



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Traditional **education systems** are **outdated**, fragmented, and slow to adapt.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



The Opportunity

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 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



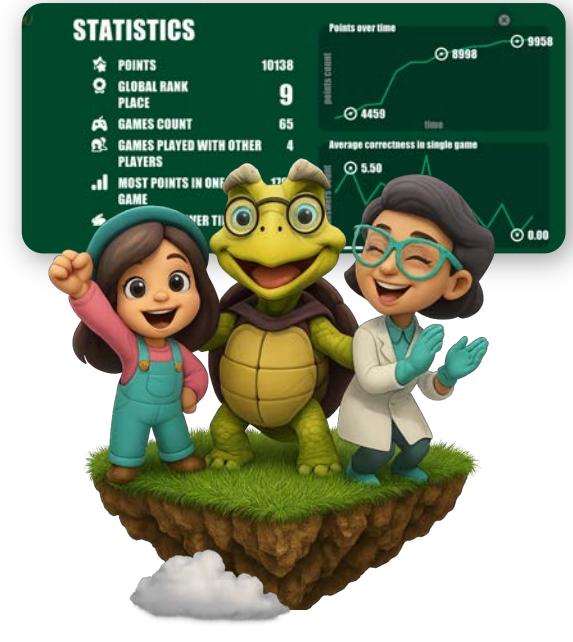
Immersion:

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



Play:

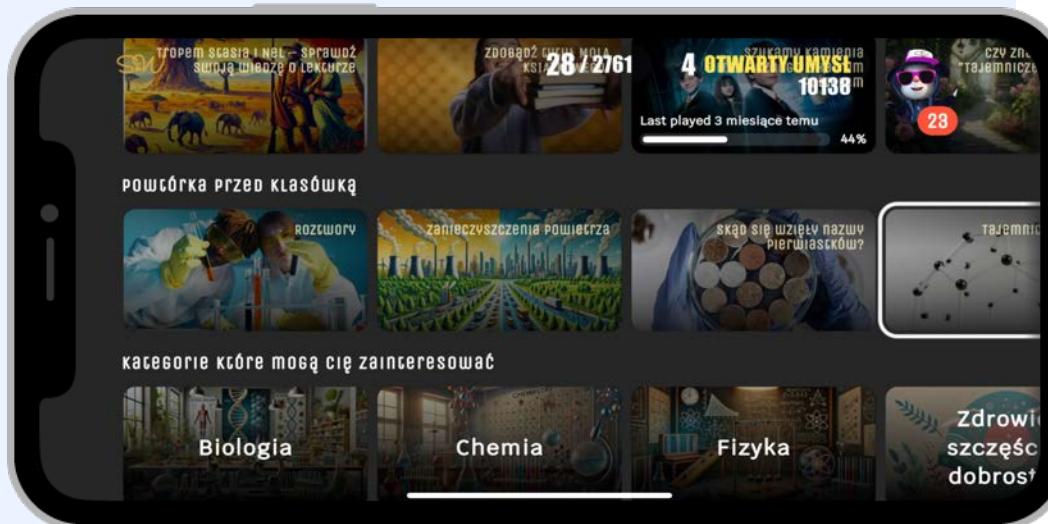
Complete a game-based challenge to apply the knowledge



Progress:

Unlock achievements and track your growth in your smart profile

Unique Features & Competitive Edge



AI-powered gameplay personalization (coming)

