



Hope+

Strategic Readout

Jan 07-2024

The premise of this report is to investigate the feasibility and requirements for launching a free global, faith-based, streaming platform .

The Vision

- Driven by the mission to nurture children's spiritual growth and fulfill the great commission
- Faith-centered content matching mainstream engagement
- Positioned within a broader faith ecosystem, partnering with trusted ministries and organizations
- Initial focus on Brazil and the United States for international reach

Hope+ is designed to meet the rising demand for spiritually enriching media that aligns with the quality and engagement of mainstream platforms. By providing a safe, secure environment for children to explore faith-based programs, Hope+ ensures families have access to credible and uplifting content. Positioned within an existing ecosystem of faith-based services, Hope+ collaborates with renowned ministries—such as YouVersion (Bible App for Kids) and CBN (Superbook)—to enrich children's faith journeys. This analysis primarily examines Hope+'s potential in Brazil and the United States, laying a foundation for global growth.

Fulfilling the Great Commission

Hope+ shares the Gospel through sponsorship-style messages, empowering children to act on their faith. By clicking "I Believe," kids access resources like Bible App for Kids and recommendations such as Superbook.



We analyzed top streaming platforms, content libraries, business models and conducted UXR to understand the audience we need to serve

3 months

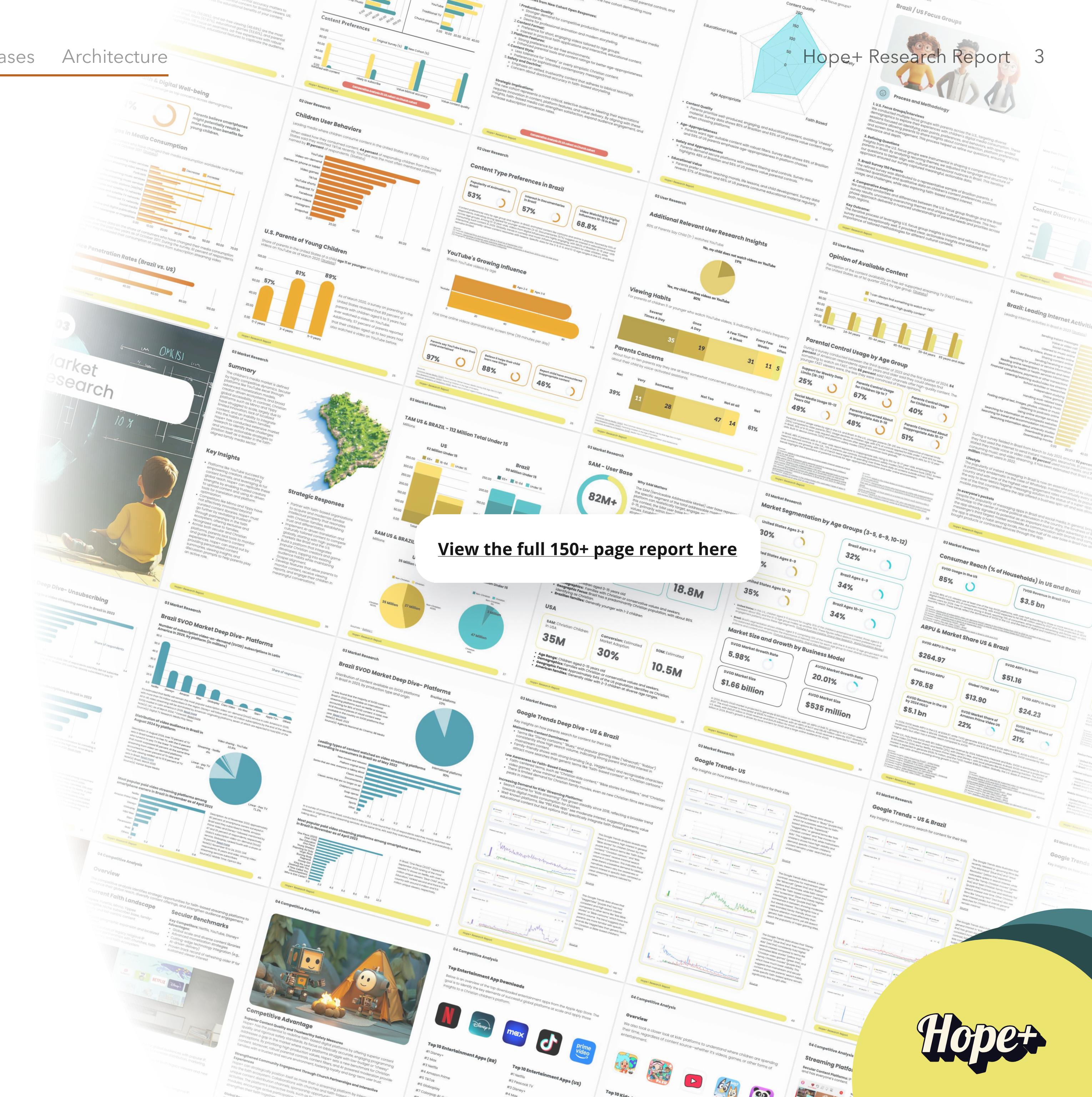
7 professionals

1700 respondents

Analyzed 40+ content businesses

Analyzed 500+ content assets

Reviewed 20+ related research reports



[View the full 150+ page report here](#)

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Brazil / US Focus Groups

Hope+ Research Report 3

FINDING: PARENTAL CONTRADICTION

Parents demand quality but settle for convenience

Stated Preferences

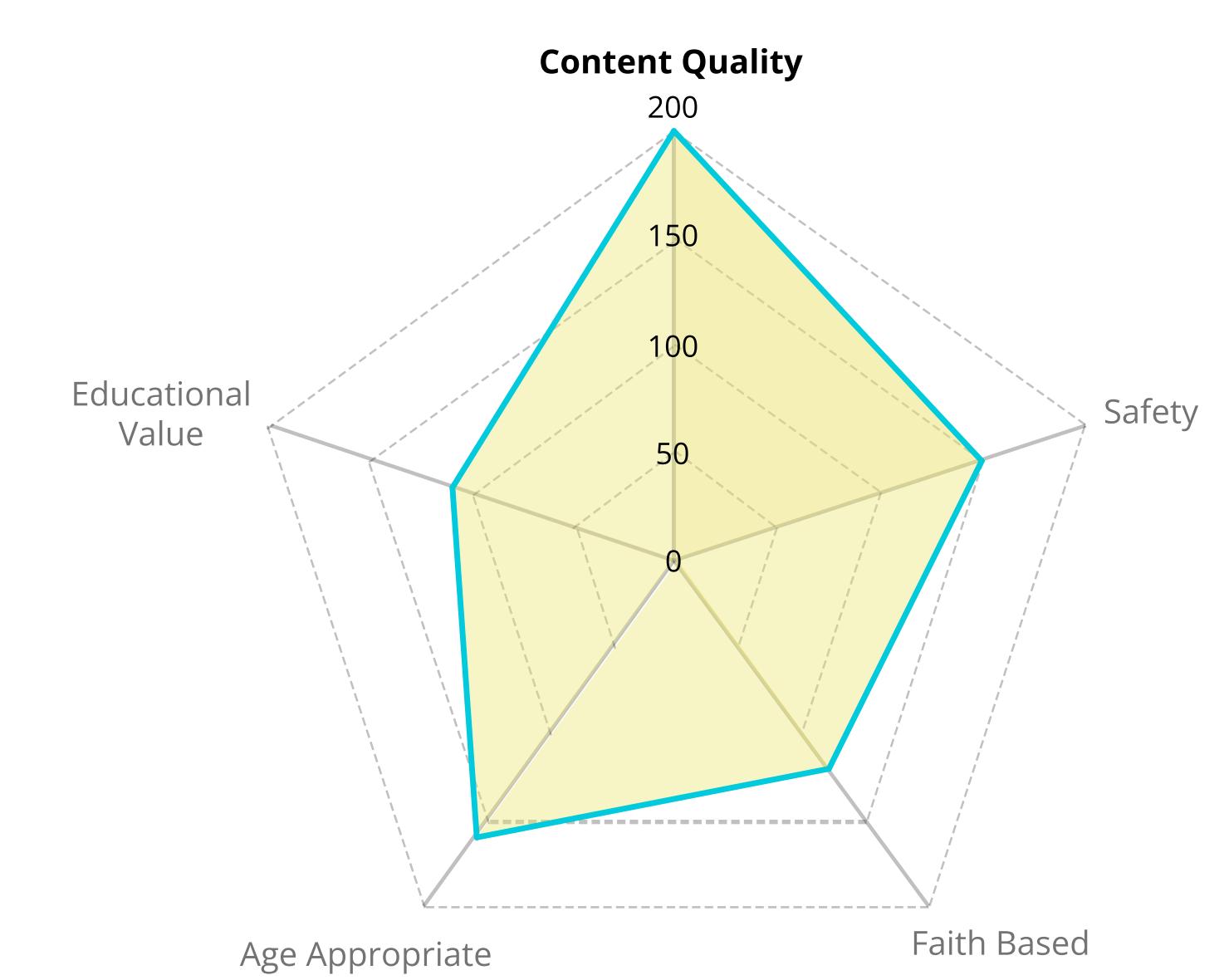
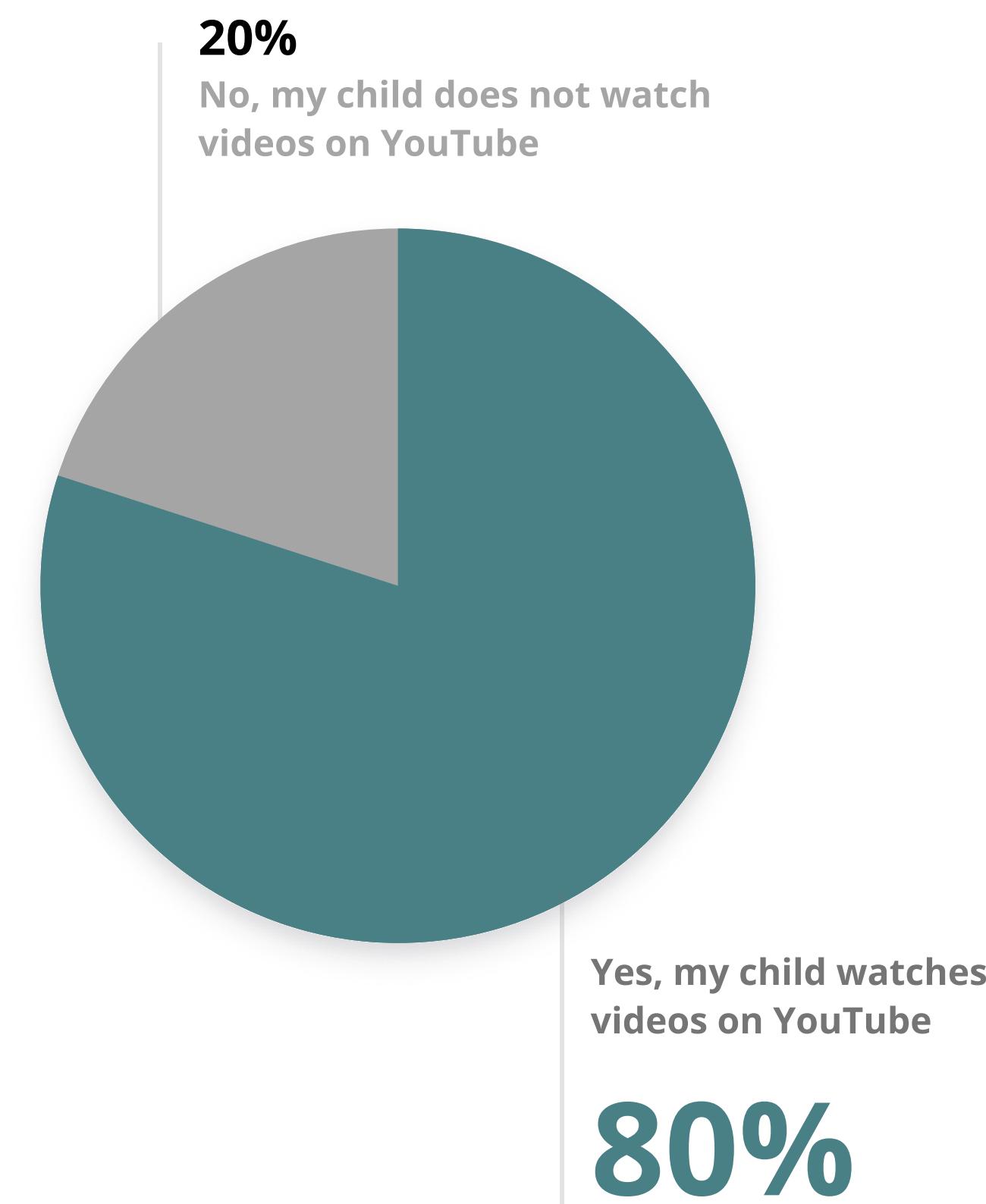
Parents say they want content that's high quality, age appropriate, safe, and faith-based.

