

~~Your~~  
church

all in one place.



CHURCH.INC



Obedrey Willys

[www.church.inc](http://www.church.inc)

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# Problems

## Inefficiency

Inefficient administration caused by manual process

## Disorganized

Disorganized events and volunteer for church activities

## Disengagement

Disengagement and low retention of church members

## Language Barrier

Limited availability to resources in Indonesian local language

**10-15%**

attrition rate of most churches nowadays which represents a number of people who stop attending the church.



# Solution

**a platform** that can be used by every church leader to improve:

communication &  
engagement  
among members

events and  
volunteer  
management

automation of  
the  
administration  
process

language barrier in  
accessing church  
contents/resources



# About



CHURCH.INC

## Vision

equip local churches in Indonesia with a platform that enables supportive communities, deep relationships, and intentional discipleship

## Mision

democratize access for local churches in Indonesia to grow through technology

## Values

Equip  
Enable  
Empower

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# Target Market

## Cluster A



### Traditional Protestant Church

Include 95 local church councils which part of The Communion of Churches in Indonesia (PGI)

## Cluster B



### Non-traditional Protestant Church

Churches that are not a member of CCI and mainly are located in 5 big cities in Indonesia

## Cluster C



### Catholic Church

Churches which are member of Indonesian Catholic Bishops Conference (KWI)

# Market Landscape

**3,412k**

Number of total addressable market (TAM) of potential users in Indonesia

**341k**

Number of serviceable addressable market (SAM) of potential users in Indonesia

**17k**

Number of serviceable obtainable market (SAM) of potential users in Indonesia

**4**

Key competitors in Indonesia's market: Shiftsoft, Erista, Reborn, and Gerejasoft

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# Why Church.Inc?

## Connect seamlessly

Provide a unified inbox message. Direct message or group message, all in one app

## Break language barrier

Enable users to access content and services in their preferred local language in Indonesia

## Flexibility at the hand

Cancel at any time, decide the features that match your needs

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# Main Features

## For Pastor

You and your staff need focused tools that make way for discipleship and spiritual growth. That's why our real-time data and engagement tools are designed to seamlessly equip, and not create headaches.

Smart notifications

Member notes

Group activity & stats

Member activity notifications

Reports library

## For Staff

The last thing your staff needs is more ways to manage the tasks and members it takes to run the church. Your church tech should enable more intentional discipleship and authentic connections.

Real-time data

Homefeed curation

Group activity & stats

Event check-ins

Member management

## For Leaders

Volunteer Leaders take time out of their busy lives to help grow your church. So equip them with tools that make their roles easier and more focused on the people in their groups. It's not about homework.

Submit attendance

Create events & RSVPs

Member Management

Custom welcome video

Group chat

## For Members

Whether they're all-in or occasional attendees, Members of your church are looking for an easy way to connect, stay informed, and engage with the friends they meet along the way. So make it simple.

Custom app & homefeed

Group search

Group chat & messaging

Events

Streaming events



# Growth Plan

Initial Phase for Horizontal Growth

**Pre-Launch**

**App Launch**

**Initial User Engagement**

**Engagement & Retention**

**Growth & Expansion**



**Month 1-2**

**Month 3-4**

**Month 5-6**

**Month 7-9**

**Month 10-12**

Market research

Soft launch

Content creation

User engagement

Community building

App development

Full launch

Promotion

Feedback collection

Partnerships

Retention strategy

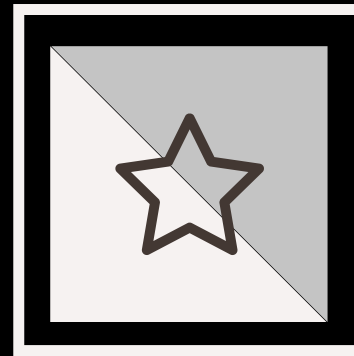
Data analysis

Optimization

# Marketing Strategy

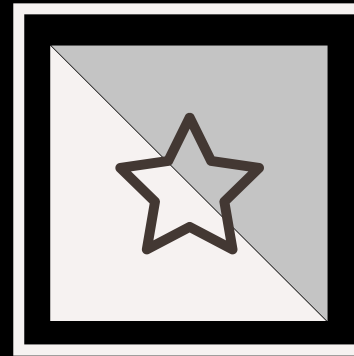


**Target Audience:**  
National church council  
Church leadership body



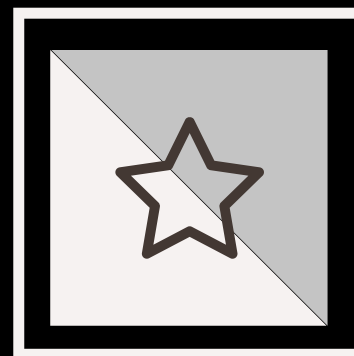
## Online Marketing

Create a user-friendly website, utilize social media, run targeted advertised campaigns, email marketing, and