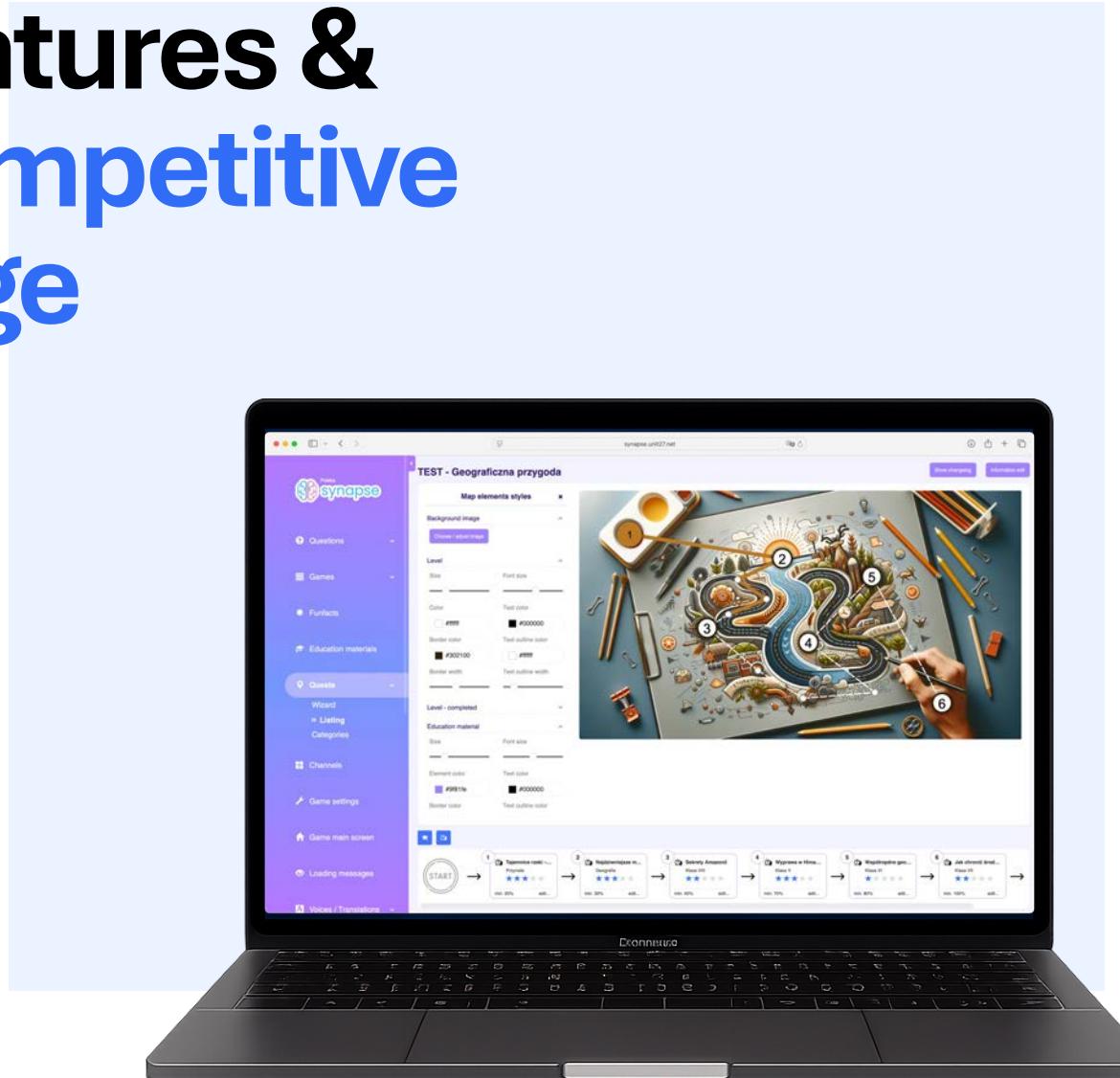
Difficulty, content type, and feedback adapted to each learner



SoW Studio: Creator tools to generate and publish educational quests

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

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**Cognitive profiles
showing learning style
and skill growth**

