

Kimamon Swim and Pray Multiplex™ Project Bridge Funding Request

THIS is your invitation to participate in the success of The Kimamon Swim and Pray Multiplex™ Project.

BECAUSE...

Kimamon has about 131,000 people.

And about 16% of those people live below the poverty line.

That's roughly 21,000 people struggling.

With about 4.7% of those people living below the food threshold.

That's roughly 6,000 people who may not reliably have enough basic, life-giving food to eat.

Those numbers matter.

But the people inside the numbers matter more.

I think about the parents going spare trying to stretch what they have far enough to get through today without even considering what their families may need — tomorrow.

Which bill gets paid?

What gets postponed?

What disappears from the grocery list this week — this time?

And what about the children?

And about one-third of those living in poverty are children.

They did not create the circumstances around them.

They cannot simply work another shift and fix themselves or their situation.

They are the ones most in need of help — indeed.

So, for us, mercy gets our first fruits—as it should be.

In Mercy Magnified style.

Which you can read all my thought about through Kindle Unlimited if you have a subscription.

And that principle — the Mercy Magnified principle — is not something we tack onto the business later.

Because...

Our public good is built into the math up front.

Right where it should be.

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We put 10% to the public good first.

Under our modeled range, that is somewhere between ₱9.166 million and ₱22.678 million — each and every year.

Or about \$153,000 to \$412,000.

Broken down daily, that's between ₱25,000 to ₱62,000.

Roughly \$400 to \$1,100 every single day.

That is our Matthew 25 commitment.

If this enterprise prospers, mercy does not have to wait outside hoping we throw some leftovers over the wall.

Mercy is already baked into our equation.

Now, let's look at the business model from the least flattering direction possible.

Even our worst foreseeable years work for us all.

In fact, our lowest foreseeable yearly NIBT is modeled beyond ₱40 million.

That's between \$674,000 to \$735,000.

In other words, we do not need perfect weather to matter.

The model still works in the storm.

And — thankfully — so does our mercy.

Now look at the membership model.

It is intentionally scarce:

432 original members.

That's it.

That's less than 0.6% market penetration.

We are barely on our way toward one percent.

And at a 2% response rate, the model produces about 1,613 prospects.

So, when we fill the first 432 places...

...roughly 1,181 people are still waiting.

And that waiting matters.

Scarcity among the social elites helps pull the next two Multiplexes into being.

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Because...

We're not trying to build one enormous thing and endlessly push people toward it.

We are trying to build something desirable enough that people pull the next one forward — toward themselves.

That gives us three total SPMs in relatively short order — with more demand potentially waiting behind them — almost enough to start work on a fourth before the third is even started.

One community proves the model.

Demand for the first helps create the second.

Demand for the second helps create the third.

And even then, we are approaching the tipping point for number four.

So now we come to our immediate ask.

The WHAT of the WHY that brings us here.

And compared with the huge flywheel we're trying to set in motion — this tiny footbridge is comparatively small.

₱4.32 million.

That's \$72,000 to \$79,000 — depending on today's exchange rate.

In bridge capital.

That's all we need.

Just the bridge.

So that we can reach our fully founder-funded, fully capitalized building stage.

This BRIDGE we are asking you to fund is intended to help unlock over ₱36 million in founder supplied capital.

From \$605,000 to \$660,000 in cash that will be fully available for allocation in about one year's time.

Without you supplying one more red cent.

In fact. You'll be repaid your \$80,000 with interest before we are even one-sixth of the way to our founder's ball.

And that, my friends, will support our entire enterprise which is at worst case still modeled to produce over ₱40 million in yearly NIBT.

But here is the number I care most about.

₱9.166 million.

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From \$153,000 to \$167,000.

Every year.

Because this is our worst-case yearly first-fruits funding for the public good.

That's a lot of food.

A lot of help.

A lot of breathing room.

A lot of moments in which somebody who was going to spare what they couldn't really afford to give up can finally have one less impossible choice to make.

So what is our bottom-line proposition?

We are asking you for a small bridge now...

...so that together we can start a hugely helpful flywheel flying.

Because once a flywheel like this gets moving, it does not merely duplicate itself.

It multiplies.

It produces several communities — plural.

First one.

Then another.

Then another.

With even more queued up behind those.

And with them all, come more first fruits.

More help.

More mercy.

Year after year.

But please remember this:

Our wheel of mercy is not ultimately about buildings and other temporal things.

It's not ultimately about status.

And it's not ultimately about money.

At its heart, it's about the people we began with.

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The families going spare trying to make life work.

The people for whom one unexpected expense can become a crisis.

The parents trying to make too little stretch across too much.

And the children.

Especially the children.

The children living inside circumstances they never even had a chance to choose...

...circumstances they did not create...

...and circumstances they certainly have no power to change themselves.

That is why mercy gets our first fruits.

And that is why we are asking you to help fund this one, singular, small bridge.

Not merely to finance a project.

But to get this wheel of mercy turning for real—

right on the streets where we live.

So please, fund our small bridge for \$80,000 plus a fair rate of interest — now.

Sincerely,

~Grant W. Shull, KSPM Founder