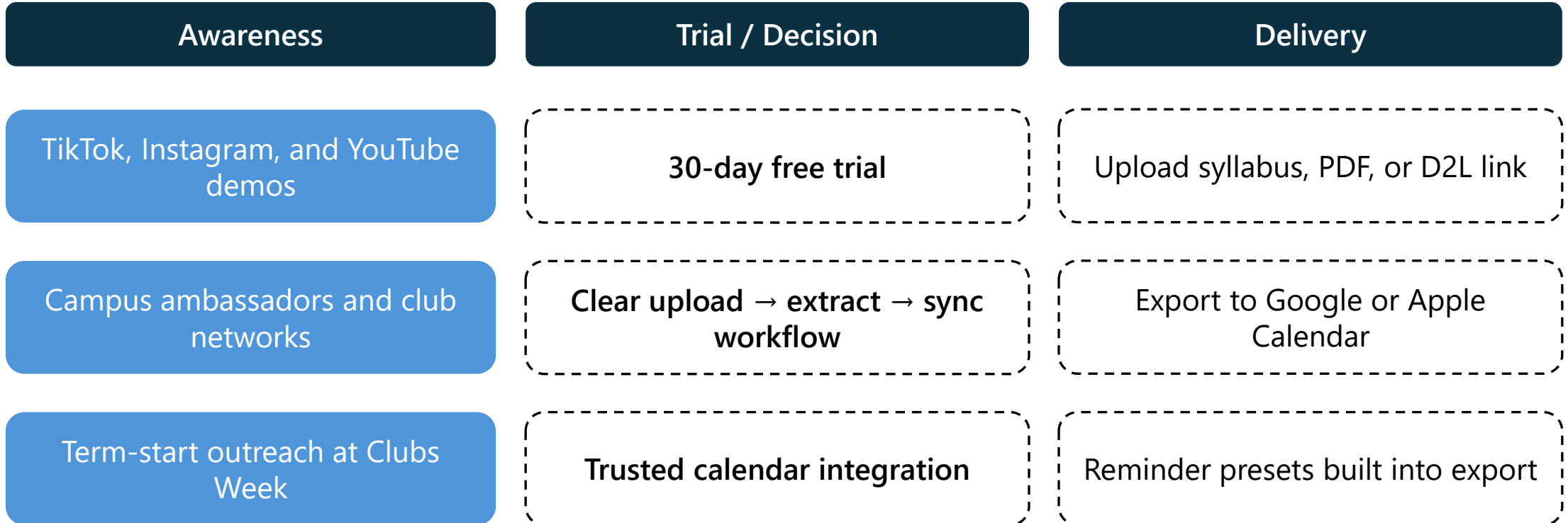
Balance coursework with internship applications, and interview timelines, making missed deadlines especially costly.

Our first users have the most to lose from a missed deadline.



How we reach our first users

We meet students where they already are, and prove value quickly



We meet students where they already are, and prove value quickly.



Our edge comes from data, distribution, and trusted execution.

The idea is easy to copy. Trusted execution is not.

1 Validated Data Flywheel

Every confirmed deadline improves a private library of syllabus-to-event examples.

3 Focused Execution

We are solving one narrow, painful problem first, which lets us iterate faster than broader tools.

2 Trust-Centered Workflow

DateFlow fits into Google and Apple Calendar instead of asking users to adopt another app.

4 Advisor and Campus Network

Advisor and campus-network access gives us early distribution and faster iteration with our first users

The idea is copyable. Trust, data, and execution are not.



Simple, validated pricing.

Simple subscription. Low-friction trial.

DateFlow Premium

\$5/mo

Accessible for students

\$49.99/yr

2 months free on a yearly subscription

Why this Works

- 1 Interviewees showed willingness to pay in the \$3 to \$10 range
- 2 Advisor feedback pushed us away from freemium and ads
- 3 A reliability-focused tool needs clean value capture, not ad clutter

