



ReNext

The Cognitive Execution Operating System for Humans

Founder & CEO: Heting Lin (Pen name: Shakenal Dimension)

The Problem

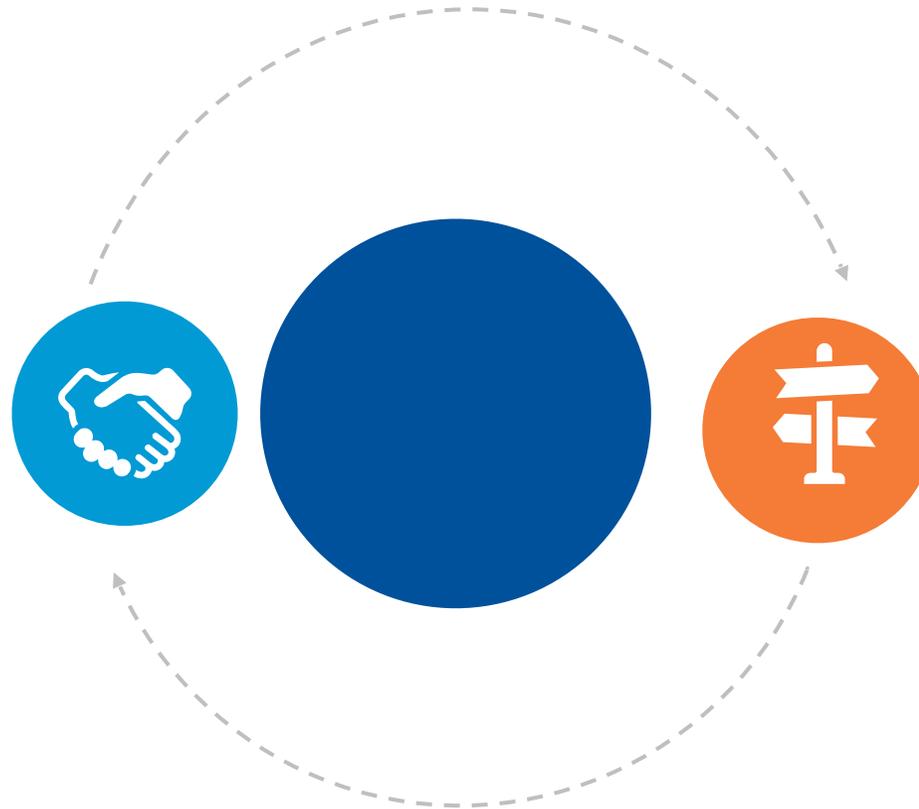


Knowledge workers drown in fragmented tasks, memory overload, and constant context switching. Existing productivity tools optimize tasks, not cognition. AI assistants amplify noise instead of clarity.

The Breakthrough



ReNext introduces a **bottom-up cognitive execution model** where the atomic unit is a *project group*, not a task. Users manage an entire project on a single page, reducing cognitive switching and execution friction.



One-handed UX

+

single-page cognition

=

flow state productivity

Theoretical:

Reduce task fragmentation time by 44%

3x project completion efficiency

Cognitive switching cost reduction 30% ~ 70%

Why ReNext Wins

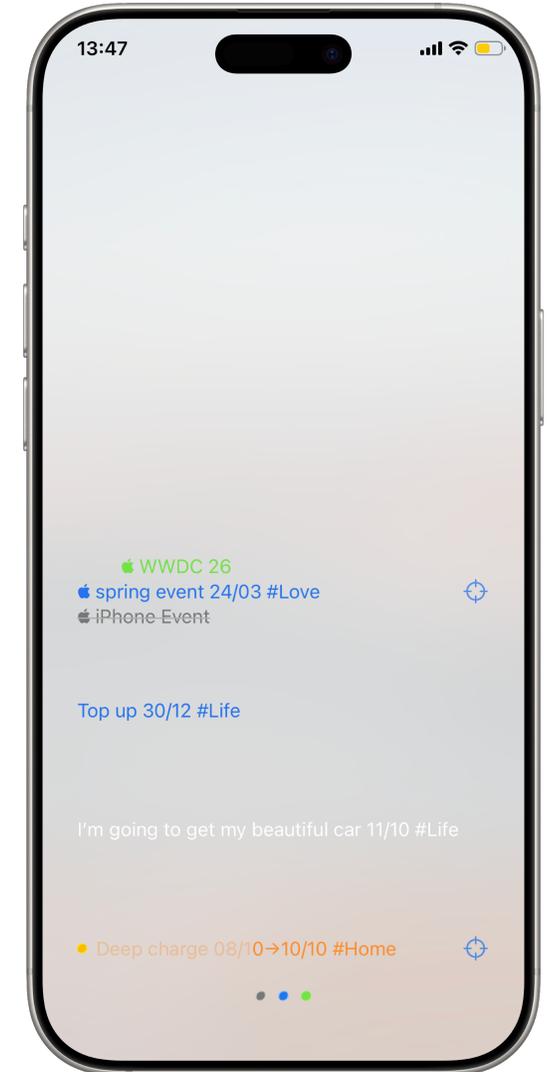
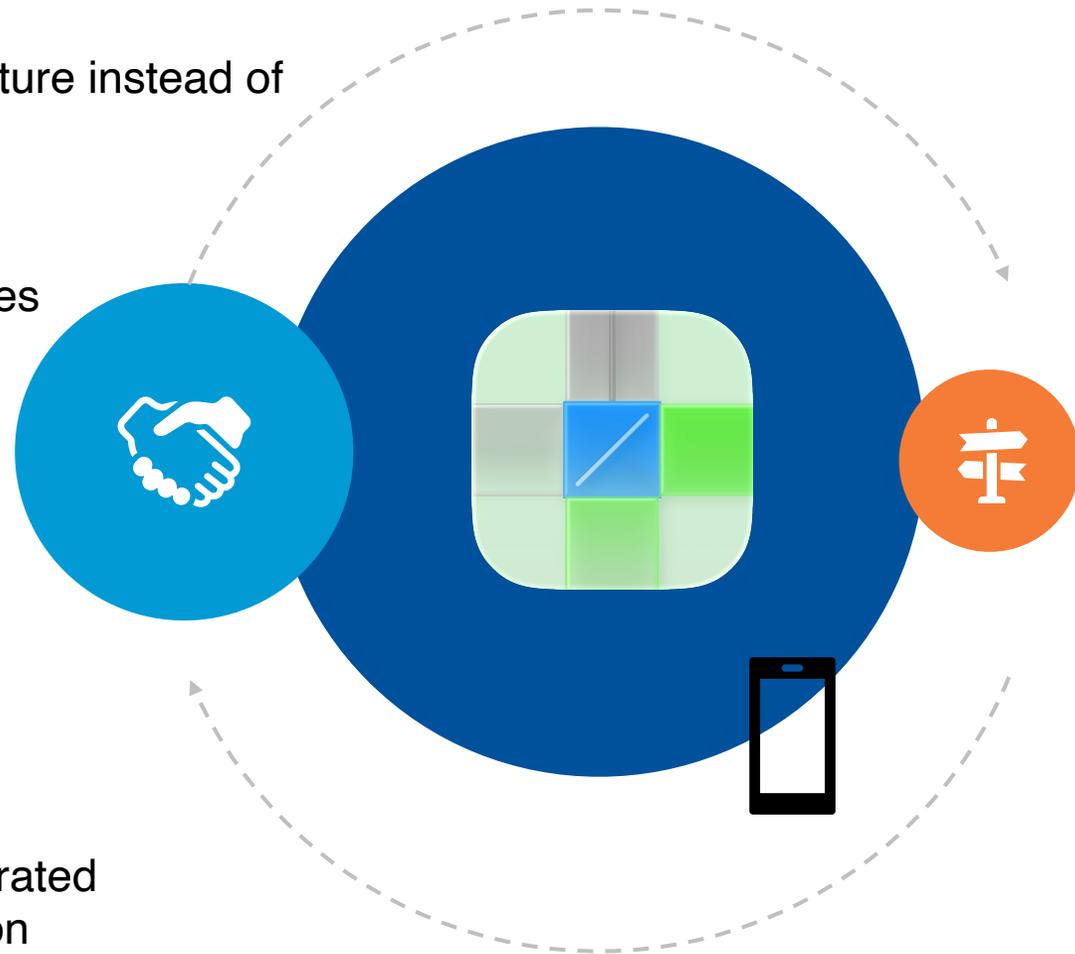