## Offline Marketing

Engage in local church community events, promotion booth activation, live demo and provide a free trial, advertise via church bulletin/other printed media



## Word of Mouth

Encourage feedback from the current client (church/user) to share testimonial and success story to attract interest from potential next client

# Risk Analysis



## Industry Forces

Financial capacity of churches to invest in technology solutions

Church demand and preference in app development pertain to the specific features, functionalities, and design elements



## Key Trends

The use of technology to streamline and optimize various administrative and operational processes

Leveraging digital tools to deliver religious content, foster community, and support the discipleship journey of individuals



## Market Forces

Ensuring that the app is embraced and utilized by a significant portion of the church's target audience

Churches are sensitive to budget considerations, and pricing strategies must align with their financial capacities



## Macroeconomic Forces

Developers must adhere to data protection laws, ensuring that the collection, storage, and processing of personal data within the app comply with regulations

the dynamics and interactions among companies or developers striving to offer church-centric digital solutions

# The Founders



**James  
Rahmat**

Chief Executive Officer

- MBA degree from Harvard University & Master of Theology from Singapore Divinity School
- Senior Associate Pastor at Indonesia Praise Community Church (IPCC) with 20+ years experience



**Obedrey  
Willys**

Chief Operating Officer

- Master degree in Learning Design & Technology, Columbia University
- 8+ years experience as product leader from various tech services: SaaS, marketplace, and edtech
- Ex-Amazon, Microsoft, Tokopedia



**Herman  
Irwan**

Chief Technology Officer

- Master degree in AI & Computational Engineering, Columbia University
- 9+ years experience in technology leaders and expert in application & tech infrastructure
- Ex-You Version, Shopify, and GitHub



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# Appendix

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# BUSINESS MODEL CANVAS

## Key Partners

- Local churches
- Church council
- Content provider
- Technology/App development provider
- Payment processor
- Community leaders
- Data analytics provider
- Translation service provider

## Key Activities

- App development
- Marketing & promotion
- Training and support for church leaders
- Technical maintenance

## Key Resources

- Technology infrastructure
- Contents
- People
- Data & analytics

## Value Propositions

- **Communication and Connection.** Provide a unified inbox message
- **Local-Multilingual Support:** enabling users to access content and services in their preferred language.
- **Safety and Privacy:** This app offers a secure and private platform for communication, prayer requests, and financial transactions
- **Flexible Subscription.** Cancel any time

## Customer Relationship

- Onboarding & Training
- User Support
- Community Engagement
- Regular Communication
- Feedback Collection
- Regular Check-Ins

## Channels

- App Stores
- Church Website
- Social Media/Email
- Word of Mouth
- Partnerships
- Events and Workshops
- Community Events

## Customer Segments

- Indonesia's local church leaders (Protestant & Catholic) and
- Indonesia's church councils leaders (Protestant & Catholic)

