

# Quarex

*The Curiosity Engine*

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

Unlike traditional search engines or static articles, Quarex emphasizes ethical AI, transparent sourcing, and structured exploration for learners, educators, and researchers.

## Living Books and The Ethical Web

[Read our Ethics](#)

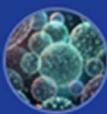
[What is a Quarex?](#)

Quarex draws on information architecture, knowledge graphs, educational technology, and AI-assisted learning to make deep understanding easier and more reliable.

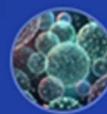
For decades, the Internet has been a vast library without a librarian — an ocean of information where truth and illusion drift side by side.

But with the right front end — one grounded in ethics, empathy, and clarity — the web can become what it was meant to be: a living, responsible source of truth.

## LIBRARIES



### Quarex Libraries



[Index](#)



[Creator Tools](#)

Build your own Living Books





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**Marketing & Early Growth**  
**Request for Proposal**  
**December 2025**

## Why This Matters

"My key insights:

- *Ignorance is the real problem in this world;*
- *The internet contains just about all human knowledge.*
- *Anyone with a phone, tablet or pc can access this entire universe of knowledge.*
- *And almost no one does.*

**Quarex solves this with free AI-powered searches that deliver quick answers and deep context—with no commitments and no strings attached."**

—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):

- **US Voters** — People tired of slanted news coverage, advertising lies and are desperate for truth
- **Journalists** — Ethical purveyors of balanced news coverage
- **Parents and Teachers** — Educators who need to teach ethics and critical thinking skills

### Secondary (growth to 10,000)

- **Voters in At-Risk Democracies**
- **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 Recognition** — Establish Quarex as the trusted name for cutting through the noise
- **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 13 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 making any proposal:

- **Main site:** <https://quarex.org/>
- **Technical specification:** <https://quarex.org/spec/>
- **Libraries index:** <https://quarex.org/libraries/>
- **Creator Tools:** <https://quarex.org/tools/>
- **Typical Library:** <https://quarex.org/libraries/pe/ideological/critical-thinking/foundations-of-critical-thinking>

## 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
- Relationships with foundations or philanthropists focused on democratic integrity, civic engagement, or media literacy (a plus, not required)

## 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**

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

**Format:** PDF

**Deadline:** January 15, 2026

**Contact:** Peter Nehl; peter.nehl@gmail.com