Opportunity

Provide both convenience and mission-aligned content, fulfilling what parents say they want—but currently can't easily access.

Actual Behavior

80% of parents let their child watch YouTube, a platform known for minimal moderation and commercial incentives.



Parents cite content quality, safety, and age appropriateness as the biggest factors in choosing content for their children

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We estimate 1,000-1,800 hours of content will be required for launch

Minno launched with over 125 shows, including a large collection of "VeggieTales." Yippee offers over 1,000 hours of content.

More content reduces churn and re-watch ability over time. Free platforms like YouTube already offer a vast library of children's content, including faith-based options. A new platform would need to offer something unique and compelling to compete.

48-110 OF THOSE VIEWING HOURS SHOULD BE TOP RECOGNIZABLE IP.

Children between the ages of 4 and 9 spend an average 2-3 hours per day watching television, totaling approximately 14 hours per week. Based on these viewing habits, children will exhaust high-quality content on Minno in 9 days, whereas it will take 55 days to do so on PBS Kids.

TIME UNTIL RERUNS/LOWER-QUALITY IP

PBS



55 Days

Minno



9 Days

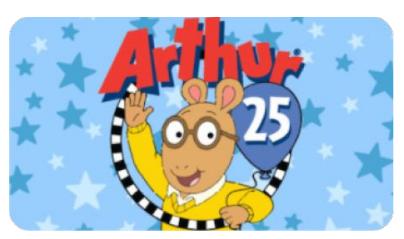
110 hours

PBS' top 4 shows have over 110 hours of content between them.

We excluded Sesame Street as an anomaly. The total average hours, including Sesame Street, is 1,321.



4701 Episodes



253 Episodes



198 Episodes



132 Episodes



PBS's stable, long-term funding model enables shows to remain on-air for extended periods, allowing content creators to build deep audience connections and cultivate multi-generational followings that grow over time.

18 hours

Minno's top 4 shows have only 18 hours of content between them



23 Episodes



16 Episodes



52, 5 minute Episodes



100 Episodes

minno

Faith-based streaming platforms like Minno, even with their top shows, often offer limited episodes and slow updates, causing kids to quickly exhaust available content. This scarcity arises from funding constraints and weak monetization, which prevent the creation of more robust, ongoing programming.

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Unique, unsaturated Christian content is scarce

CHRISTIAN PLATFORMS REACH A CONTENT CEILING AROUND 175 PIECES OF CONTENT

Key Insights

YouTube's Broad Inventory

YouTube's extensive network of independent creators and ministries provides far more Christian content than dedicated platforms.

Low Perceived Value:

With abundant free content on YouTube, consumers have little reason to pay for specialized Christian services.

Retention Requires Quality & Quantity

To prevent churn, platforms must offer enough high-quality, child-friendly content to keep viewers engaged.

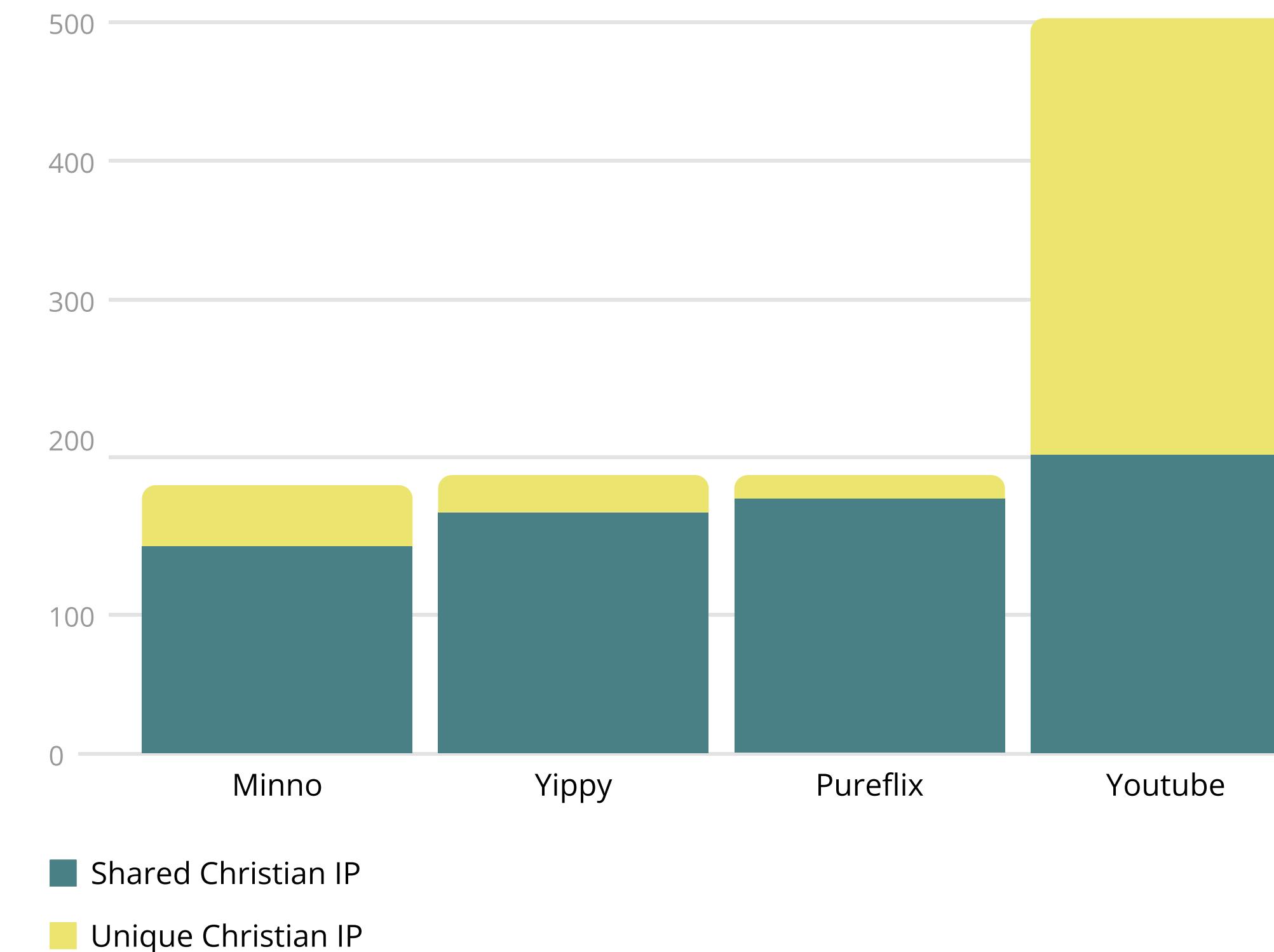
Ongoing Content Refresh

Owning or partnering for IP ensures a steady supply of fresh, appealing titles.

Creator Monetization

Providing a better monetization model than YouTube can attract creators and strengthen the platform's content ecosystem.

