

Cognitive AI infrastructure for human relevance

Responsible AI/SaaS platform for learning acceleration,
focus, recovery structure and decision intelligence.

£48k

Bridge funding priority

£1m

Pre-seed raise target

2026

MVP & pilot runway

The investment thesis

AI is transforming productivity. JOKEMKAN targets the missing layer: the human operating system required to stay skilled, focused, adaptive and economically valuable.

- Rising cognitive load creates demand for structured learning, recovery and execution systems.
- The first product can validate with focused early adopters before enterprise expansion.
- A defensible stack can emerge through scoring, protocols, dashboards, workflows and user feedback.

AI + SaaS

scalable software economics

Human performance

high-demand category

Data loops

defensibility over time

Trust-first

regulated-market discipline

The problem: cognitive demand is outrunning human systems

- Information overload has become the default operating environment.
- People are expected to learn faster, switch context, recover quickly and make better decisions.
- Current tools are fragmented: courses, notes, wellbeing apps, coaching, wearables and AI assistants rarely operate as one system.
- Organisations lose value through distraction, weak learning transfer, burnout risk and poor execution visibility.

Hidden economic drag

- Lost focus
- Decision fatigue
- Learning inefficiency
- Poor recovery structure
- Weak human capability signals

JOKEMKAN Cognitive Command™

A responsible AI-enabled cognitive operating platform that turns learning, focus, routine adherence and decision quality into measurable software workflows.

Assess

Plan

Execute

Track

Adapt

Continuous cognitive improvement loop

Product modules: one platform, multiple high-value use cases

Core user modules

Cognitive baseline assessment

Focus protocols & routines

Learning acceleration plans

Data & feedback engine

Progress scoring

Recovery-support journals

Adaptive recommendations

Enterprise readiness

Team dashboards

Anonymised insight reports

Pilot / partner pathways

Built first as software. Expanded later into partner workflows, APIs, licensing and institutional pilots.

Technical architecture: responsible AI + measurable workflows

1. User experience layer
Onboarding, dashboard, daily protocols, self-reports

2. Protocol engine
Focus, learning, routine, recovery-support workflows

3. AI recommendation layer
Pattern detection, summarisation, adaptive suggestions

4. Data governance layer
Consent, minimisation, encryption, auditability

5. Partner / enterprise layer
Reports, team dashboards, API-ready design

Design principle

- AI should support, not replace, human judgement.
- Claims remain evidence-led and non-diagnostic unless regulated properly.
- Data architecture is designed for trust before scale.
- The MVP must be buildable, measurable and partner-ready.

Market opportunity: the next productivity frontier is human capability

AI/SaaS

core software platform market

EdTech

skills and learning demand

Digital health-adjacent

self-management and recovery support

Enterprise

productivity and performance

Beachhead wedge

- Founders
- Students
- Creators
- Professionals
- Athletes
- Neurodivergent thinkers
- Recovery-focused users

Expansion path

- Education partnerships
- Workforce wellbeing
- Leadership development
- Healthcare-adjacent support
- Enterprise dashboards
- Licensing & API access

Competitive wedge: integration, not fragmentation

Most competitors solve one layer. JOKEMKAN is designed to orchestrate the full performance loop.

Brain-training apps
Exercises & games

Wellness apps
Habits & calm

Productivity tools
Tasks & notes

AI assistants
Open-ended prompts

JOKEMKAN
Assess → Protocol → Execute → Track → Adapt

Moat logic: proprietary scoring + protocol library + longitudinal feedback + trust-first data architecture.

Go-to-market: prove first, scale second

Authority content
Founder-led essays, videos, technical market education

Private beta
High-intent early adopters and invitation-led communities

Partnership pilots
Health Innovation, education, coaching, performance networks

Paid acquisition
Only after retention and conversion signals are proven

Enterprise sales
Team dashboards, pilots, licensing and renewal loops

The first 12 months are a validation machine: user interviews → MVP → beta cohort → paid pilots → evidence pack → pre-seed scale.

Business model: recurring revenue with enterprise upside

Four revenue layers create a path from consumer validation to enterprise-grade economics.

1. Consumer subscription
£19-£49 / month

2. Premium programmes
£199-£999 / cohort

3. SME / institutional pilots
£3k-£25k / year

4. Enterprise / licensing
£50k+ potential ACV

- Revenue expands through subscriptions, training, assessments, dashboards, API access, white-label deployments and future IP licensing.
- Direct costs are expected to remain structurally low after product build due to SaaS gross margin dynamics.

Current status: structured pre-seed preparation with active ecosystem engagement

Active UK Ltd

Company No. 16806887

Pre-revenue

concept stage

Health Innovation

engagement underway

IP / legal / accounting

support pathway started

- Business plan, market research, competitor analysis and product thesis prepared.
- Health Innovation Network meetings and NHS-facing guidance routes being arranged.
- Investor outreach, engineering brief, IP assessment enquiries and accounting setup in progress.
- Immediate focus: software build specification, MVP development, beta cohort and pilot validation.

Funding ask: £48k bridge unlocks build momentum

Immediate target: minimum £48,000 bridge funding. Strategic target: up to £1,000,000 pre-seed raise.

Software MVP & UX
£18k

AI workflow architecture
£8k

Data, privacy & security foundations
£6k

Validation, pilots & user testing
£6k

IP, legal & compliance readiness
£5k

Go-to-market assets & investor
readiness
£5k

Bridge logic: build enough technical proof to accelerate partnerships, investor confidence and early commercial traction.

Financial outlook: staged SaaS commercialisation

Forecasts remain assumptions until validated by MVP users, pilots and revenue. The plan is ambitious but milestone-led.



80% gross margin target
Direct costs modelled at 20% of sales

EBITDA path
Losses in FY1-FY2; profitability targeted in FY3

Scaling driver
Recurring SaaS, premium memberships, pilots, licensing

12-month milestones: convert thesis into proof

Q1
Software brief, UX,
architecture, privacy baseline

Q2
MVP build, onboarding,
dashboard, protocol engine

Q3
Beta cohort, user data, pricing
tests, pilot partners

Q4
Investor-ready evidence pack,
IP filing pathway, enterprise
trials

500-1,000

early users target

100-200

paying subscribers target

5-10

pilot partners target

2-5

enterprise trials target

Trust architecture: responsible by design

Investor safety logic

- No unsupported medical cure claims.
- Digital health-adjacent positioning: support, monitoring, education, self-management and signposting.
- Privacy-by-design: consent, minimisation, security, data ownership and deletion controls.
- Human oversight and explainable recommendations before autonomy.
- Professional adviser pathway across engineering, IP, legal, accounting and health innovation.

Evidence before claims

Software before hardware

MVP before scale

Governance before growth

The human layer of the AI economy

Seeking £48k bridge funding now; preparing up to £1m pre-seed to build, validate and scale JOKEMKAN Cognitive Command™.

www.jokemkantechologiesltd.org

Kenechukwu Joshua Okafor
Founder & Managing Director
Company Number: 16806887