

Information is abundant.

Attention is fragmented.

Algorithms optimize for distraction,  
not development.

People consume more knowledge than ever,  
yet struggle to turn it into meaning, judgment,  
and wisdom.



**Source of Wisdom**

# The problem is not lack of education. It is lack of meaningful engagement.



Education delivers  
content.



Social media  
captures attention.



Games create  
engagement.



The result is a  
growing cognitive  
crisis often  
described as  
**BrainRot.**

**None are designed for human development.**

# A new category is emerging

## Developmental Experience Platforms

People don't need more content.

They need environments where knowledge becomes experience.

Social  
Media

Education

Games



**attention**

**information**

**engagement**

**development**

## Source of Wisdom (SoW)

transforms knowledge into engaging developmental experiences.

A creator-driven platform where users don't consume content, they participate in journeys.

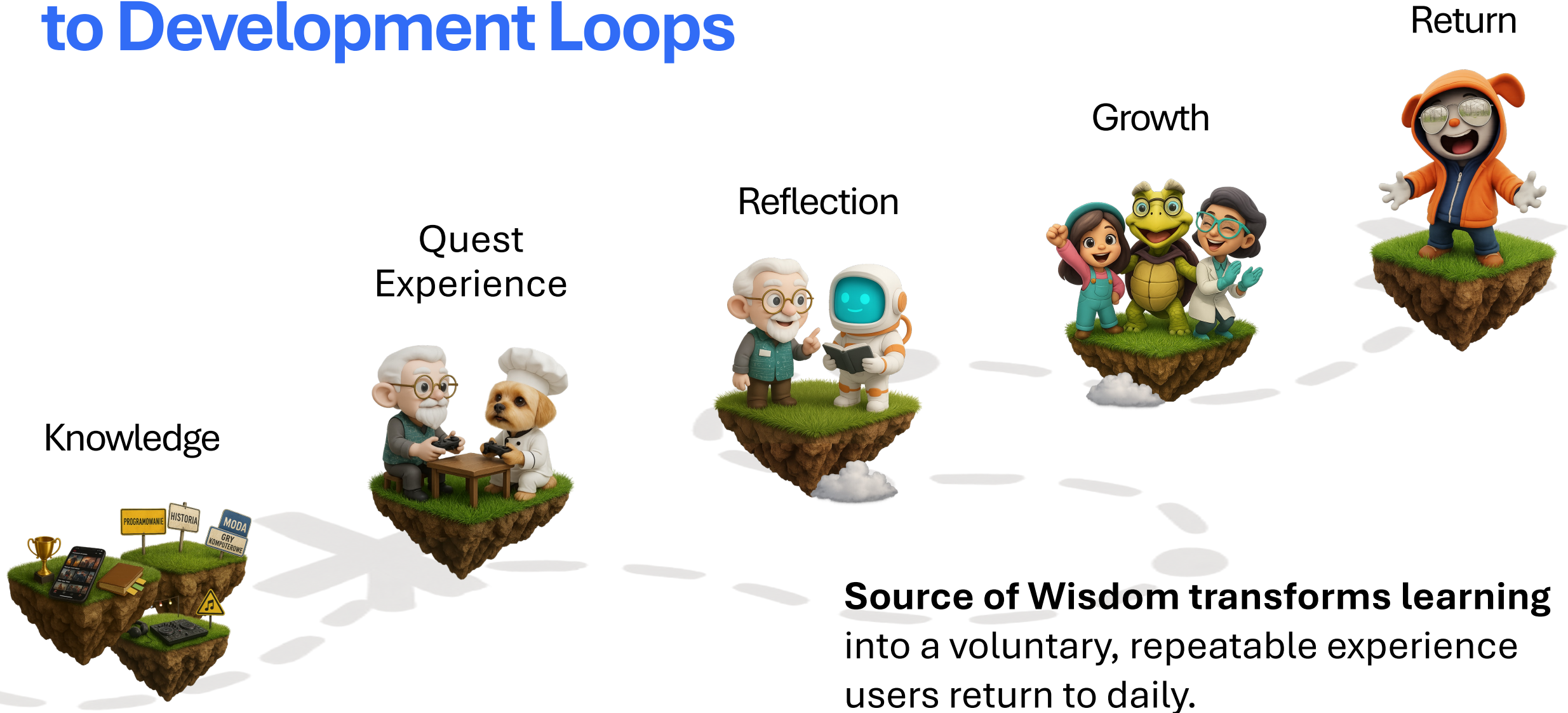
Through interactive Quests designed by educators, experts, and creators,