Project-group atomic structure instead of fragmented tasks

One-handed interaction reduces cognitive and physical friction

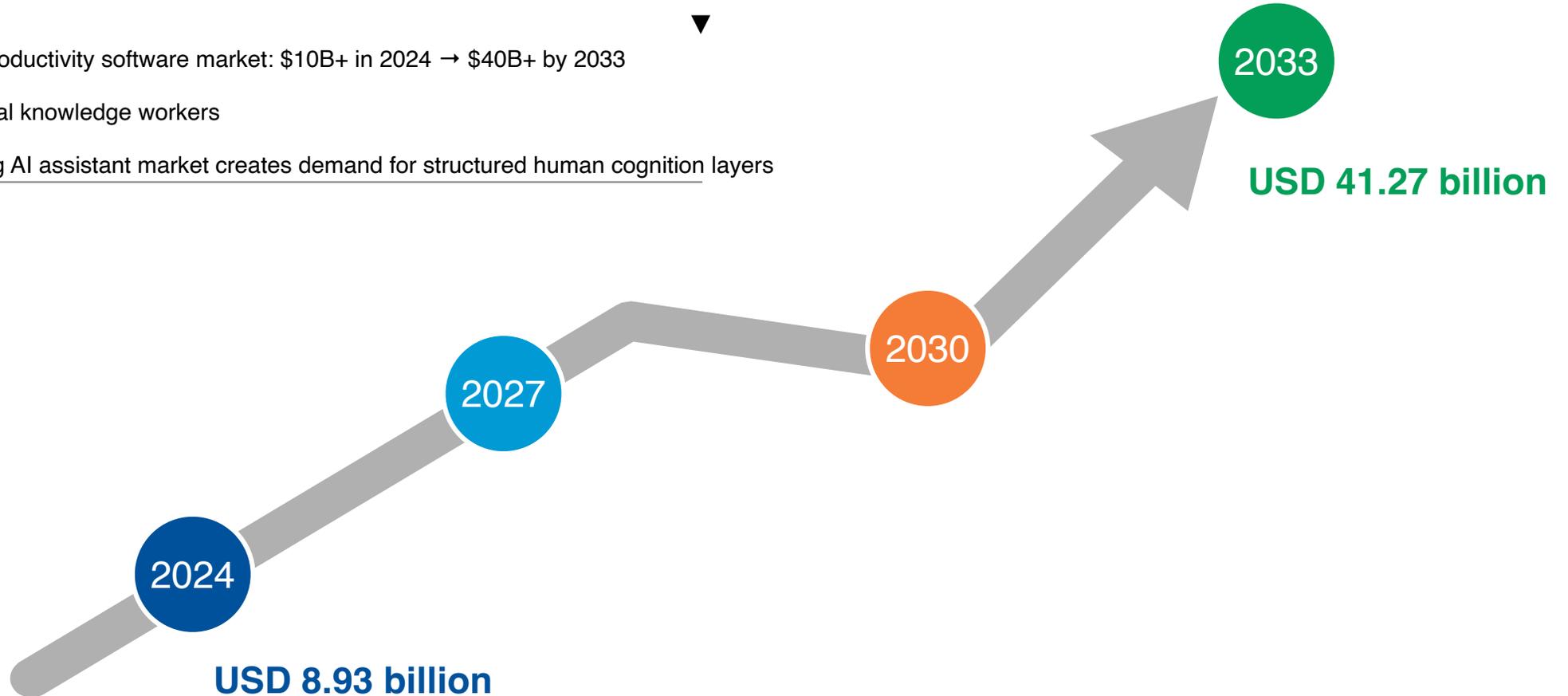
Philosophical cognition model (unique IP)

