



Marketing & Early Growth

Request for Proposal

January 2026

Why This Matters

"The internet was supposed to be humanity's greatest library. Instead, it became a casino of attention, where algorithms optimize for engagement over understanding. Quarex is my attempt to build what should have existed from the start: a place where curiosity leads to clarity, not confusion. I'm 73 years old. I don't need this to make money. I need it to matter."

— Peter Nehl, Founder

1. Overview

Quarex is an AI-powered knowledge exploration platform that helps people understand complex topics through structured, question-driven "Living Books." Each book is organized into libraries, chapters, and follow-up questions—allowing readers to go deeper, sideways, or outward while keeping context.

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 adoption among our target users, and iterate based on evidence.

2. What Makes Quarex Different

Unlike ChatGPT or Perplexity, Quarex doesn't just answer questions—it structures knowledge into explorable, persistent artifacts. Unlike Wikipedia, content is dynamically generated and personalized to the reader's path of inquiry. Unlike traditional search, there are no ads, no tracking, and no algorithmic manipulation.

The core innovation is the "iceberg method": every answer generates follow-up questions, allowing infinite exploration depth while maintaining coherent context. Users don't just get answers—they develop genuine understanding.

3. Target Audience

Primary (first 1,000 users):

- **Curious autodidacts** — self-directed learners who read longform content and value depth over speed
- **Educators** — teachers, professors, and instructional designers seeking structured resources for complex topics
- **Policy researchers & analysts** — professionals who need to understand contested issues from multiple angles

Secondary (growth to 10,000):

- Graduate students and academic researchers
- Journalists covering complex beats
- Librarians and knowledge workers

4. Success Metrics

We define success by depth of engagement, not vanity metrics:

Metric	Definition	Target
Active User	Visited 2+ times in 30 days, explored 3+ topics	1,000 by month 3
Session Depth	Average iceberg levels explored per session	≥3 levels
Return Rate	% of users returning within 14 days	≥40%
Organic Sharing	Users who share links or mention Quarex	Track & grow
Creator Adoption	Users who build their own Living Books	50+ by month 3

5. Engagement Objectives

- **Brand Clarity** — Translate "Living Books" and the iceberg method into language that resonates with target users
- **Multi-Channel Execution** — Coordinated marketing with justified channel selection
- **Thoughtful Adoption** — Attract users who will explore deeply and return, not drive-by visitors
- **Recursive Iteration** — Test, measure, adjust continuously based on the metrics above

6. Existing Assets

- **8,000 YouTube subscribers** from previous educational content — available for launch amplification
- **Complete platform** with thousands of explorable topics across 10 languages
- **Creator Tools** allowing anyone to build their own Living Books
- **Technical specification** documenting the Quarex architecture

7. Live Platform References

Agencies should review the live platform before proposing:

- Main site: <https://quarex.org/>
- Technical specification: <https://quarex.org/spec/>
- Libraries index: <https://quarex.org/libraries/>
- Creator Tools: <https://quarex.org/tools/>
- Example Living Book: Technologies That Made Us Human

8. Scope of Work

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

Multi-Channel Marketing: Execute across appropriate channels with justified selection and budget allocation.

Measurement & Analytics: Implement tracking for the metrics defined in Section 4.

Reporting: Bi-weekly written reports explaining results, insights, and proposed adjustments.

Iteration: Continuous strategy adjustment based on data.

9. Budget & Timeline

Phase	Duration	Agency Fee	Ad Spend Budget	Total
Phase 1: Launch	Months 1-3	\$5,000/month	Up to \$2,000/month	\$7,000/month
Phase 2: Sustain	Months 4+	\$2,500/month	Based on Phase 1 ROI	TBD

Timeline: 90-day initial engagement. Planned start: January 2026 (flexible).

10. Ideal Agency Profile

We seek a small, multidisciplinary team (3-8 people) with:

- Experience marketing intellectual, educational, or mission-driven products
- Comfort working in a founder-led, iterative environment
- Track record with similar budget ranges and early-stage products
- Ability to translate complex ideas into accessible messaging

11. What We're Not Looking For

- Solo freelancers or single-person shops

- Hype-driven growth tactics or viral-first strategies
- Opaque metrics, vanity KPIs, or "impressions" without context
- Any arrangement requiring IP transfer

12. IP, Confidentiality & Ownership

All deliverables are work-for-hire. All Quarex intellectual property remains solely with the founder. Confidentiality required.

13. Proposal Requirements

Proposals should include:

- Agency background and team structure (who will work on this account)
- 2-3 relevant case studies with measurable outcomes
- Proposed 90-day strategy outline
- Budget breakdown (agency fees vs. recommended ad spend)
- Reporting approach and communication cadence
- Primary point of contact

14. Evaluation Criteria

Proposals will be evaluated on:

- Understanding of the product and target audience (30%)
- Quality and relevance of case studies (25%)
- Strategic clarity and creativity of proposed approach (25%)
- Value alignment with Quarex's mission (20%)

15. Submission Details

Format: PDF

Subject line: "Quarex Marketing RFP — [Agency Name]"

Deadline: January 15, 2026

Contact: [To be provided]