SoW turns passive scrolling into active growth.



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

# From Learning Sessions to Development Loops



Return

Growth

Reflection

Quest Experience

Knowledge

**Source of Wisdom transforms learning into a voluntary, repeatable experience users return to daily.**

# A platform powered by **creators,** **organizations, and communities**



## **Creators**

Design meaningful learning experiences

Create interactive Quests that turn knowledge into engagement, growth, and repeat participation.



## **Organizations**

Reach and develop their audiences

Use SoW to engage employees, customers, students, and communities through measurable growth experiences.



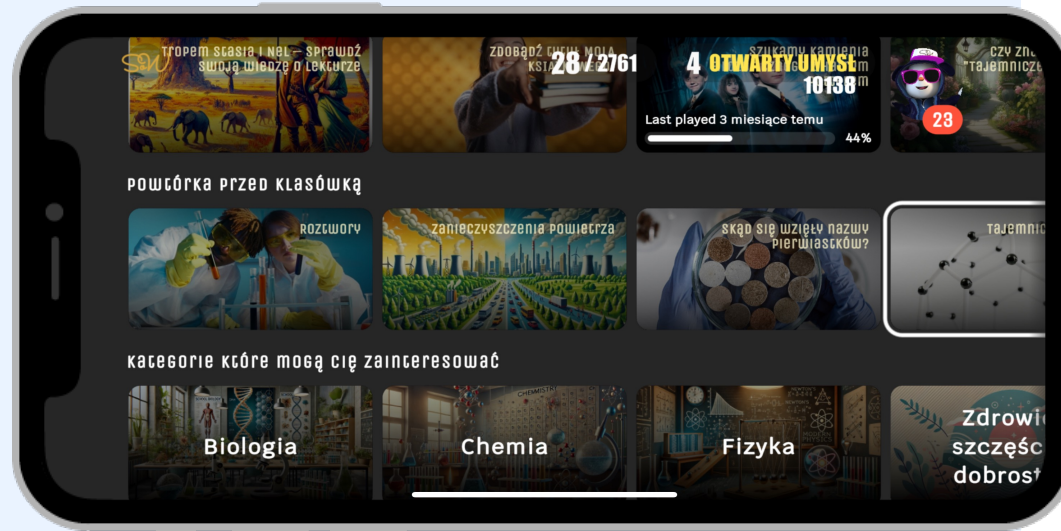
## **Users**

Grow through curiosity-driven exploration

Explore topics through Quests, build skills, and return through continuous development loops.

A scalable ecosystem where knowledge evolves through participation.

