



P R A J N A

Ancient wisdom for modern struggles.

A product brief by BodhVentures

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Wisdom that travels with you.

Prajna makes ancient Indian spiritual knowledge accessible as a personal companion for everyday life — its joys, sorrows, and challenges.

Drawing on the Bhagavad Gita, Upanishads, Advaita Vedanta, and Buddhist thought — not as scripture to recite, but as a guide to live by.



*"Set thy heart upon thy work,
but never on its reward."*

Bhagavad Gita 2.47

03 — THE PROBLEM

No trusted guide for life's hard questions.

Modern individuals facing grief, burnout, and moral complexity lack an always-available guide rooted in timeless, grounded wisdom.

TOO RELIGIOUS

Most faith-based apps assume prior belief and exclude those exploring spirituality for the first time.

TOO GENERIC

Mindfulness and wellness apps offer techniques without philosophical depth — comfort without clarity.

TOO SHALLOW

Inspirational quote apps deliver verses without context, guidance, or personal relevance.

Two audiences. One companion.

SEGMENT A

Wellness Professionals

Navigating stress, purpose, burnout, and career decisions.

Drawn to mindfulness and Eastern philosophy as a complement to professional life — not as religion.

SEGMENT B

Spiritual Seekers

Exploring Indian philosophy — Gita, Vedanta, Buddhist thought — with genuine curiosity.

Want depth and personal relevance, not rituals or dogma. Seeking a guide, not a scripture app.

Market context: global mindfulness app market + growing Western interest in Eastern philosophy + corporate wellness spending

05 — KEY DIFFERENTIATORS

What sets Prajna apart.

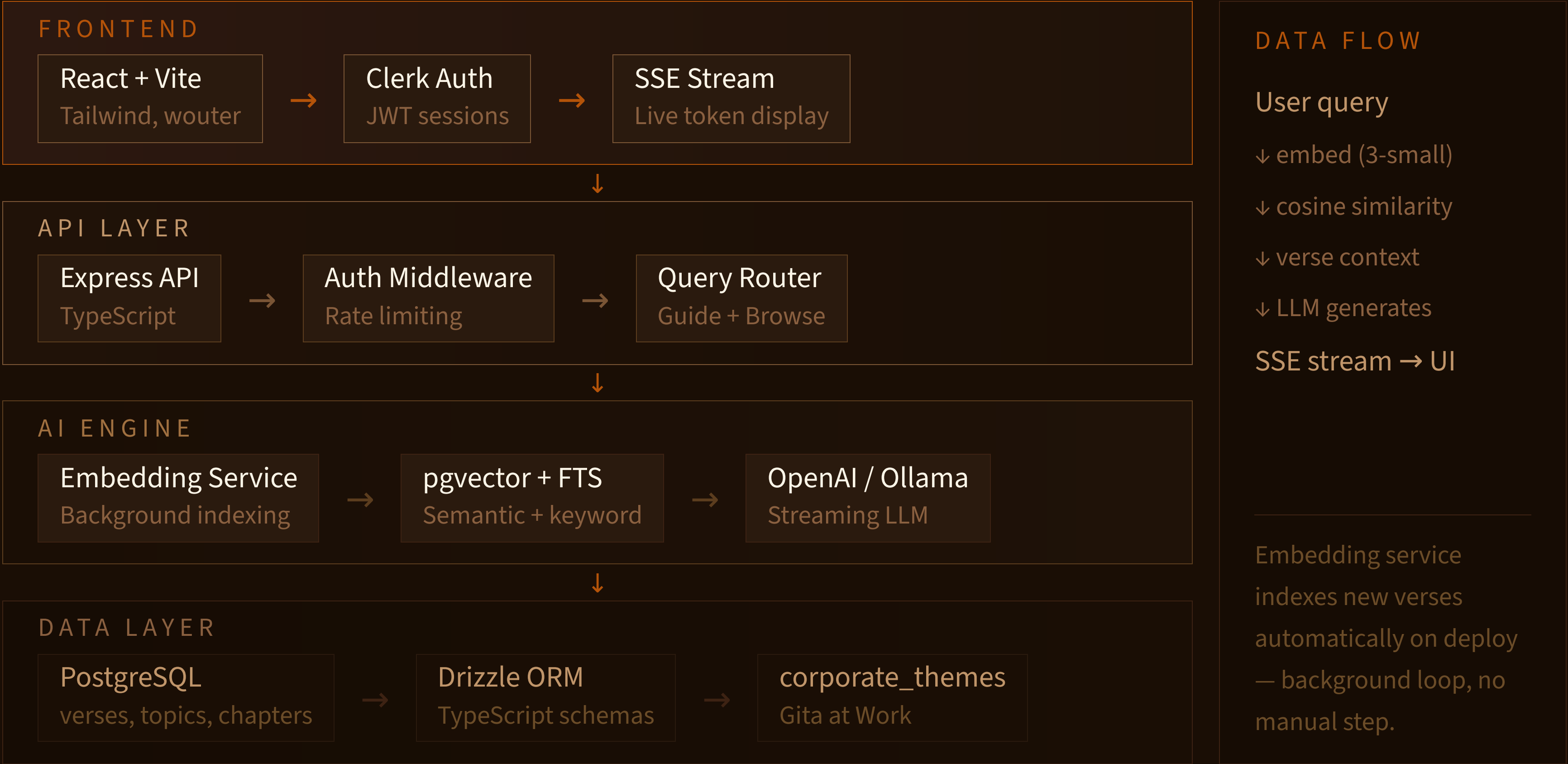
- 01** Grounded in retrieved scripture
Semantic RAG retrieval — the AI cites exact verses, no hallucination.
- 02** Beyond the Gita
Upanishads, Advaita Vedanta, and Buddhist thought — on the roadmap.
- 03** Gita at Work — corporate vertical
8 professional themes for leadership, ethics, and resilience.
- 04** A companion, not a lecture
Conversational, warm tone — wisdom that meets you where you are.
- 05** Open to all
No religion, sect, or prior belief required.

