Source of Wisdom

AI-powered learning for the attention age

"Designed to win back attention, not just deliver content."

Problem

People are **losing the ability** to think **clearly**, focus **deeply**, and learn **meaningfully**.

Social media and algorithmic platforms **exploit attention** instead of nurturing it.

Traditional **education systems are outdated**, fragmented, and slow to adapt.

This cognitive degradation — known as **BrainRot**, *Oxford's Word of the Year* — affects how we **learn**, **work**, and **relate to** one another.

A global need for:

Cognitive resilience and digital **well-being**

Upskilling for future-ready competences

Engaging, **safe alternatives** to mindless scrolling

EdTech + AI + Creator Economy = A PERFECT STORM

The
Opportunity

The **Solution**

Source of Wisdom (SoW) is a multi-platform, AI-powered educational game. It transforms passive scrolling into active, gamified learning.

Users complete adaptive Quests designed by **creators**, **educators**, and **experts** — supported by **AI co-pilots** that drastically **reduce production time** of **high-quality Quests**, **Stories**, and **Games** (Levels) — while **preserving the human touch** that makes every learning journey **personal**, **meaningful**, and **fun**.

It's not gamified education.
It's a portable, playable path to wisdom.

How it works:

Exploration:

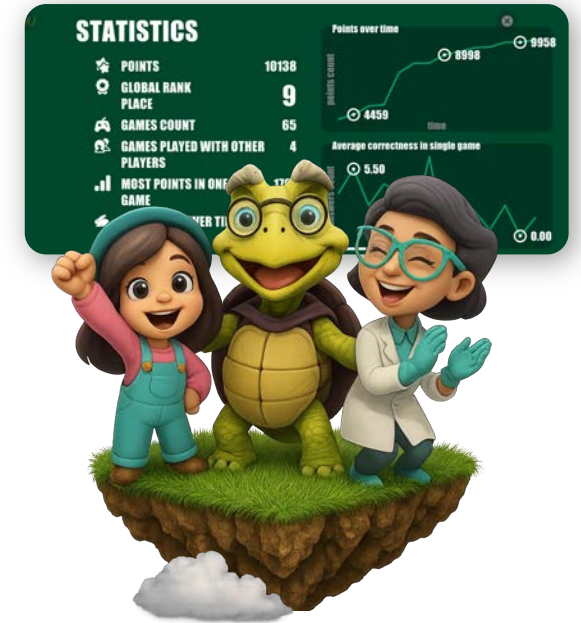Choose Quests by theme, goal, or creator

Immersion:

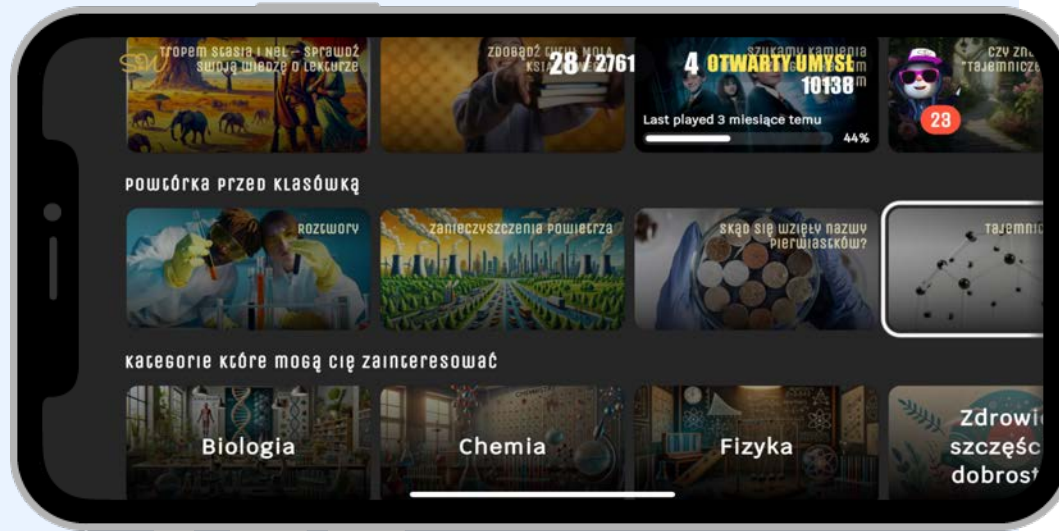Watch a short story or explanation (video/audio/visual)

Play:

Complete a game-based challenge to apply the knowledge

Progress:

