

from rote to **g.o.a.t.**

Artificial intelligence to augment human intelligence.



Cat Ryan
founder

LIVE SINCE 4 SEP 2026

YEAR 12 STUDY APP

HSC + VCE

SOLO · BOOTSTRAPPED

BYRON BAY, AUSTRALIA

knowwhere.me

most study tools teach the subject. knowhere teaches you **how you learn.**

When AI arrived, most of my field went straight to automating what humans do. knowhere uses it for the other thing: getting a seventeen-year-old to use their own brain — and to find out that understanding something, framed the right way, is actually fun.

That matters more than it sounds. A generation is learning to ask AI for its opinion before forming one. **Personalisation isn't the product. It's the on-ramp** — to a student who can think without us, and keeps the method long after the exam that paid for it.

THE LINE WE BUILD ON

**understanding
is the unfair
advantage.**

because school was built for **one** **kind of brain.**

The sequence-follower. The detail-collector. The sit-still kid. Everyone else was graded on the difference instead of the intelligence, and handed one method — read it, highlight it, repeat it. When it didn't work, they concluded the fault was theirs.

People aren't scared of the subject. They've never been shown how they learn — so they've no reason to believe they can.

THIRTY BRAINS. ONE TEXTBOOK. ONE PACE.

~140,000

sit the HSC or VCE every year — the highest-stakes exams of their lives, built for an average student who doesn't exist.

\$64/hr

what a parent pays a tutor, with no way to tell whether any of it is landing.

one person worked it out anyway. by accident.

I was removed from class in Year 12. Not for trouble — for finishing in ten minutes and being a problem for the other fifty. I passed the time in the library, photocopying my face for a self-portrait nobody had asked for, and reading the physics textbook. I read the spacetime page four times and understood nothing. Then I drew it. Twenty minutes. Twenty-five years later, I can still draw it.

The marks came anyway. Then the teachers got lovely to me. Same brain, different number. That's the part that still gets my goat.

— CAT RYAN, FOUNDER

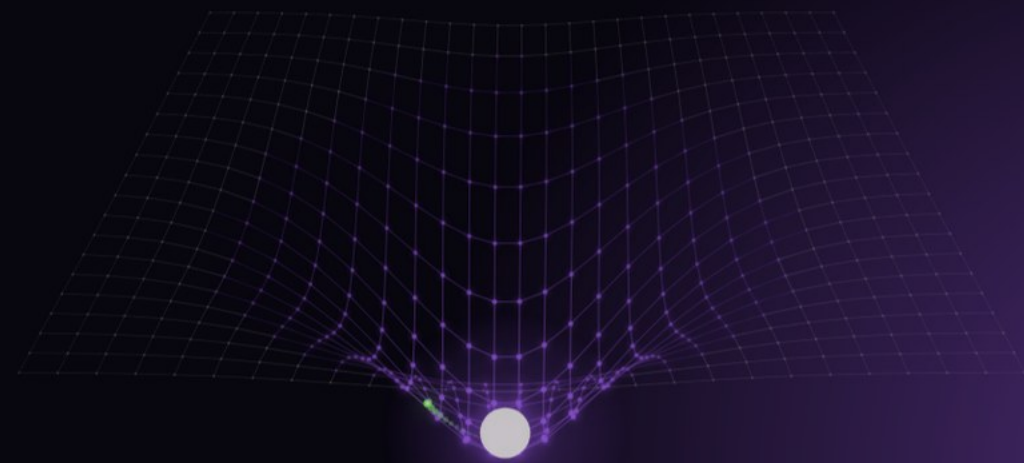


FIG. 1 — THE DRAWING. STILL WORKS.

I wasn't interested, and therefore I understood. I understood — and then I became interested.

Nothing about me changed. The shape of the information did.



so we built the accident **on purpose.**

Every student starts with a learning fingerprint. Every concept is then regenerated to fit it.

Not filtered. Not re-ordered. **Rebuilt.**

9

motivational types

What actually gets this student to open the app: the challenge, the why, the mastery, the win, the people.

3

neurotypes

ADHD, autism, dyslexia — treated as operating systems, not deficits.

3

modalities

Show me. Tell me. Let me try. The same concept, in the shape a head actually takes it in.

3

access adjustments

Motion, vision, motor. Built in, not bolted on.

