

PRAYR™

Bringing us closer to Christ and  
each other through prayer.

# My Why



I know that prayer works!

“... The prayer of a righteous person is powerful and effective.” James 5:16

I have been on the receiving end of prayer and delivered from severe fear after a stage-4 cancer diagnosis. I have prayed earnestly for others and watched lives transformed... even recently, two now-pregnant families who for years struggled with infertility.

I also know how much it means when people let you know they are praying. I have walked away from many a bible study table desperate for prayer for my son, who has suffered for nine years in pain all waking hours. When I didn't hear from anyone in between meeting times, I felt alone and doubted if people were praying or really cared. What it would have meant if just one person reached out and said, “I am praying for your son!”

The Lord gave me every piece of the PRAYR app so we can have the prayer life we have always wanted and come alongside others in prayer and encouragement. HIS app!











We are launching a \$1.4 million seed round for PRAYR, a purpose-built social media solution for believers to connect, encourage, and build Christ-centered communities through prayer, reaching 10 million people in five years.

# The Problem

Ministries do not have a tool for members to share prayer requests and let others know they are covered in prayer.

# The Solution

Fuel Your Prayer  
Life & Strengthen  
Your Ministry  
With PRAYR



- A digital platform where faith communities come together to engage in prayer, replacing text threads and third-party platforms.
- Quick and easy ways to encourage those in our faith community that we are praying for them.
- Leaders who are better equipped to facilitate small groups, prayers, and communication.

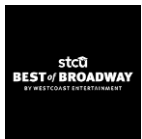
# The Team



Julie Dilley

## Founder of PRAYR

- Launched the Broadway series in Spokane at the INB Performing Arts Center. Promoted 30 Broadway shows resulting in 30 million in ticket sales.
- Board member of a 6,000-person church with four campuses .
- Creator of PRAYR Community in the app stores.



PRAYR™



Tony Spore

## Chief Technology Officer

- Head of technology for hitRECORD
- Lead Software Engineer for Associated Press
- Founder of multiple successful startups

AP Associated Press



Scott Waxman

## Product Manager

- 10 years experience in the FinTech, and Business Technology Solutions
- Roles include Product Management Director to Technical Support Manager.
- Built new products and teams at T-Mobile , U.S. Bank and Home Depo





# The Team



Jon Flatt

## Marketing

- CEO of Guardian and CEO of Red McCombs Media for 10 years.
- Took Red McCombs Media to over 900 million in revenue, winning two INC 500s.
- Took KERV Interactive to the same revenue of 900 million and it was named among the "To Valley".



Craig Chrisney

## Financial Advisor

- 35 years of Finance/Accounting/Tax experience.
- 22 years at Ideal Labs and 15 years as CFO.
- Grown tech startups through M&A/IPO exits.



Dan Watkins

## Principal at Foster Garvey

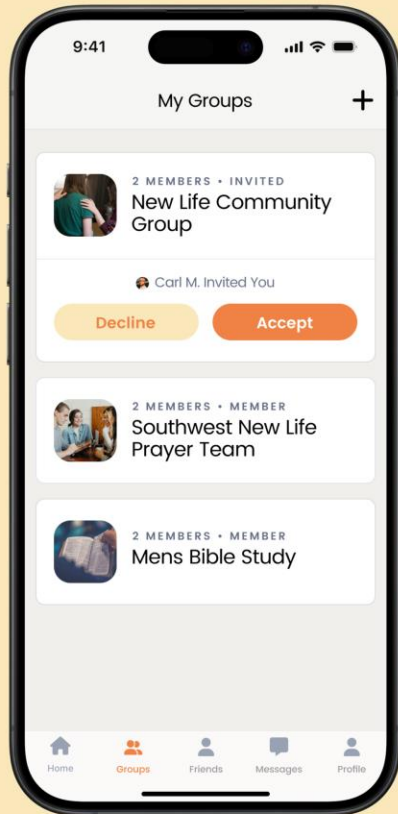
- Principal at Foster Garvey PC for 4 years and Partner and Chair of Corporate and IP Transactions Group at Lee & Hayes for ten years..
- Advises startups to well-established businesses in commercial and technology transactions.
- Passionate about startups and assists in every stage of the business lifecycle.