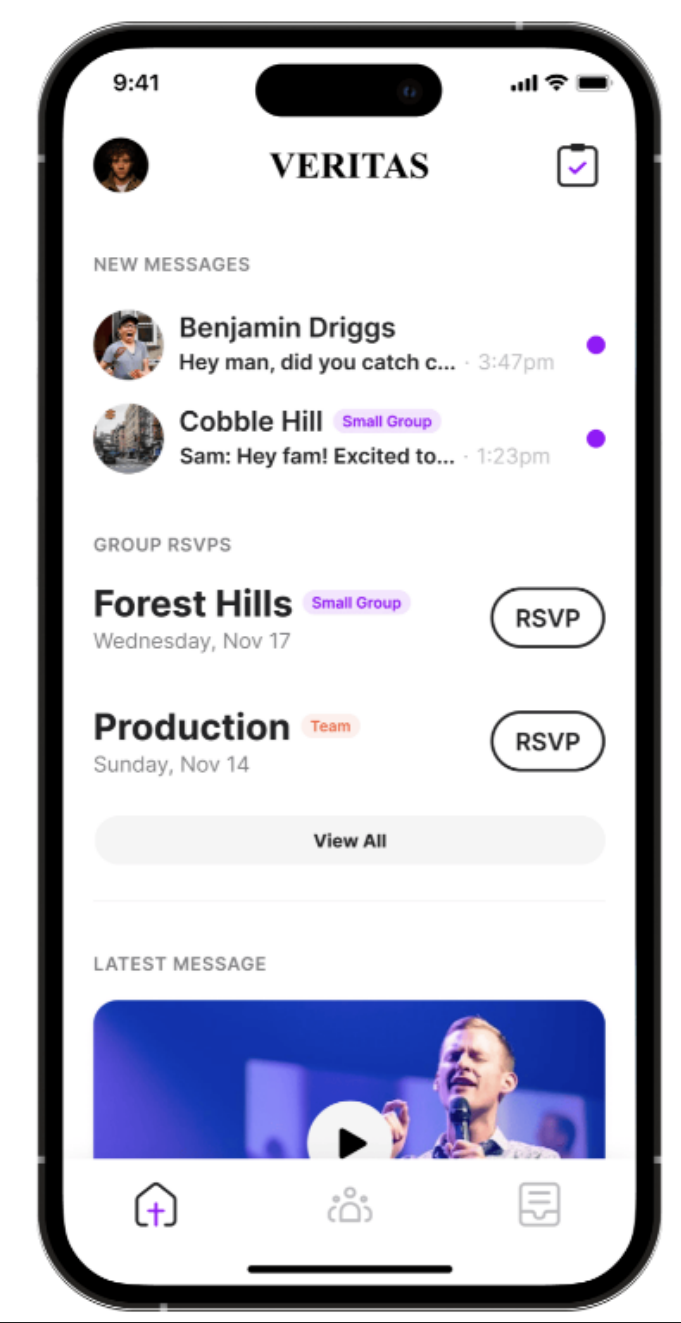
## Cost Structure

- App development
- Maintenance
- Marketing & promotion
- Operational
- Hosting & cloud services
- Payment processing
- Data security & privacy
- Community & social responsibility
- App localization

