



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Traditional **education systems** are **outdated**, fragmented, and slow to adapt.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



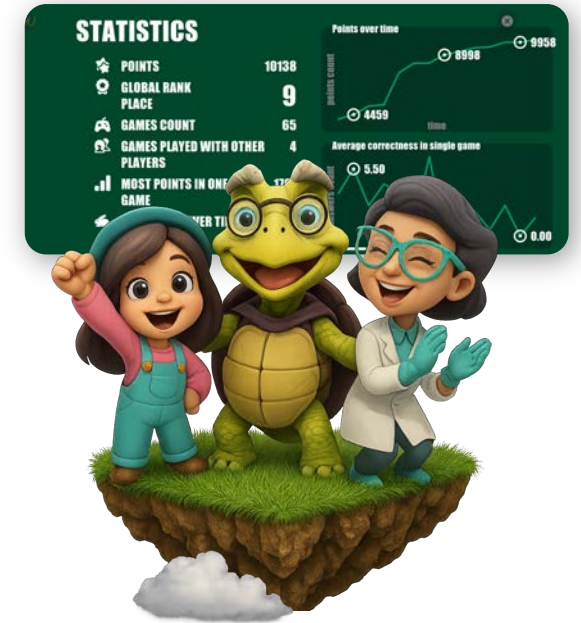
Immersion:

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



Play:

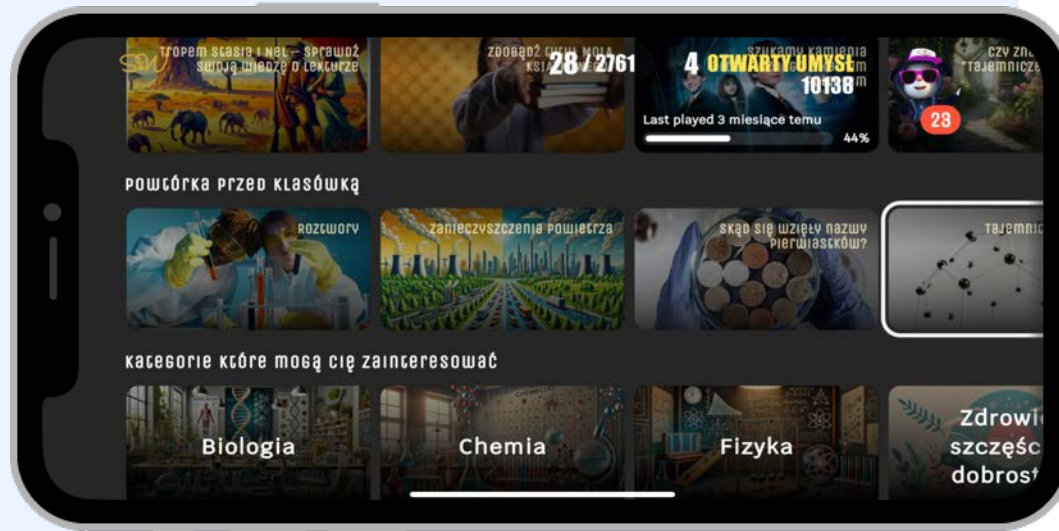
Complete a game-based challenge to apply the knowledge



Progress:

Unlock achievements and track your growth in your smart profile

Unique Features & Competitive Edge



AI-powered gameplay personalization (coming)