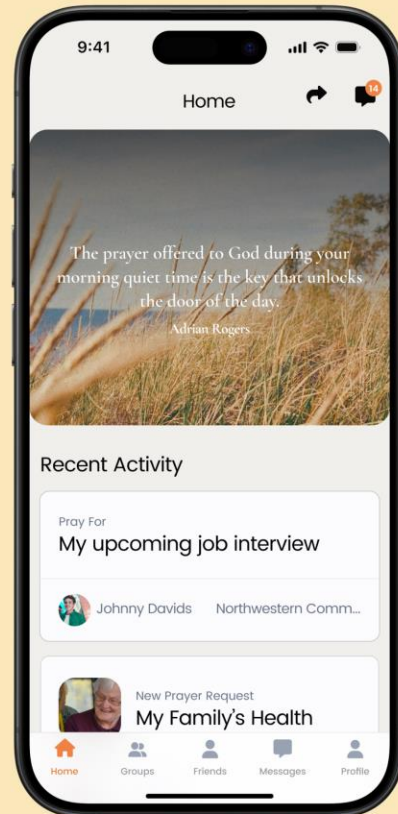
# How It Works

PRAYR™

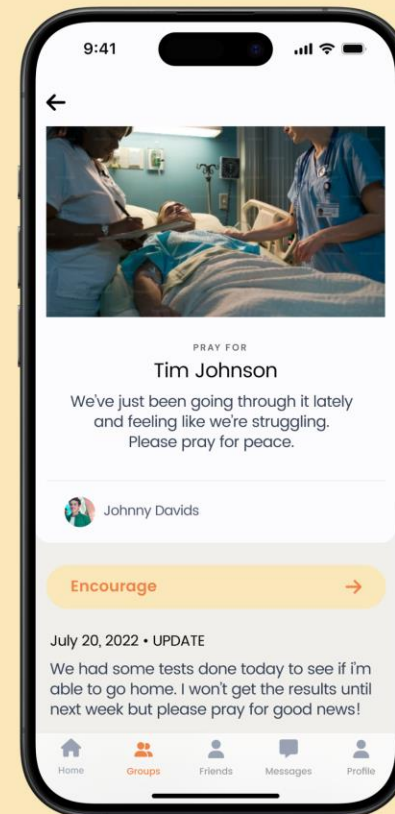
## Join Groups



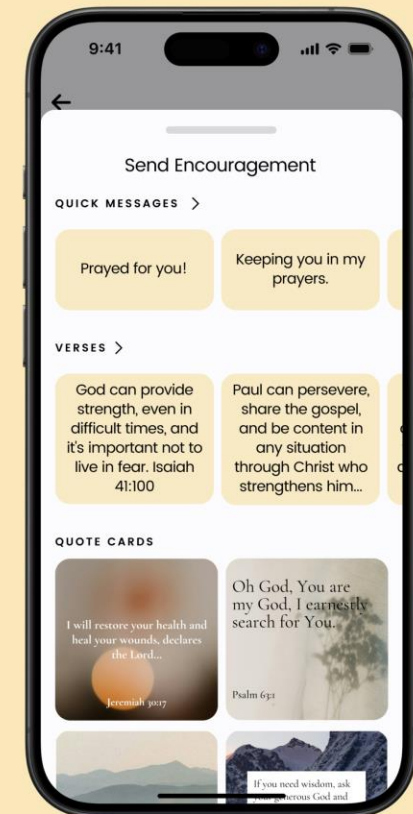
## Share Prayers



## Update Loved Ones



## Send