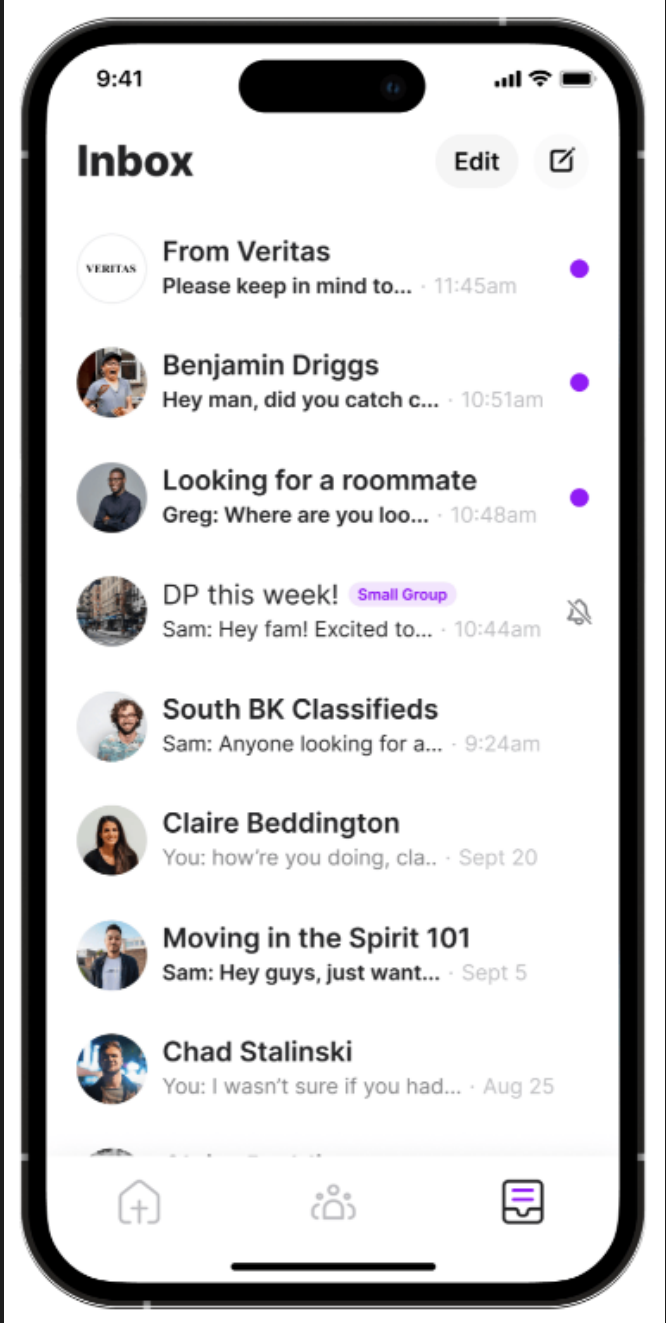
## Revenue Stream

- App downloads
- Subscription model
- In-app purchases
- Donations
- Sponsorships
- Merchandise sales
- Content licensing
- Community membership
- Consulting services
- Premium support