# Unique Features & Competitive Edge



## AI-powered gameplay personalization (coming)

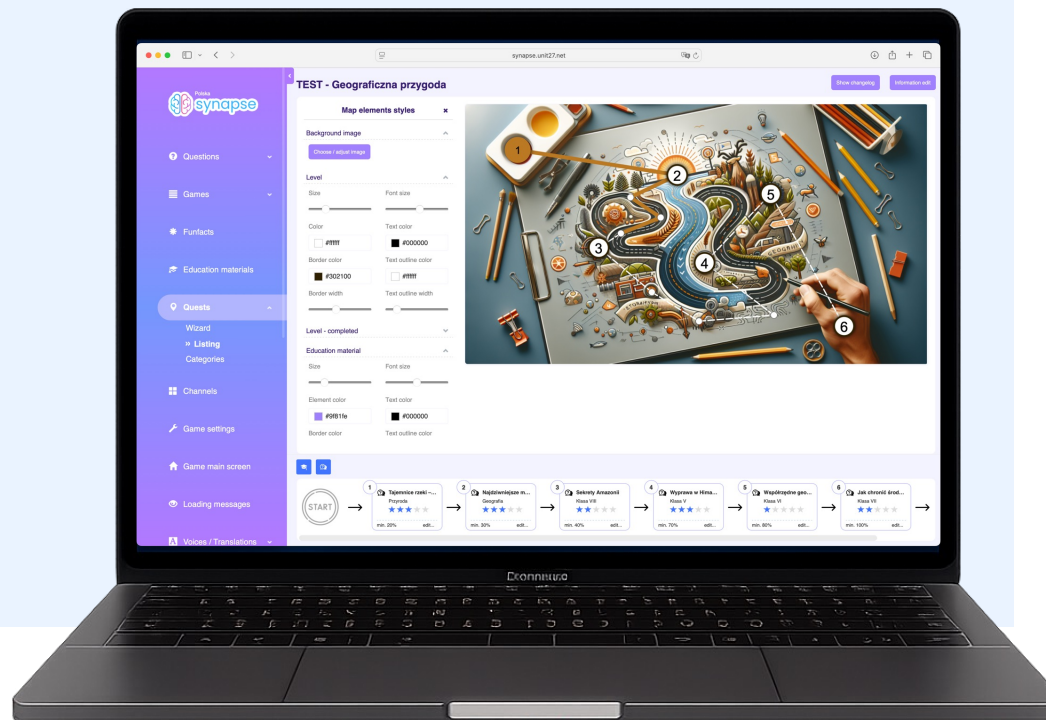
Difficulty, content type, and  
feedback adapted to each learner



## 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**

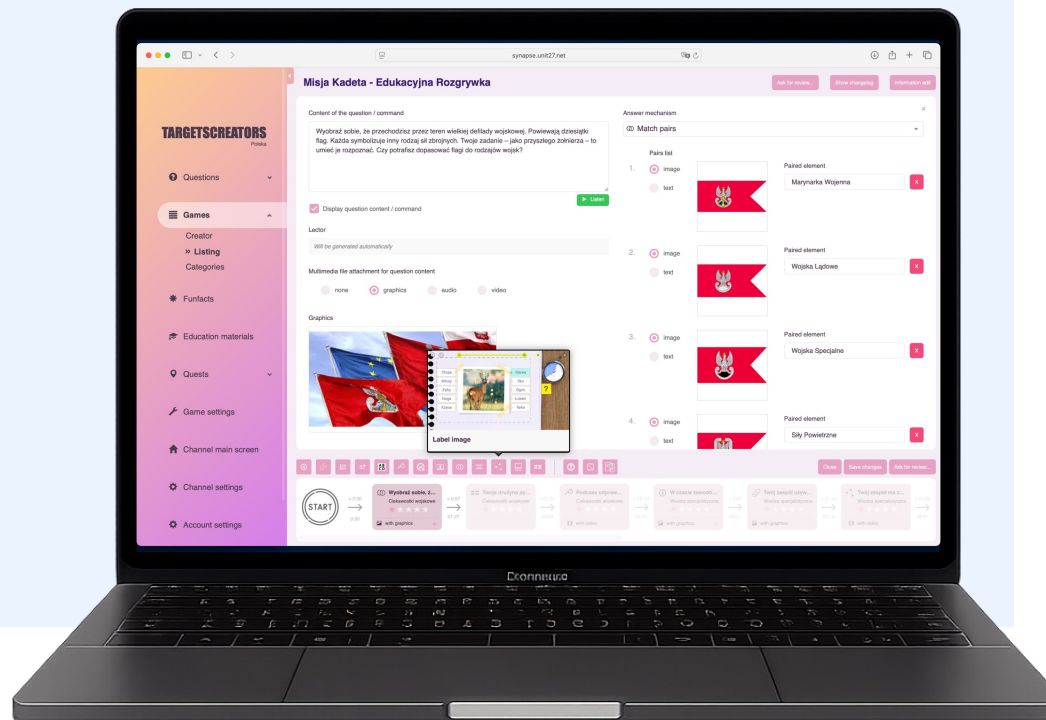
Each user builds a smart profile  
visualizing strengths and progress