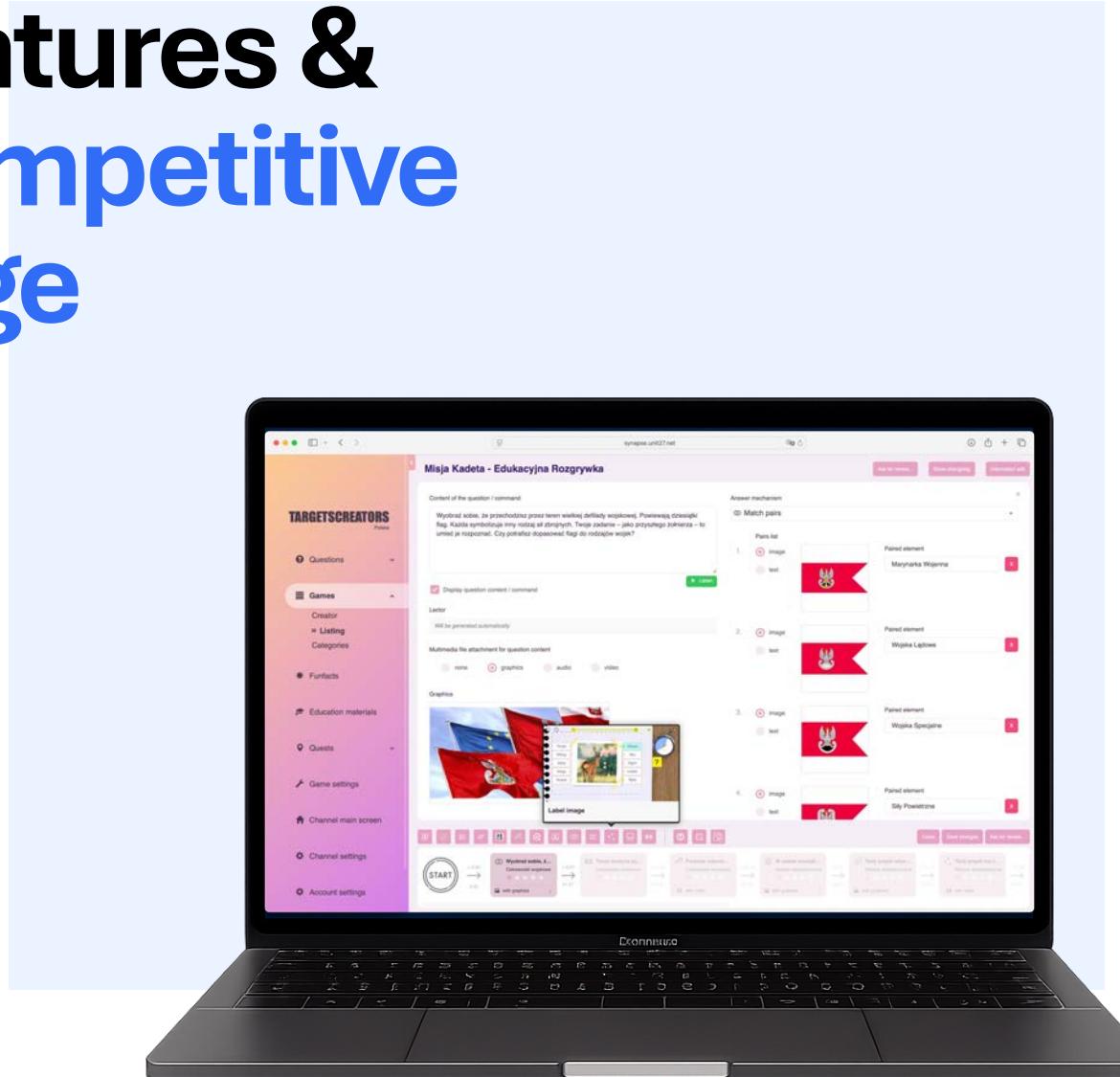
Each user builds a smart profile
visualizing strengths and progress



**Monetization engine
for creators**

55% revenue share

Unique Features & Competitive Edge



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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



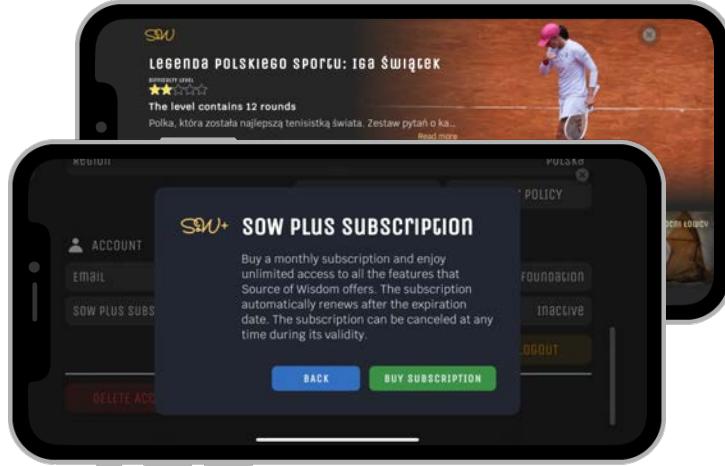
Young **creators** and
microinfluencers



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



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).