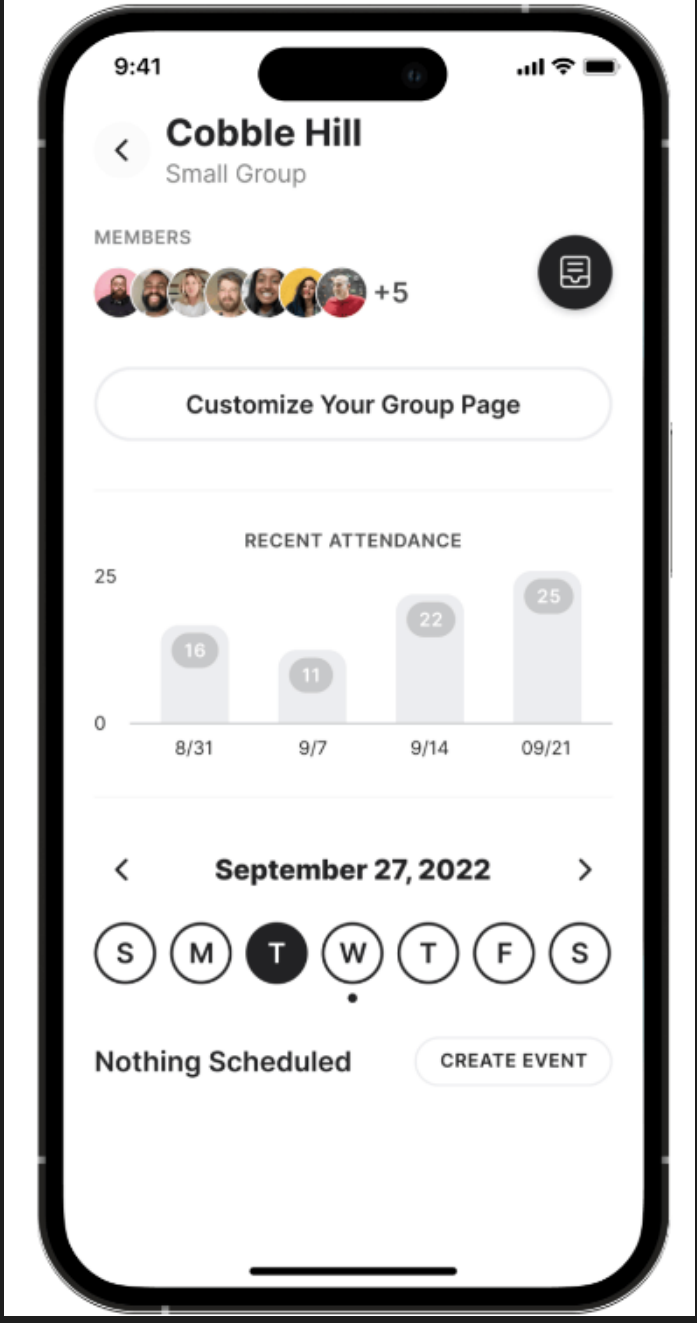
# PROTOTYPE



Custom homefeed



Unified inbox



Leaders tools

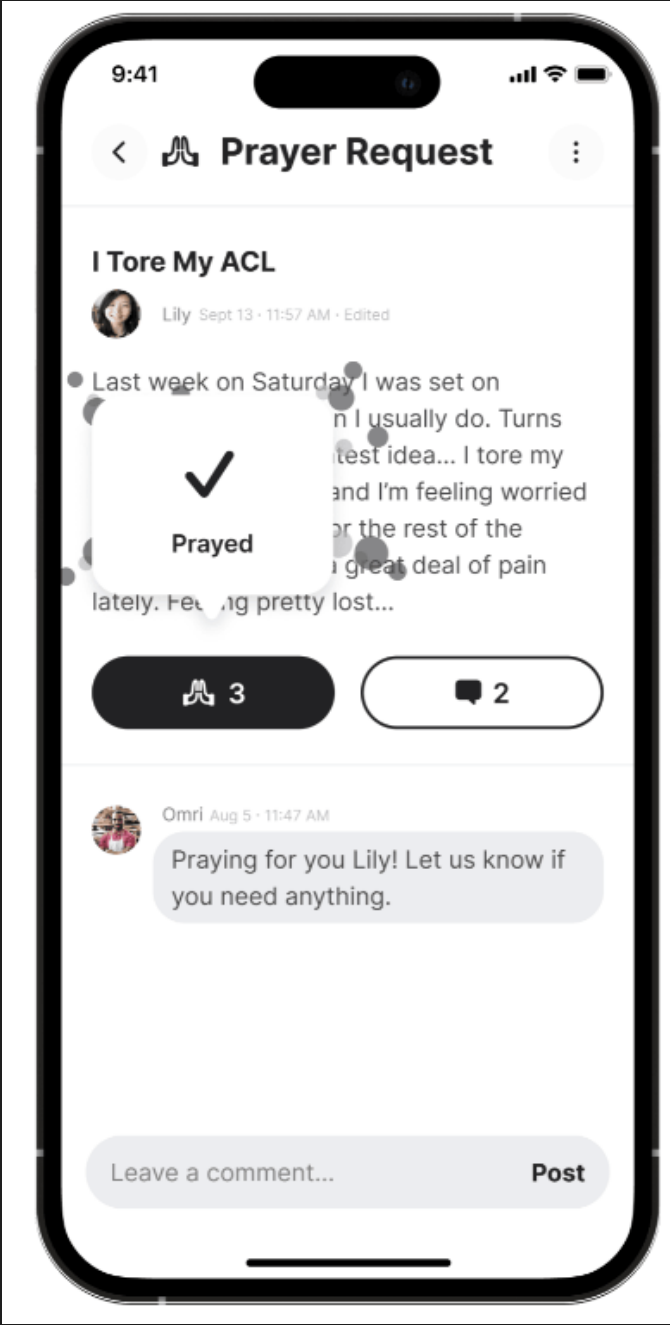


Events RSVP

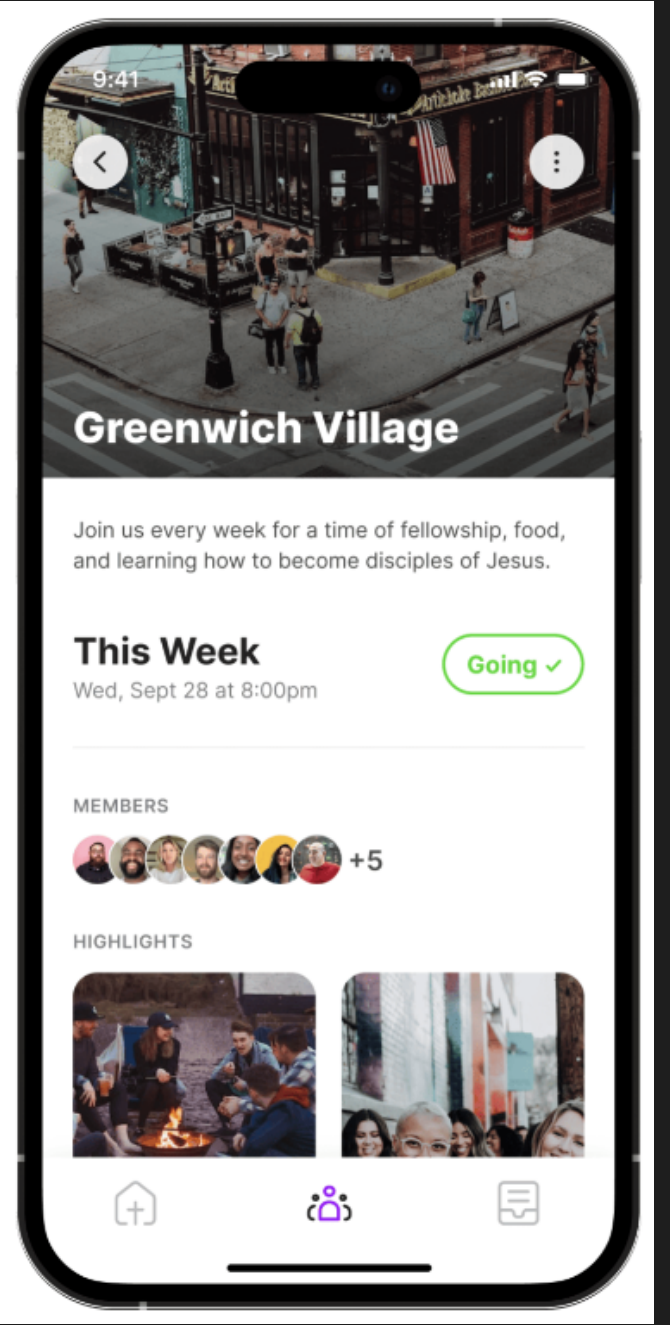
# PROTOTYPE



Broadcast message



Prayer request



Groups



Streaming



# Appendix: Empathy Map 1

**Overwhelmed** by the increasing demands of managing a modern church.  
**Desire** to inspire and engage with the congregation more effectively.  
**Concerned** about the technological learning curve.  
**Anxious** about the app's security and privacy of church members' data.  
**Hopeful** that a church app can streamline tasks and strengthen community bonds.

*What does they hear?*

**Feedback** and suggestions from congregation members about church needs.  
**Success stories** of other pastors using digital solutions to engage their communities.  
**Concerns** about data breaches and privacy issues related to church apps.  
**Recommendations** from tech-savvy individuals regarding useful tools and features.

*What does they think and feel?*

**Pastor**

*What does they see?*

**A congregation** with diverse age groups and technological proficiency.  
**Other churches** use technology effectively to connect with their members.  
Opportunities for growth and engagement in the digital age.  
The need for an easy-to-use, all-in-one church app to simplify their tasks.

*What does they say?*

"I need a digital solution to connect with my congregation more effectively."  
"It's essential to have tools that simplify administrative tasks in the church."  
"I want to deliver inspirational sermons and messages to the community."  
"A user-friendly app will help me reach more people and engage them in church activities."

*Pain*

Time-consuming administrative tasks  
Limited congregation engagement  
Technological learning curve  
Data privacy and security concerns  
Inspirational content delivery

*Gain*

Streamlined administrative tasks  
Enhanced congregation engagement  
Efficient communication  