Most Christian kids content is widely available across platforms, leaving little exclusive content to drive viewership



This graph illustrates the amount of Christian kids' content shared across multiple platforms compared to the unique Christian IP exclusive to each one.

We can improve the content gap 5 ways.

CHRISTIAN PLATFORMS REACH A CONTENT CEILING AROUND 175 TITLES

Create New Content

We can fund, partner with, or co-create content. While AI may soon lower production costs, content creation is still expensive. We can create new IP or reboot existing IP on a tight budget to give it new life. The main challenge is making content that resonates with audiences while staying cost-effective. Even YouTube channels like Tres Palavrinhas in Brazil spend millions to produce their content—though they benefit from owning the studio, which lowers costs compared to contracting studios.

License Faith Aligned Clean Content

We can expand our library beyond the roughly 175 Christian content cap by adding both faith-based and educational content. This will deepen our offerings, draw in a broader audience, and potentially introduce non-Christians to faith material over time. The primary concern is the possible perception that we're veering away from strictly scriptural content.

Attract YouTube Creators

Attracting YouTube creators to a free, donor-supported platform is difficult because donor fatigue grows with rising costs. A clean, safe ad network (like Kidoodle.tv, used by Dude Perfect's streaming platform) can help, but it may reduce viewer experience quality and requires finding faith-aligned advertisers.

Repurpose/Translate Content with AI

We anticipate this approach will transform content creation within the next 1–3 years. It's crucial to build strong relationships with skilled faith-based storytellers as animation costs decline significantly.

Include Church Content

Featuring kids' content from large churches (e.g., Saddleback Kids, Life Kids) creates an edge over other faith streaming platforms but offers no advantage over YouTube. We recommend enabling weekly church content uploads as part of the 3–5 year roadmap.

Content creation vs. licensing

THE HEART OF PLATFORM SUCCESS

Creating original content offers platforms a unique edge, fostering deep connections with audiences and building brand loyalty. This investment in creativity, while costly, allows for tailored experiences that can captivate and retain viewers. Conversely, licensing content provides a cost-effective way to quickly expand a platform's library, offering a rich, diverse range of content. Both strategies are pivotal; the key lies in curating content that resonates with the audience, whether through original series or a well-curated licensed library.



Content Creation

Option	Quality	Cost / Minute	Cost / Season	Total, 4 Seasons
Freelancer	Low - Mid	\$1,750	\$1.01M	\$4.0M
Small Studio	Mid - High	\$3,000 - \$7,000	\$2.86M	\$11.4M
Professional Studio	Premium	\$10,000-\$30,000	\$8.6M	\$34.3M

Licensing

Option	Quality	Cost / Minute	Cost / Season	Total, 4 Seasons
Low Popularity	Low - Mid	\$800	\$230,000	\$920,000
Small Studio	Mid - High	\$1,500	\$430,000	\$1.7M
Professional Studio	Premium	\$3,000	\$860,000	\$3.4M

Typical Animated Series

22 minute episodes

26 episodes / season

4 / seasons

≈ 38.1 hours of content over 104 episodes

Costs estimates

Content Licensing

REVENUE MODEL Free W/ Sponsorship

Covers:

- Licensing 3 Year Terms
- 5,330 Episodes
- 20 Min Episodes
- YoY Library Growth 20%

Important Note: The recommended budget is based on average media spend for comparable launches. While there's potential to refine licensing costs, this initial figure provides a strategic starting point within our recommended range for a successful launch.

Marketing

REVENUE MODEL Free W/ Sponsorship

Covers:

- Cost Per Install (CPI) \$2.50

Technical Infrastructure

REVENUE MODEL Free W/ Sponsorship

Covers:

- Infrastructure
- Build
- Developers
- CDN (500K-1M) Estimated

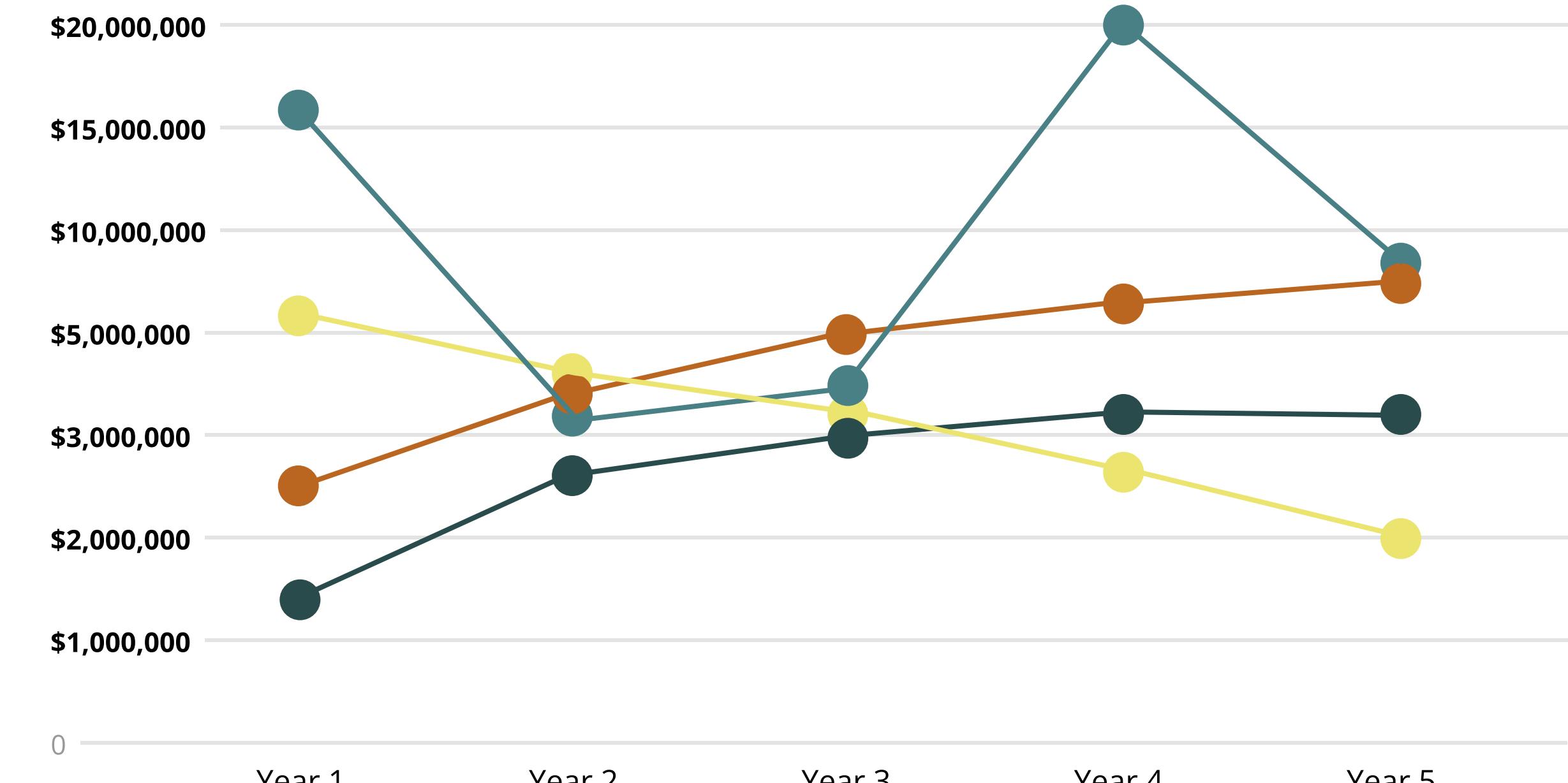
G&A / Operations

REVENUE MODEL Free W/ Sponsorship

Covers:

- Phase 1: Foundation Team
- Phase 2: Core Team Expansion
- Phase 3: Department Build-Out
- Phase 4: Growth

Operating Cost Small Build



Cost	Year 1	Year 2	Year 3	Year 4	Year 5	Total
#1: Technical Infrastructure	\$5.5M	\$4.5M	\$3.5M	\$2.7M	\$2M	\$18.2M
#2: G&A / Operations	\$1.7M	\$2.7M	\$3M	\$3.4M	\$3.4M	\$14.4M
#3: Content Licensing	\$16.7M	\$3.3M	\$4M	\$21M	\$9.1M	\$54M
#4: Marketing	\$2.5M	\$3.7M	\$5M	\$6.2M	\$7.5M	\$25M
Totals	\$26.4M	\$14.2M	\$15.5M	\$33.3M	\$22M	\$111.4M

Platform Options & Costs

Success is more than a streaming platform. This is a complex area with a lot of layers depending on the objectives and goals. Streaming from a technology standpoint is simple the complexity lies above and below the idea of what would make this successful and why.

Three Themes

- **PBS Model** (Funding/Infrastructure/ Stations/Longevity)
- **YouTube Scale** (IP/Streaming/ Platforms/Content)

#1 Whitelabel

REVENUE MODEL Free W/ Sponsorship

Covers:

- Infrastructure costs
- G&A / Basic operations
- Content: Licensing Only
- Library Size: 150-200
- Platform - Minimal Features
- Marketing Minimal

White Label - Saves initial costs and has lower ongoing CDN costs but is limited.