Designed for AI-integrated memory and execution



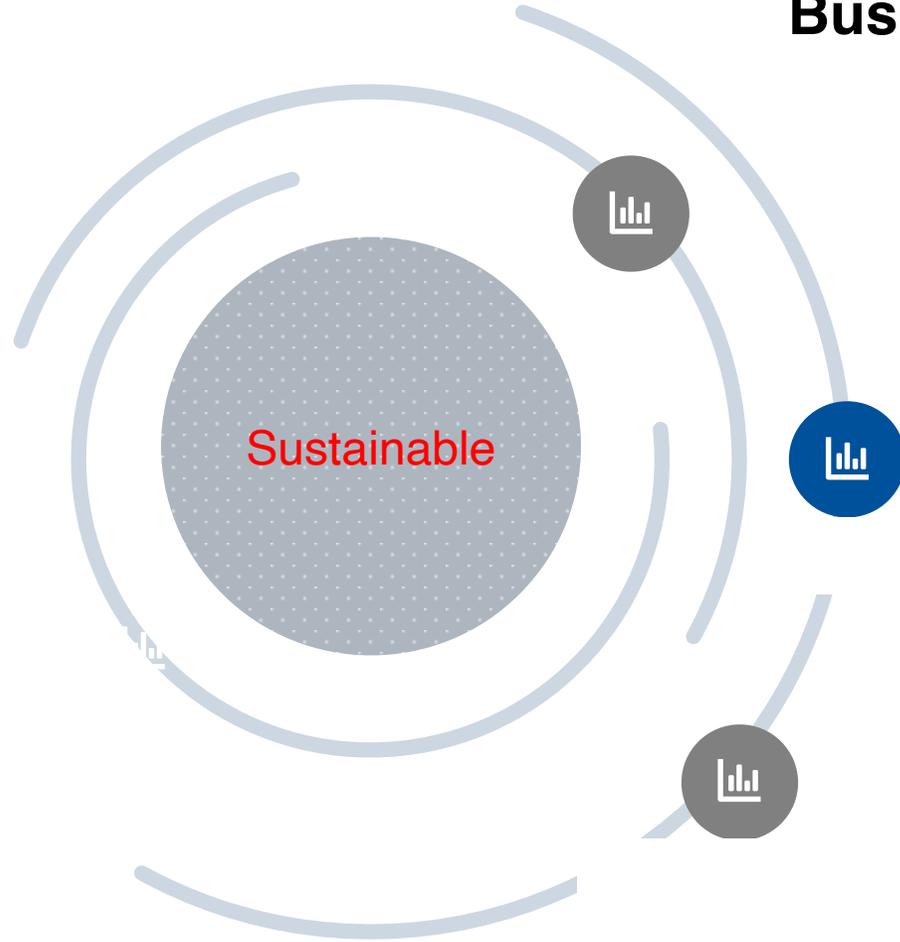
Market Opportunity

- Global productivity software market: \$10B+ in 2024 → \$40B+ by 2033
- 1B+ global knowledge workers
- Exploding AI assistant market creates demand for structured human cognition layers



Business Model

Projected LTV: \$500–\$3,000 per user



Free tier for individuals

Pro: \$9–\$19/month

Enterprise: \$120–\$300 per seat/year

Custom AI cognition modules for enterprise

Traction (Early)



