



**Pitch Deck**

Advanced technology for designing and printing custom Bibles on the fly.

# Problem



Formatting and designing a new Bible is a complex process in which professionals spend months or years on each new product.



The industry has failed to adapt to the future of product customization. This has resulted in a customer-base that is unsatisfied, as consumers increasingly demand individualized products.



Bible publishers continue to use out-dated, hand-done finishing processes that are timely, costly and error-prone.



Most Bibles today are low quality and mass printed in China.

# Solution



A patented, machine learning-driven interface that allows the consumer to design his or her Bible on the fly.



Extensive customization options for both the interior and exterior of each Bible.



A proprietary, autonomous custom Bible finishing workflow that has many additional applications, including fiction and non-fiction works, as well as custom journals.



All Bibles printed and bound autonomously in the U.S.A.

# Market Validation

The Bible continues to be the best-selling book of all time.

Most Bible users (91%) still prefer to use a print version of the Bible over digital alternatives (Barna).

80% of consumers are more likely to do business with a company if they offer customization of their products (Epsilon).



# Market Size



Over 100 Million Bibles are printed per year;  
25% sold in the U.S.A.\*

\$425 Million in annual U.S. Bible sales\*

\$50-\$100 Million: 5-10% share of  
global market

\*<https://brandongaille.com/27-good-bible-sales-statistics/>

# User Experience

**PROVERBS 2**

2 My son, if you receive my words  
and treasure up my commandments with you,  
3 making your ear attentive to wisdom  
and inclining your heart to understandings;  
4 yes, if you cry out for insight  
and raise your voice for understanding;  
5 if you seek it like silver  
and search for it as for hidden treasures;  
6 then you will understand the fear of the Lord  
and find the knowledge of God.  
7 For the Lord gives wisdom;  
from his mouth come knowledge and  
understanding;  
8 he stores up sound wisdom for the upright;  
he is a shield to those who walk in  
integrity,  
9 guarding the paths of justice  
and preserving the way of his saints.  
10 Then you will understand righteousness  
and justice, every good path;  
11 and when you know them you  
will enter into life.  
12 For the commandment will teach you  
understanding; it will guard you  
delivering you from the ways of evil,  
from men of perverted speech,  
13 who forsake the paths of uprightness  
to walk in the ways of darkness,  
14 who rejoice in doing evil  
and delight in the perverseness of  
evil;  
15 men whose paths are crooked,  
and who are devious in their ways.  
16 You will be saved from the loose<sup>1</sup>  
woman, from the adulteress<sup>2</sup> with her  
smooth words,  
17 who forsakes the companion of her  
youth  
and forgets the covenant of her God;  
18 for her house sinks down to death,  
and her paths to the shades;  
19 none who go to her come back  
nor do they regain the paths of life.  
20 So you will walk in the way of good men  
and keep to the paths of the righteous.  
21 For the upright will inherit the land,  
and men of integrity will remain in  
it;  
22 but the wicked will be cut off from the  
land.

<sup>1</sup> Hebrew, strange. <sup>2</sup> Hebrew, foreign woman. <sup>3</sup> Or, Hebrew, understanding. <sup>4</sup> Hebrew, novel. <sup>5</sup> Or, median.  
See also Rom. 12:17. <sup>6</sup> See Rom. 12:16. <sup>7</sup> See 11; 13; 16; 12; 13; 5, 6.

*The Reward of Seeking Wisdom*  
and the treacherous will be rooted up  
of it.

3 My son, do not forget my teaching  
but let your heart keep my com-  
mandments;  
4 for length of days and years of life  
and abundant wealth will they give  
you;  
5 Let not loyalty and faithfulness leave  
you;  
bind them about your neck,  
write them on the tablets of your heart;  
6 So you will find favor and good repute  
in the sight of God and man.

7 Trust in the Lord with all your heart,  
and do not rely on your own intellect;

8 In all your ways acknowledge him,  
and he will make straight your paths;

9 Be not wise in your own eyes;  
fear the Lord, and turn away from  
evil;

10 It will be healing to your flesh  
and refreshment<sup>1</sup> to your bones.

11 Honor the Lord with your substance  
with the firstfruits of your increase;  
then will he accept your offering  
and your sacrifice will be accepted by  
you.