- BitCentral - Platform + CDN Costs
- Vimeo - Platform + CDN Costs
- Sardius Media - Platform + CDN Costs
- Come and See - Platform + CDN Costs

#2 Acquire / Roll Up

REVENUE MODEL Free W/ Sponsorship

Covers:

- Infrastructure costs
- G&A / Core operations built for scale
- Content: Licensing & Production
- Library Size: 410
- Platform - Full Featured
- Marketing Medium

Platforms

- Minno - 0.5-1x \$4.25m (Custom) (Losing \$6m yearly) - Has licensing deals SVOD
- Yippee - 0.5-1x \$1-2m (On Vimeo) - Has licensing deals SVOD

IP

- Veggie Tales
- Franklin / Similar
- Other

#3 Build Small

REVENUE MODEL Free W/ Sponsorship

Covers:

- Infrastructure costs
- G&A / Basic operations
- Content: Licensing Only
- Library Size: 150-200
- Platform - Minimal Features
- Marketing Minimal

#4A Build Large, sponsors

REVENUE MODEL Free W/ Sponsorship

Covers:

- Infrastructure costs
- G&A / Basic operations
- Content Licensing 3 year terms & production
- Library Size: 410
- Platform - Full Featured + Gaming
- Scenario 2: Revenue Share

#4B Build Large, ads

REVENUE MODEL Free W/ Ads

Covers:

- Infrastructure costs
- G&A / Basic operations
- Content Licensing 3 year terms & production
- Library Size: 410
- Platform - Full Featured + Gaming
- Scenario 2: Revenue Share

Option	Revenue Model	Year 1	Year 2	Year 3	Year 4	Year 5	Total
#1: Whitelabel	Free w/ sponsorship	\$10M	\$9M	\$9M	\$11M	\$9M	\$48M
#2: Acquire / Roll Up	Free w/ sponsorship	\$100M+-	\$18M	\$20M	\$39M	\$27M	\$204M
#3: Build (small)	Free w/ sponsorship	\$15M	\$12M	\$12M	\$14M	\$12M	\$65M
#4A: Build Large, sponsors	Free w/ sponsorship	\$30M	\$18M	\$20M	\$39M	\$27M	\$134M
#4B: Build Large, ads	Free w/ ads	\$33M	\$25M	\$28M	\$52M	\$43M	\$157M

Rethinking Funding Models

Christian Content Industry Challenges

Fragmented Ecosystem:

Unlike the secular space, Christian content is supported by disparate entities, including individual families (e.g., Green, Cathy), studios (e.g., Wonderborn, Slingshot), and ministries (e.g., Cru, Jesus Film Project). This fragmentation hinders collaboration, data sharing, and efficient capital allocation.

Isolated Players:

Existing platforms like Minno and Yippee focus on delivering content but lack the infrastructure to consolidate resources or influence the broader Christian media ecosystem.

Why it Matters

Without a cohesive, mission-aligned funding framework, Christian media struggles to compete with secular giants in terms of production quality, global reach, and brand recognition.

The Secular, Capital-Driven Model

Mass entertainment is largely at the behest of a handful of corporations and investment giants (e.g., BlackRock, Comcast). In practice, this often means a single massive entity, like Alphabet (YouTube's parent company), can shape what children watch worldwide. Their incentives revolve around maximizing watch time, advertising revenue, and shareholder returns—not nurturing well-adjusted, faith-aligned growth in young audiences.

With over 80% of kids regularly watching YouTube, the content pipeline is controlled by interests that value engagement metrics and ad impressions above educational depth or moral integrity. This model centralizes influence in a few corporate hands, rewarding mass appeal and commercial viability over values-driven storytelling.

A PBS-Inspired, Mission-Driven Approach

By contrast, PBS and other public broadcasting models are guided by government funding, philanthropic support, and community mandates. They prioritize education, cultural enrichment, and long-term societal benefits. Instead of chasing infinite watch time and ad dollars, this model rewards quality, trust, and positive developmental outcomes.

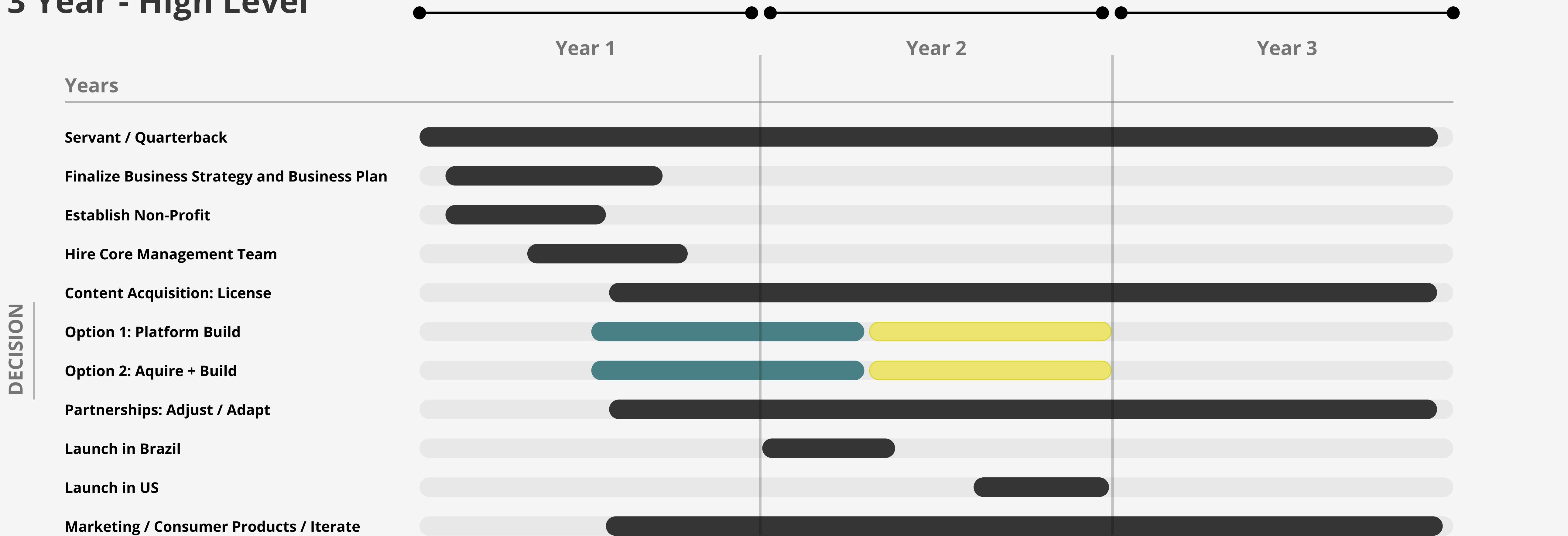
Adopting a similar mission-focused framework for faith-based content ensures that the flow of funding aligns with the spiritual and moral goals of families. Through grants, donations, and strategic partnerships, faith-driven platforms can cultivate an environment where creators produce meaningful, purpose-driven media—free from the profit-only constraints of the secular corporate model. In doing so, they can help children grow into informed, balanced individuals rather than just “eyeballs” for ad revenue.



The flow of capital will always determine the underlying incentives that shape the end content

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3 Year - High Level



Report Highlights

Sustained Investment in IP Builds Credibility

Continuous investment in quality IP builds credibility. Like PBS's long-term success with Sesame Street, Hope+ should commit to developing faith-based content that earns trust and loyalty from audiences over long periods of time.



Parents and Children Come for the IP Not the Platform

Parents and children seek strong, recognizable IPs like Disney. Hope+ prioritizes creating compelling brands that attract families, making the content the primary draw rather than the platform itself.



Depth Over Breadth Drives Engagement

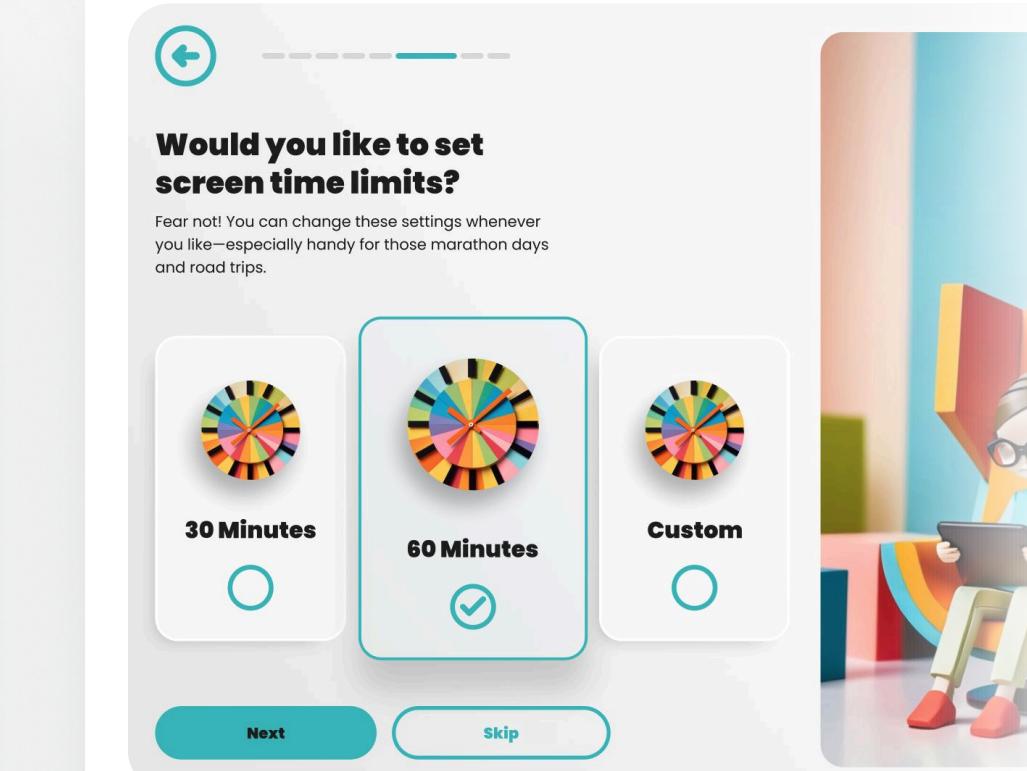
Most Christian libraries exhaust their top IP within 2-3 weeks based on average viewing hours, leaving users with reruns. Building deeper wells of trusted content will distinguish the platform and sustain engagement.

How can we attract Youtube Creators.

Research shows helping creators succeed is crucial. Inspired by PBS and YouTube, Hope+ can adopt a hybrid rev-share model funded through sponsorships, ensuring creators can continue producing high-quality, impactful faith-based content.

AI Integration is a Game-Changer

From rapid language dubbing to personalized recommendations, AI can optimize cost, scale, and quality. Embracing emerging technologies ensures a more efficient, user-centric platform that consistently delivers a top-tier viewing experience.



