

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

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.”**