Community growth and outreach  
Spiritual impact

## Appendix: Empathy Map 2

Overwhelmed by the volume of administrative work.  
Desire to improve communication and engagement with the congregation.  
Concerned about the learning curve for new technology.  
Hopeful that an app can make their tasks more efficient and improve the church's operations.

*What does they hear?*

**Feedback** and suggestions from the congregation about their needs.  
**Success stories** from other churches that have implemented similar apps.  
**Concerns** about data privacy and security related to church apps.  
**Recommendations** from tech-savvy individuals regarding useful tools and features.

*What does they think and feel?*

**Staff**

*What does they see?*

**A diverse** congregation with varying technological proficiency.  
**Other churches** using technology effectively to engage their members.  
**The potential** for the app to streamline operations and communication within the church.

*What does they say?*

"We need a tool to simplify our administrative tasks and communication with the congregation."  
"Efficient event management is crucial for our church's success."  
"It's important to keep the congregation engaged and informed."  
"We want a user-friendly app that can be used by staff with varying tech skills."

*Pain*

Time-consuming administrative tasks  
Inefficient communication  
Technological learning curve  
Data privacy and security concerns

*Gain*

Streamlined administrative tasks  
Enhanced congregation engagement  
Efficient communication  
Community growth and outreach  
Improved work-life balance

# Appendix: Empathy Map 3

**Overwhelmed** by the responsibilities of volunteer management and event coordination.  
**Desire** to improve volunteer engagement and retention.  
**Concerned** about the app's ease of use and whether it will be accepted by volunteers.  
**Hopeful** that an app can make their role more efficient and enhance the church's volunteer programs.