Unlock achievements and track your growth in your smart profile

Unique Features & **Competitive Edge**

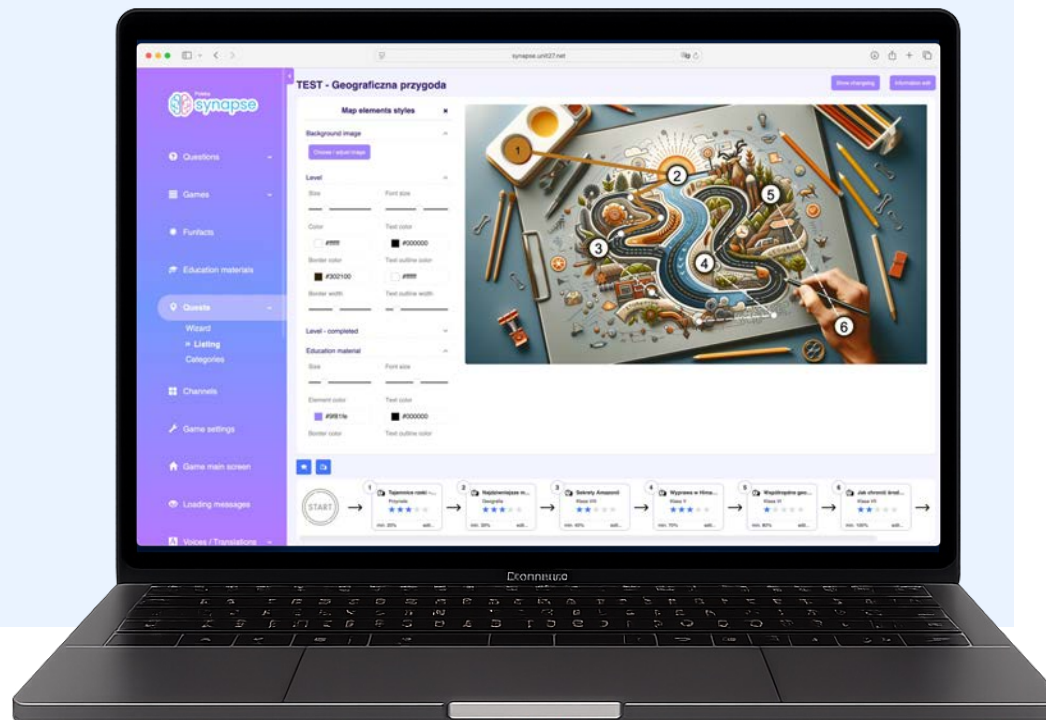🎮 **AI-powered gameplay personalization (coming)**

Difficulty, content type, and feedback adapted to each learner

Synapse: Creator tools to generate and publish educational quests

Supported by AI co-pilots to streamline and elevate content creation

Unique Features & **Competitive Edge**

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Unique Features & Competitive Edge

🧠

Cognitive profiles showing learning style and skill growth

Each user builds a smart profile

visualizing strengths and progress

💼

Monetization engine for creators

55% revenue share

Unique
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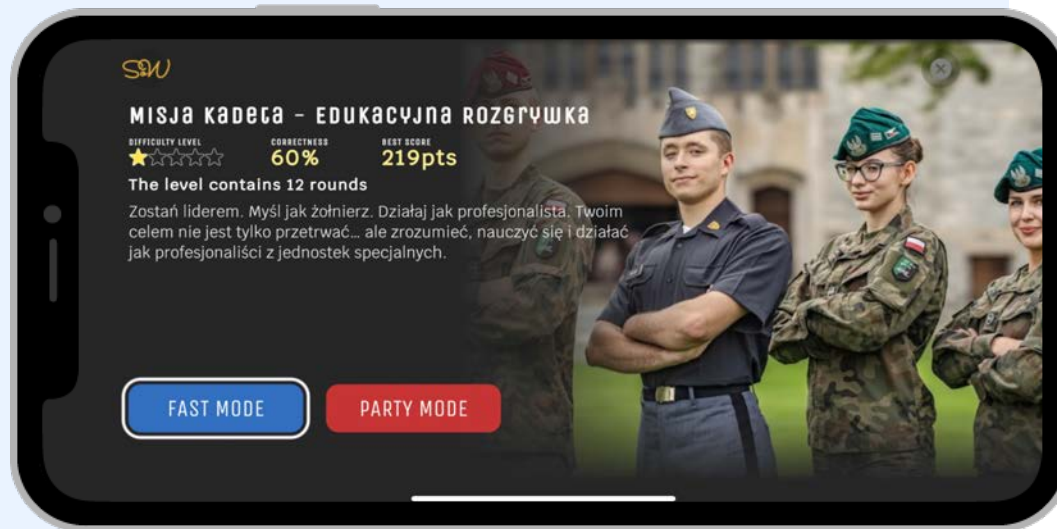
💼

Monetization engine
for creators

55% revenue share

Unique Features & Competitive Edge

🛡️

Dual-use applications

Co-developed with elite special forces veterans from Targets Creators — building tactical and mission-based learning for civil and defense training.