The cache key is literally `cert_subject_topic_t{type}_{neuro}` — one lesson per combination. A product fact, not a marketing one. Checkable with `ls`.



not a page. a place.

865 interactive concepts you pull apart instead of re-read. Each one a knowscape: a live model the student moves through — with the point of it up front, where it turns up in the real world, and what's underneath when it doesn't land.

unstuck

One tap, a completely different explanation, built for the fingerprint.

exams

Marked on **why**, not just right or wrong — and a gap map that finds the weak topic before the exam does.

parents

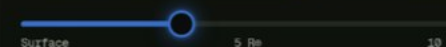
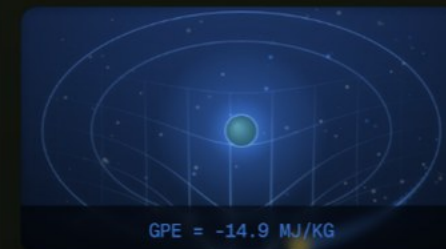
The first straight answer to “is any of this landing?”

Gravitational potential energy is **negative**

At Earth's surface, you're already trapped in a deep energy well — every kilogram of your mass holds about -63 MJ of gravitational potential energy. To escape to infinity where GPE equals zero, you must add energy to climb out of the negative. Drag the slider to lift a 1 kg mass away from Earth and watch how GPE increases toward zero.

ENERGY WELL VISUALISATION $R = 4.2 R_E$

Drag slider to change orbital radius



DISTANCE	ESCAPE Δ
26,758 km	14.9 MJ/kg

Universal
Formula

Near Surface

meanwhile, everyone else is building **the same thing.**

	SYLLABUS- ALIGNED AI MARKING	SHAPED TO MOTIVATION	SHAPED TO NEUROLOGY	PRICE AUD · student
Atomi	yes	—	—	\$59.99/mo
Edrolo	yes	—	—	\$150/subject
ATAR Notes+	—	—	—	\$99/3 mo
Victor Academy	yes	—	—	\$0–49.99/mo
Art of Smart	yes	—	—	free · sells tutoring
 knowhere	yes	yes	yes	\$29–49/mo

Prices as published 6 Sep 2026. Atomi yearly \$470. Edrolo also \$60/mo for up to 7 subjects. ATAR Notes+ AI AnswerBot is a Q&A add-on (\$129/3 mo), not marking. Victor Plus \$19.99/mo.

This year's edtech has one idea:
syllabus-aligned AI marking. Fine idea.
Crowded room.

Nobody personalises to the
learner. That isn't a feature gap
— it's a different product, with a
different output.

**They sell a mark. knowhere sells a
student who knows their method**
— which produces the mark, and
outlasts it.

shipped. **not promised.**

Released 4 September 2026 — five weeks before the exams it was built for. Built solo, bootstrapped, by a designer who isn't an engineer, with Claude.

865

interactive concepts

every one driven in a real browser — every slider dragged, every button clicked. 0 open defects.

15+16

HSC and VCE subjects

25 distinct. Both curricula walked end to end.

205

curriculum cells

with content behind every one. 0 empty.

601

prerequisite links

each carrying a plain-English reason. 0 dangles, dupes or cycles.

0/0

serious / critical WCAG violations

desktop and mobile, axe-core. Reduced motion honoured.

~300

concepts examined in both states

a Victorian student gets the angles NSW examines, and vice versa.

Traction: none reported, none invented — ask us after the exams.

year 12 is where it starts. not where it stops.

WHO PAYS

Parents buy. Students use. B2C subscription — \$29, \$39 or \$49 a month, seven days free. The anchor is the \$64 an hour they're already paying a tutor.

After Year 12: the same engine, with different content loaded.
Only the content changes. Which is the point — a method that only works on Year 12 chemistry isn't a method. It's a textbook.

WHERE IT GOES

NOW · 2026

Year 12 — HSC + VCE

NSW and Victoria. Parents of neurodivergent kids are the sharpest wedge.

NEXT · 2027

All of high school

Same fingerprint, younger content. National.

AFTER

VET, then university

Any curriculum. Any age. Any brain.



from nowhere to knowing.

YKYK.



(you do now.)

THE ASK

A solo founder's first outside eyes — **mentors who've scaled edtech**, investor and media exposure before the 2027 Year 12 cohort, and a room of female founders who've done this before.

Cat Ryan · founder · cat@knowhere.me

the whole story → knowhere.me/know-us