*What does they hear?*

**Feedback** and suggestions from volunteers about their experiences and needs.  
**Success stories** from other organizations using volunteer management apps.  
**Concerns** about data security and privacy related to app usage.  
**Recommendations** from tech-savvy individuals regarding useful features and tools.

*What does they think and feel?*

**Volunteer Leaders**

*What does they see?*

**A diverse** group of volunteers with varying schedules and availability.  
**Other organizations** successfully using technology to manage and engage volunteers.  
**The potential** for an app to streamline volunteer management and communication.

*What does they say?*

"We need tools to streamline volunteer management and communication."  
"Efficient scheduling is critical to ensure all church activities run smoothly."  
"It's essential to recognize and appreciate our volunteers' hard work."  
"We want an app that's easy to use and doesn't require extensive training."

*Pain*

Volunteer management challenges  
Communication and coordination issues  
Volunteer engagement and retention  
Efficiency and time constraints  
Ease of use concerns in using the app

*Gain*

Streamlined volunteer management  
Improved communication and coordination  
Enhance volunteer engagement  
Efficiency work-life balance  
User-friendly experience

# Appendix: Empathy Map 4

**Desire** to stay informed and engaged with the church community.  
**Concerned** about the app's user-friendliness and accessibility.  
**Hopeful** that the app will enhance their spiritual journey and sense of belonging.  
**Eager** to access inspirational content and contribute to the church's activities and support efforts.

*What does they hear?*

**Feedback** and suggestions from fellow church members about their needs and desires.

**Success stories** from other churches using digital solutions to enhance the church experience.

**Recommendations** and concerns from friends and family members regarding technology and church apps.

*What does they think and feel?*

**Church Member**

*What does they see?*

**A diverse** congregation with varying levels of technological proficiency.

**Other organizations** using digital tools effectively to engage and connect their communities.

**The potential** for the app to foster a stronger sense of community and faith.

*What does they say?*

"We want an app that keeps us connected with church activities and updates."  
"Easy access to sermons and inspirational content is important to me."  
"I hope the app is user-friendly and doesn't require technical expertise."  
"It would be great to have a platform for prayer requests and community support."

*Pain*

Limited access to church activities  
Limited access to sermon resources  
Technical challenges with app usage  
Limited access to community support  
Information overload and clutter

*Gain*

Enhance access to church activities  
Easy access to sermon resources  
User-friendly experience  
Enhance access to community support  
Streamlined information

# JOHN HADI

## Appendix: User Persona 1

### PROFESSIONAL BACKGROUND

- Role: Ordained pastor with 20 years of experience
- Leads a medium-sized church with a diverse congregation
- Holds a Master of Divinity degree

### KEY CHARACTERISTICS

- Highly committed to the spiritual well-being of the congregation
- Adept at delivering engaging and inspiring sermons
- Tech-savvy to a moderate degree but not an expert
- Visionary leader with a focus on community outreach
- Strong desire to embrace technology to enhance church operations

### NEEDS AND GOALS

- Congregation Engagement: Pastor John seeks tools to engage the congregation more effectively. He wants to build a sense of community and strengthen relationships among members.
- Administrative Efficiency: He is overwhelmed by administrative tasks like membership management, event scheduling, and financial tracking. He needs an app to streamline these processes and save time.
- Digital Sermon Delivery: Pastor John wants to deliver inspirational sermons and messages through the app. He needs a platform to reach a broader audience, both within and outside the church.
- User-Friendly Interface: While he's comfortable with technology to some extent, he prefers an app that is intuitive and doesn't require extensive training.
- Privacy and Data Security: He is concerned about data security and the privacy of church members' information. He needs assurance that the app will protect sensitive data.
- Community Growth: Pastor John is keen on expanding the church's community outreach efforts and sees the app as a means to achieve this goal.



**AGE: 45**

**GENDER: MALE**

**LOCATION:  
JAKARTA, INDONESIA**

# SARAH LETIK

## Appendix: User Persona 2

### PROFESSIONAL BACKGROUND

- Role: Church Administrator
- Responsible for managing administrative tasks, event coordination, and volunteer management
- Holds a bachelor's degree in Business Administration

### KEY CHARACTERISTICS

- Detail-oriented and organized
- Tech-savvy and comfortable with various software applications
- Strong interpersonal skills for effective communication
- Enthusiastic about church activities and community engagement
- Committed to the church's mission and growth

