

# 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

**REWALL**

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.

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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 Hjälms Elnemyr. Backed by experienced startup founder Felix Pettersson, senior researcher Miriam Lindgren Hjälms, senior at EY Xenia Elnemyr, 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.

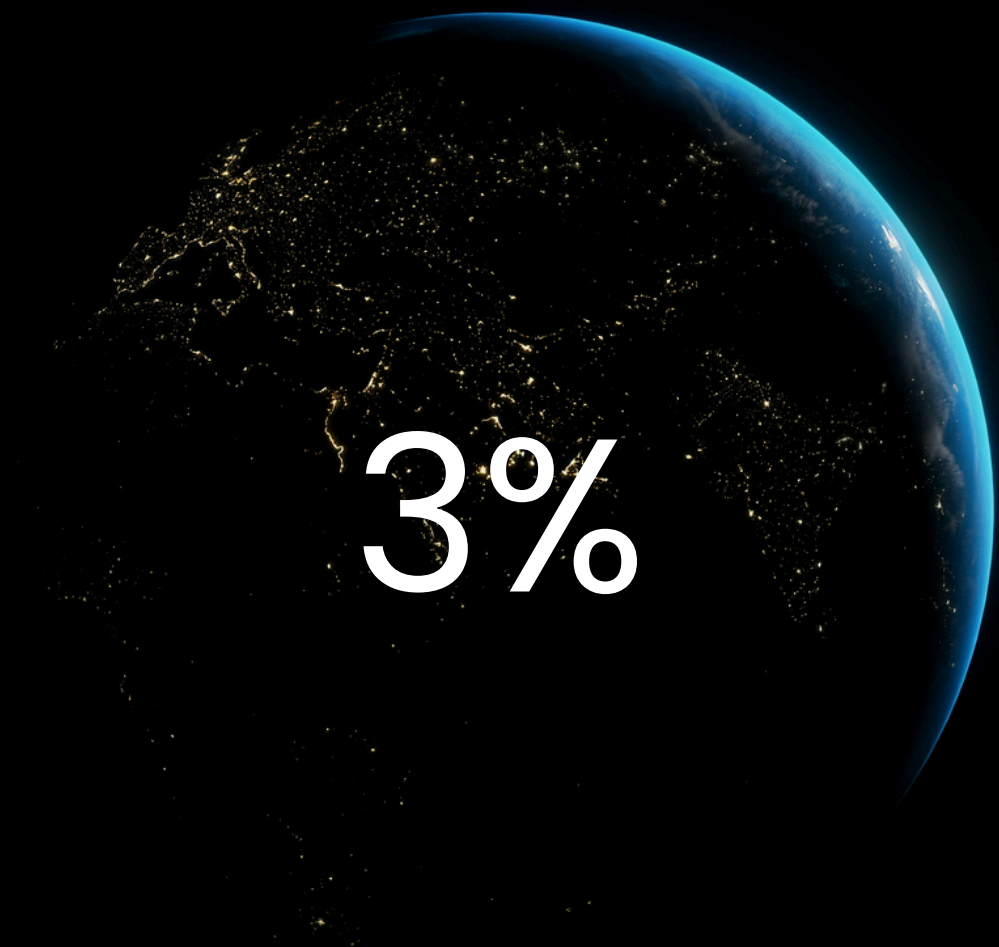
**REWALL**

# 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.



**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



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# 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.

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# **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

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HOME

SEARCH

# REWALL

DISCOVER

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# THE FOUNDERS



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Co-founder & CEO

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3+ years startup experience and project managing  
3+ years of communication experience

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

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# OUR BACKERS



**Eva Rönnberg**  
CEO at Geoveta



**Xenia Ellnemyr**  
Senior at EY



**Miriam Lindgren Hjältn**  
Senior researcher



**Rafael Paladino**  
Corporate Lawyer



**Beobjin Yoon**  
Sustainability coordinator



**Felix Pettersson**  
Experienced startup founder

# COMPETITIVE LANDSCAPE

|                         | COMMUNITY | AI-COMPATIBLE<br>SUMMARY AND<br>RESULTS | VERIFICATION OF<br>RESEARCH ETHICS | ALGORITHM-<br>BASED DISCOVERY<br>PAGE | QUICK SEARCH | INTERNATIONAL | PRIMARILY<br>SCIENTIFIC<br>RESEARCH | LIFESTYLE |
|-------------------------|-----------|---|------------------------------------|---------------------------------------|--------------|---------------|-------------------------------------|-----------|
| REWall                  | ✓         | ✓                                       | ✓                                  | ✓                                     | ✓            | ✓             | ✓                                   | ✓         |
| ChatGPT and<br>AI tools | ✗         | ✓                                       | ✗                                  | ✗                                     | ✓            | ✓             | ✗                                   | ✗         |
| LinkedIn                | ✓         | ✗                                       | ✗                                  | ✓                                     | ✗            | ✓             | ✗                                   | ✓         |
| Reddit                  | ✓         | ✗                                       | ✗                                  | ✓                                     | ✓            | ✓             | ✗                                   | ✓         |
| OPEN access<br>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.

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# 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.

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# 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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