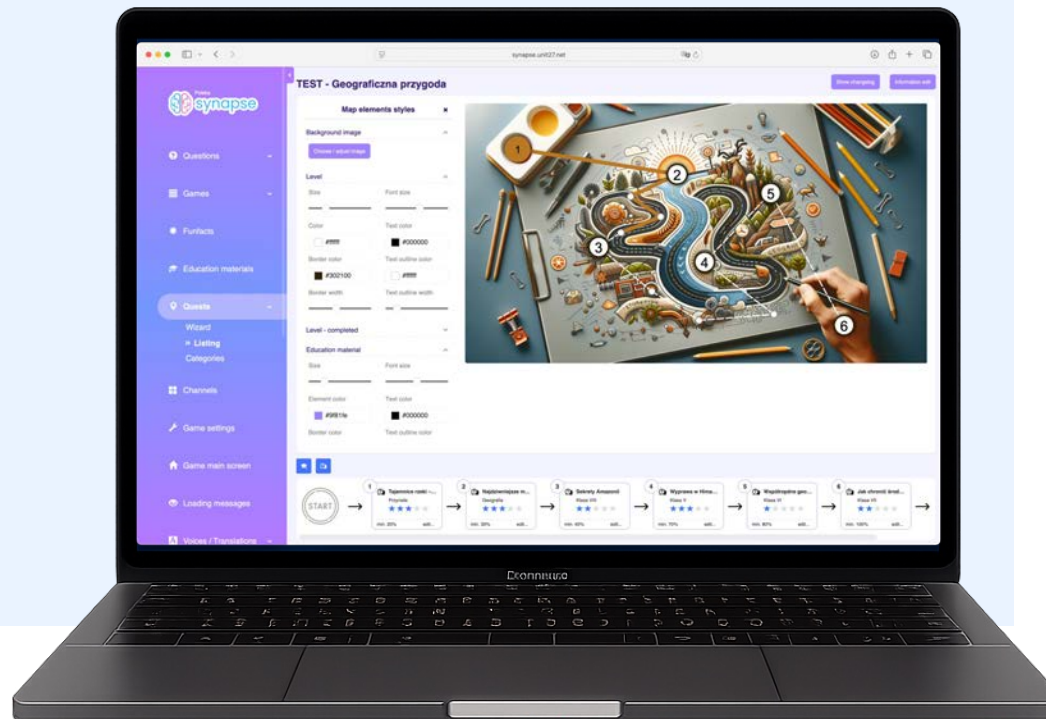
Difficulty, content type, and
feedback adapted to each learner



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**

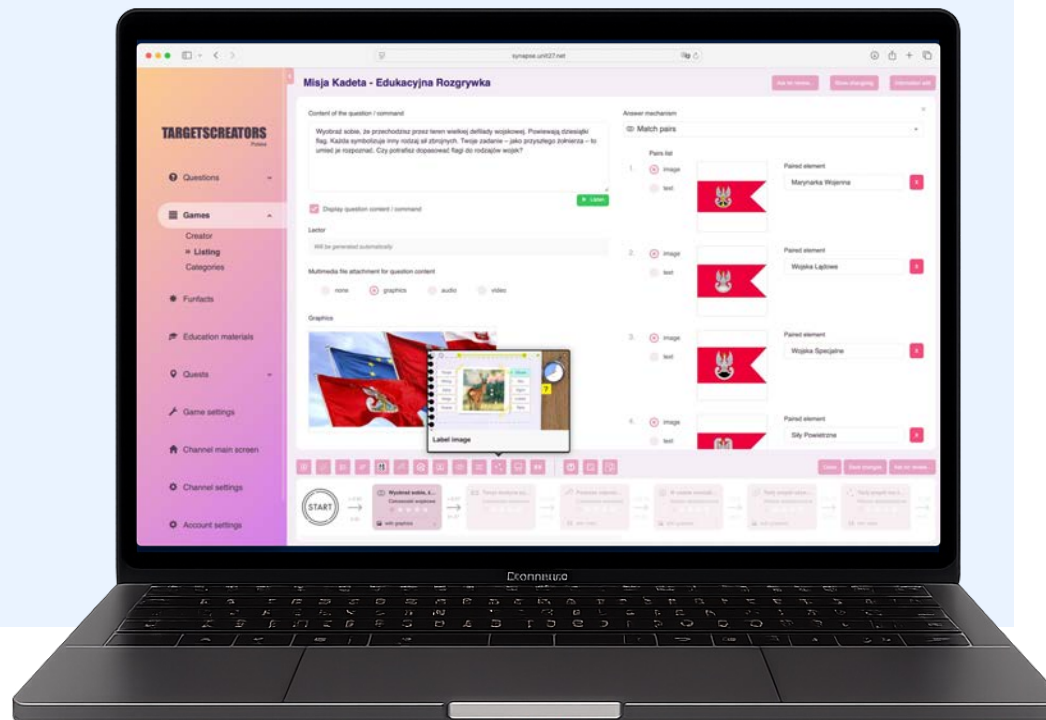
Each user builds a smart profile
visualizing strengths and progress



**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



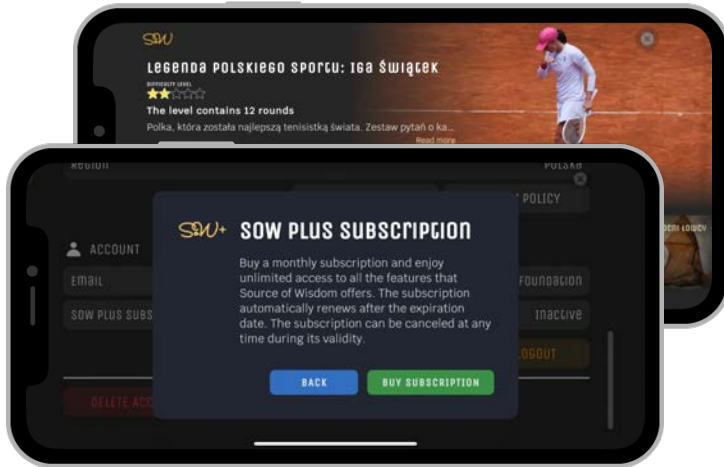
Young **creators** and
microinfluencers



Governments and civil society
(dual-use, resilience)