### NEEDS AND GOALS

- **Efficient Administrative Tasks:** Sarah is responsible for managing membership records, tracking finances, and organizing church events. She needs an app that simplifies these administrative processes to save time and reduce the workload.
- **Effective Communication:** Sarah often communicates with volunteers, church members, and other staff. She seeks an app that offers centralized communication tools, ensuring that information flows smoothly.
- **Streamlined Volunteer Management:** Coordinating volunteers for church events can be time-consuming. Sarah requires a tool to simplify volunteer management, including scheduling and task assignments.
- **Community Engagement:** Sarah is focused on keeping the congregation engaged and informed about church activities. She hopes the app will provide features to facilitate communication, event notifications, and engagement opportunities.
- **Data Security:** As a church administrator, Sarah is concerned about data privacy and the security of sensitive church and member information. She needs the app to offer robust data protection measures.
- **Church Growth:** Sarah is eager to contribute to the church's growth and outreach efforts. She views the app as a means to facilitate community expansion and engagement.



**AGE: 32**

**GENDER: FEMALE**

**LOCATION:  
JAKARTA, INDONESIA**

# MARK PRASETYA

## Appendix: User Persona 3

### PROFESSIONAL BACKGROUND

- Role: Volunteer Leader
- Coordinates and manages volunteer schedules and tasks for church events and activities
- Holds a bachelor's degree in Organizational Management

### KEY CHARACTERISTICS

- Highly organized and detail-oriented
- Enthusiastic about community service and church activities
- Strong interpersonal skills for effective communication and coordination
- Moderate tech-savvy but open to learning
- Committed to fostering a sense of belonging and engagement among volunteers

### NEEDS AND GOALS

- **Efficient Volunteer Management:** Mark is responsible for scheduling and task assignments for church volunteers. He needs an app that streamlines volunteer management, making it easy to coordinate schedules and assign tasks.
- **Effective Communication:** Mark often communicates with volunteers and other church staff. He seeks an app that offers centralized communication tools, ensuring that information flows efficiently.
- **Volunteer Engagement and Recognition:** Mark is focused on engaging and retaining volunteers for the long term. He hopes the app will provide features to recognize and appreciate volunteers' contributions, fostering a sense of belonging and commitment.
- **User-Friendly Experience:** While he is moderately tech-savvy, Mark prefers an app that is user-friendly and doesn't require extensive training, making it accessible for all volunteers.
- **Efficiency and Time Management:** Mark's time is limited due to other commitments. An efficient app can save time and reduce his workload, contributing to a better work-life balance.
- **Community Growth:** Mark is keen on expanding the church's volunteer programs and sees the app as a means to facilitate this growth, attracting and retaining volunteers effectively.



**AGE: 38**

**GENDER: MALE**

**LOCATION:  
JAKARTA, INDONESIA**

# EMILY OCTA

## Appendix: User Persona 4

### PROFESSIONAL BACKGROUND

- Holds a Bachelor's degree in Education
- Works as a teacher
- Active member of the church for five years

### KEY CHARACTERISTICS

- Regular churchgoer, attending services and events weekly
- Moderately tech-savvy, using smartphones and basic apps
- Strong sense of community and belonging in the church
- Enjoys participating in church activities and volunteering
- Seeks spiritual growth and inspiration through church engagement

### NEEDS AND GOALS

- Access to Church Activities and Updates: Emily wants to stay connected to church activities and updates, especially when she can't attend every service or event. She wishes to be informed about upcoming events, schedules, and announcements.
- Easy Access to Sermons and Inspirational Content: Emily enjoys listening to sermons and accessing inspirational content to support her spiritual journey. She wants an app with a user-friendly interface that offers easy access to such content.
- User-Friendly Experience: While she is moderately tech-savvy, Emily prefers an app that is intuitive and doesn't require extensive training. She wants to navigate the app effortlessly.
- Community Support and Prayer Requests: Emily values her connection with fellow church members and seeks a platform for sharing prayer requests, offering community support, and participating in church discussions.
- Privacy and Data Security: Emily is concerned about data security and the privacy of her and fellow church members' information. She needs the app to ensure the protection of sensitive data.
- Spiritual Growth: Emily is eager to enhance her spiritual growth and enjoys participating in church activities. She hopes the app will facilitate her spiritual journey and strengthen her sense of belonging.



**AGE: 30**

**GENDER: FEMALE**

**LOCATION:  
JAKARTA, INDONESIA**