Our Year 1 target: ~\$7.5K to \$9.0K revenue, with first paid users in Month 3

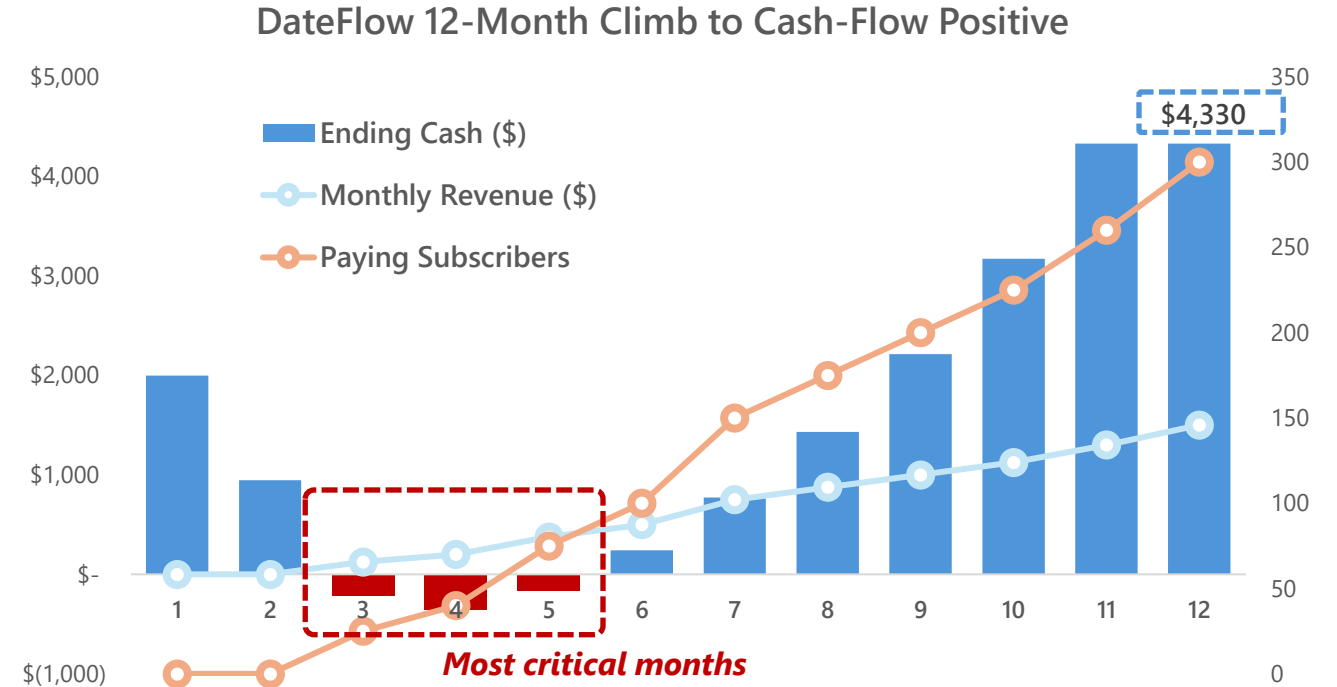


Costs + Burn Rate

Cost, Burn Rate, and Ask

A lean initial ask gets DateFlow through early burn and into cash-flow positive growth.

Base Cost:	\$4,922 startup capital
Monthly Opex	\$342 + Stripe fees
Peak burn:	-\$359 at end of Month 4
CF positive:	Month 7 onward



Small upfront capital. Fast recovery. Positive cash flow by Year 1.



DateFlow's Year 1 KPIs

We will measure adoption, trust, and willingness to pay.

KPI	Year 1 Target	Why it matters
Total documents uploaded	500+	Proves initial adoption
Confirmed events exported	400+	Proves users complete and trust the workflow
Extraction accuracy	90%+	Accuracy is the #1 value driver
Trial-to-paid conversion	15% to 20%	Tests willingness to pay
Paying Subscribers	300+ by Month 12	Builds a strong paying user base
Revenue	>\$7,500 Year 1 Revenue	Supports positive cash flow by year-end

If students upload, export, pay, and stay, DateFlow is working.



A team built to validate and scale DateFlow's first user base.

We're built to solve deadline fragmentation with product, research, and go-to-market discipline.

Ivan Imshenetsky

1

Leads business model, pricing, burn-rate planning, and investor-facing strategy.

Drayden Routley

2

Drives the core product workflow from upload to extraction, review, and sync.

Aurora Kwasnicki

3

Shapes creative direction and customer-facing messaging to make the value proposition clear.

Bethel Tesfaye

4

Supports data analysis, KPI tracking, and evidence-based decision-making.

Ivy Dai

5

Coordinates team execution and stakeholder communication across the venture.

Together, we bring product thinking, validation, strategy, and go-to-market execution.



The next trusted workflow for student deadlines

We are not building another calendar app. We are building the layer students trust.

Our Ask

We are asking for
\$5,000.

to launch DateFlow, validate demand, and reach cash-flow positive growth in Year 1.

Our Use of Funds

- 1 Build and refine the MVP
- 2 Launch term-start marketing and campus ambassadors
- 3 Convert early adoption into paid traction

Help us build The Ultimate Document-to-Calendar Platform!

Thank You!
