



Sidekick

Sidekick browser takes the side of ADHDers to wrestle web distraction

The only subscription-based browser for ADHDers to bring back their attention and productivity.

[Sidekick](#), the first productivity browser, announces a launch of features that safeguard attention in a world of digital distractions.

Chromium-based Sidekick is founded by Dmitry Pushkarev (Stanford Ph.D. in Molecular Biology from [the cover of "Nature Biotechnology"](#), ex-Amazon exec and ADHDer) and is [funded](#) by Kleiner Perkins. It is the only browsing solution designed for millions of people whose lives depend on their focus: entrepreneurs building businesses, online professionals striving to perform efficiently, and millions of ADHDers who suffer from web distractions.

How does Sidekick help maintain focus?

The browser's toolset nullifies the majority of distractive factors online and improves the quality of work and life.

- Sidekick presents **AdBlock 2.0**, which blocks all advertisements and trackers within eyesight. The special **Distraction Blocker** feature replaces bad habits with productive ones, redirecting users from social media and back to work.

- The **Focus Mode Timer** disables all sounds, badges, and notifications for a selected time or indefinitely. It works across all apps and tabs, reducing distractions from the plethora of desktop apps many of us use each day.
- The **Task Manager** organizes your day with **Pinned Tasks** as sticky notes for the desktop. A single shortcut opens your current page in full screen. This hides all apps and tabs and mutes all notifications. The built-in **Pomodoro timer** then helps to manage work and rest cycles.

Benefits specifically tailored to the ADHD mindset.

Sidekick's optimized memory handling is 3x faster than Chrome. Speed is crucial when those with ADHD are browsing online. ADHD people have a naturally low level of dopamine. So a delay while loading pages or ads interrupts the dopamine delivery even more. This causes anxiety and irritation, flowing into an immediate demand for dopamine injection from social media.

Another common issue for ADHDers is a fear of missing important things, like meetings or commitments. This causes an increased level of anxiety and guilt, which affects their mental wellbeing. Sidekick has an essential integration with your calendar. The browser will show you a pop-up reminder 2 minutes before the meeting and allows joining it with a single click without having to dig out a link.

Sidekick works closely with **web apps** that are a distraction factor (such as messengers, calendars or social media). It provides a dedicated **Sidebar** for apps on the left that helps to keep the tab strip clean, allowing you to control all notifications and sounds from one place.

CEO & Founder Dmitry Pushkarev said:

"If modern browsers were taking care of users' attention and productivity they'd go bankrupt, because they make money by sending users through search engines and excessive pages. Modern browsers are not designed for work, but for consuming web pages. This gap really hurts hundreds of millions of users. We are convinced that lowering web distraction reduces anxiety and increases the quality of people's work and the quality of their lives. That's why Sidekick built a browser for everyone who needs to focus".

Why does it matter?

The scale of the problem is vast because of the impact of ADHD and the number of affected persons.

- Adult ADHDers tend to [have poor financial health](#). They have higher rates of missed payments than others. Their demand for credit grows over time and they're more likely to incur new arrears than the general population. At the age of 40 their default risk peaks at over six times that of the rest.
- ADHD [impacts](#) working life. Adults with ADHD lose an average of [22 days](#) of productivity per year; they [are 60%](#) more likely to be fired from a job and [three times](#) more likely to quit a job impulsively.
- Research has shown the [annual cost](#) of illness in children and adolescents [is estimated at \\$14,576 per individual](#). This flows into an annual societal cost for ADHD in childhood and adolescence [of \\$42.5 billion](#). Growing web consumption suggests that there are no signs this estimate will decrease.growth [Between 2003-2011 the US faced a 42% growth](#) in childhood ADHD diagnosis.
- In the US ADHD was the major diagnosis in [13.6 million visits](#) to medical offices. The market of pharmaceuticals to treat ADHD [is expected to grow at a CAGR of 7.1%](#).

Major symptoms of ADHD are being forgetful about completing tasks; having trouble concentrating or focusing, and having difficulty staying organized. Other symptoms include excessive daydreaming, difficulty getting along with others, difficulty resisting temptation, and hyperactivity. These signs are familiar to [no less than 500 million adults](#) globally diagnosed with ADHD. This number grows sharply if we add entrepreneurs and online professionals who also suffer from a lack of focus. Web distractions create extra burdens and worries for all these people, causing poor performance and anxiety.

Modern browsers' ad-driven revenue model monetizes users' attention by diverting them to search engines. This [ads-based economy](#) means browsers [earn](#) every time you're stuck in a dopamine loop while web surfing. Sidekick doesn't monetize your attention. It upends the traditional browsing model and runs on a subscription instead.

Neurodiversity is another critical factor. Those with ADHD have altered neurotransmitting systems. Which results in a lack of important chemical messengers, including dopamine, which controls our reward-seeking behavior. Sidekick helps neurodivergent employees feel more productive and encourages their employers to accept and treat them accordingly. Sidekick provides them with clear UX and features. Which can offset the impact of web distractions and help them get their job done effectively.

About Sidekick

Sidekick is a modern browser built to protect your attention from dopamine-driven digital tech. It is the first-ever browsing solution tailored to the growing ADHD community and online professionals who care about their productivity. Sidekick upends the traditional browsing model of users being diverted to ads and excessive pages. Instead it provides quick access to

web apps and removes distracting factors to protect your focus. Sidekick is 3x faster than Chrome. This is thanks to its streamlined engine, removal of tracking, memory optimization, and AI-powered tab management. Massive positive feedback from the ADHD community confirms that Sidekick significantly improves their quality of life.

For more information, please visit <https://www.meetsidekick.com/>