

# Meet Neuropool, The world's fastest growing neurodivergent talent pool

*As part of our quick founder questions series – or QFQs – we spoke to Jack Dyrhaug, CEO and founder of Neuropool about digital neuroinclusivity, partnering with companies to build stronger, more dynamic teams and why adjustments, flexibility, and trust are crucial.*

Temps de lecture : minute

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23 December 2024

Growing up, I could see how tough it was for neurodivergent people to even get a foot in the door in the job market. After dropping out of school and trying to navigate the world as someone with autism and ADHD, I realised how little support there was for people like me. Fast forward to when I learned that 85% of autistic adults are unemployed and the suicide rate for autistic individuals is nine times higher than the general population - I knew something had to change. This led me to set up Neuropool, providing neurodivergent talent with mentoring and training and helping them secure meaningful employment.

## Tell us about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

Neuropool connects neurodivergent individuals with job opportunities that align with their potential. We collaborate with employers who are genuinely committed to inclusion, ensuring neurodivergent employees

feel valued, supported, and integrated within their teams.

Our digital neuroinclusivity solution equips organisations with tools to create and sustain a neuroinclusive workplace. This includes on-demand training and resources for all organisational levels, an anonymised disclosure and adjustments framework to ensure staff can access the support they need without barrier, and tracking of neurodiversity awareness and wellbeing scores.

In addition to our digital platform, we provide workplace training to help employees better support neurodivergent colleagues - whether through clear communication, offering regular breaks, or fostering an inclusive culture.

We've partnered with leading organisations like Universal Music, BAE Systems, and Adecco to help them unlock the potential of neurodiverse talent. By embracing neuroinclusivity, these companies drive innovation, improve retention, and build stronger, more dynamic teams.

## How has the business evolved since its launch?

I launched Neuropool in 2019 with a goal to get neurodivergent people jobs. Since then, we've placed hundreds of neurodivergent individuals, including those with ADHD, autism, dyslexia, and dyspraxia, into roles across major companies. We've also trained over 12,000 employees on how to create a more inclusive workplace.

We've provided over 10,000 hours of free mentoring to more than 500 individuals, many of whom have secured interviews and job offers at top companies. Our candidates come from all walks of life too - students, career changers, and those seeking new opportunities.

Today, our community includes over 20,000 neurodivergent individuals looking for work or mentorship. And we're just getting started.

## Tell us about the working culture at Neuropool

At Neuropool, over 70% of our team is neurodivergent, so it's no surprise that we foster an inclusive and open culture. We want everyone to have the space to be themselves without being forced into a mold that doesn't fit. As a growing team, I'm focused on bringing together individuals from diverse backgrounds who are passionate about championing neurodivergent talent and providing the support we may not have received ourselves.

I believe that open conversations about adjustments, flexibility, and trust are crucial for any team to succeed - neurodivergent or neurotypical.



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## How are you funded?

Neuropool has been bootstrapped on revenue since the beginning but, in 2023, we secured £300,000 equity funding from the Growth Impact Fund (GIF) which supports social enterprises that are tackling inequity and creating social impact. We were its first investee alongside Doing What Really Matters which delivers higher education in prisons.

This funding has enabled us to expand our reach, harness AI to scale our impact, and enhance the services we provide to both clients and candidates. While we're in a strong position, we're actively seeking additional funding to grow our team, advance our technology, and amplify our mission of creating inclusive workplaces.

## What has been your biggest challenge so far and how have you overcome this?

The hardest part has been balancing impact and profit while staying true to why we started Neuropool, which is to help those who need it the most. It's been a constant challenge to ensure we remain sustainable as a business without losing sight of our mission to create real opportunities for neurodivergent individuals. We try to tackle this by focusing on building strong partnerships with employers who share our values, and through finding ways to scale our work without negatively impacting the quality of support we provide to our community.

## How does Neuropool answer an unmet need?

Neuropool helps neurodivergent individuals find meaningful job opportunities in a way that traditional job platforms often can't. As many as 72% of neurodivergent applicants would consider holding back from disclosing their condition to prospective employers, meaning they could

be missing out on things that make all the difference in an interview - like reasonable adjustments. This figure is only expected to rise as more neurodivergent individuals enter the world of work and as more individuals are diagnosed with a neurodivergence later in life. Unless they are given the platform to express themselves and get the support they need, many of them will end up in low-paid, unfulfilling jobs - or worse, without any job at all.

At Neuropool, we have a disclosure rate of 70%, which allows us to better understand and support candidates through the hiring process and beyond. We are connecting neurodivergent people with companies that are willing to make space for people who are hungry for work - and have the skills - but don't always fit into the traditional hiring process.

## What's in store for the future?

We have made great inroads in expanding Neuropool's community of neurodivergent talent, and our next step is to continue growing this community and reaching more inclusive employers so we can then help our community find a job. We've set an ambitious target to help 10,000 neurodivergent people find meaningful work by 2030. While we know this will be challenging, it's essential given the reality that over 100,000 neurodivergent young adults in the UK turn 18 each year with little support in navigating the workforce.

We are very much a UK business, but we also want to expand into the US, where one in five Americans identify as neurodivergent and an estimated 30-40% are currently unemployed. This will allow us to help even more individuals find work and guide more employers to ensure long-term support, development, and a truly inclusive workplace culture.

# What one piece of advice would you give other founders or future founders?

My advice to founders is to admit your weaknesses if you are a solo founder wearing several hats and surround yourself with the team you need. If you can't afford a full-time team, look for business partners or think about outsourcing to freelancers.

Building a high-performing culture in the early stages starts with embedding a strong commitment to your mission. This helps attract people who share your passion and are just as invested in the journey as you are.

If you are thinking about starting a business, make sure it is something you truly care about. Without passion, the tough times will feel even harder, and reaching the end goal might seem out of reach.

Finally, lean on your network and seek advice from mentors or advisors. Their experience can help you overcome challenges and find opportunities you might otherwise miss.

## And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

Being ADHD and autistic has massively influenced how I approach routine, something I think every founder tries to endlessly improve. I've learned to embrace that, while I can stick to structure because of my autism, my ADHD means I thrive on newness and excitement.

I've stopped trying to follow conventional advice like taking ice baths every morning and instead focus on what works for me. For example, I

feel most inspired after travelling and remote working.

Understanding my own needs and that everyone's routine looks different has shaped my decision to build a remote, flexible culture at Neuropool. It's about creating an environment where people can work in a way that suits them and brings out their best.

Jack Dyrhaug is the CEO and founder of Neuropool.



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