12 My son, do not despise the Lord's  
advice  
or be weary of his reproof;

13 for the Lord reproves him whom he  
loves,  
as a father the son in whom he delights.

14 Happy is the man who finds wisdom,  
and the man who gets understand-  
ing,

15 for the gain from it is better than gain  
from silver  
and its profit better than gold.

16 She is more precious than jewels,  
and nothing you desire can compare  
with her.

17 Long life is in her right hand;  
in her left hand are riches and honor.

18 Her ways are ways of pleasantness,  
and all her paths are peace.

19 She is a tree of life to those who lay hold  
of her;  
those who hold her fast are called  
happy.

20 The Lord by wisdom founded the  
earth;

*A Parental Exhortation*

by understanding he established the  
heavens;  
7 By his knowledge the deeps broke forth,  
and the clouds drop down the dew.

8 My son, keep sound wisdom and dis-  
cretion;

9 let them not escape from your sight;  
10 and they will be life for your soul  
and achievement for your neck.

11 Then you will walk on your way se-  
curely  
and your foot will not stumble.

12 If you sit down, you will not be afraid;  
when you lie down, your sleep will be  
sweet.

13 Do not be afraid of sudden panic,  
or of the ruin<sup>1</sup> of the wicked, when it  
comes;

14 for the Lord will be your confidence  
and will keep your foot from being  
caught.

15 Do not withhold good from those to  
whom it<sup>2</sup> is due,  
when it is in your power to do it.

16 Do not say to your neighbor, "Go, and  
come" when your word is with you  
and you have no desire to go;

17 Do not envy<sup>3</sup> your neighbor  
as he envies you.

18 Do not withhold good from your neighbor  
as he envies you.

19 Do not withhold good from those to  
whom it is due,  
when he has done you no harm.

20 Do not envy a man of violence  
and do not choose any of his ways;

21 for the perverse man is an abomination  
to the Lord,  
but the upright are in his confidence.

22 The Lord's curse is on the house of the  
wicked,  
but he blesses the abode of the right-  
eous.

23 Toward the scorners he is scornful,  
but to the humble he shows favor.

24 The wise will inherit honor,  
but fools get disgrace.

25 Hear, O son, a father's instruction,  
and be attentive, that you may  
gain<sup>4</sup> insight;

26 for I give you good precepts:  
do not forsake my teaching.

27 When I was a son with my father,  
under the only one in the sight of my  
mother,

28 he taught me, and said to me,  
"Let your heart hold fast my words;  
keep my commandments, and live;

**PROVERBS 4**

2 do not forget, and do not turn away from  
the words of my mouth.  
Get wisdom; get insight."

3 Do not forsake her, and she will keep  
you;  
love her, and she will guard you.

4 The beginning of wisdom is this: Get  
wisdom,  
and whenever you get, get insight.

5 Praise her highly,<sup>5</sup> and she will exalt you;  
she will honor you if you embrace her.

6 She will place on your head a fair gar-  
land;  
she will bestow on you a beautiful  
crown."

7 Hear, my son, and accept my words,  
that the years of your life may be  
many.

8 I have taught you the way of wisdom;  
I have led you in the paths of up-  
rightness.

9 When you walk, your step will not be  
hampered;  
and if you run, you will not stumble.

10 Keep hold of instruction, do not let go;  
guard her, for she is your life.

11 Do not enter the path of the wicked,  
and do not walk in the way of evil men;  
abandon it; do not go on it;

turn away from it and pass on;  
for they cannot sleep unless they have  
done wrong;

they are robbed of sleep unless they  
have made some one stumble.