What Makes SoW Different

While others gamify tests, SoW gamifies wisdom.

- From **users** to **players**
- From **scrolling** to **skill-building**
- From **content consumers** to **knowledge creators**

YouTube =
content + ads

SoW =
content + quests + learning identity

Competition – Where SoW Stands Out

	Most EdTech Platforms	Source of Wisdom (SoW)
Gamification	Points and badges for retention	Narrative-based quests, group play, real cognitive challenges
Use of AI	One-directional: quizzes, moderation	AI learning companion: content generation, difficulty adaption, learner profiling
Creator Model	No structure or support for educators	Monetization, AI tools, safe publishing space for: teachers, influencers, experts
Human Growth	Focus on academic scores	Emotional intelligence, motivation, stress & habit training
Cultural Fit	Western, test-focused	Cross-cultural, multilingual, localized content from native creators

Who is it for?

🎓 **Students**
(K-12, higher education)

💼 **Professionals**
upskilling for the future

👩‍🎓 **Educators** and
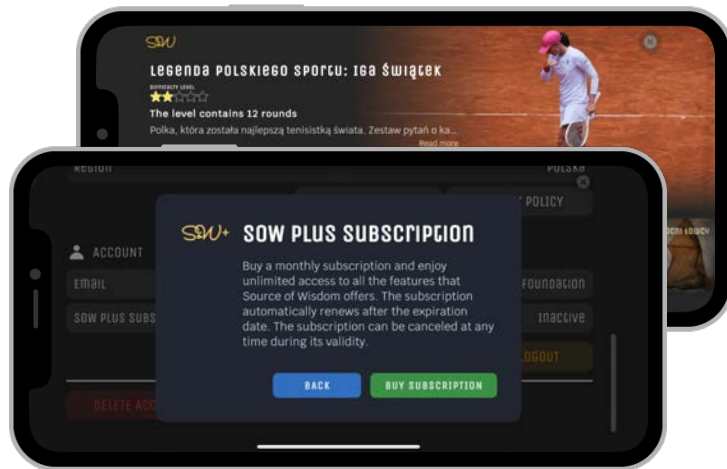**parents** as facilitators

🎮 Young **creators** and
microinfluencers

🌎 **Governments** and civil society
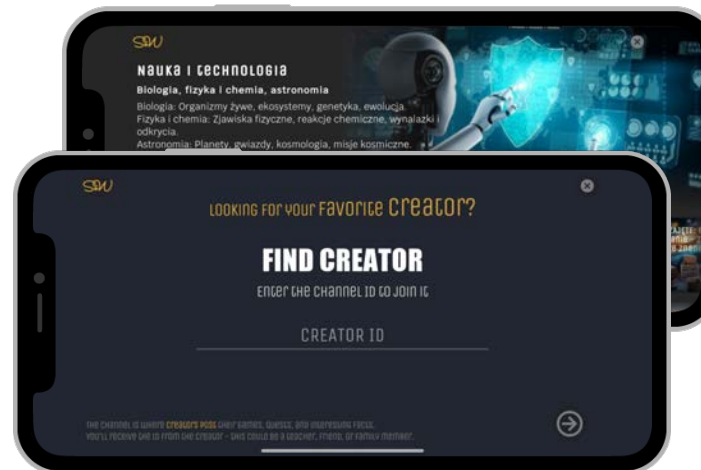(dual-use, resilience)

Business Model

SoW Plus Subscription

Access all premium Quests, learning profiles, tournaments

Creator Economy

55% revenue share for verified creators

Sector-specific Licensing

Educational systems, training institutions, national defense.

Go-To-Market
Strategy

Creators: Incentives + onboarding for educators, influencers

Partnerships: Well-being, defense, innovation ecosystems

Q4 2025:

Launch in Poland
(B2C, pilot partners: Henkel, TS, Private Schools)

2026:

Expand to US, Mexico, India
→ Local business partners in each country with strong regional networks and access to educational/governmental decision-makers. — Rafael (Nevada, USA), Abraham (Mexico/Ecuador), Said (India – Telangana region).

Traction &
Roadmap

🚀 **v1.0 Beta released (live)**

🤝 **Strategic pilots in place**
(e.g. Montessori Schools, Henkel,
Target Creators)

🌍 **Sept/Oct 2025:**
v1.0
public launch

🧠 **Dec 2025:**
v2.0
(AI diagnostics, growth map)

📈 **Forecast (Q1/Q2 2026):**
30,000+ Freemium users
7,900 Premium users

The Team

**Founders & Leadership
Experts & Partners**

Michal Filipek

Co-Founder & CEO

Drives SoW's vision, execution, and international growth. Leads partnerships, fundraising, and GTM.

