

REWALL

Knowledge on the go

WE TARGET

An industry that has been around for over 1500 years

An industry that in 2023 amassed to over \$2.75 trillion
worldwide

An industry that is active in 24,625 locations

The
RESEARCH
industry

REWALL

"FOR MEN, IT'S JUST 'GIVE ME THE FACTS'."

Dr. Deborah Fallows

REWALL

REWALL is a **DIGITAL PLATFORM** aiming to
create a unique **RESEARCH INFRASTRUCTURE**
within the European research region, with the
potential of expanding globally.

A digital platform for
research

Community-based
interactions

Knowledge on the go

REWALL

SUMMARY

WHAT?	Rewall is a digital platform for research and knowledge. The platform is a hybrid of a high-tech search engine and a social media platform.
WHO?	Rewall is part of startup Humarena – founded by M.A. historians Karin Hellqvist and Makrina Hjälm Ellnemyr. Backed by experienced startup founder Felix Pettersson, senior researcher Miriam Lindgren Hjälm, senior at EY Xenia Ellnemyr, sustainability coordinator Beobjin Yoon, CEO at Geoveta Eva Rönnberg, and corporate lawyer Rafael Paladino.
WHY?	In 2024 research within the EU was amounting to approximately €403 billion. Not enough of the research produced is communicated to the public and is therefore not contributing to the economic ecosystem. Rewall strive to create a research infrastructure that will be the foundation for a socially sustainable society. The aim is also to limit the spread of misinformation and disinformation in society, primarily among men.
HOW?	We are a startup focused on disrupting an industry and starting a new one – through strong marketing and first class technology. We will use AI and modern algorithms to target our users. Our AI-tools will summarize the research articles to be more accessible. By doing so, Rewall will limit the use of the world's resources by not allowing the users to get a personal summary for every search.

REWALL

EU SPENT €403.1 BILLION ON RESEARCH AND DEVELOPMENT IN 2024

In 2024, the EU spent an estimated €403.1 billion on research & development (R&D), indicating a 3.6% increase from 2023 (€389.2 billion). Compared with 2014, R&D expenditure grew by 62.2% from €248.6 billion, showing a steady rise in the last decade.

Rewall strive to create a research infrastructure that will be the foundation for a socially sustainable society.

EU's goal is for 3% of EU's GDP to go to R&D.



3%

REWALL

EU RESEARCH

SWEDEN	45–50 universities and university colleges
GERMANY	Over 1,000 publicly funded research institutions
FRANCE	Around 70 universities, over 1,100 laboratories
ITALY	90–100 public and private universities
SPAIN	Over 90 universities, around 120 research institutions

High-income regions (including EU) publish 1.5–1.7 million research articles annually, EU is responsible for approximately 12% of the world's research output.

We are selling a lifestyle of INTELLIGENCE, QUALITY, and HERITAGE.

To men between 20-60. Men who are interested in understanding the world. Men who want to receive and share information. Men who crave easy accessible knowledge on the go.

"Specifically, while women are mainly driven by relational uses, (...), men base their continuance intentions on their ability to gain information of a general nature."

Hanna Krasnova, Natasha F. Veltri, Nicole Eling, Peter Buxmann, 2017



REWALL

WHY MEN?

Findings in recent research has shown that men tend to rely more on *accidental information exposure* without checking multiple sources. Women on the other hand are more likely to be cautious about the quality of information they encounter. The fact that the association between passive information-gathering and misinformation is so strong with men suggests that targeting interventions based on gender differences is needed.



THERE ARE 219 MILLION MEN IN EU-27 BETWEEN 20–60 YEAR OLD.

Our primary target customers are European men between 20–60 years who are using digital platforms on a daily basis. In broad numbers it is around 219 million men in EU-27 who are 20–60 years old. In the beginning Rewall will focus on men in the Nordic and Baltic countries, which will limit the target customers, but there are approximately 9 million men between 20–60 years in the Nordic and Baltic countries.

REWALL

SOCIETY AND RESEARCHERS GET

- New infrastructure for global research
- Less disinformation and misinformation
- Free education
- More use out of research funding

USERS GET

- A lifestyle embodying intelligence, quality and heritage
- Easy accessible knowledge on the go
- Up to date research
- Reliable information about society
- Entertainment



HOME

SEARCH

REWALL

DISCOVER

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Landing page mockup

THE FOUNDERS



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Rewall is part of Humarena, created by Karin Hellqvist and Makrina Hjälm Ellnemyr.