12 For they eat the bread of wickedness  
and drink the wine of violence.

13 But the path of the righteous is like the  
light of dawn,  
which shines brighter and brighter  
until full day.

14 The way of the wicked is like deep dark-  
ness;  
they do not know over what they  
stumble.

15 My son, be attentive to my words;  
incline your ear to my sayings,

16 Let them not escape from your sight;  
keep them within your heart.

17 For they are life to him who finds them,  
and healing to all his flesh.

18 Keep your heart with all vigilance;  
for from it flow the springs of life.

19 Put away from you crooked speech,  
and put devious talk far from you.

20 Let your eyes look directly forward,  
and your gaze be straight before you.

21 Take heed to the path of your feet,  
then all your ways will be sure.

<sup>1</sup> Reversing the order of the clauses. <sup>2</sup> Or: Heb. 5d alone. <sup>3</sup> Heb. 20c.

<sup>4</sup> Heb. 20b. <sup>5</sup> Or: Heb. 20a.

<sup>6</sup> The meaning of the Hebrew is uncertain. <sup>7</sup> The meaning of the Hebrew word is uncertain.

1. 16 (Heb.) [v. 6, 4, 6; 1 Pet. 5, 5, 4, 20 (Gk.)] Heb. 12: 13.

# Let's make it yours.

Customize your Bible, configure texts, select fonts.

Cover

Faux Leather - Black

Translation

Authorized King James Version

## Text & Commentary

Red Letter

Verse Per Line

Verse Numbers

Normal

Cross-references

Footnotes

Study Notes

Scofield Reference Bible

John

1 In the beginning was the Word, and the Word was with God, and the Word was God. 2 The same was in the beginning with God. 3 All things were made by him; and without him was not any thing made that was made. 4 In him was life; and the life was the light of men. 5 And the light shineth in darkness; and the darkness comprehended it not.

6 There was a man sent from God, whose name was John. 7 The same came for a witness, to bear witness of the Light, that all men through him might believe. 8 He was not that Light, but was sent to bear witness of that Light. 9 That was the true Light, which lighteth every man that cometh into the world. 10 He was in the world, and the world was made by him, and the world knew him not. 11 He came unto his own, and his own received him not. 12 But as many as received him, to them gave he power to become the sons of God, even to them that believe on his name: 13 which were born, not of blood, nor of the will of the flesh, nor of the will of man, but of God. 14 And the Word was made flesh, and dwelt among us, (and we beheld his glory, the glory as of the only begotten of the Father,) full of grace and truth.

15 John bare witness of him, and cried, saying, This was he of whom I spake. He that cometh after me is preferred before me: for he was before me. 16 And of his fulness have all we received, and grace for grace. 17 For the law was given by Moses: but grace and truth came by Jesus Christ. 18 No man hath seen God at any time: the only begotten Son, which is in the bosom of the Father, he hath declared him.

19 And this is the record of John, when the Jews sent priests and Levites from Jerusalem to ask him, Who art thou? 20 And he confessed, and denied not but confessed, I am not the Christ. 21 And they said unto him, What then? Art thou Elias? And he saith, I am not. Art thou that prophet? And he answered, No. 22 Then said they unto him, Who art thou? that we may give an answer to them that sent us. What sayest thou of thyself? 23 He saith, I am the voice of one crying in the wilderness, Make straight the way of the Lord, as said the prophet Esaias.

24 And they which were sent were of the Pharisees. 25 And they asked him, and said unto him, Why baptizest thou then if thou be not Christ, nor Elias, neither that prophet? 26 John answered them, saying, I baptize with water: but there standeth one among you, whom ye know not; 27 he it is, who coming after me is preferred before me, whose shoe's latchet I am not worthy to unloose. 28 These things were done in Bethabara beyond Jordan, where John was baptizing.

29 The next day John saw Jesus coming unto him, and said, Behold the Lamb of God, which taketh away the sin of the world. 30 This is he of whom I said, After me cometh a man which is preferred before me: for he was before me. 31 And I knew him not but that he should be made manifest to Israel: therefore am I come baptizing with water. 32 And John bare record, saying, I saw the Spirit descending from heaven like a dove, and it abide upon him. 33 And I knew him not but he that sent me to baptize with water, the same said unto me, Upon whom thou shalt see the Spirit descending, and remaining on him, the same is he which baptizeth with the Holy Ghost. 34 And I saw, and bare record that this is the Son of God.