Hybrid Funding Models Enable Growth Without Paywalls

A mix of sponsorships, grants, and donor support—mirroring the PBS model—can make content free at the point of use. This approach balances financial sustainability with mission alignment, allowing global families equal access to quality faith-based media.

Parental controls and trust are paramount

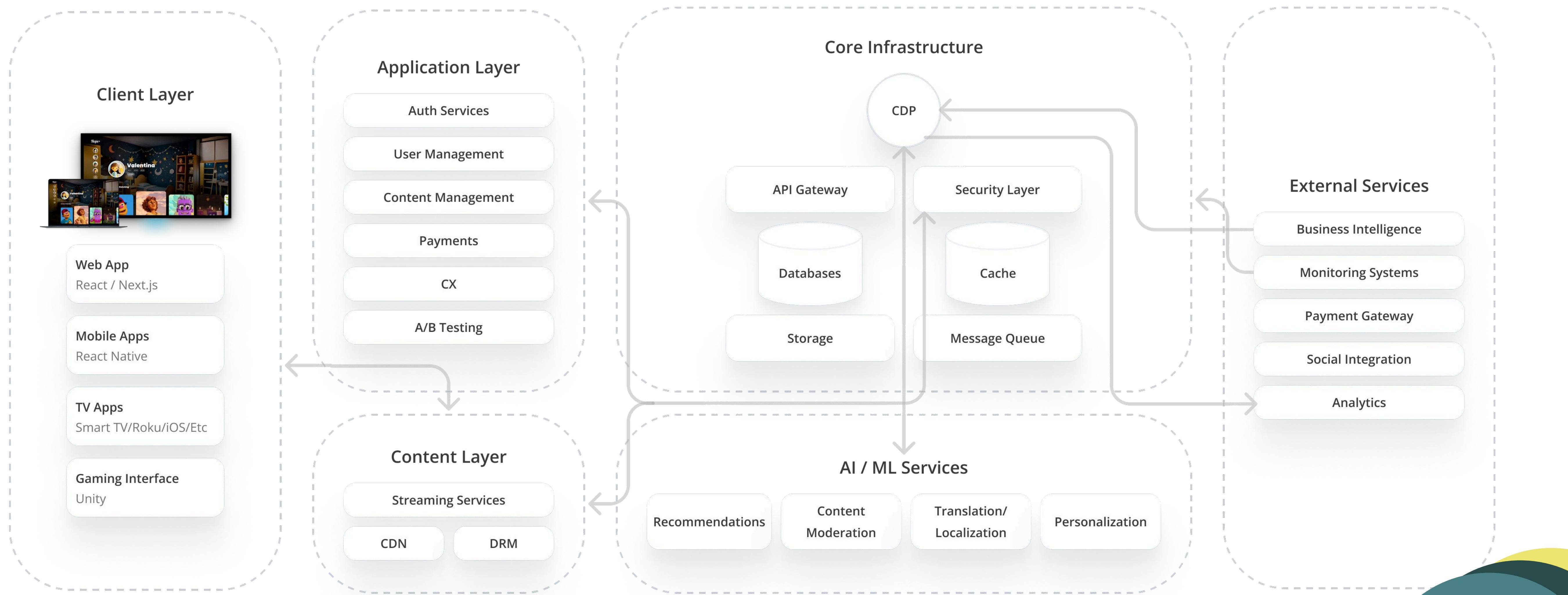
Parents want robust filtering tools, clear age-appropriate categories, and guaranteed safety measures. Platforms that provide strong parental controls and transparent curation earn family loyalty and long-term retention.

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Thank You



Technical Architecture



Hope+ AI Strategy

Context

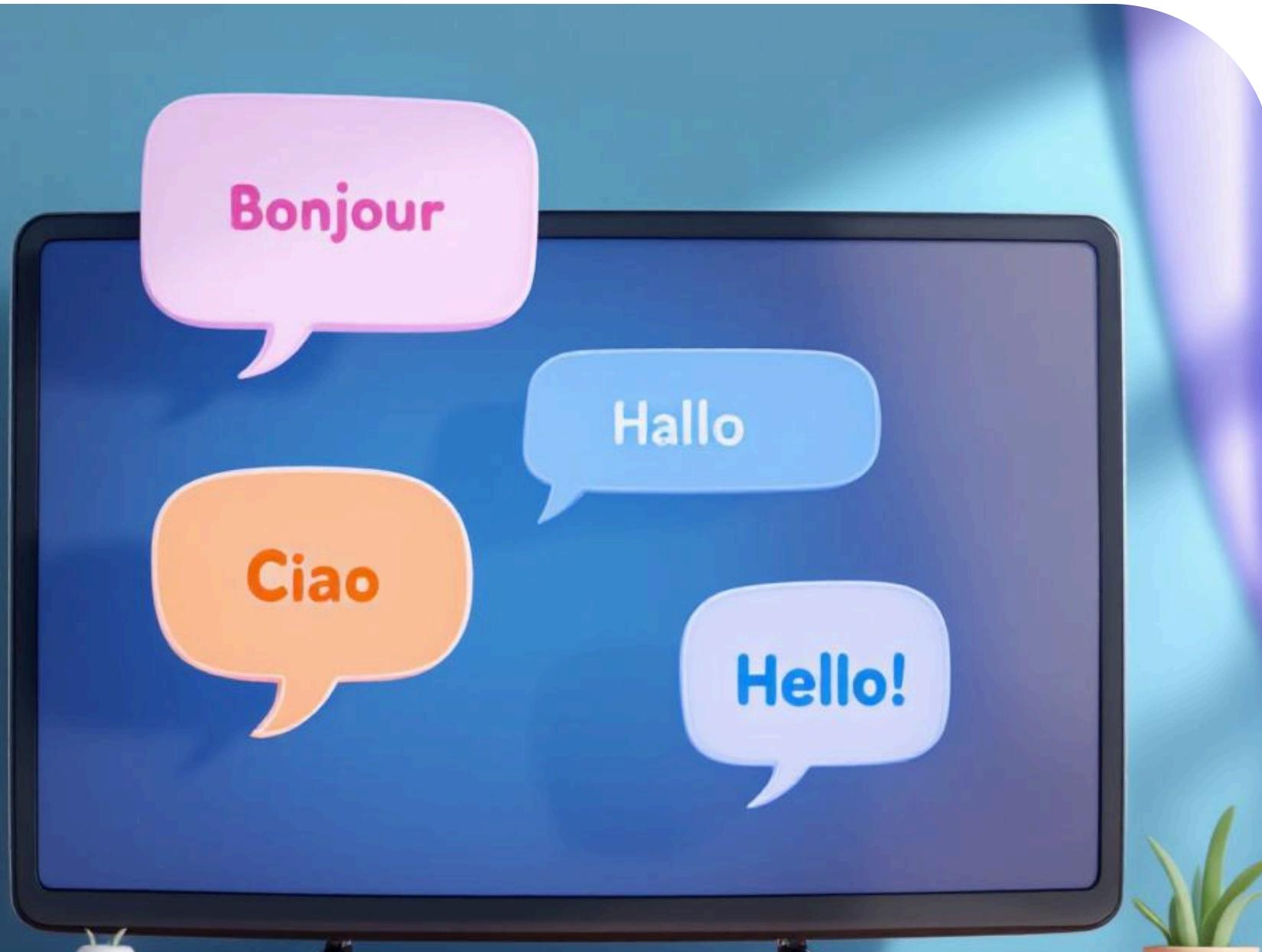
High-quality localization often takes 1–4 months per language and costs \$14,900+ per episode, making it challenging for faith-based media to reach global audiences efficiently.

Market Reality

Big players (e.g., Meta, Google) are moving toward AI-enabled localization, but traditional studios still manage only a few languages at once. The demand for rapid, culturally sensitive, faith-aligned translation remains largely unmet.

Using AI:

By leveraging advanced AI-driven localization, Hope+ could reduce per-episode costs to ~\$1,150 and cut production from months to days. This capability would allow for hundreds of languages to be supported simultaneously while preserving cultural nuance, theological accuracy, and performance quality—enabling nearly instantaneous global releases.



Competitive Advantage

If implemented, this approach would position Hope+ to become a pioneering force in faith-based media localization, creating a sustainable ecosystem for global evangelism. Offering premium tiers for large partners and affordable or free options for qualifying ministries could open previously inaccessible language markets, effectively putting Hope+ at the forefront of a new era in content distribution.