REWALL

OUR BACKERS



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Senior at EY



Miriam Lindgren Hjälm
Senior researcher



Rafael Paladino
Corporate Lawyer



Beobjin Yoon
Sustainability coordinator



Felix Pettersson
Experienced startup founder

COMPETITIVE LANDSCAPE

	COMMUNITY	AI-COMPATIBLE SUMMARY AND RESULTS	VERIFICATION OF RESEARCH ETHICS	ALGORITHM-BASED DISCOVERY PAGE	QUICK SEARCH	INTERNATIONAL	PRIMARY SCIENTIFIC RESEARCH	LIFESTYLE
REWALL	✓	✓	✓	✓	✓	✓	✓	✓
ChatGPT and AI tools	✗	✓	✗	✗	✓	✓	✗	✗
LinkedIn	✓	✗	✗	✓	✗	✓	✗	✓
Reddit	✓	✗	✗	✓	✓	✓	✗	✓
OPEN access Europe	✗	✗	✓	✗	✗	✓	✓	✗
Wikipedia	✗	✗	✓	✗	✓	✓	✓	✗
Google	✓	✓	✗	✗	✓	✓	✗	✗
Swecris	✗	✗	✓	✗	✓	✗	✓	✗

WHY REWALL?

We offer international scientific research, a community, AI-compatible summary and results, an algorithm-based discovery page, quick search, easy accessible knowledge, and verification of research ethics.

REWALL

BUSINESS MODEL

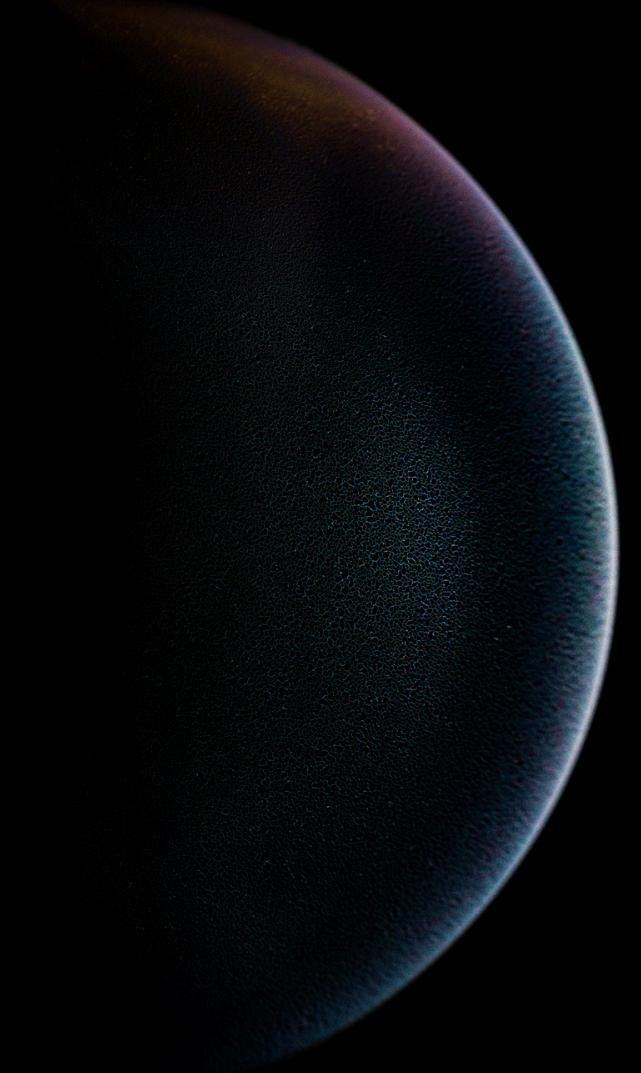
We're targeting an already existing industry by creating new consumers.

PRIMARY REVENUE: ADVERTISING

Premium features for research institutions and researchers: Advertising research, premium customer service, administration, and professional tools.

Premium features for users: Access to exclusive groups, memberships, ad-free subscriptions, and subscriptions for publications that are not open access.

EXPANSION PLAN



2026 First countries within EU join Rewall. Prioritizing the Nordic and Baltic countries.

2027 Include all EU members
2027 Include all countries within the European research region.

2028 Go global.

THANKS!

"Individuals who consume information passively tend to be more vulnerable to misinformation because they don't seek out more facts about the issue they're interested in."

Dr. Hae Yeon Sen

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