

A tailored web browser against web distraction

How does an ADHDer, Amazon top executive, and biologist from Nature magazine cover nullify web distraction

When Sidekick founder and CEO Dmitry Pushkarev was diagnosed with ADHD over a decade ago he felt relief. The diagnosis came as an acceptance of symptoms that had bothered him for years: his anxiety, restlessness, and inability to focus. All of these turned out to be inevitable features of his personality that needed a caring approach. Ten years later, after a scientific career, two successful tech startups and tenure at Amazon, he created Sidekick.

Despite his Stanford Ph.D. and gracing the cover of 'Nature Biotechnology' magazine as a molecular biologist, Pushkarev is sure that his inability to write lengthy articles on a daily basis has cut his academic career. Like all other people with ADHD he couldn't concentrate on things he considered boring or reluctant. But a scientific career consists of tasks that are tough for a diagnosed ADHDer. Pushkarev has learned that skills and competences that society takes for granted for some people become a constant battlefield..

Nevertheless, Pushkarev created a novel DNA sequencing method and released it from Stanford. Illumina acquired the technology in 2012. His next creation, a cloud computing optimization tech ClusterK, was acquired by Amazon.

Founders are expected to perform brightly in many fields, such as product building, tech, fundraising, communication, and accounting. Pushkarev knows well how difficult it is to build great things on your own, especially when you have ADHD. Thus Pushkarev envisioned his entrepreneurship as a chance to gather a team that would balance his traits with and created an environment where his strengths could shine.

In 2015 he was asked to join Amazon's advertising wing. For three years he ran Amazon's Sponsored Products. He learned about how companies monetize customers' attention as well as some of the less customer-friendly choices that they make in optimizing top-line revenue. It was especially troubling for someone who struggled with ADHD and was distracted by almost everything daily.

It was a big moral dilemma for him. In 2018 he decided to leave his role at Amazon and joined Kleiner Perkins to look for possible solutions to help people.

And that's how Sidekick browser started. Dmitry took a chance to bring his scientific and business background together with his personal insights.

Neurodivergent people and ADHDers don't merge well with the current work culture. Creating documents and presentations requires focus. It is given as a fact that every human being on a planet is provided with such a massive focus. But it's not the case.

ADHDers blame themselves for their inability to focus and perform along with the rest. Yet they tend to ignore their symptoms' effect that may be eased by a set of tailored features. An official diagnosis allowed Pushkarev to accept certain symptoms as features.

Working online is not equal to content consumption. Browsers are built for the latter. Modern browsers aren't designed for achievement of goals. Browsers can't earn on one completing the task. Owing to their ads-based economy, they earn every time you're stuck in a dopamine loop while surfing the Net. That's the real goal, and browsers perform splendidly in order to achieve it. They disperse your focus, energy, and decision-making capacity on trinkets.

Pushkarev decided to rethink his experience of web distraction and its torturing impact on neurodivergent people. So he created Sidekick, the only modern browser built to safeguard attention in a world of digital distractions. Sidekick upends the traditional browsing model when users are diverted to ads and excessive pages. This is the only browsing solution for easily defocused ADHD people and millions of online professionals who care about their productivity.