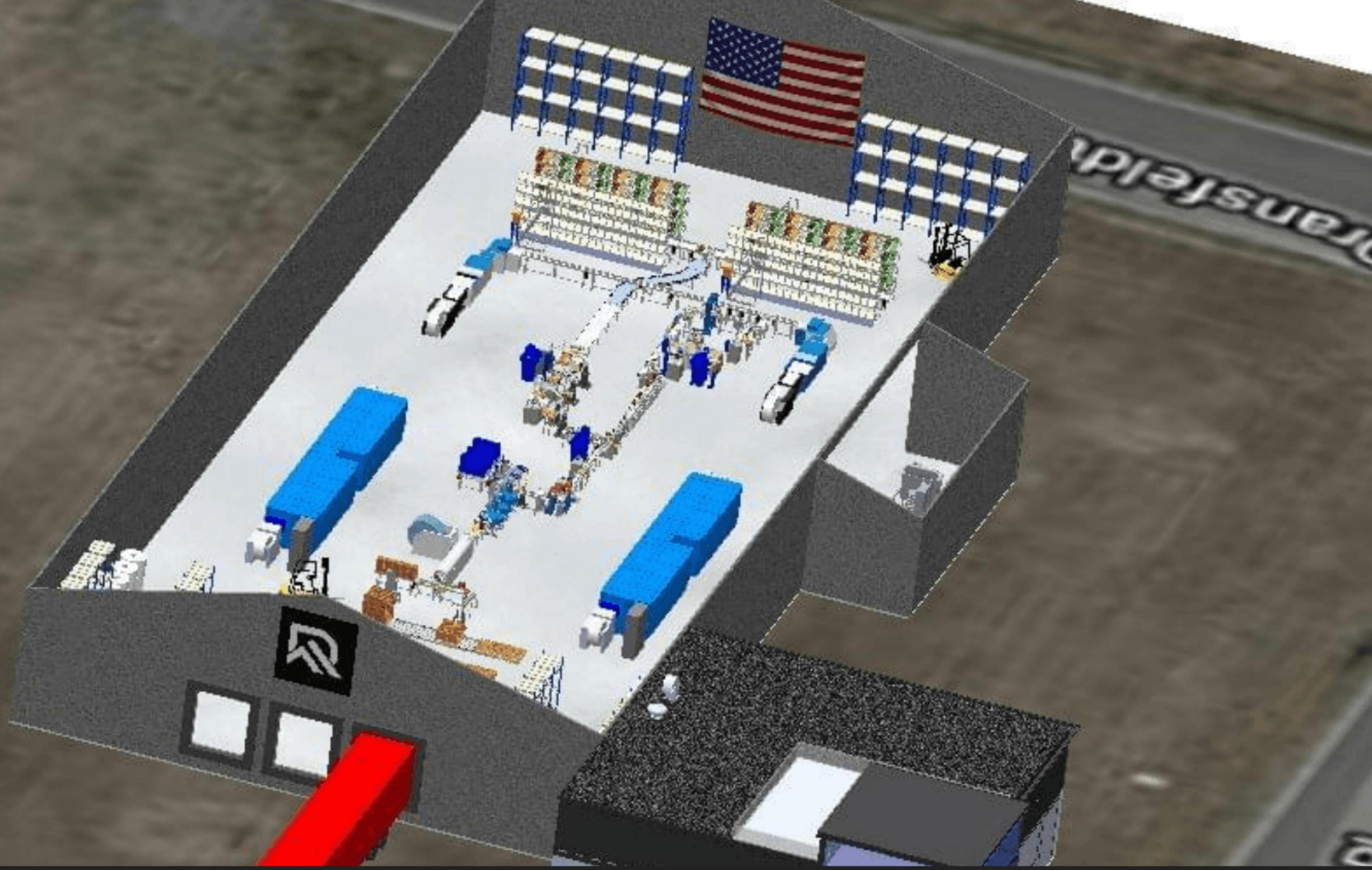
35 Again the next day after John stood, and two of his disciples: 36 and looking upon Jesus as he walked, he saith, Behold the Lamb of God! 37 And the two disciples heard him speak, and they followed Jesus. 38 Then Jesus turned, and saw them following, and said unto them, What seek ye? They said unto him, Rabbi, (which is to say, being interpreted, Master,) where dwellest thou? 39 He saith unto them, Come and see. They came and saw where he dwelt, and abode with him that day: for it was about the tenth hour. 40 One of the two which heard John speak, and followed him, was Andrew, Simon Peter's brother. 41 He first fadeth his own brother Simon, and saith unto him, We have found the Messias, which is, being interpreted, the Christ. 42 And he brought him to Jesus. And when Jesus beheld him, he said, Thou art Simon the son of Jonas: thou shalt be called Cephas, which is by interpretation, A stone.

