

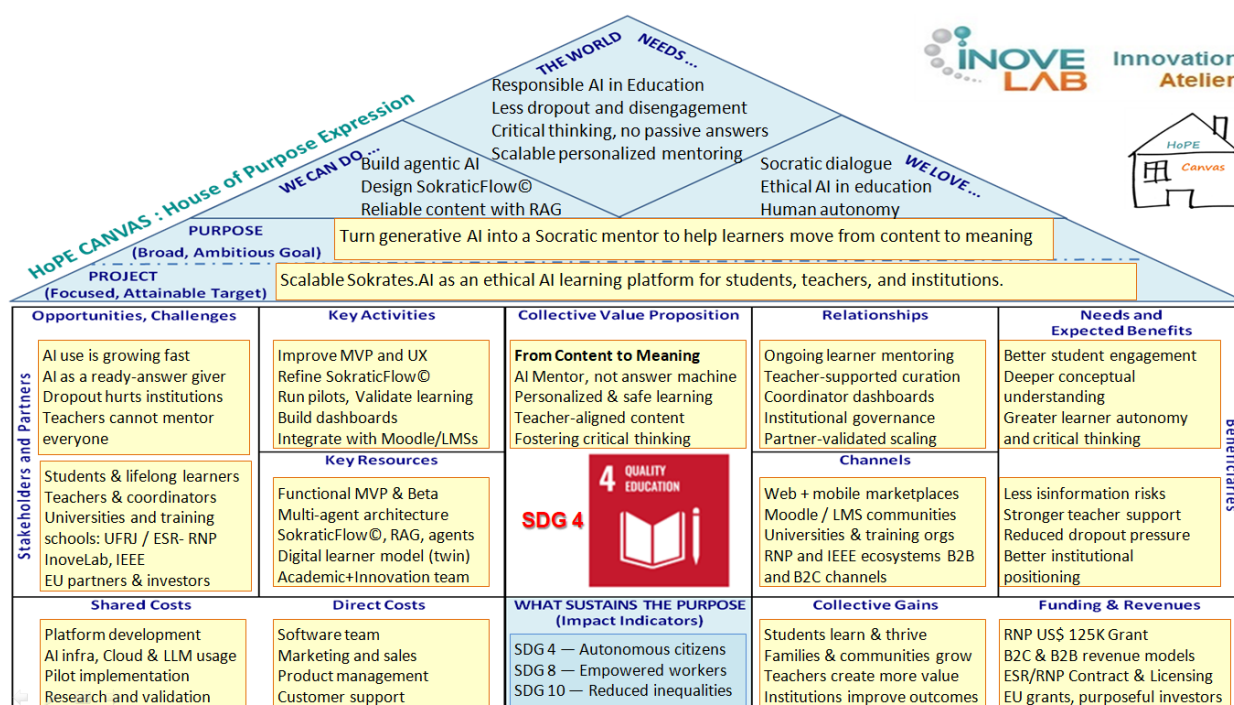
Sokrates.AI — A Purpose-Driven Business Model

HoPE Canvas: From Purpose through Project to Prosperity

Introduction

Every venture worth building starts with a reason. The HoPE Canvas — House of Purpose Expression — is a one-page tool that translates that reason into a tangible project, and a tangible project into lasting value. Created in 2020 by Claudio Dipolitto, it joins two trusted frameworks: Ikigai (the Japanese sense of “a reason to get up in the morning”) for the purpose, and the Business Model Canvas (Osterwalder & Pigneur) for the business. The diagram is deliberately shaped like a house a child might draw — a reminder that purpose should feel hopeful and human.

This document applies the HoPE Canvas to Sokrates.AI, reading the house from top to bottom as a single journey: from Purpose, through Project, to Prosperity. Each layer answers one question — why we exist, how we deliver, and what sustains us — and together they show how an ethical-AI mentor for education becomes a venture that creates shared value for students, teachers, institutions, and society.



The Sokrates.AI HoPE Canvas — purpose (roof), project (body), and prosperity (foundation) on a single page.

1 • PURPOSE — The Roof (why we exist)

The roof is built on Ikigai. It aligns three forces — what the world needs, what we love, and what we can do — and crowns them with a single, ambitious Purpose, then narrows it into a focused, attainable Project.