Key Features

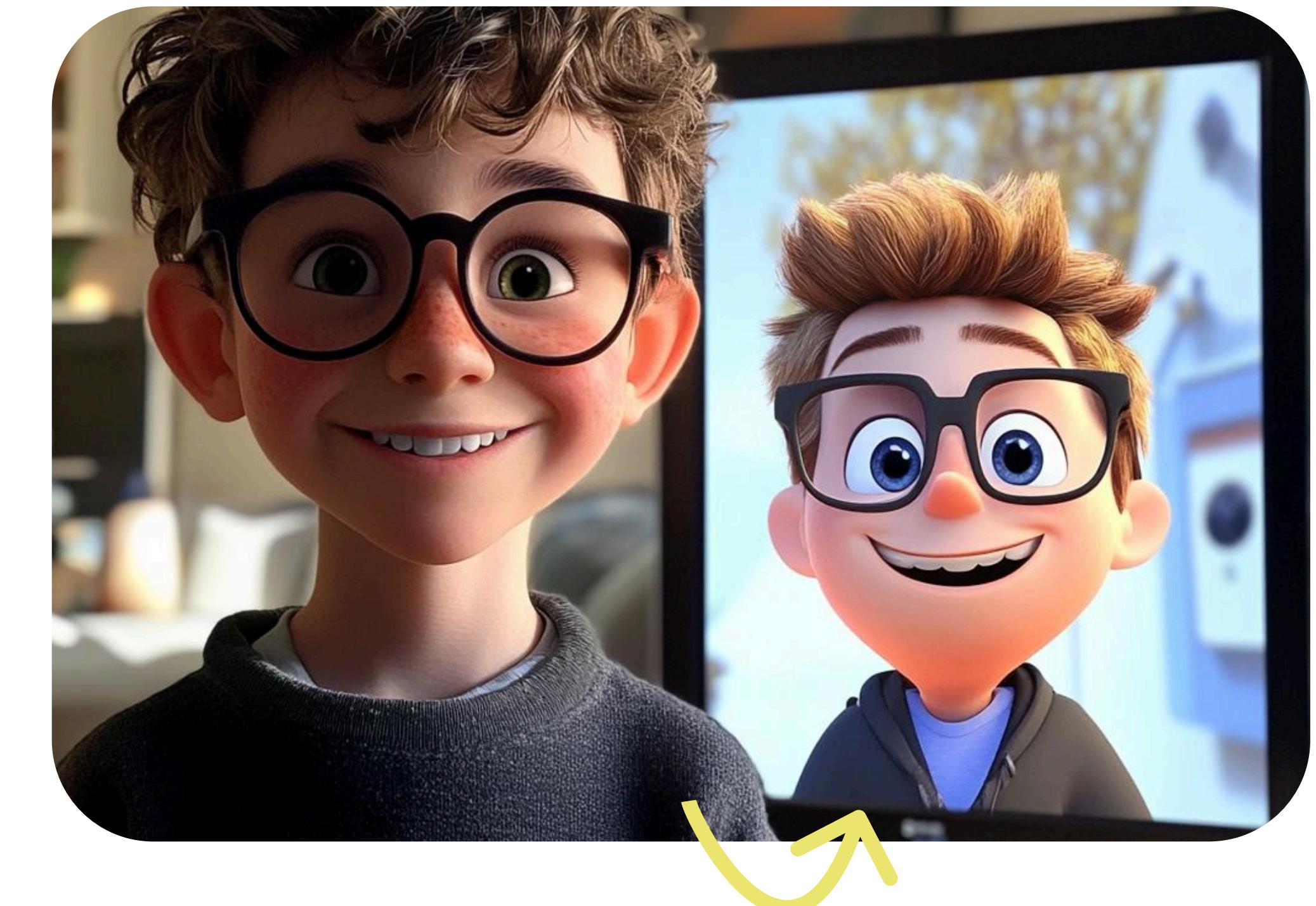
- 1,000+ Languages
- 92% cost reduction
- 99% faster production
- Preserved performance quality
- Theological accuracy
- Cultural adaptation
- Global market access

Key Insights

- **AI Adoption:** Up to 80% of production companies now use AI.
- **Cost Savings:** AI can reduce production costs by up to 50%, allowing for more frequent content creation.
- **Quality vs. Speed:** The challenge lies in balancing rapid production with the need for unique, high-quality storytelling.

Future of Personalized Content Creation

As generative AI (e.g., OpenAI's video generation, ElevenLabs' speech synthesis) continues to advance, we can imagine a future where translating content into hundreds of languages is as natural and immediate as browsing the web. Hope+'s proposed strategy seizes this moment, turning ambitious global outreach ideals into practical, scalable, and immediate realities.



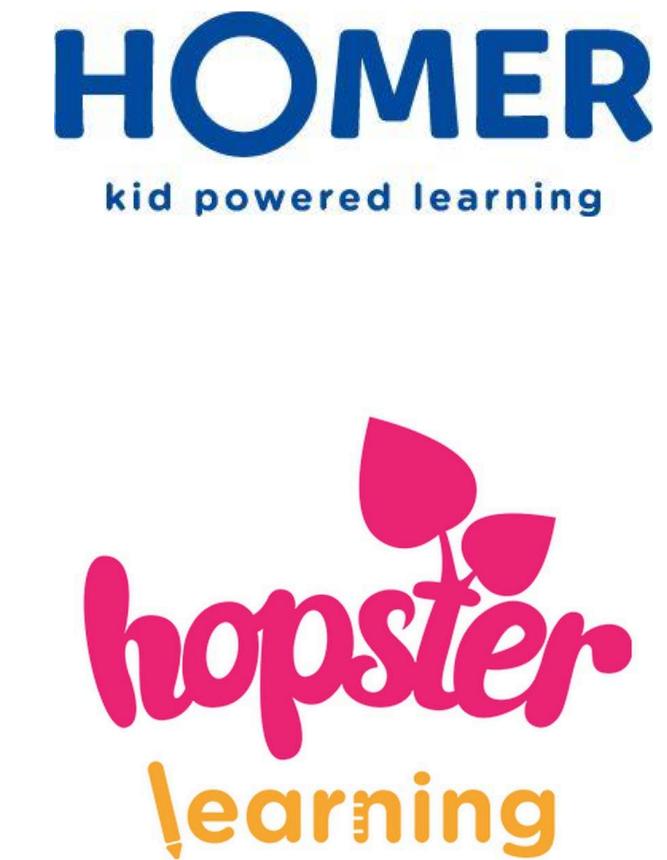
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Unpacking the layers of children's platforms

A Comparative Insight into Growth and Strategy in Children's Streaming

Navigating the competitive landscape of children's content platforms requires unique strategies, as demonstrated by the varied approaches of Kidoodle, Homer, Hopster, and PlayKids. Each platform carved out its niche—whether through subscription models, educational content, or blending entertainment and learning—highlighting the diverse ways companies address market demands and audience needs.

- **Diverse Beginnings:** Kidoodle, Homer, Hopster, and PlayKids each began with distinct models—Kidoodle as a subscription-based platform, Homer focusing on educational content, and PlayKids and Hopster offering a blend of entertainment and learning.
- **Sandbox Media Group's Role:** With Sandbox Media Group backing both PlayKids and Hopster, these platforms grew under a content-rich, multi-app strategy, though their collective sale for \$34.6 million indicates a struggle to achieve substantial standalone success.
- **Homer's Educational Edge:** Owned by Begin Learning, Homer leverages strategic partnerships with entities like LEGO Ventures and Sesame Workshop, emphasizing educational content for kids aged 2-10. Despite raising over \$150 million, achieving profitability remains a challenge.
- **Kidoodle's Adaptive Ad Model:** Kidoodle's shift to an ad-supported model in 2018 allowed it to surpass its peers, capitalizing on ad revenue while maintaining strict parental controls.
- **The Complexity of Free:** Each platform demonstrates that "free" content often masks extensive investments in content creation, technology, and strategic pivots.



Key Insights

Ad-supported growth surges: 70% of kids' streaming revenue by 2025.

Educational apps dominate: 45% CAGR for ed-tech content.

Subscription fatigue rises: Families subscribe to 2.8 services on average.

Global expansion imperative: 60% of growth from emerging markets.

Content localization critical: 80% viewership driven by regional languages.

The Evolution of Kidoodle: From Streaming Platform to Ad-Supported Success

Innovation and Adaptability in the Children's Streaming Landscape

Kidoodle's journey from a modest streaming platform to a \$600 million powerhouse through [APMC](#) exemplifies innovation, strategic adaptability, and a keen understanding of market needs and trends.

- **Foundational Beginnings:** Launched in 2012, Kidoodle started as a subscription-based streaming platform with just 88 shows, focused on providing safe content for children. Its parent company, A Parent Media, envisioned a platform that blended entertainment with robust parental controls.
- **Pivotal Shift:** Recognizing the potential in ad-supported revenue, Kidoodle pivoted in 2018, launching a free-with-ads model. This move significantly broadened their audience and revenue streams, establishing Kidoodle as a leader in the space. This also shows how they were following the trends of AVOD vs SVOD models and how YouTube's growth is out pacing all other platforms.
- **Strategic Growth:** With over 45,000 episodes today, Kidoodle's evolution was fueled by strategic funding rounds, including a \$61 million Series A investment from TriWest Capital Partners in 2022.
- **Innovative Partnerships:** Kidoodle's collaboration with **Dude Perfect** and its parent company's focus on clean, curated content underscore its commitment to quality and family-friendly viewing.



Key Insights

- Launched 2012
- 45,000 Episodes
- \$61 Million Series A
- \$600 Million Valuation - [A Parent Media Company](#)
- ≈ Adapting to market trends like YouTube

Seemingly simple YouTube channels often involve a complexity beyond the content

The power of understanding your audience

Três Palavrinhas exemplifies how a passion project on YouTube with the hopes of bringing in some side revenue has turned into a multi layered strategy and investment that transformed a simple ideas into impactful, enduring success.

- **Deep Roots:** Três Palavrinhas, founded in 2013 by Onik Films, is more than a simple animation channel. It's a product of expertise in animation and great music production.
- **Strategic Investments:** Backed by Emotion Studios, Onik Films leveraged strategic investments to elevate Três Palavrinhas from a simple youtube channel to a lucrative YouTube IP generating \$8-16 million in revenue over it lifetime.
- **Diversified Ventures:** Beyond their main channel, Onik Films has explored other revenue channels in apps, websites, additional YouTube channels, live events, and licensing. These channels mirror trends like Moonbug and Cocomelon by producing wordless episodes with music. While not all ventures by Onik Films achieved the same success, the commitment to their core talents and expertise remains evident.
- **Hidden Complexity:** Often in the kids space what appears as a straightforward children's animation are often backed by a robust ecosystem of strategic planning, skilled production, and great content.



Key Insights

In market for **13** years

Estimated revenue of \$8-16M from YouTube

Youtube: **11.2M** subscribers - **1,381** videos

Founded by content studio Oink Films

Backed by eMotion Studios

Access: YouTube, Website, Instagram, Facebook, Spotify, Deezer, Twitter, Yippee, and more.

≈ **Focused operations and purposeful infrastructure**

A Letter from the Future: The Vision of Hope+ in 2035

To Our Partners and Supporters,

In 2035, it's humbling to reflect on what has been accomplished through Hope+—a vision that began with a simple goal: to provide a safe, Gospel-centered digital space for children around the world. Today, we stand as witnesses to God's faithfulness and the extraordinary outcomes of this mission.