1

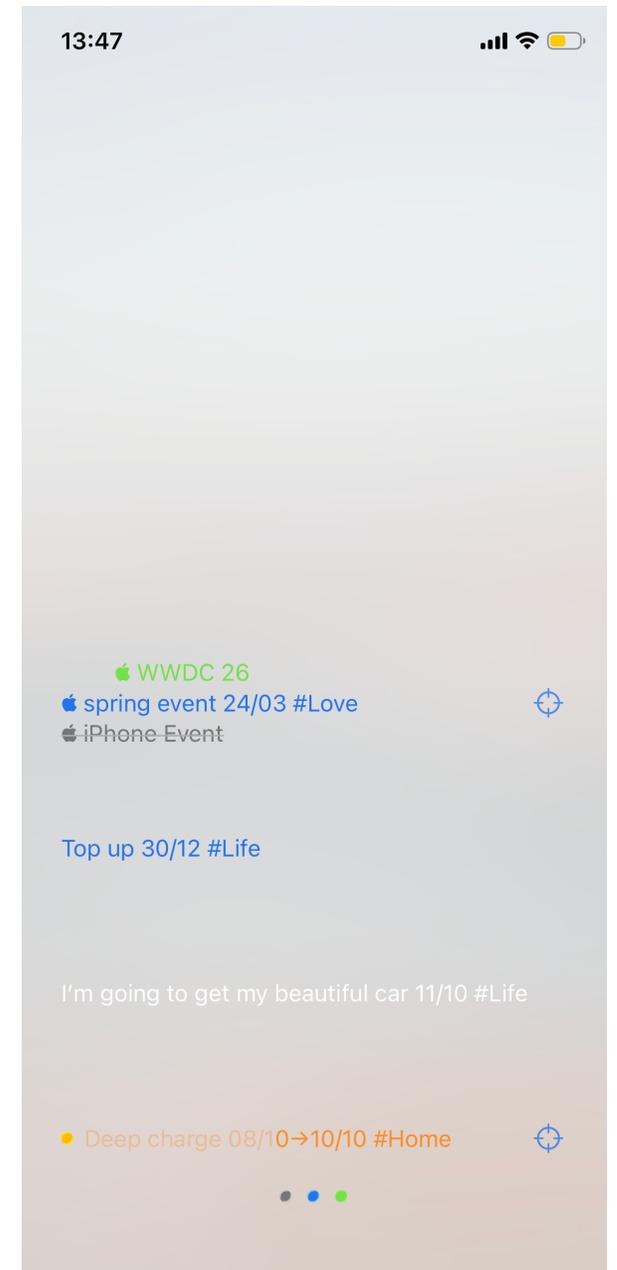
Total download: 690

3

Monthly visits of website: 24K ~ 57K

Conversion rate of App Store: 25.3%

Built by a former partner from an Apple-featured app team



ReNext Home page

Traction (Early)

Quotes from users



2

1

While I have mixed feelings about the portmanteau "thinfferent" I do understand the homage and on some level can appreciate the motif behind the site's Jobs-esque styled product announcement.

Meanwhile, the actual name you've given for the app "ReNext" seems a lot more intuitive and informative combination of words. Seeing the screenshots alone might give me pause as the bold design choices (or almost a total lack thereof. Keyword being "almost" as it's not actually a "total" lack of UI design -- because I do see what you're doing with color, how you're playing with space, the overall bottom-up orientation that's friendly to finger-focused gesture-driven navigation, etc) seem to go well past the "minimalist" descriptor and sit squarely in the "spartan" range of UI's... but like I said, that was just my initial impression based solely on the screenshots. But the "ReNext" name finally tied it together for me and the idea behind the app actually clicked into place (yes, even more than the thinfferent landing page or the App Store description, all of which seemed a bit too contrived at first glance. What can I say? Sometimes it's the seemingly simple choices that make the strongest impressions, moreso than a Jobs'ian tribute _(ツ)_/)

As I'd be more than happy and willing to try out this somewhat risky, highly experimental, gesture-driven, text-based, to-do/PM/GTD app you've clearly put a lot of thought into creating (even if the choices you've made seem almost sparse, they're certainly there... heh, I'm even noticing the choices you made in designing the app's icon right now as I pen this. It almost seems like an inconsequential doodle with no real thought put behind it. Almost. That's how deceptively simple it looks. But I'm guessing that the placement and colors of the quadrants hold some significance behind it, am I right?).

