



# PURE IMPACT

Data-Driven Solutions:

*A New Approach To Serving the Church*

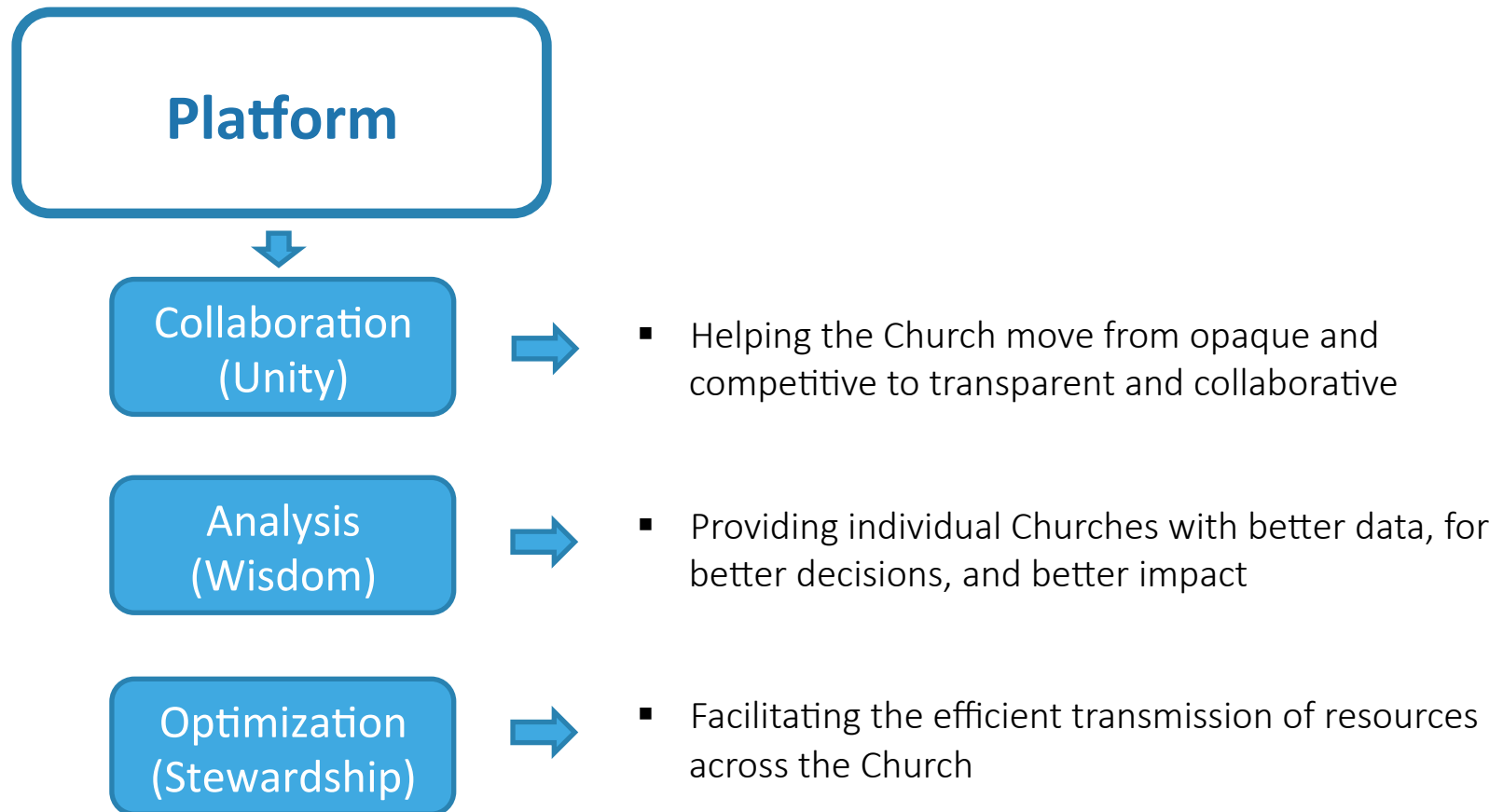
# Problem

## Realities facing the Church today

- Churches and ministries are experiencing **significant declines** in Canada
  - Church attendance has dropped to 13% and continues to decline
  - 40% of church attendees are over the age of 70
  - University ministries are facing unprecedented declines as millennials are failing to engage
- Churches and ministries across Canada are increasingly **under pressure to demonstrate impact**
  - Revenue Canada is increasingly taxing revenue sources
  - Municipal governments are questioning tax status entirely
- Complexity and specialization across all industries is creating a **divide between the “well” and the “under” resourced**
  - Many churches and ministries have no ability to achieve “best practices” in many areas
  - Almost all Christian organizations have limited resources and need to be wise stewards

# Solution

A digital platform connecting the Church



# Platform

A platform delivering coordinated solutions that meet practical needs while capturing data to help the Church act more efficiently with greater impact