Encouragement



# Business Model

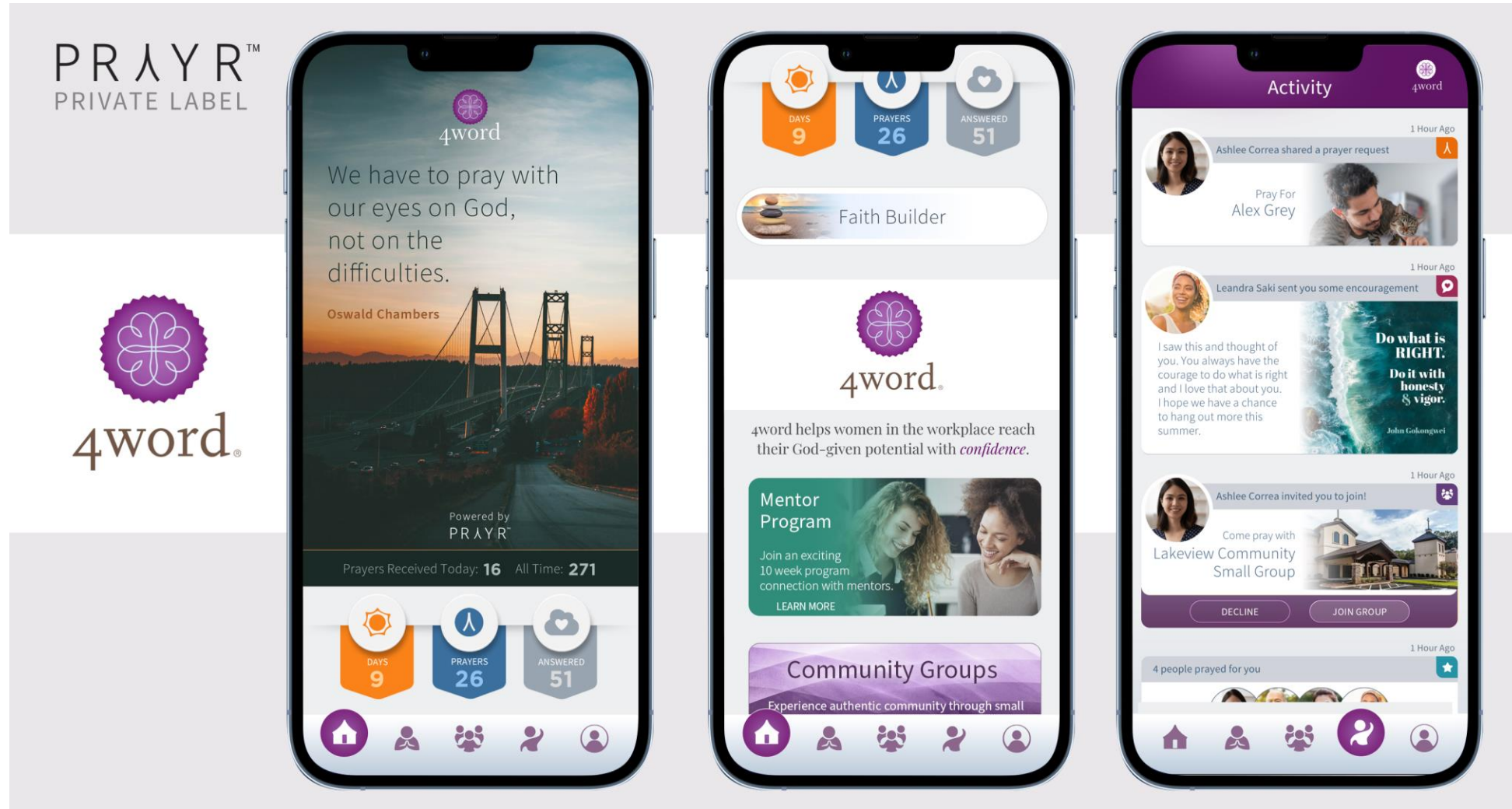
- B2B - Ministry or church: Package includes premium memberships for all leaders and private labeling.  
(See page 13 for more details.)