Product Roadmap



Phase 1:
Cognitive productivity app (ReNext)



Phase 2:
AI memory graph assistant



Phase 3:
Enterprise cognitive execution OS



Phase 4:
Human-AI cognition platform



Moat



Proprietary cognition framework
and philosophical IP



One-handed UX design
patents (planned)



Founder's published
theory and brand authority



Data-driven cognitive models and
future AI memory architecture



Competition



Product	Task-Based	Cognitive OS
Todoist	Yes	No
Notion	Partial	No
Apple Reminders	Yes	No
ReNext	No	Yes



Our team



Heting Lin
(Shakenal Dimension)
Founder&CEO



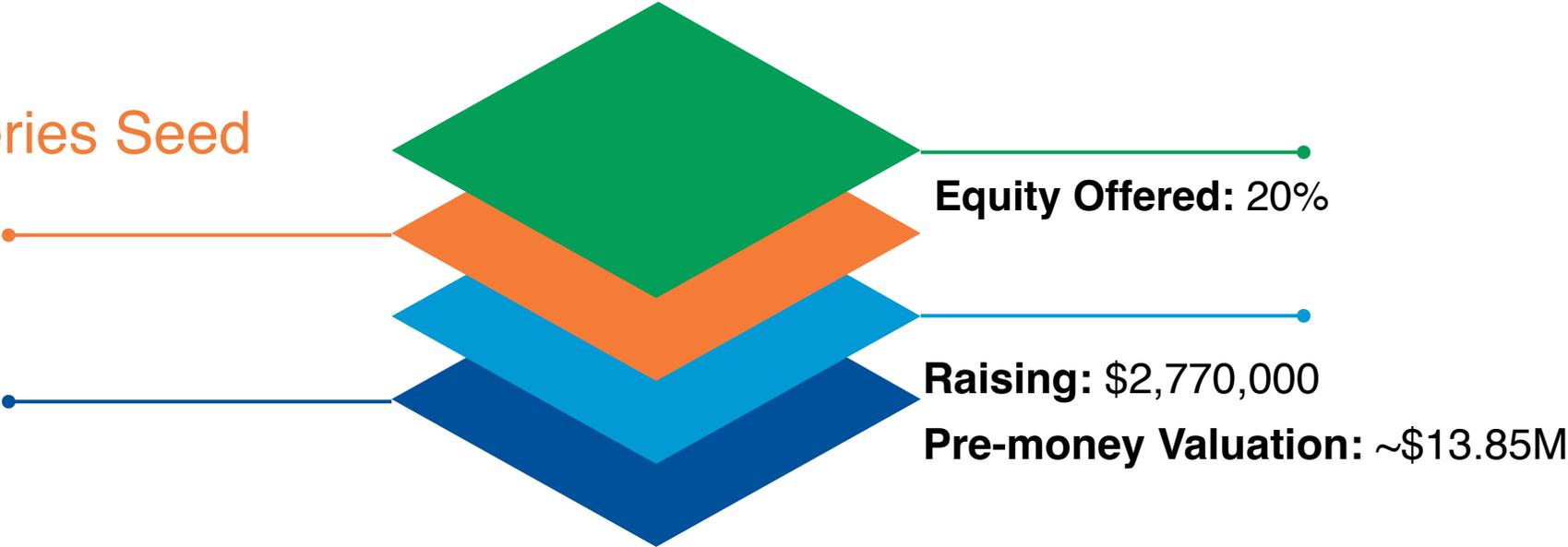
Serial entrepreneur, Apple-featured app founder, UC Berkeley ecosystem collaborator, multi-field theorist, iOS developer, and industrial designer with 9+ years of executive leadership.