43 The day following Jesus would go forth into Galilee, and saith unto Philip, Follow me. 44 Now Philip was of Bethsaida, the city of Andrew and Peter. 45 Philip fadeth Nathanael, and saith unto him, We have found him, of whom Moses in the law, and the prophets, did write, Jesus of Nazareth, the son of Joseph. 46 And Nathanael said unto him, Can there any good thing come out of Nazareth? Philip saith unto him, Come and see. 47 Jesus saw Nathanael coming to him, and saith of him, Behold an Israelite indeed; in whom is no guile. 48 Nathanael saith unto him, Whence knowest thou me? Jesus answered and said unto him, Before that thou wast under the fig tree, I saw thee. 49 Nathanael answered and saith unto him,

14 Or, "Logos" (see "Names" used in the Septuagint, or "Logos" throughout the Greek New Testament, for God). The Greek term means "(1) a thought or concept; (2) the expression or substance of that thought; (3) a designation of Christ. Therefore, Logos is probably Biblical terminology.

(1) as has been understood as the substance of the divine wisdom, the collective "thought" of God. 1 Cf. Colossians 1:19; Ephesians 3:10; Colossians 1:18.

(2) in Biblical terminology, but especially in the expression of the Fathers, or expression of the Fathers, and "thought" of Christ. John 1:1-14; 14:10; 1 John 3:19; Colossians 1:17. The primary sense of the term is the logos of reason or the logos of the proclaiming apostle Paul: "apostasy" (Acts 17:16); 1 Thessalonians 2:13; 2 Thessalonians 2:16; 1 Timothy 1:17; 2 Timothy 3:17; 2 Thessalonians 2:18; 1 Timothy 4:12; 2 Thessalonians 2:17; 1 Timothy 5:13; 2 Thessalonians 2:18; 1 Timothy 5:14; 2 Thessalonians 2:19; 1 Timothy 5:15; 2 Thessalonians 2:20; 1 Timothy 5:16; 2 Thessalonians 2:21; 1 Timothy 5:17; 2 Thessalonians 2:22; 1 Timothy 5:18; 2 Thessalonians 2:23; 1 Timothy 5:19; 2 Thessalonians 2:24; 1 Timothy 5:20; 2 Thessalonians 2:25; 1 Timothy 5:21; 2 Thessalonians 2:26; 1 Timothy 5:22; 2 Thessalonians 2:27; 1 Timothy 5:23; 2 Thessalonians 2:28; 1 Timothy 5:24; 2 Thessalonians 2:29; 1 Timothy 5:25; 2 Thessalonians 2:30; 1 Timothy 5:26; 2 Thessalonians 2:31; 1 Timothy 5:27; 2 Thessalonians 2:32; 1 Timothy 5:28; 2 Thessalonians 2:33; 1 Timothy 5:29; 2 Thessalonians 2:34; 1 Timothy 5:30; 2 Thessalonians 2:35; 1 Timothy 5:31; 2 Thessalonians 2:36; 1 Timothy 5:32; 2 Thessalonians 2:37; 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The custom Bible file is then sent to be printed and shipped at Revival AI's printing and binding facility near Dallas-Fort Worth, Texas!

