

# Just 1 Executive Summary

## **Empowering Christians to Share Their Faith with Confidence** **The Challenge We're Addressing**

Despite the Great Commission's clear mandate, the majority of Christians struggle to share their faith effectively. Our comprehensive research initiative reveals the specific barriers preventing believers from engaging in authentic evangelism, while simultaneously uncovering non-Christians' genuine receptivity to respectful, well-delivered gospel conversations. This gap represents both a significant ministry challenge and an unprecedented opportunity for Kingdom impact.

### **Our Innovative Solution**

Just1 is pioneering a three-pronged approach to revolutionize faith-sharing education and mobilization:

**1. Data-Driven Ministry Intelligence** Through partnership with leading research organizations like Barna, we're conducting national surveys to identify the precise obstacles hindering Christian evangelism and the approaches that resonate most effectively with non-believers. This research forms the foundation for all our ministry strategies.

**2. Revolutionary Digital Platform** Our enhanced website platform will serve as the premier destination for faith-sharing resources, training materials, and community building. This comprehensive digital infrastructure supports scalable discipleship, equipping believers with practical tools for confident evangelism.

**3. First-to-Market AI Teaching Technology** In partnership with GLOO, we're developing the Pastor Miles McPherson AI avatar—a groundbreaking, personalized teaching tool that delivers customized discipleship training at unprecedented scale. This innovative technology represents the future of ministry education, positioning Just1 as a leader in faith-tech innovation.

### **The Movement We're Building**

Our vision includes a major arena event in September of 2025, mobilizing 10,000+ young adults to hear the gospel and master practical faith-sharing skills. This gathering will catalyze a nationwide movement, creating ripple effects across communities and establishing Just1 as the premier ministry for evangelism training and mobilization.

## Strategic Timeline & Milestones

**Phase 1 (September-October 2025):** Foundation building, partnership formalization, and team expansion

**Phase 2 (November 2025):** Research analysis, platform development, and fundraiser preparation

**Phase 3 (December 2025):** Major donor engagement and vision presentation

**Phase 4 (March 2026):** Avatar launch and national deployment preparation

**Phase 5 (September 12, 2026)** Arena event with 10,000 high school and young adults

## Partnership Opportunity

This represents a unique moment to join a ministry positioned at the intersection of biblical faithfulness and technological innovation. Your partnership enables:

- Development of first-to-market AI teaching technology
- National research that will inform evangelism strategies for decades
- Comprehensive digital platform serving believers nationwide
- Large-scale mobilization events creating lasting Kingdom impact

## Success Metrics & Accountability

Our commitment to faithful stewardship includes measurable outcomes:

- Statistically significant survey data revealing faith-sharing barriers and opportunities
- Fully functional AI avatar with demonstrated user engagement
- Successfully migrated and optimized digital platform
- Documented increase in Christian confidence regarding evangelism
- Clear pathway established for national and global expansion

## The Eternal Impact

Just1 represents more than an innovative ministry—it's a movement to restore the Church's evangelistic confidence and effectiveness. Through research-backed training, cutting-edge technology, and large-scale mobilization, we're equipping this generation to fulfill the Great Commission with unprecedented skill and passion.

Your partnership positions you at the forefront of this transformative ministry while advancing God's Kingdom through strategic innovation and faithful stewardship.