

The logo for 'eciple' is rendered in a bold, orange, sans-serif typeface. The letter 'i' is stylized with a small, upward-pointing orange flag or banner above its dot. The letters are closely spaced, and the overall design is clean and modern.

Discipleship Reimagined

## The Problem

**82% of pastors say  
discipleship is a  
priority, only 29%  
think their church  
does it effectively**  
*(Barna 2021)*

**eciple**

Discipleship Reimagined

- **Buyer personas research and interviews revealed key pain points:**
  - 55% cite lack of personal discipleship programs (Barna, 2021)
  - 45% say identifying and training mentors is a challenge (Outreach Magazine, 2022)
  - 38% want improved spiritual assessment tools (Lifeway, 2020)
  - 32% lack centralized systems and metrics for tracking (Barna, 2021)
  - 29% need more customizable curriculum (Outreach Magazine, 2022)
- **Why?** There are gaps in mentorship programs, curriculum, structure and tracking.

## The Solution

**eciple is a comprehensive discipleship enablement platform that:**

- Matches mentors and mentees within churches and communities
- Provides structured pathways and robust tools
- Empowers spiritual growth and maturity



## The Product

- Assessments for intelligent and automated matching
- Structured yet flexible content pathways
- Integrated communications
- Centralized data and analytics - provides pastors a dashboard with data points like how many in their congregation are mentoring new believers, how long 1:1 discipleship relationships last, how often mentors/mentees are meeting, what content is being consumed, etc.
- Seamless church management integration



## The Competition

- Fragmented landscape
- Focused point solutions
- Opportunity to be a category leader

The competitive landscape consists of focused solutions targeting aspects of discipleship. With no integrated end-to-end discipleship platforms, the opportunity exists for a solution like eciple to combine the capabilities churches are cobbling together today.

	<u>eciple</u>	<u>RightNow Media</u>	<u>MinistrySmart</u>	<u>MinistryGrid</u>
Customized Pathways	✓			
Effective Matching	✓			
Integrated Messaging	✓			✓
Church Data Integration	✓			✓
Mobile Access	✓	✓		✓

## Go-To-Market



**Pilot with initial churches**

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**Strategic partnerships**

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**Leverage conferences/events**

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**Grassroots adoption**

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**Targeted sales outreach**

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## The Ask

Seeking \$200K seed funding for 20% of the cap table, representing a pre-money value of \$2mm

Validate product with pilot churches

Fund MVP development

Project path to profitability



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## Business Model

3-tiered  
pricing model  
based on users

Starts at  
\$99/month

Average  
RPU

Estimated  
\$575K annual  
costs

291 churches  
needed to  
break even

\$2.3M revenue  
potential  
Year 3

eciple

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## Market Size

### Service Addressable Market (SAM)

- 335,000 church congregations in the U.S. (Hartford Institute, 2020)
- 150M people (Pew Research, 2019)
- \$75B in annual giving (Giving USA, 2021)

### Service Obtainable Market (SOM)

- 115,000 congregations (NAE, 2021)
- 40M weekly attendees (Barna, 2021)
- \$40B in annual giving (ECFA, 2021)

→ **\$227.7M estimated market among 115K evangelical churches (Outreach 2022)**

1,700 megachurches represent early adopters, as they have the resources (large member bases and substantial annual budgets) to be early adopters of new technology like eciple.

## Market Trends

There are several cultural and technology trends that are currently shaping the market landscape:

- Declining weekly church attendance necessitates focus on existing members (Pew Research, 2019)
- Younger demographics expect digital tools with data and metrics (Barna, 2020)
- Churches are adopting monthly subscription models over large capital purchases (Lifeway, 2021)
- Members expect mobile-friendly, user-centric experiences

The above trends point to churches looking to modern discipleship solutions that meet the personalized, data-driven expectations of today's members.

## Market Growth

While the number of evangelical churches has remained flat, the market size for discipleship software is substantial given the lack of adoption of purpose-built solutions.

### Key statistics:

- The number of evangelical churches has remained stable at 115,000 congregations over the past decade (Hartford Institute, 2020)
- Just 3% of congregations have implemented comprehensive discipleship programs (Barna, 2021)
- The Combined Annual Growth Rate (CAGR) for discipleship technology over the next 5 years is estimated to be 12% (Outreach Magazine, 2022)

With increased prioritization on discipleship and the adoption of digital solutions, the category shows strong growth potential.

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