**Monetization engine  
for creators**

55% revenue share

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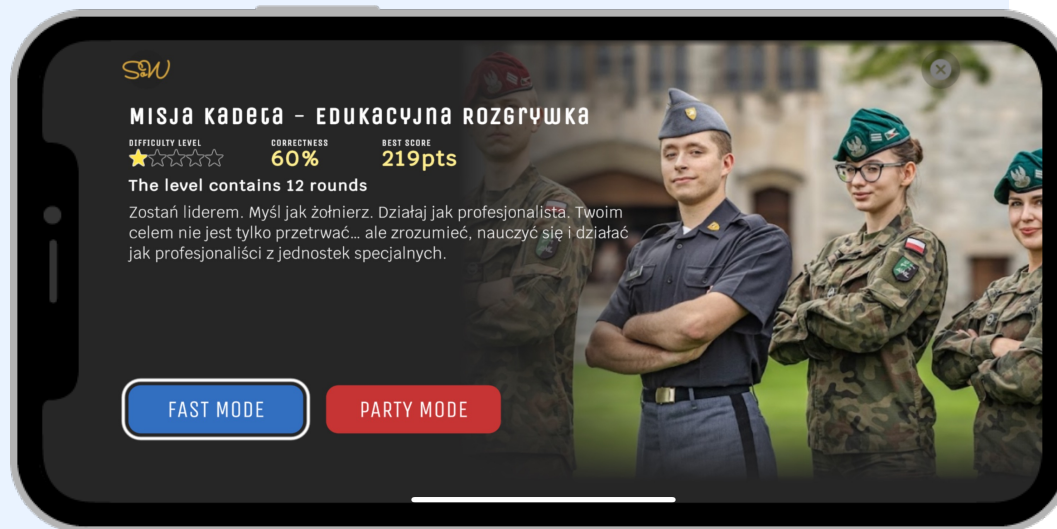
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# Unique Features & Competitive Edge



## Dual-use applications

Co-developed with elite special forces veterans from Targets

Creators — building tactical and mission-based learning for civil and defense training.

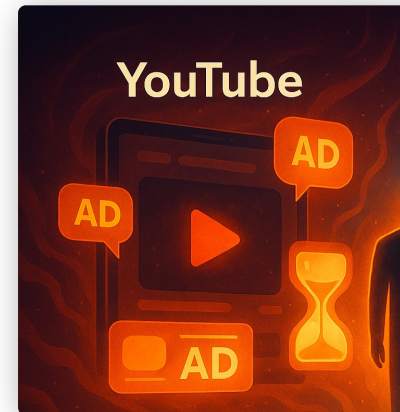
# What Makes SoW Different

## SoW gamifies wisdom.

- From **users** to **players**
- From **scrolling** to **growth**
- From **content consumers** to **knowledge creators**

**Traditional platforms monetize attention.**

Source of Wisdom develops capability.



YouTube turns viewers into audiences.



Source of Wisdom turns users into participants.

# Competition – Where SoW Stands Out

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

# Who is SoW for



## Learners

Students, professionals, and lifelong learners building skills through exploration and participation.



## Creators

Educators, experts, and creators designing meaningful learning experiences.



## Organizations

Companies, schools, and institutions developing their people through scalable growth programs.