- Establish the broadest, informal network of churches and ministries, building strong relationships across each organization
- Create a cloud based platform on which multiple applications can be integrated, sharing common infrastructure and resources
- Build, buy or license a suite of applications and technologies that practically benefit churches and ministries
- Analyze data to enhance the applications being offered and to provide insights back to each client:
  1. “Micro” insights (via dashboards) individually to network participants helping them make better decisions and improve their impact
  2. “Macro” insights to the entire network (ie. geographic gaps in ministry, high growth approaches, cost-effectiveness comparisons)
- Create markets based on aggregate needs to facilitate the efficient transmission of resources across the Church

# Sample Platform Analytics

Currently, there is very limited ability to collect and use data across churches and ministries

	Micro (Local) Insights	Macro (Aggregate) Insights
Attendance	Accurate and timely attendance, baptism, membership and volunteering data	What is the multi-factor model that best explains Church growth?
Giving	Trend of estimated tithing as a percent of income (aggregated/averaged)	Relative performance compared to Churches in similar demographics
Volunteer Engagement	What capacity, interest and capabilities exists across the congregation?	Where is there excess capacity and where is there need across the Church
Preaching	Which sermon point resonated most and which are the common follow up questions?	What are the key issues of interest for the Church today?
Small Groups	Small group effectiveness measures including attendance and communication metrics	How important are effective small groups to the life of a Church?
Youth Impact	Which content is resonating with youth?	What are the key issues facing youth today?
Facilities	What is the occupancy rate of our facilities?	What excess facilities exist within the local Church community?

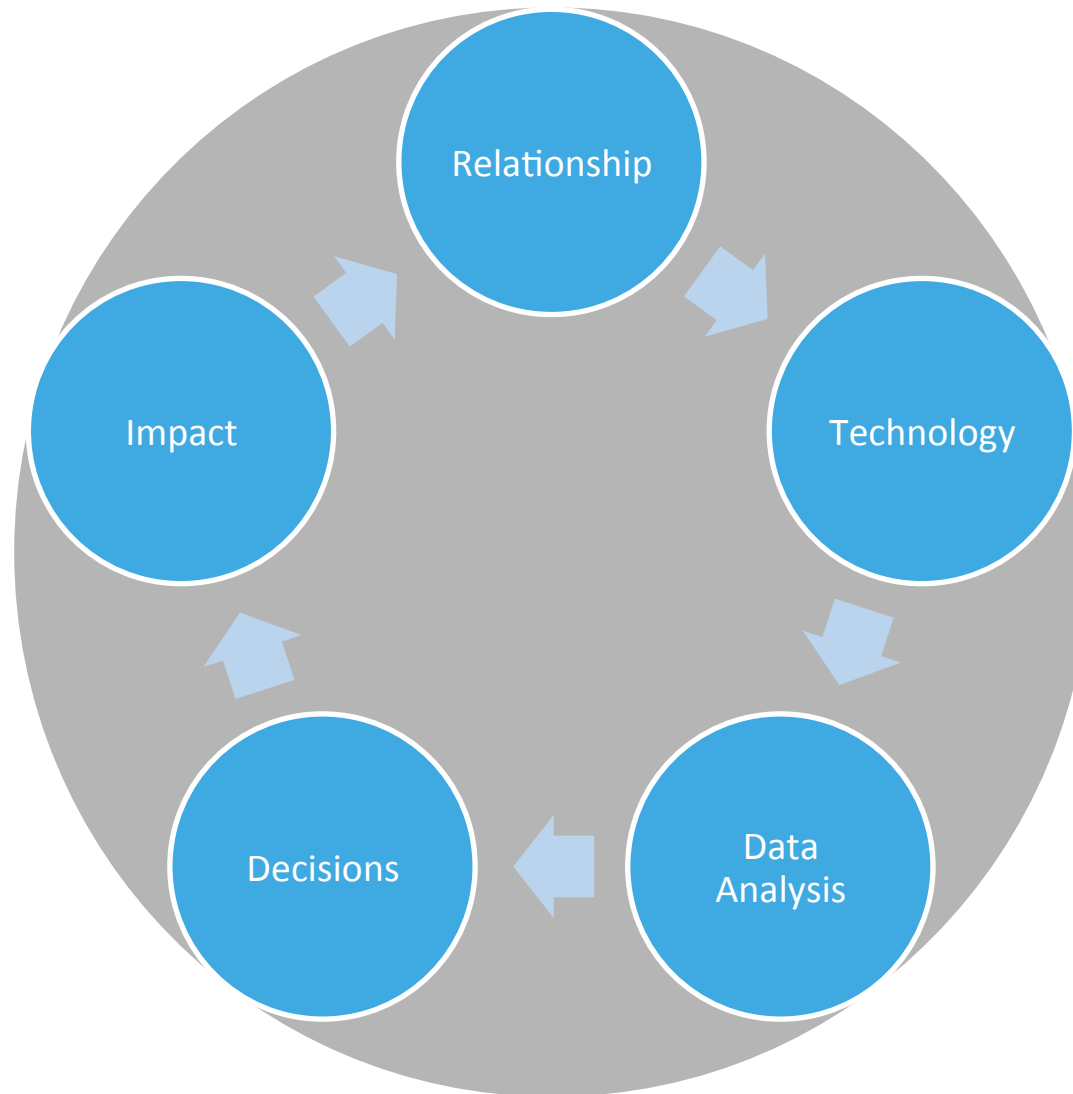
# Data and the Church

Currently, there is very limited ability to collect and use data across churches and ministries

