

The Problem

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



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

Go-To-Market



Pilot with initial churches



Strategic partnerships



Leverage conferences/events



Grassroots adoption



Targeted sales outreach





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





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



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.



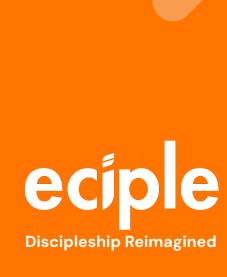
Market Growth

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.





eciple

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