Our work has reached **500 million families in 190+ countries**, delivered in **100+ languages**, and partnered with **250,000 churches globally**. Those numbers, while remarkable, serve only as milestones on a much greater journey: to ensure every child, no matter where they are, can encounter Christ in a way that feels personal and joyful.

The Power of a Simple Idea

When we began, secular giants like BlackRock and Vanguard controlled children's content, even some faith-based content. These platforms prioritized profit over purpose, leaving our children vulnerable to distraction, confusion, and worldly influences.

We believed there was another way. With a long-term vision and unwavering faith, we set out to take back our children's hearts and minds. We built a platform offering content that is safe, joyful, and deeply rooted in the Gospel.

Today, that vision is reality. Kids who grew up with Hope+ carry a strong understanding of Scripture, pointing to it as the foundation of their faith journey. But the work isn't finished. Millions of families still lack access, and countless children wait to hear the Gospel in their own language. We remain steadfast in our mission to reach them.

The Impact That Matters

While numbers tell part of the story, the lives transformed are the true measure of success:

- Millions of children have given their lives to Christ through Hope+.
- Hundreds of thousands have learned about Jesus in their own language.
- Parents say, "Without Hope+, my child's identity would be wrapped in worldly obsessions instead of God's Word."

Most importantly, children share how Hope+ met them at their point of need:

"I heard the Gospel through Hope+, it brought me into a deep relationship with the Lord when I was confused and hurting."

A Thank You and a Charge Forward To our partners, supporters, and churches—thank you. Your faith in this mission has propelled us forward. As we look ahead, our vision remains clear: to see every child reached, every family transformed, and every heart prepared. Together, we will continue to **fulfill the great command and the great commission.**

The Hope+ Team



Inspiring Faith. Igniting Hope.



The Challenges We Face

The path ahead for Hope+ is both challenging and full of promise. To compete in a crowded, secular-dominated market while remaining true to its faith-based mission, Hope+ must prioritize excellence in three key areas: content, technology, and sustainability.

Content

Quality is non-negotiable. Competing with secular content requires investing in original programming that captivates children while upholding faith-based values. The balance is critical: content must engage without being preachy and inspire without straying from its mission. Diversity also matters. Hope+ must cater to a range of Christian denominations, ensuring unity without diving into theological controversies. Global success will depend on localization—adapting stories to reflect regional languages, cultures, and traditions.

Technology and Platform Development

Parents expect safety, and robust parental controls—filters, time limits, and monitoring—will build trust. At the same time, seamless user experience across devices, smooth streaming, and intuitive navigation are essential. Given platforms like YouTube's dominance, especially in markets like Brazil, Hope+ must meet families where they are—whether through platform integration or cross-channel strategies.

Financial Sustainability

A sustainable business model is vital. A hybrid approach—free, ad-supported tiers combined with premium subscriptions, partnerships, and donations—can balance accessibility with financial health. Marketing will be key to overcoming skepticism about faith-based content. Hope+ must lead with excellence, demonstrating value through high-quality storytelling that earns trust. Smart content discovery tools, like AI-driven recommendations, will keep families engaged.

Awareness and Adoption

Faith-based content often suffers from perception challenges. Some parents associate it with low production value or overly didactic messaging. Changing this narrative will require Hope+ to lead by example—delivering content that exceeds expectations in quality, relevance, and storytelling. Finally, content discovery will be vital to keeping families engaged. Personalized recommendations and easy-to-use search tools—perhaps powered by AI—can ensure parents and children quickly find content that fits their needs and preferences.

Our research reveals that issues within the faith content ecosystem must be addressed at all levels, especially the deeper systemic ones. Developing a streaming platform is the simpler challenge.

Streaming Platform

Content Licensing

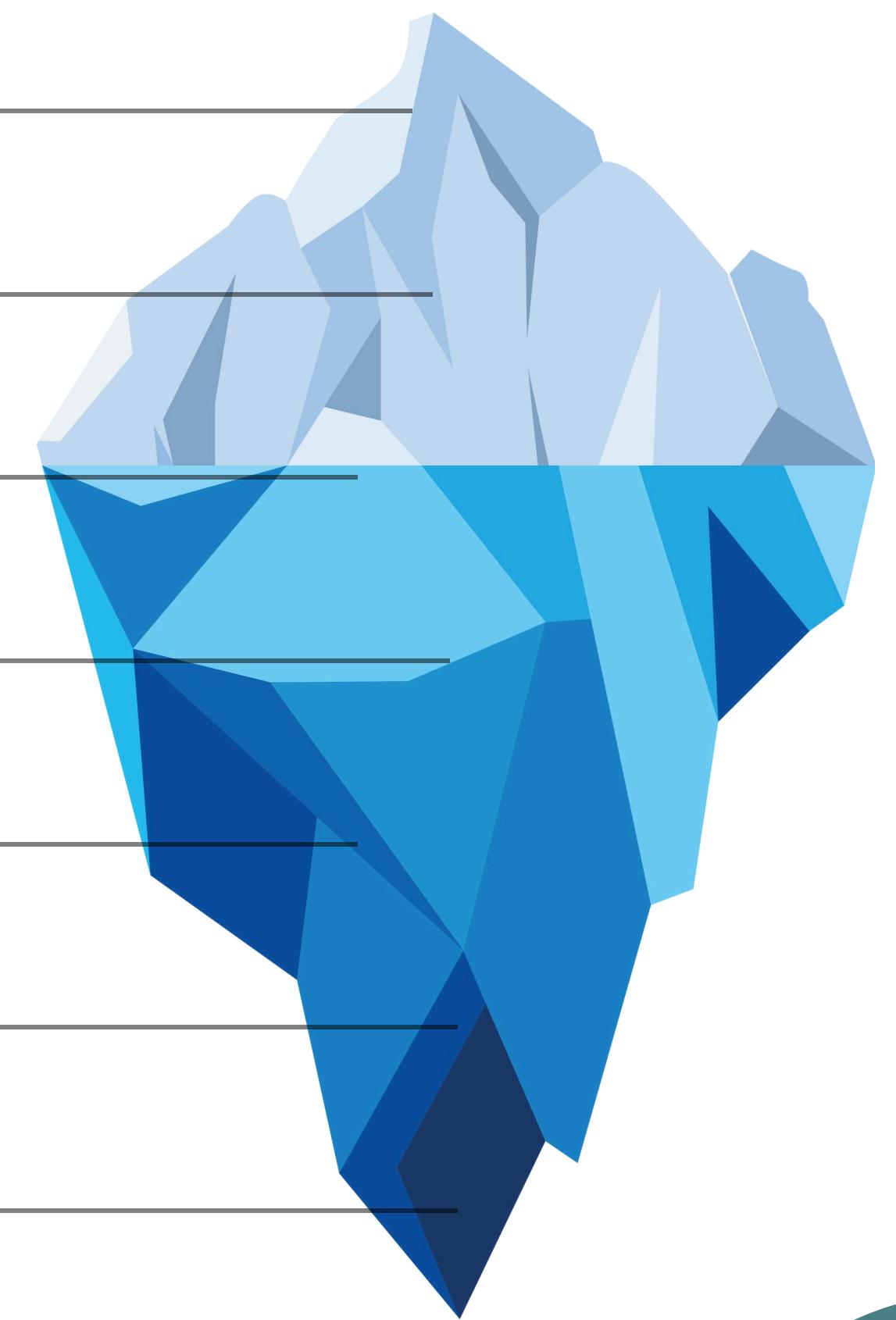
Operations/Process

Content Creation

Economies of scale

Funding/Capital Allocation

Networks of Influence



Our Strategic Advantages

In any competitive landscape, strategic advantages—those assets that others can't easily replicate—make all the difference. Hope+ is uniquely positioned to succeed by leveraging its existing relationships, market insights, and focused mission. These opportunities aren't just encouraging; they represent a clear pathway for Hope+ to establish itself as a leader in faith-based content for families worldwide.

Existing Relationships and Networks

The groundwork is already in place. 74.19% of Brazilian parents prefer biblical stories for their children, signaling strong demand for faith-based content. This isn't a market that needs convincing; it's a market ready to engage. Furthermore, OneHope's existing relationships with churches, creators, and faith networks provide Hope+ with a significant head start. These partnerships offer established trust, ready-made distribution channels, and the potential for rapid community engagement—assets competitors would spend years trying to build.

Global Reach with Local Relevance

Other faith-based streaming platforms have made limited efforts to expand globally, leaving significant opportunities untapped. By launching in Brazil, Hope+ has the chance to enter an uncontested market and establish itself as a leader in faith-based content.

Hope+ is committed to adapting content and user interfaces to regional preferences, ensuring families see themselves and their values on the platform. By building the platform's core infrastructure to enable translation and AI-driven personalization, Hope+ can scale efficiently and replicate its success in new markets rapidly.

Strategic Partnerships

Partnerships can expand reach exponentially. Collaborating with organizations like YouVersion and CBN gives Hope+ access to established user bases and trusted distribution channels. By partnering with respected players in the Christian ecosystem, Hope+ can amplify its visibility and deepen its connection with families.

Potential Acquisitions

Growth doesn't always need to be built from scratch. Hope+ is exploring acquisitions like Minno, a move that would provide immediate access to an existing content library, a loyal user base, and proven technology infrastructure. Acquiring Minno could fast-track Hope+'s market presence and save critical time and resources, accelerating its competitive position.

