

# Quarex

## Marketing & Early Growth RFP

This Request for Proposal describes an early-stage marketing partnership for Quarex, a free, ethical, AI-powered knowledge exploration platform.

## 1. Overview

Quarex is an AI-powered knowledge exploration platform designed to help people understand complex topics through structured, question-driven Living Books. The platform is free to the public, founder-funded, and IP-secured. We are entering an early growth and validation phase and seek a small multidisciplinary marketing agency to help clarify the brand, drive thoughtful adoption, and iterate based on evidence.

## 2. Live Platform References

Agencies are encouraged to review the live Quarex platform and supporting materials to understand the product, structure, and intent.

Quarex main site: <https://quarex.org/>

Quarex specification (conceptual and technical): <https://quarex.org/spec/>

Quarex libraries index: <https://quarex.org/libraries/>

Creator Tools (build your own Living Books): <https://quarex.org/tools/>

Example library page (The Sciences → History & Anthropology → Technologies That Made Us Human): <https://quarex.org/libraries/k/the-sciences/history-and-anthropology/technologies-that-made-us-human>

## 3. Engagement Objectives

The goals of this engagement are to improve brand clarity; execute coordinated multi-channel marketing; drive thoughtful, organic user adoption; track meaningful engagement metrics; and continuously iterate using a recursive test–measure–adjust process.

## 4. Target Growth Phase

The initial growth target is 1,000–10,000 active users, with emphasis on repeat engagement, depth of use, organic sharing, and user trust. This phase is intended to validate product–market fit and prepare the platform for future scale and potential angel investment.

## 5. Scope of Work

**Brand & Positioning:** Refine narrative, translate abstract ideas into accessible language, and ensure cross-channel consistency.

**Multi-Channel Marketing:** Execute across appropriate channels with justified selection.

**Measurement & Analytics:** Define and track engagement-focused metrics.

**Reporting:** Provide clear, regular reports explaining results and next steps.

**Iteration:** Adjust strategy continuously based on data.

## 6. Budget & Timeline

The initial budget is up to \$5,000 per month for the first three months, transitioning to approximately \$2,500 per month based on results. The initial engagement period is 90 days, with a planned start in January 2026 (flexible).

## 7. What We Are Not Looking For

Quarex is not seeking solo freelancers, hype-driven growth tactics, opaque metrics, vanity KPIs, or any transfer of intellectual property ownership.

## 8. IP, Confidentiality & Ownership

All deliverables produced under this engagement are considered work-for-hire. All Quarex intellectual property remains solely with the founder. Confidentiality is required.

## 9. Ideal Agency Profile

We are especially interested in small, multidisciplinary agencies experienced in marketing intellectual, educational, or mission-driven products, and comfortable working in a founder-led, iterative environment.

## 10. Proposal Requirements

Proposals should include agency background; team structure; relevant case studies; a proposed 90-day strategy; budget breakdown; reporting approach; communication cadence; and primary contact.

## 11. Submission Details

Proposals should be submitted as a PDF. Subject line: "Quarex Marketing RFP." Contact details will be provided directly.