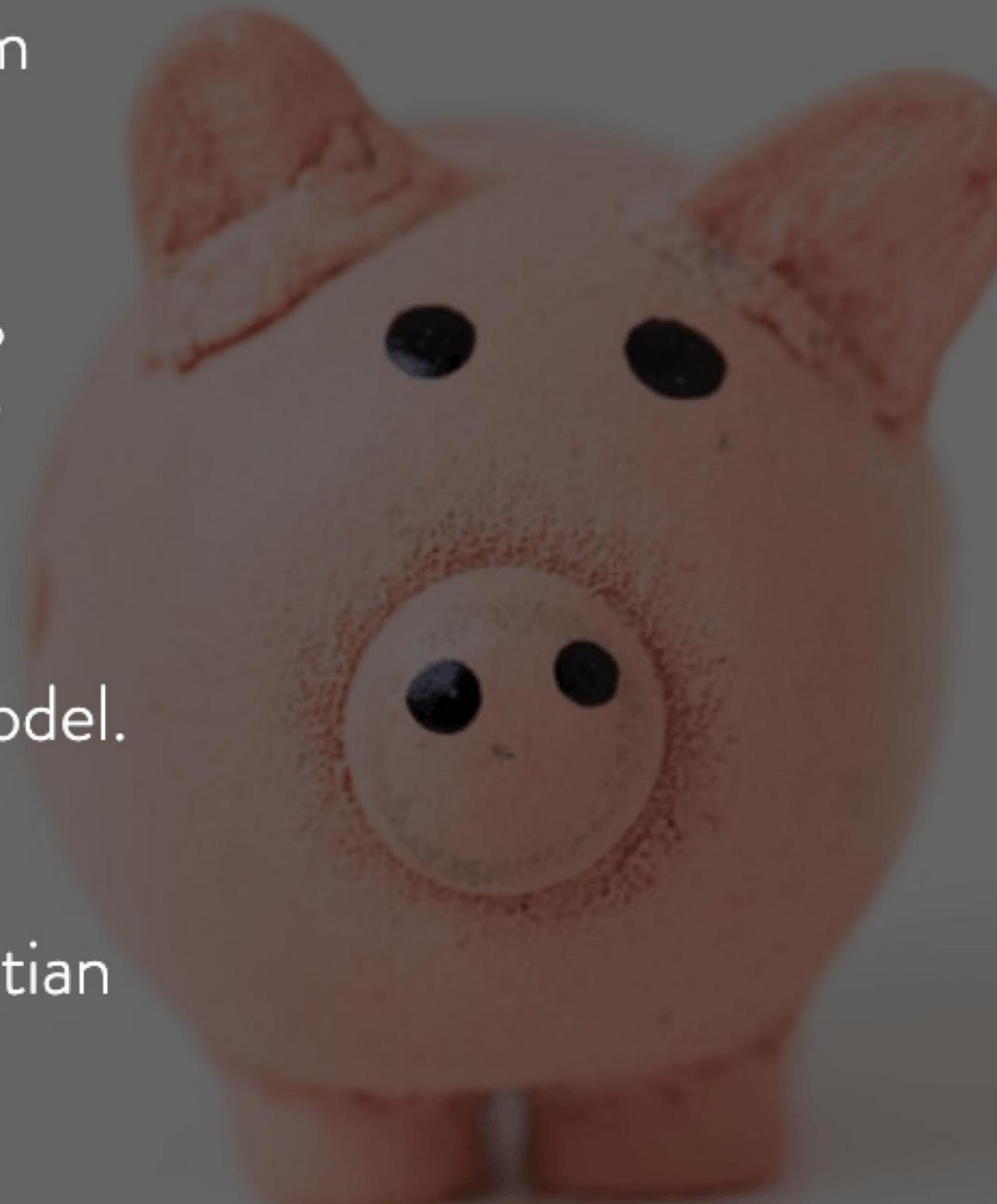
# Business Model

Custom Bibles for every consumer; priced from \$30 to over \$300.