Creators: Incentives + onboarding for educators, influencers

Partnerships: Well-being, defense, innovation ecosystems

Traction & Roadmap



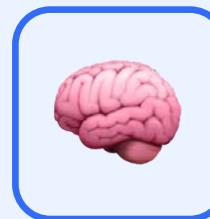
v1.0 Beta released (live)



Strategic pilots in place
(e.g. Montessori School, Henkel,
Target Creators)



Nov 2025:
v1.0
public launch



Q1 2026:
v2.0
(SoW+ features, AI diagnostics,
growth map)



Forecast (Q2 2026):
10,000+ Freemium users
1,900 Premium users

The Team

Founders & Leadership
Experts & Partners





Michał Filipek

Co-Founder & CEO

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



Artur Fic

Chief Product Officer

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



Przemysław Ankowski

Co-Founder & CTO

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



Sebastian Pacho

VP of Engineering

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



Piotr Karpiński

Co-Founder & GTM Strategist

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



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)



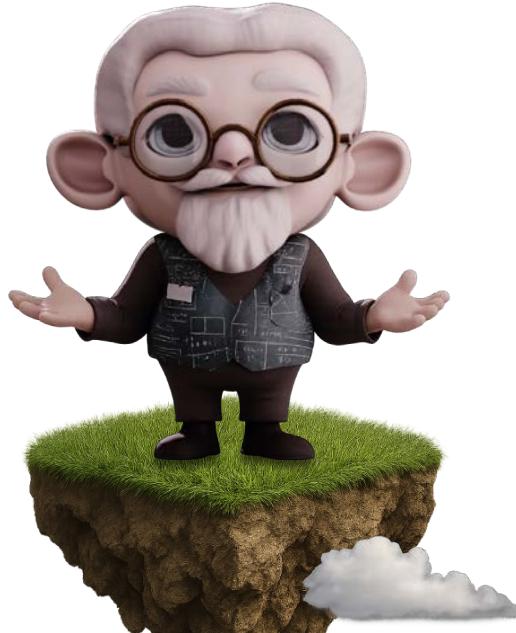
NGO & government **advisors** in education and resilience



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

The screenshot displays a software application interface for game development and management. The left sidebar contains a list of categories: Quests, Wizard, Listing, Categories, Channels, Game settings, Game main screen, Loading messages, Voices / Translations, Achievements, Assets, AI, Games templates, Games Generator, Reels Generator, Knowledge Center, and Servers. The main area shows sections like 'Zdrowie i emocje', 'Podróże po Polsce i świecie', 'Świat sportu', and 'Section with no title'. Each section has a preview image and edit buttons.

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:

Appendix 1: SoW Team Dossier

Appendix 2: Dual-Use Applications

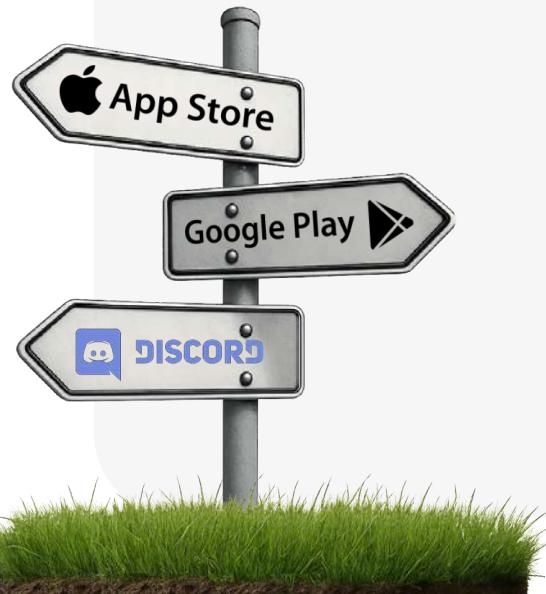
Appendix 3: Competitive Landscape

Appendix 4: BrainRot Context & Research

Appendix 5: AI-Driven Quest Flow

Appendix 6: Global Challenges SoW Addresses

Appendix 7: SoW Competence Profile (Smart CV)





SoW Trailer

Step into the world of Source of Wisdom:

👉 https://www.youtube.com/watch?v=G_Vu8S5ZhJw

👉 <https://youtu.be/2iAFmb3ko2Y>

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