Ministry Type	Average Size	Annual Ministry Fee (B2B)	Member Fee	Member - Free to Premium (B2C)
STANDARD	1000	\$2,000	FREE	\$400
MEGA	30,000	\$10,000	FREE	\$12,000
ENTERPRISE	500,000	\$80,000	FREE	\$200,000

- B2C - Members on the free version who want to start their own groups will convert to premium when adding the second group at an **affordable \$19.99 a year**.

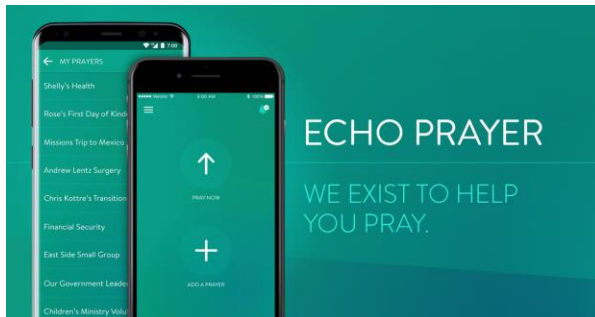
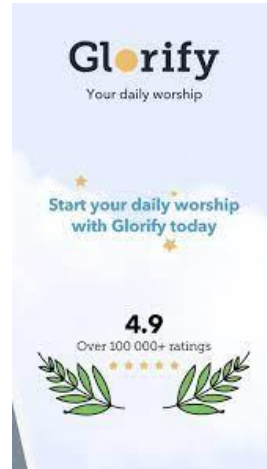
# Example of Private Labeling

PRAYR™





# The Competition







There are several prayer apps on the market that serve believers beautifully in very specific areas like....

- Bedtime stories
- Meditation
- Worship music
- Bible teaching
- Prayers for people to pray
- Prayer feeds that follow Ministries

Based on the name of some of these apps one would think the focus was similar, but they are not. The closest prayer app in function is Echo.

# PRAYR™

## Comparison Chart

FEATURES				
Pictures	✓	✓	✗	✗
Groups	✓	✓	✗	✗
Send Encouragement	✓	✗	✗	✗
Private Labeling	✓	✗	✗	✗
Custom Content	✓	✗	✗	✗
Analytics Dashboard	✓	✗	✗	✗
Chat Feature	✓	✗	✗	✗
Paid Platform	✓	✓	✓	✓

# What makes PRAYR different

- **FOSTER RELATIONSHIPS** so members stay engaged in the community and includes a **CHAT FEATURE** and **DIRECT MESSAGING**.
- **PRIVATE LABELING** and **CUSTOM CONTENT** for ministries.
- **ENCOURAGEMENT TOOLS** that, in a few taps, say, “I am praying for you and care about you!” or send a verse.
- **IGNITE ENGAGEMENT** in our prayer lives because you are praying for people you know and want to cover in prayer.
- **GIVE-BACK** feature allows ministries to receive a percentage back of any members who go from the free version to the premium version.

# We Are All About R.O.I.

## Freedom

Faith Communities NEED

- OWN their own platforms and algorithms
- NOT subject to censorship or ban because of truth content or speaking Jesus name



## Spiritual

- Millions of people with a vibrant prayer life
- Building stronger Christ-centered communities with our prayers and encouragement for each other
- Power in prayer with two or more gathered
- Celebrating God's hand in believers' lives as we do life together.
- Eternal impact

## Financial

7 million in revenue in 5 years.



# Influencer Opportunities



- Jakob Livengood, **600,000** followers on TikTok .
- Carrie Abbott, Legacy Institute, hosts a daily radio show that reaches **50,000 per week**, California is **6 million per year** or more, Sirius XM is in every city and state, all over Canada, etc., and they have 30-40 million subscribers.
- Murdock Foundation annual conference – Opportunity to speak to the leaders of the biggest ministries in the world.
- Jacob Coyne, Founder of Stay Here, has **1.5 million** followers on TikTok and Instagram.
- Seattle and South South Area Magazines: **259,000** reach.