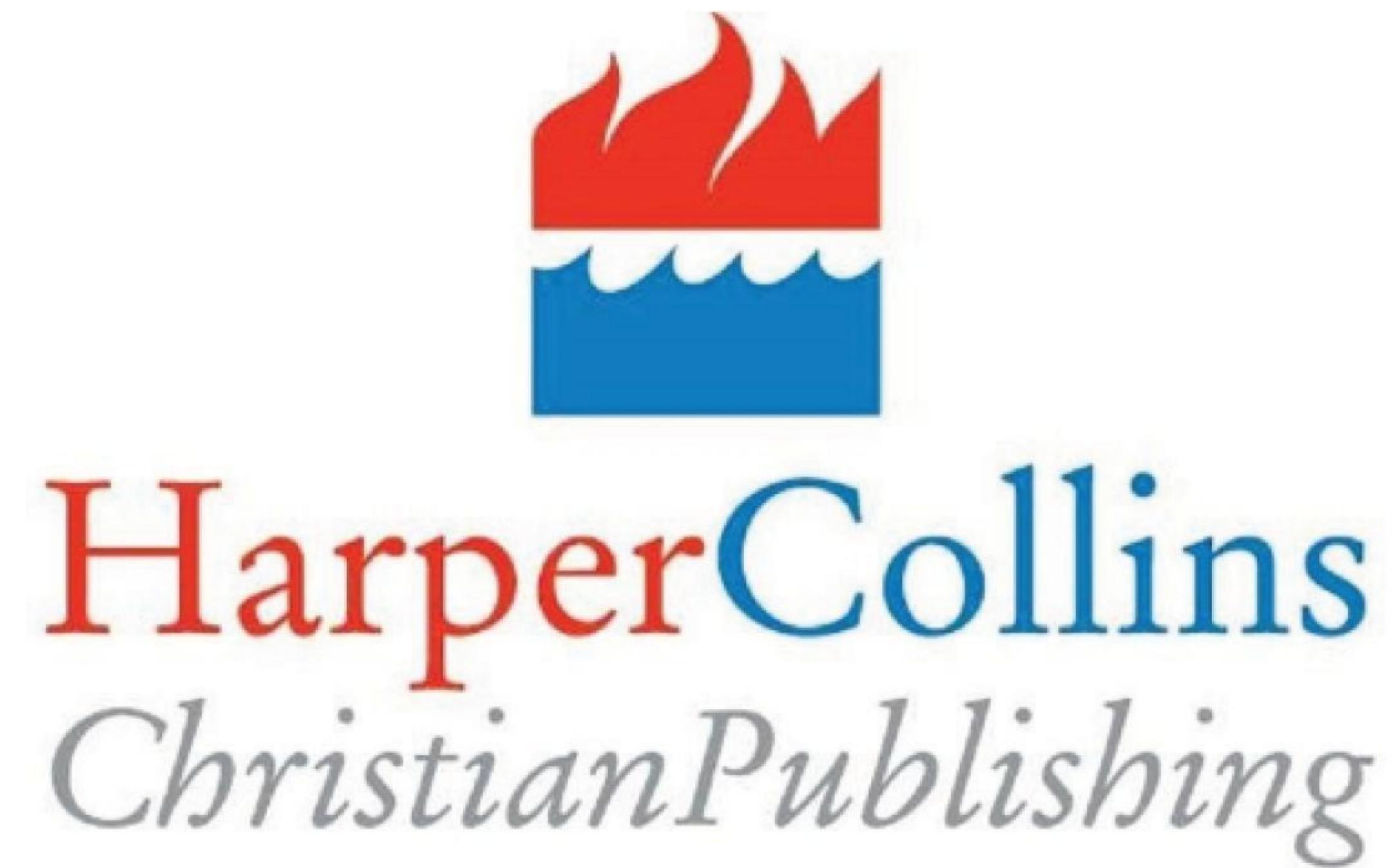
Anticipated custom Bible sales with just 5-10% of the global market are \$50-\$100 Million per year.

75% profit margin with Direct to Consumer model.

52% profit margin through white labeling Christian publishers content.



# Market Adoption



AFFILIATES: Pastors, ministries and everyday Christians can earn 10% of referred sales by sharing an affiliate link on their websites and social media accounts.

