AutiHD: helping neurodivergent minds with Mindory



Merkur highlights the growing momentum in Luxembourg's entrepreneurial landscape by showcasing innovative startups supported by key national initiatives. Featured are startups based at the House of Startups, powered by the Chamber of Commerce, and the Luxembourg City Incubator (LCI), a joint initiative of the Chamber of Commerce and the City of Luxembourg designed to support and accelerate promising ventures. Among the featured startups is AutiHD, which created Mindory, an IA App for people with ADHD and autism. Mindory combines stress monitoring with personalised coaching to help users create productive, sustainable routines while staying calm and focused. Interview with Joël Schmit and Ksenia Golubeva, founders.

Pitch your startup !

Mindory is a gentle AI planner developed by Luxembourg-based startup AutiHD to help people with ADHD, autism and other executive-function challenges plan their day with less stress and more clarity. Rather than pushing users to become more productive at all costs, Mindory focuses on

creating realistic daily structure, reducing overwhelm and supporting wellbeing. Built around the needs of neurodivergent minds, its calm approach can also benefit anyone looking for a more balanced way to organise their day.

The app transforms overwhelming to-do lists into manageable plans, breaks large tasks into smaller steps and includes features such as stress, focus timers, habit tracking, AI-assisted planning, calendar synchronisation and an AI companion called Mindy, which helps users prioritise tasks and recognise stress before it becomes a crisis. Created through lived experience, clinical expertise and continuous user feedback, Mindory is currently available on iOS in seven languages, with an Android version planned for 2027.

Mindory was never intended to become another productivity app. Instead of encouraging users to simply do more, it is designed to help them feel calmer and more in control – whether that means planning a task, managing a stressful moment, or just getting through the day. Unlike traditional task managers, Mindory takes into account how a person actually feels. . The platform helps users break complex tasks into manageable actions, overcome decision fatigue and reduce common executive-function challenges such as task initiation, time blindness and context switching.

At the heart of the experience is Mindy, an AI companion that offers calm, supportive guidance without judgement. Rather than measuring success by the number of completed tasks, Mindory aims to prevent stress before it escalates and make productivity sustainable.

The result is a planning experience that prioritises wellbeing alongside organization, helping users move from mental clutter to one clear next step.

How did you come up with your idea ?

Mindory was born from the personal experience of co-founder Joël, who lives with both autism and ADHD. After years of feeling unsupported by tools and systems that were never built with his mind in mind – planning apps among them, which often added pressure rather than relieving it – he realised that existing solutions simply weren’t designed for neurodivergent minds.

Together with co-founders Ksenia, who brings over a decade of venture and startup-growth experience, and Aleksandr, a PhD in Mathematical Modelling leading technical development, the team set out to build something different: a daily companion that provides structure and support, without creating guilt.

The product was developed in close collaboration with Luxembourg psychologist and licensed psychotherapist Alain Massen, whose clinical expertise helped shape Mindory’s understanding of executive functioning, stress and ADHD. Continuous feedback from users has also played a key role in refining both the app’s features and its supportive tone.

Why is now the best time to start your company ?

Awareness of neurodiversity has grown significantly in recent years, particularly within workplaces. Companies increasingly recognise the importance of supporting neurodivergent employees, yet many struggle to translate awareness into practical everyday support.

At the same time, waiting times for mental health services across Europe remain long, creating a growing need for accessible tools that help people manage daily challenges between therapy sessions.

Mindory responds to both trends by combining AI-powered planning with stress prevention and wellbeing support. Alongside the app, AutiHD also delivers neuroinclusion programmes for organisations, allowing companies to extend learning beyond awareness training through continuous daily support.

Having recently graduated from Fit 4 Start in Luxembourg (*see Info Box below*) the company is well positioned to scale both its consumer platform and corporate offering.

Why Luxembourg ?

Luxembourg offers an ideal environment to build a multilingual European mental wellbeing company. Its international community, strong startup ecosystem and growing expertise in AI and digital innovation make it an excellent place to develop and test inclusive technologies.

The country also provides direct access to businesses, institutions and European networks, while local collaboration with psychologist Alain Massen has strengthened the product's clinical foundation.

For the founders, Luxembourg represents more than a home base, it is the ideal launchpad for building a privacy-first, multilingual solution with international ambitions.

What are the next steps ?

AutiHD's immediate priority is to expand Mindory's user community while growing partnerships with companies seeking practical neuro-inclusion solutions.

The team is also developing new AI-powered features designed to identify early signs of burnout and help users prevent stress before it reaches crisis point. Continued product improvements, informed by both therapeutic expertise and user feedback, remain central to the company's roadmap, alongside the Android launch planned for 2027 and international expansion.

What will your company look like in 10 years ?

The founders envision Mindory becoming Europe's leading AI companion for neurodivergent planning, stress prevention and workplace inclusion.

Their ambition is to create an ecosystem that combines AI technology, community and workplace support – serving both individuals and the organisations they work for. Built in Luxembourg and designed for international audiences, Mindory aims to demonstrate that productivity and wellbeing should never be seen as opposing goals.

What change do you hope to create in the world ?

Mindory's mission is simple: good support should work for everyone.

The team believes that tools designed around the real needs of people with ADHD, autism and executive-function challenges end up helping everyone think, plan and work better.

AutiHD graduated!

Launched by the ministry of the Economy and managed by Luxinnovation in collaboration with Technoport, the Luxembourg Space Agency (LSA), the Luxembourg City Incubator, the Luxembourg House of Financial Technology (LHoFT), the House of Biohealth, the Luxembourg House of Cybersecurity and LuxProvide, the Fit 4 Start programme helps young innovative companies to launch their business from Luxembourg, transforming innovative ideas and the entrepreneurs' strong will to succeed into companies with high growth potential. At the end of the Fit 4 Start Graduation Showcase, organised at Nexus Luxembourg 2026, 15 startups that successfully completed the 16th edition of the startup acceleration programme managed by Luxinnovation were rewarded in the presence of the Minister of the Economy, SME, Energy and Tourism, Lex Delles. AutiHD was one of the 15 startups graduated. These 15 startups benefited from specialised support over a period of six months as well as funding of 50.000 euros each from the Ministry of the Economy, subject to incorporation in Luxembourg.