

# The Rumi App

A Spiritual Wisdom Companion for the Modern World

*~ Rumi as a living teacher — daily authentic, and deeply human*

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# The Human Need

Modern humans are hungry for meaning in world full of noise.

## **The issues we see today:**

- Anxiety, disconnection, and fragmentation are at historic highs
- Millions of people turn to spiritual wisdom daily for grounding
- Most digital tools are shallow, clinical, or fragmented
- Social media creates a toxic environment mixed with ads and consumerism that is antithetical to absorbing spiritual content.

## **Our hypothesis:**

- People don't want more content.  
They want guidance.



# Why Rumi ?

- Rumi is the most widely read poet in the world ~ BBC Culture
- Rumi is still the best-selling poet in the United States, since the 1990's
- Millions of books sold globally, thanks for translations by Coleman Barks.
- Universal themes of love and mysticism promote cross-cultural, interfaith, inspiration
- Quoted daily by millions of readers, yet rarely understood in depth

## **What we're seeing:**

- Rumi is everywhere ——— but nowhere fully embodied ?

# The Problem

**Today, Rumi is experienced as fragments:**

- Quotes without context
- Translations without guidance
- No structured path through the Masnavi
- Consumers lack a daily relationship with the teachings



**Where we see opportunity:**

Rumi appears as inspiration — not as a teacher.

# The Solution

**The Rumi App we've built restores Rumi as a living spiritual teacher.**

- Daily wisdom delivered gently
- Full depth available when mystic's heart is ready
- Ancient texts made accessible without dilution
- A contemplative, non-clinical experience
- A sanctuary — not a feed.



# Daily Rumi Wisdom

## Daily verses >

- \* One verse per day.
- \* Entry point into deeper teaching
- \* Original Farsi
- \* Modern first-person re-tellings (In timeless language)
- \* Quiet notification
- \* Tap → Enter the Masnavi
- \* English translation.

## Contemplation Mode~

- \* Elegant reflection space
- \* No clutter, no pressure

## SLIDE 7— What We Have Already Built

This is not a concept — it already exists!

- ✓ Complete Masnavi in original Farsi 55,000 lines
- ✓ Complete English translation
- ✓ Full modern re-tellings of *every chapter*
- ✓ Daily quote engine functioning
- ✓ App architecture built
- ✓ Shams of Tabriz corpus prepared

Years of work already embodied!

## SLIDE 8 Guided journeys ~ (Depth Without Overwhelm)

**Guided Journeys** are short, structured inner experiences:

- A Rumi verse
- Gentle interpretation
- Reflection prompt
- Breath or awareness cue
- Closing integration

Examples:

- The Journey of Surrender
- The Journey of Longing
- The Journey of Letting Go

Think: a quiet spiritual retreat — in 5 minutes.



## SLIDE 9 – Why This works (Retention & Trust)

- Rumi already has emotional trust
  - Daily rhythm builds the habit gently
  - Depth is optional, not forced but gently encouraged
  - No ideology, no diagnosis, no dogma
- People return because it nourishes their heart and soul.



## SLIDE 10 – The Bigger Vision (The Platform)

**Rumi is the gateway – not the end.**

This app is the first expression of a broader vision:

A digital platform for the world's great mystical poets  
from original sources, with integrity and care.

Each app stands alone –but together they form an ecosystem.

Future apps:

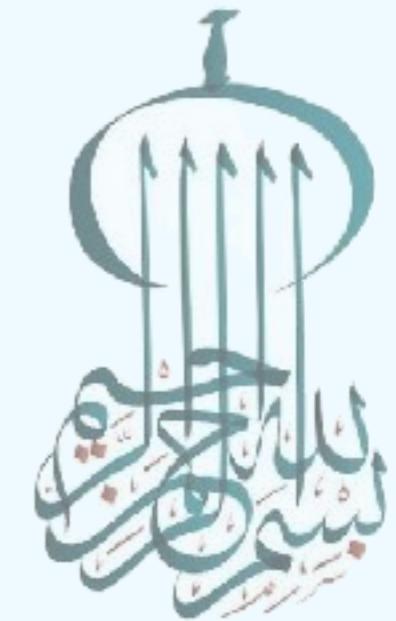
- Hafez      • Jami.      • Attar
- Kabir      • Mirabai      • Basho
- Christian Mystics      • Firdousi



## SLIDE 11 – The AI Dimension (Future, Grounded)

### Later phase: AI-assisted spiritual guidance

- Trained only on original texts
- Tone-disciplined (not chatty, not therapeutic)
- Referential, not speculative
- Rumi as guide – not chatbot



We are approaching this ethically, and carefully as a sacred Mission.

## **SLIDE 12 – Market Context (High Level)**

- Global mindfulness & spiritual apps: multi-billion dollar market
- Rumi audience: already global, already engaged
- Very little authentic, text-based spiritual technology

**This sits at the intersection of:**

- Culture
- Spirituality
- Literature
- Thoughtful technology



## SLIDE 13 – The Team

### **John Wyrick (Sheikh Firdousi)**

- 40+ years spiritual teacher
- Deep grounding in Sufi tradition
- Co-Creator of modern Masnavi re-tellings
- Founder of the Karma School



### **Todd Bowden PHD in Educational IT**

- Senior Apple app developer
- Built the core app infrastructure
- Ideal technical partner for this work

## SLIDE 14 – How We're Thinking About Funding (Soft)

We are:

- Finishing the initial Rumi App
- Polishing design and experience
- Preparing for a thoughtful launch



We are exploring a **small, aligned funding round**  
to support completion and early growth.

**More important than capital is alignment and counsel.**

## SLIDE 15 – Why we are Sharing This With You

**We are not bringing this as a pitch.**

We are bringing it because:

- You understand scale and platforms
- You understand people
- You've experienced my work directly and know me

If this resonates:

- I'd value your guidance
- Or your advice
- Or a connection to someone who might be aligned



## **SLIDE 16 – Closing**

Rumi Said —

“Set your life on fire.  
Seek those who fan your flames.”