WHITE LABEL: Christian publishers license Revival AI's technology; significantly increasing their profit margins, while bringing printing back to the U.S.A. from China.

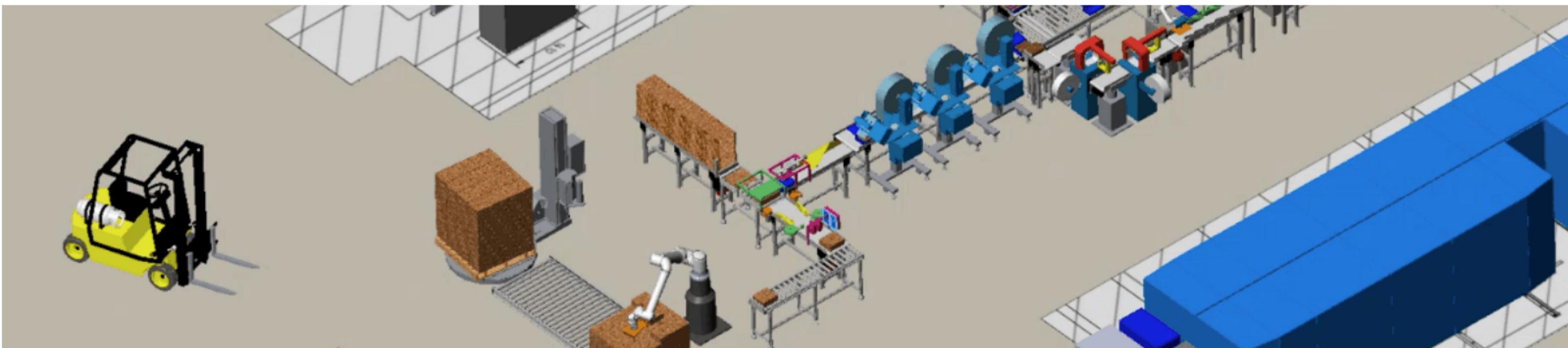


GIVING BACK: 10% of annual profits will be donated to Christian, non-profit organizations or ministries.

# Financial

\$12.5M Regulation A  
Crowdfunding Campaign

Revival AI is seeking financing to build out a proprietary, custom printing and binding facility near Dallas-Fort Worth, Texas.



# Competitive Advantage



**Patented Technology**  
Revival AI's software is patented in the U.S. and patent-pending in the EU. Provisional patents have been filed for our custom finishing machinery.



**White Labeling**  
The only way for competitors to enter the custom Bible market is through licensing with Revival AI.



**Customer-Designed**  
Our machine-learning driven interface allows each consumer to build exactly what they want; increasing overall product satisfaction.



**Speed**  
High quality, smyth-sewn, art-gilded Bibles that can be produced same-day, instead of weeks or months to produce.

# Leadership



William Robinson

Co-Founder and CVO

M. Div., M.T.S. - Liberty  
Baptist Theological Seminary

Combat Veteran (Afghanistan)

Proven leader and manager

Co-founder & President of  
Reformation Bible Society

Co-founder and CTO of  
Honoring Intimates

Patented Inventor



Kristin Robinson

Co-Founder and CEO

B.S. Chemistry

18 years of technical sales  
experience, including 13 years  
at the industry-leader,  
Schrodinger

Co-founder & VP of  
Reformation Bible Society

Co-founder and CEO of  
Honoring Intimates

Patented Inventor



Rob Rodriguez

Director and vCTO

Over 20 years experience with  
multiple Fortune 500  
companies.

Co-founder and vCTO, Model  
Rocket

Developed a neural-net based  
OCR and an image  
compression library used by  
major social media networks

Holds 19 granted patents



Model Rocket LLC

AI/ML, UI/UX Dev Team

Extensive experience from  
Concept to Market

Multiple Solutions developed  
that incorporate Artificial  
Intelligence, Machine Learning  
and Data Science

Industries worked in:  
Medicine, IoT, Hospitality,  
eCommerce, Agriculture,  
Enterprise, Education,  
Government, Finance