



Autinest

A personalised, playful app to support children
and young people with Autism

Nicole Davati-Ansell · Seyyed Hosseini

The Problem

1 in 100 children are diagnosed with Autism Spectrum Disorder (ASD) in the UK, in total 700,000 people. In March 2025 alone, there were 11,638 new referrals for suspected autism in England. That implies well over 100,000 new referrals per year for children and adults combined (*NHS England*).

Daily Challenges

Autistic children struggle with transitions, daily routines, emotional regulation, and communication barriers.

Limited Access

Over 70% of caregivers cannot attend in-person services. NHS ASD waiting times stretch 12–18 months.

Tools That Don't Adapt

Existing apps charge £10–20/month and never evolve with the child. Free resources are too generic.

The Scale of the Challenge

The data on autistic children in the UK reveals an urgent, unmet need.



42%

of autistic children report having no friends

UK Parliament



27%

experience school exclusion at least once; 40% report bullying

UK Parliament



84%

of carers report communication & relationship difficulties

NCBI



73.6%

of carers report daily activity refusals & unexpected outbursts

NCBI

Introducing Autinest

- Autinest is truly personalised, it adapts to each child's unique needs, interests and sensory preferences.
- Flexible and easy for parents to use – no more generic templates.
- A beautiful, colourful child friendly design.
- Works offline – works when needed.
- Built with the input from parents, caregivers, educators, therapists.



Introducing Autinest

Visual Schedules

Step-by-step routines & life skills sequences with timers

Social Stories

Personalised stories tailored to each child's real situations

AAC Communication

Customisable boards for easy, supported expression

Calming Tools

Character-led breathing & emotional regulation aids

Personalised Engine

Adapts content & builds a unique profile over time

Visual Timers

Countdown timers to manage transitions & expectations

Who Is This For?

Autineest serves a whole ecosystem — child, family, school, and clinic.

PRIMARY USER

Children with Autism

Ages 4–12. A playful, safe space built for how they experience the world.

KEY DRIVER

Parents & Caregivers

Customise routines, track progress, and add personalised social stories at home.

PROFESSIONAL

SEN Professionals

Teachers and support staff contributing to the child's app content for consistency.

REFERRER

Therapists

Behaviour specialists recommending and integrating Autineest into care plans.

User Journey

1

2

3

4

5

Log In

Parent or child signs in securely

Onboarding

Questions personalise the child's unique profile

Explore Tools

Child explores all features freely and safely

Parents Update

Track progress and add custom stories & routines

Pro Support

SEN staff & therapists monitor and enrich content

NHS-Aligned Need

12-18 Month Wait Times

CAMHS referrals are at an all-time high. While children wait, families receive little practical guidance.

Generic Tools Fail

Free community resources are one-size-fits-all and don't adapt to individual children.

Cost Barrier

Current apps charge £10–20/month — pricing families out of vital support at the time they need it most.

Autinest Fills the Gap

Accessible, adaptive, evidence-based — designed to support families immediately on any pathway.

How Autinest Addresses Each Challenge

Challenge	Autinest Solution
Visualising routines and transitions	Visual schedules with images, timers, and step-by-step life skills sequences children can follow
Navigating social interactions	Fully customisable social stories tailored to each child's real situations and settings
Managing emotional overload	Character-led breathing exercises and regulation tools — playful, engaging, and calming
Supporting communication	Personalised AAC boards with child-led onboarding so every tool feels genuinely owned

Our Ask

We are seeking NHS partnership to bring Autinest to the families who need it most.

01 Pilot & Review

Review Autinest in collaboration with NHS digital tool standards and frameworks

02 NHS Endorsement

Formal endorsement so families trust Autinest as a clinically aligned, safe tool

03 Framework Alignment

Align fully with NHS digital health tools standards and DTAC requirements

04 Pathway Recommendation



Recommend Autinest within neurodevelopmental pathways or community services

Market Opportunity

A large, underserved market with urgent, growing demand and no dominant solution.

TAM

~£2.8B

Total Addressable Market

Global autism support app market, 700k+ autistic people in UK alone, growing 15% YoY

SAM

~£420M

Serviceable Market

UK families with autistic children aged 4–12 seeking digital support tools

SOM

~£8.4M

Obtainable (3 yr)

2% UK market capture via NHS pathways, schools & direct family subscriptions



Autism diagnoses have risen 787% since 1998 — demand is accelerating, not slowing

Business Model

A multi-channel revenue model built for scale — starting with families, growing through institutions.

Primary

£0 / £7.99 pm

B2C Freemium + Subscription

Free tier – Available for a limited period (basic access to tools, timers and sample content)

Premium Subscription – unlocks the full experience

- Unlimited personalised social stories
- Complete life skills library
- Advanced personalisation & progress tracking
- Full AAC tool access
- Offline access & cloud backup
- Regular new content

Growth

£499 / school / yr

B2B – Schools & SEN

School and SEN team licences giving educators access to pupil profiles, classroom tools, and progress monitoring dashboards.