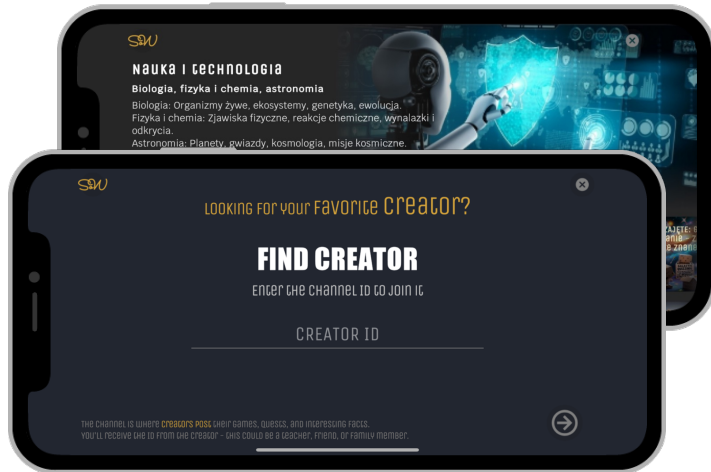


## Public sector

Governments and NGOs building resilience and future-ready capabilities.



# Business Model Overview



## Creator Economy

(Platform)

Verified creators design and monetize Quests.

- Revenue share (55%)
- Scalable global supply
- Incentivized creation



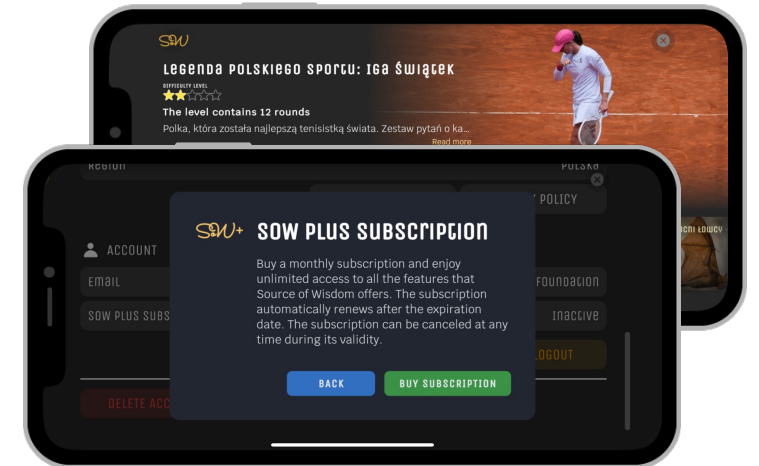
## Sector Licensing

(Enterprise)

Custom deployments for:

- education systems
- enterprises
- public sector & defense training

Scalable institutional revenue streams.



## SoW Plus Subscription

(B2C)

Premium access to Quests, tournaments, and personalized growth tools.

Freemium conversion model.