From question to grounded guidance.



Every response is grounded in retrieved text — Prajna never fabricates wisdom.

System architecture



BETA

June

2026

Core platform live. AI Guide, content browser, and Gita at Work delivering value in production.

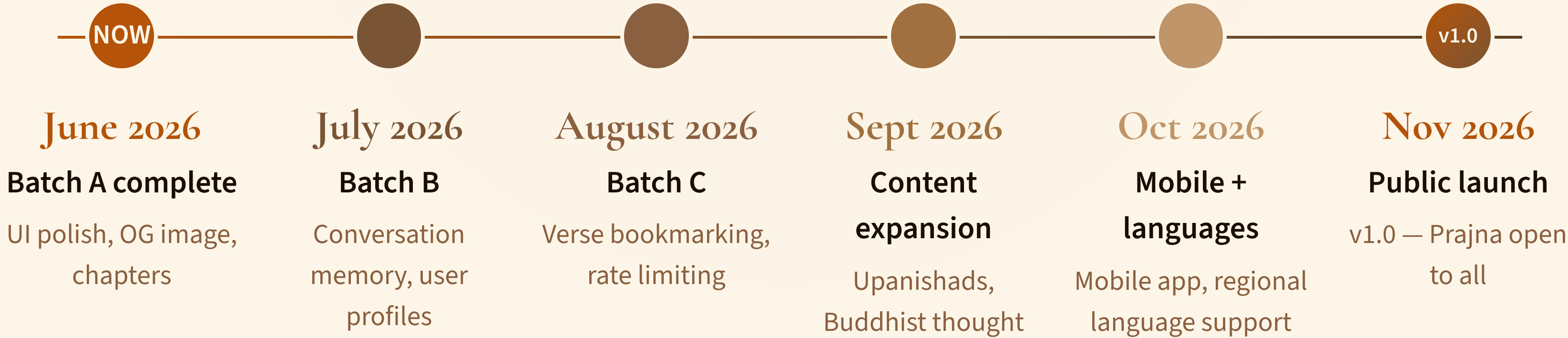
SHIPPED

- ✓ **Content browser**
18 chapters, 700 verses, topics, full-text search
- ✓ **AI Spiritual Guide**
Semantic RAG, streaming SSE, source citations
- ✓ **Clerk authentication**
Secure user accounts
- ✓ **Gita at Work**
8 corporate themes — leadership, ethics, resilience
- ✓ **Branded OG sharing**
Social Open Graph image

IN PROGRESS

Conversation memory	Verse bookmarking
User profiles	Rate limiting

June 2026 to launch.



10 — ABOUT

BodhVentures

AI-powered platforms solving everyday human problems.

Guided by the leadership and moral wisdom of Indian philosophy.

Sydney, Australia

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PRAJNA — FIRST PRODUCT

A spiritual companion powered by ancient Indian texts.

Bringing the Bhagavad Gita to everyday life through AI — for anyone facing life's hard questions.

OTHER PILLARS

Leadership courses drawing on Indian philosophy
Books on moral teachings
Technical expertise courses

FOUNDER

Sole proprietor
Sydney, Australia
Full-stack AI builder



Ancient wisdom for modern struggles.

prajna.app

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A BODHVENTURES PRODUCT

Sydney, Australia — 2026