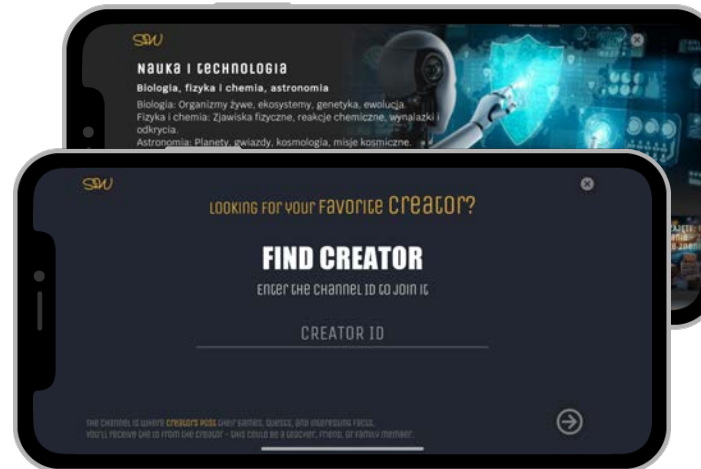


Business Model



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



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 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.



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 Pacheco

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**



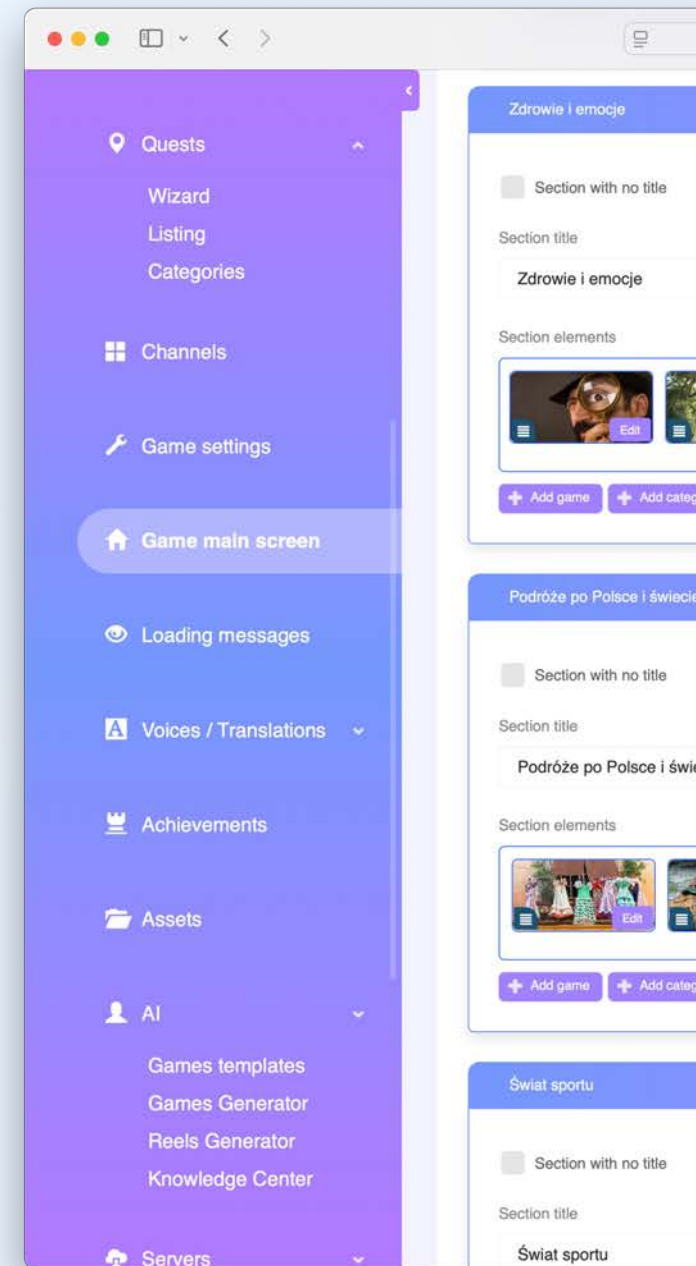
Special forces **veterans**
(dual-use applications)



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 / Republic of India**



Funding Ask



JOIN THE FORCE



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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