Strategic

Pathway licensing

B2B2C – NHS / Clinics

NHS trust or CAMHS integration — recommended within neurodevelopmental pathways as a prescribed digital tool (DTx model).

Financial Projections

Based on 10% freemium conversion · £7.99/mo subscription · £499/school/yr

Year	Total Users	Paying (10%)	B2C Revenue	Schools	Total ARR
2027 (Yr 1)	8,000	800	£77k	20 / £10k	~£87k
2028 (Yr 2)	35,000	3,500	£336k	80 / £40k	~£376k
2029 (Yr 3)	90,000	9,000	£863k	200 / £100k	~£963k
2030 (Yr 4)	180,000	18,000	£1.73M	400 / £200k	~£1.93M

Why Autinest Wins

Existing tools are expensive, generic, or built for a single purpose. Autinest is the only truly adaptive, all-in-one platform.

Product	Personalised	All-in-one	Affordable	Evolves with child	NHS aligned
Autinest	Yes	Yes	Yes	Yes	Yes
Goally	Partial	No	No-£25/mo	No	No
Otsimo	No	Partial	Partial-£10/mo	No	No
Makaton	No	No	Yes	No	Partial
Free NHS resources	No	No	Yes	No	No



Autinest is the only solution that personalises, adapts, and aligns with NHS pathways — at an accessible price point

The Ask

Pre-seed raise to take Autinest from concept to a validated, piloted product.

£150k – £200k

Pre-Seed Round

This funding unlocks:

MVP build (iOS + Android)

Pilot with 50 families & SEN professionals

NHS dialogue & DTAC assessment

Use of Funds

50%

Product & Engineering

MVP build, iOS/Android dev, personalisation engine

25%

Research & Pilot

User research, clinical validation, pilot delivery

15%

Regulatory & Compliance

Digital Technology Assessment Criteria, NHS digital standards, data security

10%

Ops & Marketing

Community building, partnerships, outreach

Meet the Team



Nicole Davati-Ansell

Autism Specialist & Co-Founder

A specialist with hands-on clinical experience working with children and young people. Nicole's expertise shapes every feature of Autinest, grounding it in evidence-based practice.



Seyyed Hosseini

Lead Engineer & Co-Founder

An experienced software engineer leading Autinest's technical development, building the personalisation engine and the adaptive architecture that makes the app truly responsive.

Appendix

TAM — Global Digital Therapeutics for Autism market

• **Growth Market Reports** — "Global Digital Therapeutics for Autism market size stood at USD 1.14 billion in 2024, projected to reach USD 4.87 billion by 2033 at 19.7% CAGR" [🔗 https://growthmarketreports.com/report/digital-therapeutics-autism-market](https://growthmarketreports.com/report/digital-therapeutics-autism-market)

SAM — UK autism children & families

- **BeyondAutism** — "700,000 on the autism spectrum in the UK — more than 1 in 100. Including families, autism is part of daily life for 2.8 million people" [🔗 https://www.beyondautism.org.uk/about-autism/understanding-autism/statistics/](https://www.beyondautism.org.uk/about-autism/understanding-autism/statistics/)
- **Newcastle University / JAMA Pediatrics** — "Around 1 in 57 (1.76%) children in the UK is on the autistic spectrum, based on a study of over 7 million children" [🔗 https://ncl.ac.uk/press/articles/latest/2021/03/autismratesincrease](https://ncl.ac.uk/press/articles/latest/2021/03/autismratesincrease)
- **Frontier Economics / DfE** — UK EdTech market analysis including SEND resources as a defined segment, commissioned by the Department for Education [🔗 https://www.frontier-economics.com/uk/en/news-and-insights/news/news-article-i9937-assessing-the-edtech-market-in-england/](https://www.frontier-economics.com/uk/en/news-and-insights/news/news-article-i9937-assessing-the-edtech-market-in-england/)

NHS waiting list & referral data

- **NHS England Digital** — Autism Statistics April 2024 to March 2025 (official monthly referral and waiting time data) [🔗 https://digital.nhs.uk/data-and-information/publications/statistical/autism-statistics/april-2024-to-march-2025](https://digital.nhs.uk/data-and-information/publications/statistical/autism-statistics/april-2024-to-march-2025)
- **Priory Group** — "As of September 2024, over 204,000 people in England awaited an autism assessment, with 89% waiting over 13 weeks" [🔗 https://www.priorygroup.com/mental-health/autism/autism-statistics](https://www.priorygroup.com/mental-health/autism/autism-statistics)



Thank You

Let's build a better future for autistic children and their families — together.

[Autinest.co.uk](https://autinest.co.uk)

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