- Because churches and ministries have limited access to data ...
  - Leaders rely on crude metrics such as attendance and donations to track growth and effectiveness
  - Anecdotal evidence, personal experience, and historic precedent are the primary drivers of planning and activity
  - Contemplating change is a challenge due to the unknowns – How will people react, what will the true cost be, what will the real impact be?
  - Co-ordination amongst churches and ministries is ad hoc and relationship driven
- Churches and ministries typically don't have the capabilities, time, energy, etc. to build tools necessary to capture the data that will allow them to answer key questions and move forward in meaningful ways
- Pure Impact has the opportunity to play a pivotal role alongside churches and ministries in creating the critical mass necessary to build a broad set of technology based solutions to allow data to be captured, analyzed, shared and acted on efficiently

# Pure Impact Vision

The objective is to create a symbiotic relationship where each aspect of the process is critical to the success of the whole



# Business Model

Up front costs and the creation of intellectual property require a unique funding model

- Strategic partners will have appetite to support the initiative - some may have the capacity and interest to pay for bespoke interaction
- Equity investors can fund the gap between the cost of building the platform and that which is “crowd funded” from strategic partners
- Majority of Churches and ministries will pay nominally for access to technology and data – high fees will risk maximum participation
- The goal will be to balance Church revenues and ongoing platform costs by year 3
- Equity investors will retain an option on the technology being monetized outside of the Church



# Marketing Strategy

Be market driven

- Client centric
  - Don't sell products
  - Understand target markets
  - Prioritize common needs/wants
  - Identify challenges with existing solutions/related solutions
- Product Development
  - Avoid building empty rooms
  - Focus on mass customization
  - Prioritize ease of use / simplicity
- Focus on relationship
  - Most sales happen on the 5<sup>th</sup> to 12<sup>th</sup> visit/interaction
- Ex post Evaluation
  - Understand client perspective
  - Evaluate the quality of execution

# Business Structure

Intellectual property necessitates effective investment and long run commitment

- Pure Impact Inc.
  - an independent and neutral party to house data
- Great Tech Co.
  - A for-profit firm will be better able to execute attract talent and financing, optimize assets for the long run, capture value beyond churches and ministries

# Management Team

Leadership behind Pure Impact

- **Tim Day**
  - Former Executive Pastor of the **Meeting House**
  - Strong network across the Christian community in Canada (churches, para-church ministries, pastors, leaders, etc.)
  - First-hand experience seeing how novel, data-driven approaches can deliver results and unlock opportunities for existing churches and ministries
- **Mark Wilson**
  - Former Associate Director at **Ernst & Young** responsible for global IT initiatives
  - Senior technical expert across multiple technology verticals
  - Strength in utilizing emerging technologies to drive business process improvements
- **David Hay**
  - Former Managing Director of the **Carlyle Group**
  - Portfolio manager with expertise investing across a broad range of hedge fund and alternative investment strategies
  - Extensive experience building technology based solutions to manage the data and complexity of a diverse set of investment strategies

# Organization Chart

There are three critical seats necessary to launch Tech Data Co with a number of supporting roles



- CIO – touches information from so many places – critical role
- CEO – manages business
- CTO - focuses

# SWOT

Data driven solutions - a new approach to serving the Church

- **Strengths**

- There are no comprehensive, data driven solutions available to churches and ministries today offering aggregated macro insights and micro data driven dashboards
- A single point of connectivity is easiest for a capacity constrained church or ministry
- The breadth of solutions provided increases the likelihood that many churches and ministries will engage with at least one vertical
- Churches and ministries should be inclined to share (appropriate) data because City Movement and its network are aligned with a similar vision and are not competitors in the traditional sense

- **Weaknesses**

- **Opportunities**

- **Threats**

# Sequencing The Path

Next steps for the City Movement team

- Agree on initial approach – identify roles, responsibilities, and people – Tim to focus on relationships, Dave to focus on the business, a Chief Technology Officer is a critical/missing role
- Ottawa Pilot Project – a key tool to build interest and investment
- Research the unmet needs of churches and missions, identify common themes, propose sample solutions, and anticipated impact
- Prepare a demonstration of the benefit not only of the solution, but of the data it provides (micro data AND macro insights)
- Raise funding: crowd funding from interested churches, donations from faith based endowments, investments from Christian business leaders and HNW investors
- Work to build initial offering(s) - lay out the vision for first technology and get a prototype up and running

# Existing Products and Competition

There is plenty of products in the market today – none are coordinated and none provide data for churches and ministries

- You Version
- The Table