The world needs. Higher education faces a paradox: generative AI is everywhere, yet it often deepens passivity, misinformation, and dropout. The world needs responsible AI in education, less dropout and disengagement, critical thinking instead of passive answers, and scalable, personalized mentoring.

What we love. We are driven by Socratic dialogue, ethical AI in education, and human autonomy — the conviction that good education develops judgment, not dependence.

What we can do. Our team can build agentic AI, design the proprietary SokraticFlow© methodology, and deliver reliable, grounded content with retrieval-augmented generation (RAG).

Purpose (broad, ambitious). Where need, love, and capability meet, a purpose emerges: to turn generative AI into a Socratic mentor that helps learners move from content to meaning.

Project (focused, attainable). Narrowed into a concrete target, the purpose becomes a scalable Sokrates.AI — an ethical AI learning platform for students, teachers, and institutions.

2 • PROJECT — The Body (how we deliver)

The body is a purpose-driven Business Model Canvas: it turns the Purpose into a venture that creates shared value for everyone it touches — anchored in SDG 4 (Quality Education).

Stakeholders & partners. Sokrates.AI is built with and for a network: students and lifelong learners, teachers and coordinators, universities and training schools (UFRJ, ESR–RNP), InoveLab and IEEE, and prospective European partners and investors.

Opportunities & challenges. The moment is both ripe and risky: AI adoption is growing fast, but AI as a ready-answer giver erodes learning; meanwhile dropout hurts institutions and teachers cannot mentor everyone in crowded classrooms.

Key activities. To deliver, we improve the MVP and its UX, refine SokraticFlow©, run pilots that validate learning, build governance dashboards, and integrate with Moodle and other LMSs.

Key resources. Our assets are a functional MVP (v1.5.3, live), a multi-agent architecture, the SokraticFlow© methodology with RAG and specialized agents, a digital learner model (twin), and a combined academic and innovation team.

Collective value proposition — From Content to Meaning. Sokrates.AI is an AI mentor, not an answer machine: it provides personalized and safe learning, teacher-aligned content, and a deliberate focus on fostering critical thinking.

Relationships. It sustains ongoing learner mentoring, teacher-supported curation, coordinator dashboards, institutional governance, and partner-validated scaling.

Channels. It reaches users through web and mobile, Moodle/LMS communities, universities and training organizations, the RNP and IEEE ecosystems (B2B), and direct B2C channels.

Needs & expected benefits. Learners gain better engagement, deeper conceptual understanding, and greater autonomy and critical thinking.

Beneficiaries. The wider benefits ripple outward: fewer misinformation risks, stronger teacher support, reduced dropout pressure, and better institutional positioning.

3 • PROSPERITY — The Foundation (what sustains it)

The foundation answers what keeps the purpose alive over time — balancing costs and revenues against the shared gains and the impact that make the venture worth pursuing.

Funding & revenues. The venture is funded by an RNP innovation grant (~US\$125K), B2C and B2B revenue models, and an ESR/RNP contract and licensing, and it is seeking European grants and purpose-aligned investors.

Costs. Its costs span platform development, AI infrastructure and cloud/LLM usage, pilots, and research and validation, plus the software team, marketing and sales, product management, and customer support.

What sustains the purpose (impact indicators). Beyond revenue, the purpose is sustained by measurable impact: SDG 4 (autonomous citizens), SDG 8 (empowered workers), and SDG 10 (reduced inequalities).

Collective gains. The shared gains are the real return: students learn and thrive, families and communities grow, teachers create more value, and institutions improve their outcomes.

The through-line

Read as a whole, the canvas is a single arc: a Purpose becomes a Project, and a Project — sustained by shared value — becomes Prosperity for learners, teachers, institutions, and society. For Sokrates.AI, that journey has a name: From Content to Meaning.

HoPE Canvas (House of Purpose Expression) — a purpose-to-project framework by Claudio Dipolitto (2020), combining Ikigai and the Business Model Canvas (Osterwalder & Pigneur).

REFERENCE

HoPE Canvas: A Tool to Express our Purpose, <https://claudiodipolitto.medium.com/hope-canvas-a-tool-to-express-our-purpose-d38096fd2050>
