The Project Ark—Business Plan

Issues Facing Churches

Churches (individual parishes) in America are often staffed by a handful of people, which can often lead resources stretched thin in terms of time, information, and finances. Those who run a church may find simple tasks and administration to be repetitive, time consuming, and hard to organize without proper tools. Many of the churches for the sake of frugality will overlook the convenience of software and technology, as it can be hard to receive as an offering or priced higher than what would be practical to purchase.

The Project Programming Ark’s Goal

*“Ark: POSTing your ideas on solid ground”*

The Project Programming Ark seeks to alleviate these issues facing individual parishes by providing a platform for programmers, software engineers, and technologically oriented members who want to contribute to their brothers and sisters in faith. This is done in one of two ways:

1. Technologically creative individuals introduce an idea with a solution that they have observed or conceived.
2. Church administrators post a request for the automation/alleviation of a church task, for which parishioners can either make technological suggestions or create projects to solve the issue.

Business Model

The main marketing of The Project Programming Ark will initially be outreach to local churches, universities, & Christian communities. Through this, word of mouth through congregations, friends, & family will expand the user base for the requests and the projects. As more individuals and churches use our platform, it will become more comprehensive in the problems it solves and the resources it contains.

There are two main sources of financing: donations & fundraising. A donation is from those who benefit from (or simply respect) the contributions of fellow Christians are appreciated, though not required, to give what they think is fair for use of our platform in respect to a specific project. Fundraising is members of The Project Programming Ark actively searching and finding those who would like to contribute. As a non-profit organization, all donations go towards maintenance, support, & expansion of the users’ platform, and business operations. All money received beyond these aforementioned costs will be donated proportionally towards the projects, for which the donation was received.

Projects, which are too large to practically be accomplished by grace of contributors, but receive enough group donations to professionally achieve the project, may be contracted out and posted as open source.

The necessary business operations include (but are not limited to):

* platform hosting—the technology & software engineers who maintain the platform.
* administration—those who oversee day to day operations.
* marketing—the outreach team, who share our project with Christian communities.

Further Ideas

Programmers have tiers: Novice, Intermediate, Pro

Then they could partner with more experienced programmers, which serves as an outreach.

Additional Necessary Inclusions

Volunteer Resources

Initial capital needed for servers

Security