Financing Plan

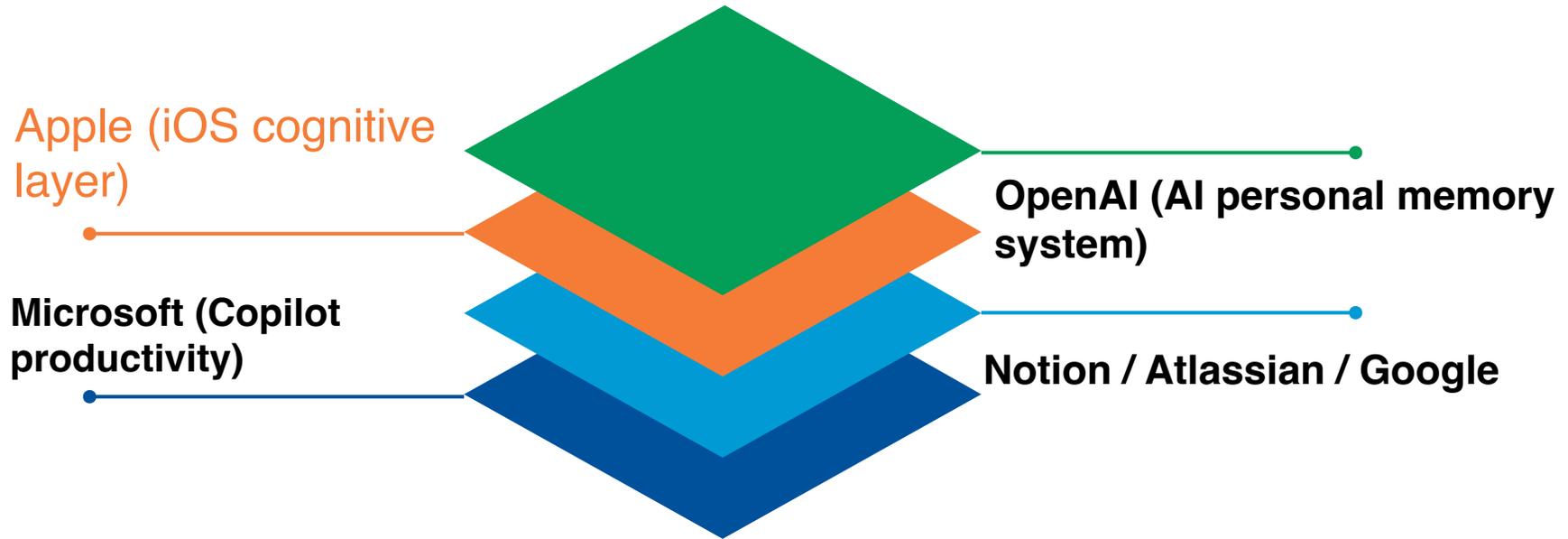


Series Seed



Use of Funds: Product development, AI cognition engine, US & Japan market entry, marketing and partnerships.

Exit: Potential acquirers

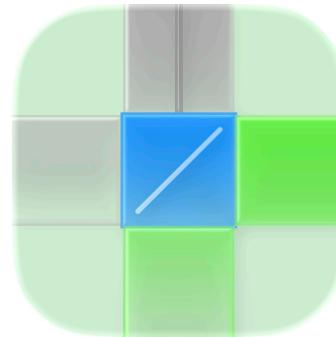


THANKS!

 thinfferent.com

Shakenal Dimension

Contact : dimensionpope@gmail.com



Thinfferent will become a Japan-based company.



Download on the App Store

Requires iOS 26