Przemysław Ankowski

Co-Founder & CTO

Technology vision & architecture. Co-creator of SoW's adaptive learning engine and AI infrastructure.

Piotr Karpiński

Co-Founder & GTM Strategist

Branding, storytelling, and outreach to public-private ecosystems.

Artur Fic

Chief Product Officer

10+ years in EdTech and loyalty systems. Ensures quality UX and delivery.

Sebastian Pacho

VP of Engineering

Leads engineering and tech ops. Expert in agile scaling and gamified architecture.

Joanna Piasecka

COO

Ex-PMO Director at Industrial Development Agency. Expert in scaling operations and partnerships.

Expert Network & Development Partners

International **educators** & instructional **designers**

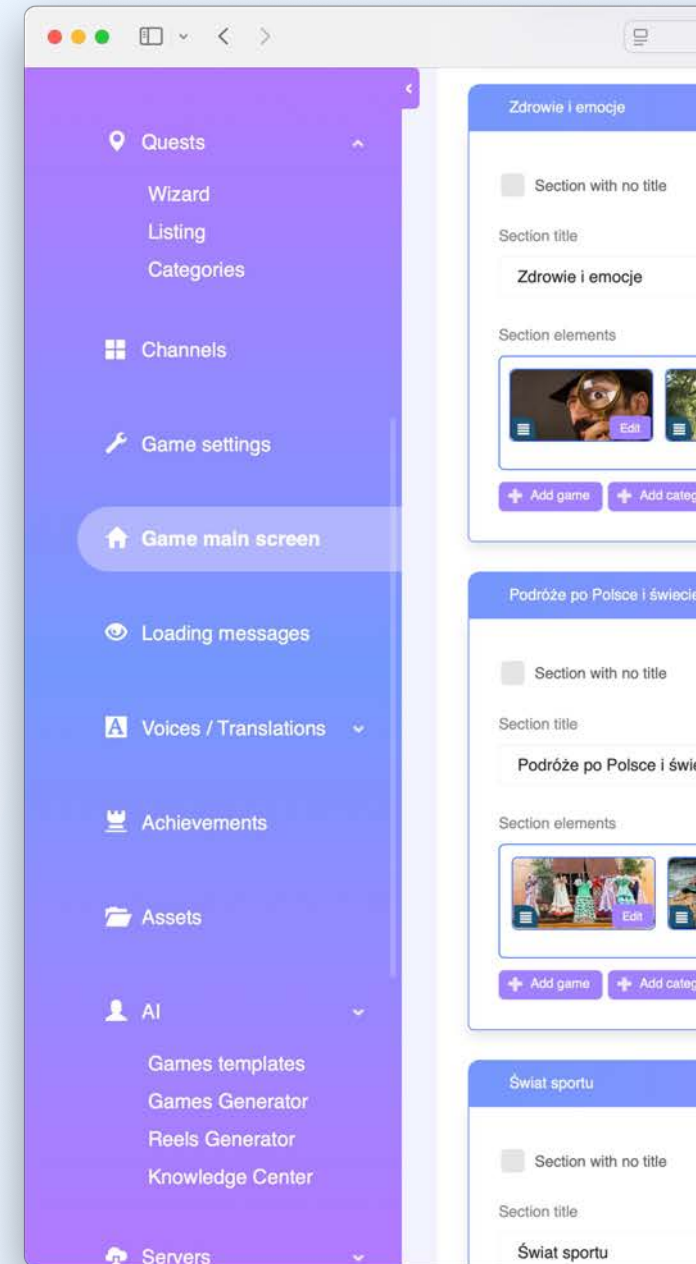AI researchers and cognitive **scientists**

Special forces **veterans** (dual-use applications)

NGO & government **advisors** in education and resilience

Business partners with strong regional networks and access to educational/governmental decision-makers in the **U.S.** / **Mexico** / **Ecuador**

Funding
Ask

💰 Raising **1M EUR** for **15% equity**

💡 Over 2.0M PLN **already invested** by founders.

⚡ **Use of Funds:**

- 40% – **Product development**
  (AI, gamified quest engine, mobile/web apps)
- 30% – **Marketing & user acquisition**
- 20% – **Creator onboarding & training**
- 10% – **Infrastructure & compliance**

Appendix **Index**

Additional documents available in our VDR:

🎥 SoW **Trailer**

Step into the world of Source of Wisdom in 90 seconds:

👉 **https://youtu.be/2iAFmb3ko2Y**

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Unique experience

High potential

Fun and education

Source of Wisdom