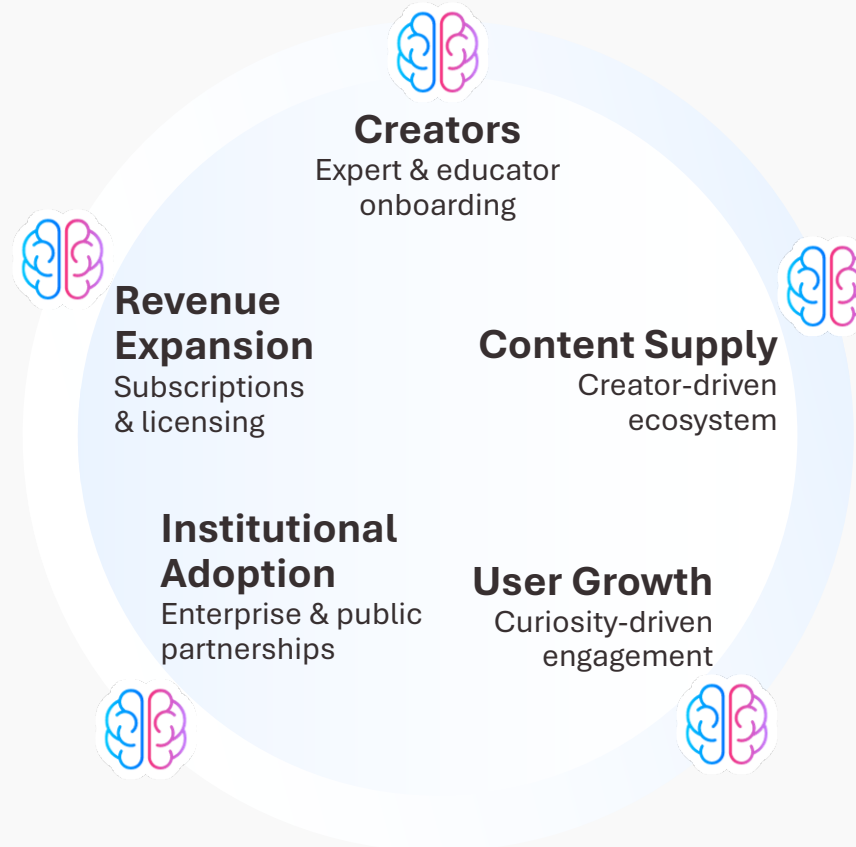
# Go-To-Market Strategy

## Phase 1:

### Creator-Led Launch

Onboard creators to rapidly expand supply.

- incentive-driven growth
- community-first adoption
- early network effects



## Phase 2:

### Institutional Scale

Scale through enterprise and public partnerships.

- education systems
- enterprises
- governments

### Initial Markets

Poland → US → Mexico → India

(local partners driving distribution)

# Traction & Roadmap

## Proof of Execution

- v1.0 Beta live (Nov 2025)
- Strategic pilots in progress
- Institutional-grade content integration underway:
  - official national driver exam database deployed
- Institutional conversations active (e.g. Maria Skłodowska-Curie Museum, Warsaw)
- Monetization systems live (subscriptions & ads)

## Early Product Signals (organic only)

- 100+ installs
- ~3.1 sessions per user
- ~32% App Store conversion

## Roadmap

### 2025

Beta → pilots → public launch

### 2026

Retention loops → controlled growth → scaled acquisition

# Team & Ecosystem





## Michal Filipek

Co-Founder & CEO

Leads product vision, partnerships, and global strategy. Scaled engagement platforms across enterprise and education.



## Przemysław Ankowski

Co-Founder & CTO

Leads platform architecture and AI infrastructure. Co-creator of SoW's adaptive learning engine.



## Piotr Karpiński

Co-Founder & GTM Strategist

Leads positioning and go-to-market strategy. Specializes in ecosystem-driven growth.



## Artur Fic

Chief Product Officer

10+ years building EdTech and loyalty platforms. Leads UX and delivery.



## Sebastian Pacho

VP of Engineering

Leads engineering and platform scaling. Expert in agile and gamified systems.



## Joanna Piasecka

COO

Leads operations and partnerships. Former PMO Director, Industrial Development Agency

# Ecosystem & Strategic Support

Access to education, enterprise, and public-sector networks.



## Education & Content

Maria Skłodowska-Curie  
Museum

Education expert & creator  
network



## Enterprise & GTM

Strategic enterprise partners

Distribution collaborators



## Technology & Development

AI & infrastructure partners

Product development  
collaborators

# Funding Ask

**€1M Seed round**  
for 15% equity

PLN 2M+ invested by founders.

## Use of Funds

**40%** - Product & AI Development  
Platform scalability, AI, retention

**30%** - Growth & Distribution  
Go-to-market, pilots, acquisition

**20%** - Content & Creator Expansion  
Institutional partnerships, creator onboarding,  
new verticals

**10%** - Infrastructure & Compliance

# Appendix

**SoW Team Dossier**

**Dual-Use Applications**

**Competitive Landscape**

**BrainRot Context & Research**

**AI-Driven Quest Flow**

**Global Challenges SoW Addresses**

**SoW Competence Profile (Smart CV)**

# Thank you

**Building the next-generation learning platform for the AI era.**

**Michał Filipek**

CEO & Co-Founder

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