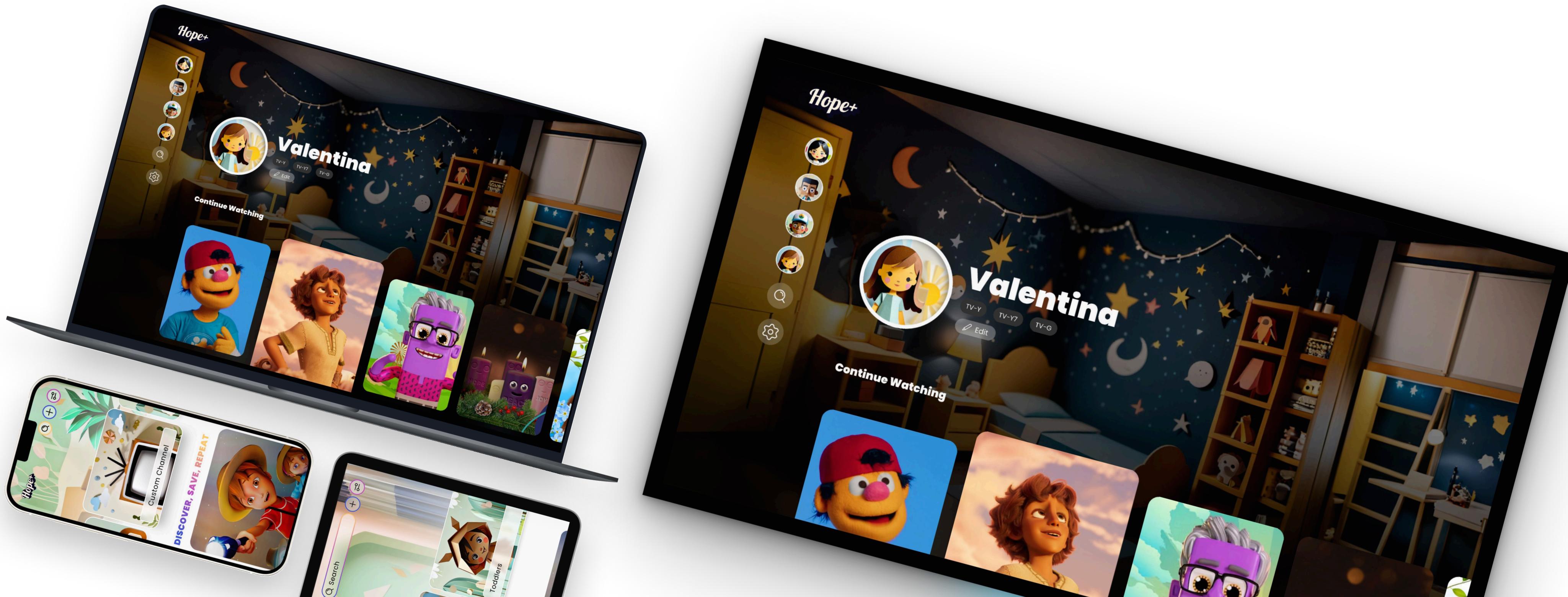
74%

of Christian, Brazilian parents prefer biblical stories for their children.



A Vision of Hope:

Hope+ aims to redefine the streaming experience for faith-based families, allowing them to confidently guide their children's media consumption in a way that feels safe, engaging, and impactful.



Enhanced Parental Controls:

Users prioritize the ability to filter content by age, values, and themes to ensure safe and appropriate viewing for their children. Customizable time limits and access settings give parents confidence and control.

Interactive Questions and Activities:

Parents value features that engage children in thoughtful reflection and learning. Interactive questions tied to the content, age-appropriate activities, and quizzes foster deeper engagement with Gospel-centered lessons.

Safe, Curated Content Library:

A pre-vetted library of faith-based, age-appropriate programming is critical. Families want diverse options that entertain, educate, and align with their values without concerns about inappropriate content.

Seamless User Profiles for Family Members:

Individual profiles with personalized content recommendations and adjustable settings for each family member enhance usability and make the experience feel tailored for everyone.

Offline Viewing Options:

Parents appreciate the ability to download content for travel or areas with unreliable internet access, ensuring the platform is flexible for their family's needs.



Hope+ AI Strategy

Context

High-quality localization often takes 1–4 months per language and costs \$14,900+ per episode, making it challenging for faith-based media to reach global audiences efficiently.



Market Reality

Big players (e.g., Meta, Google) are moving toward AI-enabled localization, but traditional studios still manage only a few languages at once. The demand for rapid, culturally sensitive, faith-aligned translation remains largely unmet.

Using AI:

By leveraging advanced AI-driven localization, Hope+ could reduce per-episode costs to ~\$1,150 and cut production from months to days. This capability would allow for hundreds of languages to be supported simultaneously while preserving cultural nuance, theological accuracy, and performance quality—enabling nearly instantaneous global releases.

Competitive Advantage

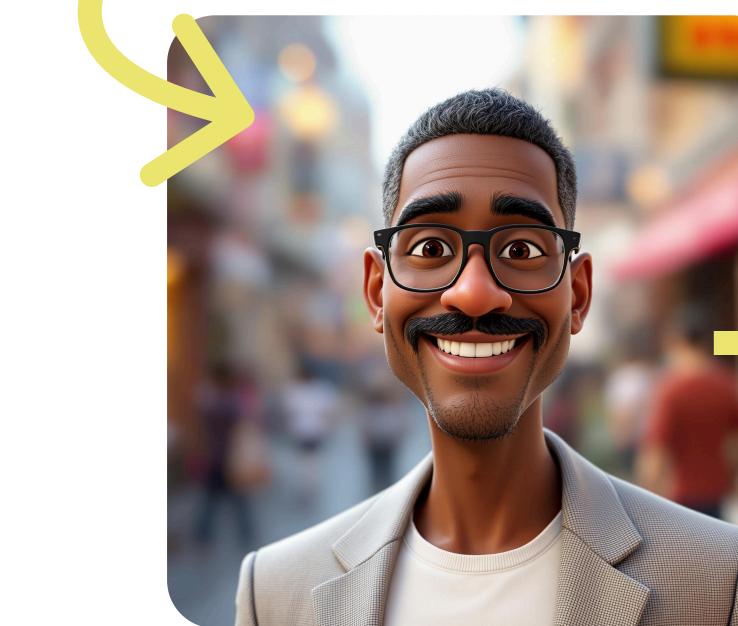
If implemented, this approach would position Hope+ to become a pioneering force in faith-based media localization, creating a sustainable ecosystem for global evangelism. Offering premium tiers for large partners and affordable or free options for qualifying ministries could open previously inaccessible language markets, effectively putting Hope+ at the forefront of a new era in content distribution.

Key Features

- 1,000+ Languages
- 92% cost reduction
- 99% faster production
- Preserved performance quality
- Theological accuracy
- Cultural adaptation
- Global market access

Future of Content Creation

As generative AI (e.g., OpenAI's video generation, ElevenLabs' speech synthesis) continues to advance, we can imagine a future where translating content into hundreds of languages is as natural and immediate as browsing the web. Hope+'s proposed strategy seizes this moment, turning ambitious global outreach ideals into practical, scalable, and immediate realities.



Hope+

SWOT

Competitive Analysis

SWOT

Below is a SWOT analysis reflecting our consolidated market understanding, user preferences, and competitor advantages. This framework helps pinpoint how "Hope+" can address current gaps, leverage distinct opportunities, and ultimately improve our chances of achieving key strategic objectives.

STRENGTHS

- Built-in global distribution network through churches and faith-based orgs
- Sustainable funding model using donations, sponsorships, and subscriptions
- AI-powered localization enables rapid global content deployment
- Strong trust and credibility through church partnerships
- Unified technology platform reduces operational costs for partners
- Combination of global reach with local cultural relevance

WEAKNESSES

- Complex organizational structure requiring significant coordination
- High initial investment in technology and content
- Quality control challenges across distributed content creation
- Varied technical capabilities among church partners
- Complex rights management across multiple territories
- Potentially slow decision-making due to multiple stakeholders

OPPORTUNITIES

- Growing demand for faith-aligned children's content globally
- Untapped market for localized, culturally-relevant faith content
- Corporate sponsorship potential from faith-aligned businesses
- Educational partnerships with Christian schools
- Technology licensing to other faith-based organizations
- Cross-platform content distribution and licensing

THREATS

- Competition from established secular streaming platforms
- Potential theological differences among partners
- A changing regulatory environment for children's content
- Technology obsolescence and upgrade costs
- Market fragmentation from individual church platforms
- Economic pressures affecting donation/subscription revenue



Our greatest strength is the combined might of the global church

SWOT

Competitive Analysis

Competitive Analysis

Our analysis highlights key players, their strengths, and the challenges they face, providing us with strategic insights to navigate this space effectively.

Youtube

Dominance: YouTube stands as the dominant player in both secular and Christian content within the United States and Brazil. Its vast global reach and extensive content library make it a formidable competitor.

Revenue Strength: In 2024, YouTube is expected to generate approximately \$34.5 billion in global advertising revenue, with \$70.47 million projected from Brazil alone.

Market Share: It commands a 70.5% share of the US digital video market, underscoring its pervasive influence.

Netflix

Leadership: As a leading subscription-based streaming service, Netflix is renowned for its original content and high production quality.

Market Presence: Holding a 21.3% market share in the US digital video sector, Netflix continues to expand its global footprint with an estimated 2024 revenue of \$34.8 billion.

Disney+

Brand Power: Disney+ leverages its family-friendly brand image and beloved franchises to attract and retain subscribers.

Growth Trajectory: With an 18.5% share of the US digital video market and an anticipated 2024 global revenue of \$23.1 billion, Disney+ remains a strong competitor.

Traditional TV Broadcasters

Established Reach: While traditional broadcasters maintain a significant presence, their market share in the US digital video space ranges between 40% and 50%, with 2023 revenues estimated between \$30 billion and \$40 billion.

Challenges: These platforms face declining viewership as audiences migrate to digital and on-demand services.

Minno

Focus: Known for quality children's content and affordable pricing, Minno caters to Christian families seeking engaging media.

Limitations: Publicly available data on Minno's market performance and subscriber numbers remain limited.

Yippee

Offerings: Yippee provides a curated selection of family-friendly faith-based content.

Challenges: Similar to Minno, Yippee lacks comprehensive public data on its market standing and subscriber base.

PureFlix

- Positioning:** An established faith-based streaming service focused on family-friendly content.
- Metrics:** With over 1 million subscribers and an estimated 2023 revenue of \$100 million, PureFlix holds a 1.5% market share in the US faith-based streaming sector.