# 5 yr P&L Forecast



PRAYR 5 yr P&L		Year 1	Year 2	Year 3	Year 4	Year 5
Revenue Streams (post funding)						
Normal Business Operating expenses						
Staff Expenses (Payroll)		\$164,675	\$496,190	\$830,059	\$936,275	\$1,094,345
Online Store Commissions		\$4,489	\$94,772	\$223,003	\$519,624	\$758,608
Development		\$165,000	\$254,500	\$269,770	\$285,956	\$303,114
Other Operating		\$50,000	\$104,150	\$110,399	\$118,422	\$127,626
Business Operating Expenses		\$384,164	\$949,612	\$1,433,232	\$1,860,277	\$2,283,693
Gross Margin		-196%	41%	54%	61%	69%
Other operating expense						
10% Give Back portion to Ministries		\$2,992	\$63,182	\$124,334	\$173,208	\$252,869
8% Administrative Overhead PLACEHOLDER		\$23,137	\$129,282	\$248,504	\$377,618	\$592,008
5% Infrastructure PLACEHOLDER		\$14,461	\$80,801	\$155,315	\$236,011	\$370,005
Total Operating Expenses		\$424,754	\$1,222,877	\$1,961,386	\$2,647,115	\$3,498,575
Operating Income before Taxes		(\$295,107)	\$393,146	\$1,144,920	\$2,073,109	\$3,901,523
21% Provision for Taxes		\$0	\$82,561	\$240,433	\$435,353	\$819,320
Total Net Income		(\$295,107)	\$310,585	\$904,487	\$1,637,756	\$3,082,203
EBIT (no interest or tax)		(\$295,107)	\$393,146	\$1,144,920	\$2,073,109	\$3,901,523

## Most Sensitive Assumptions:

- The number of ministries converted
- % of users upgrading to premium (2%)
- Attrition of paid users: 24 months

# Target Returns



We are expecting a 5 – 10 x  
return on investment within the  
next 4 to 5 years.

# Key Terms

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**\$1.2m**

Convertible Note

8% interest

**\$10m**

Max Cap

OR

**20%**

Discount



# Appendix

# Committed Partners

PRAYR™



Alpha is a series of sessions exploring the Christian faith. It is an evangelistic course that seeks to introduce the basics of the Christian faith through a series of talks and discussions. Alpha is run all around the globe with approximately **800,000 people**.

Alpha takes praying very seriously and needs a tool. **They like the PRAYR app because “It is all about relationships....with Jesus and others.** “We have looked at a lot of prayer apps and this is **the only one I would use!**” We have met with their global technology team.



Imagine a global community where people come together for one bold purpose—to create eternal impact. At The Signatry, we empower donors, advisors and ministries to make a greater impact for the causes they love by equipping them with innovative tools, resources, and education.

The CEO said, **“We would be remiss to not include the PRAYR app in what we are doing!”** They are involved in many projects that include **millions of people**. They know prayer is at the core of any success. The Signatry wants to be a **strategic partner with PRAYR with introduction to ministries like the Palau group.**

# Committed Christian Companies



TQI is an enterprise-level technology company that pioneered SaaS solutions and is launching Convene, a faith-forward platform that is a Kingdom commerce enabler offering over 80 revenue streams from day one. They have relationships with many ministries, including the North American Missions Board, mega-churches, and InFaith Missions.

Convene expects to have 42,000 members in the first 12 – 18 months. **Convene will revenue share with PRAYR, equating to \$42,000 a month in revenue.**

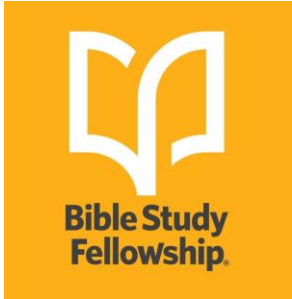


Connecting and equipping the church is their calling. The faith ecosystem is a rich collection of organizations, ministries, and individuals who can serve every facet of a community's needs. Gloo builds easy and powerful pathways so that every one of these participants can both give to and benefit from the others. They currently have **100,000 churches on their platform.**

The VP of Revenue said, **“This is a peer-to-peer application for prayer that is not out there! This is exciting.”**

Currently in conversations with these organizations.

# Interested Global Organizations



BSF believes people become fully alive, fully human and fully relational by knowing God through His Word. That is why BSF offers free, in-depth Bible studies with trained group leaders for all ages and denominations around the world. They have **400,000 people** active each year globally.

BSF takes prayer requests every week yet doesn't have a prayer tool. The **Director of Men's and Regional Director for U.S.** loves the PRAYR app and the new CTO. They are discussing a launch in the fall.



Precepts is a 50-year-old ministry focused on the in-depth study of God's word. The ministry was started by Kay Arthur. The **National Director of Development** for Precepts loves the PRAYR app and sees a great value in using it with their groups.

He not only sees how important the prayer component is but the focus in the fall is building community. **PRAYR builds great value in community whether it is one-one-one or in a group.**

Currently in conversations with these global organizations.



# Interested Organizations



4word is the only global organization for 9,000 Christian women in the workplace led by women. The leaders of the Seattle chapter of 4word are excited to use the PRAYR app. The **current system is index cards**. They see the **value in virtually connecting** and showing up in prayer for each other, especially **since they only meet in person one time a month**.



Bless Every Home takes praying seriously and has **100,000 daily active users**. Their team saw great value in an integration with PRAYR. They loved the social media components and encouragement features. After rebranding and updating the app, we were to pick up the conversation. The app is now called the BLESS App, and we meet this quarter in 2025.

Currently in conversations with these organizations.

# Investment Overview

## SOURCES AND USES

With this round of financing, we will run a very conservative budget for:

- Maintenance cost and iteration
- Increase staff
- Marketing
- Operational expenses

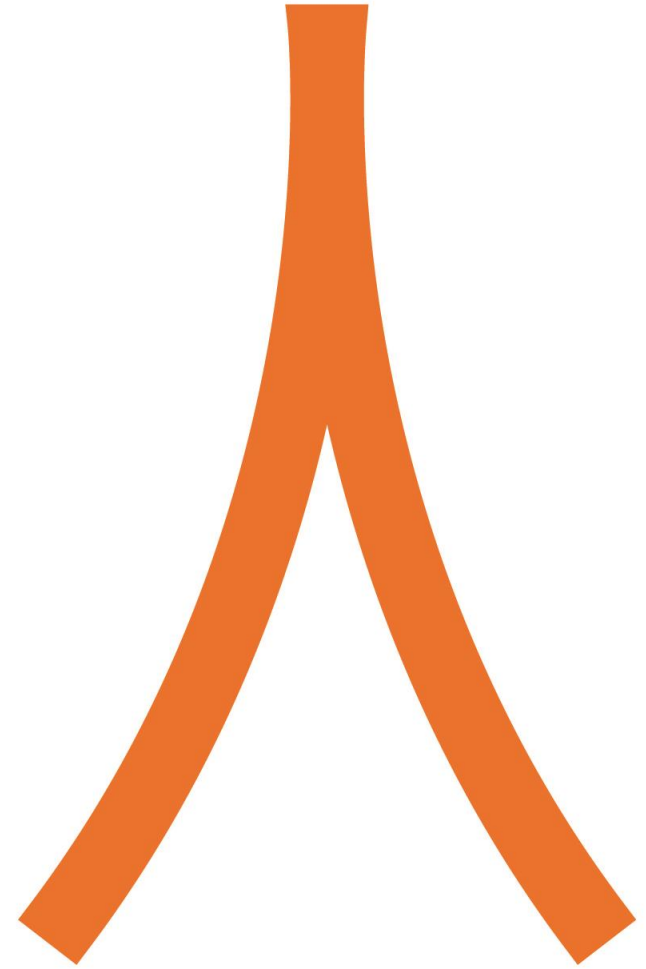
The investment vehicle will be a convertible note at 8% interest and include a 20% discount.  
1.4 million dollar raise with \$600,000 remaining.

Target closing date: September 30, 2025

Contact: **Julee Dilley** [julee@prayr.co](mailto:julee@prayr.co) 253-777-2272

HIS App

HIS Glory



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