



THRIVING, GROWING, MULTIPLYING CHURCHES FOR THE NEXT GENERATION

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Stadia is developing a new platform called Kipos --initially released as a church planting app in beta development in 2023--is evolving. After insights from our initial development and beta testing, we are excited to announce that we're currently in the process of prototyping a new suite of AI-enhanced tools specifically designed for every step of your journey to start and multiply new churches.

Kipos is Greek for "garden," and is envisioned to be a new ecosystem of AI-driven tools to help you start and multiply new churches.

# The Problem

Current Approach Can't Scale to Meet the Need

**THOUSANDS OF NEW CHURCHES  
ARE NEEDED PER YEAR**

Just to keep up with a growing population,  
church closures, and religious decline

## THE GLOBAL POPULATION IS INCREASING

and is expected to be  
9.7 billion in 2050,  
compared to today's  
8.1 billion

## THOUSANDS OF CHURCHES CLOSE EVERY YEAR

and not enough are  
started to take their  
place.

## DECLINE OF RELIGIOUS AFFILIATION

is a worldwide trend,  
particularly extreme  
in North America and  
Europe.



We know the stats. And these stats from the Pinetops Foundation are pre-pandemic.

3700 church closures/year. 8000 new churches needed (in the U.S. alone!) JUST TO KEEP UP with population growth.

We know this was impacted by the pandemic. Anecdotally we've seen fewer churches starting per year post-pandemic.

Combine those stats with population growth and the decline of Christianity.

Our current approaches can't scale to meet the need.



# The Problem

Current Approach Can't Scale to Meet the Need

- Financial realities of scaling are unfeasible and unrealistic
- Example: 10x # of churches means scaling staff and budget by 10x.
- Current pipelines built to support current models.



Let's assume our current approach could scale to meet the meet the need.

The financial realities alone are unrealistic.

Think about your organization's budget. Would it be realistic or feasible to double it? Can we grow our budgets and personnel by 100%? 2x? All of us would at least need to double our budgets and personnel just to keep up with the number of new churches needed.

But what if Stadia doesn't hold up our end of the deal? Then another org has to pick up the slack and you have to grow your budget by 3x or 5x or 10x... See the problem? We're talking about throwing around millions of dollars and hundreds of staff personnel here just to try and keep up with population growth, church closures, and the decline of affiliation with organized religion.

Is this realistic? Is this feasible?

Okay. Last bullet point here. I love this bullet point. Because this is not the doom and gloom of population growth, etc.

This contains hope for the future, it's creating space for missional imagination and what God might do...

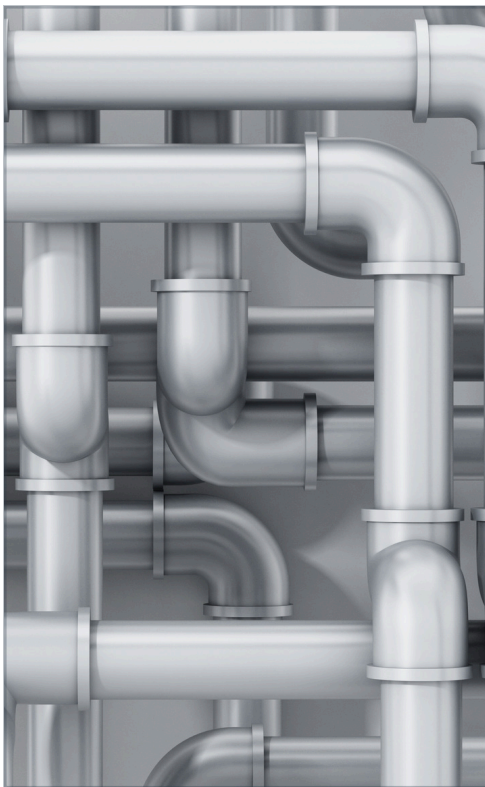
Our current pipelines were built to support the traditional large-gathering model. As new models are emerging, the pipelines aren't built to support them, and in some cases, can even be

detrimental.

Example: Take co-vocational ministry. If you look at our traditional model pipeline, it's built for full-time pastors with a team. If you make a co-vocational planter do all of those things, they will have way less time for making disciples and developing leaders.

It would be like trying to put natural gas in a pipeline that was designed to carry water. They're both pipes. At best it would be inefficient, at worst it would be dangerous. But at the end of the day, they're two pipelines built to handle completely different natural materials.





# The Problem

Current Approach Can't Scale to Meet the Need

- How can we rapidly increase the starting and multiplying of new churches?
- What if the time it took to go from the Spirit calling someone to start a church to that church starting was days instead of years?
- What if you could challenge a leader to start a new church, and they could go start it tomorrow?



Even with many pipelines from multiple church planting organizations, we can only put so much water in a pipe.

Our pipeline structures are limiting.

What if the Holy Spirit moved?

Our studies suggest that roughly 20% of U.S. adult population could be "wired" to start the kinds of churches we're starting now.

20% of the U.S. population is almost 52 million people!

What if the Holy Spirit moved and brought even thousands more people into our pipelines? Would we be ready? Could we handle the capacity?

And what if we could not only increase capacity, but what if we could decrease the time it takes to get someone from the Spirit's calling to starting a church?

We need a new model.

# Disruptor: AI

**Artificial Intelligence Is Changing The World And Your Business**

OpenAI's GPT-powered chatbot, ChatGPT, launched in November 2022, gained 100 million users by January.

***The New Chatbots Could Change the World. Can You Trust Them?***



November 2022: ChatGPT launched. 100 million users in 3 months. Generative AI has become a major disruptor.

And this came at a time when tech innovation seemed to be slowing down. Moore's Law was slowing down (processing power roughly doubles every two years, at least from 1970s through the 2010s). But it had plateaued.

The rate of innovation is massively accelerating again due to advancements in AI (not just generative AI, but general AI, machine learning, etc).

# Kipos: New Solution to Old Problems

Kipos is Greek for garden and will be a **versatile suite of AI-powered tools** tailored for each phase of the church planting journey and **designed for both standalone and integrated use**, accelerating development timelines and opening up broader market possibilities beyond church planting alone.



What if we could harness the power of AI to create a new platform and tools to accelerate the number of new churches started and help the church leaders who start them to be well-equipped and healthy?

"Versatile" - because people can use just one tool or multiple tools (like Microsoft Office suite. Can use just Word, but also PowerPoint, excel, etc.) Could also be described as "dynamic," "modular," "plug and play" tools or solutions that work according to your church multiplication needs.

"For each phase" – separate tools go along with each phase of the church planting journey: for discovery, startup, new church growth and multiplication, etc.

"Stand alone or integrated" – again, think about the relationship between the Microsoft Office tools. Word, PPT, and Excel work together, but can also be used separately.

"Accelerating development" - since new tools can be released separately for each phase, we're not waiting years to develop just one tool that can do all phases.

"Opening up broader market" - some of the tools will be useful to leadership assessment, growth, and development in general and not just church planters, so there are larger and different markets potentially for some of the tools (especially for the established church leaders we work with on a regular basis to create a pipeline of potential church planters and fund the work of stadia). Will the term "market" feel weird or too "business-y" to church leaders?

# Why AI?

## Pastors aren't pastors anymore



Perhaps one of the powerful reasons to utilize AI, and why we've seen so many pastors and churches start to use it already, is because pastors aren't just pastors anymore.

Expect them to be business leaders, marketing gurus, social media experts, influencers. The pandemic didn't make it any easier. Add livestreamer, broadcast producer, etc.

We need people who are business savvy, but what about a person who is called into ministry who can't carry the weight of these other expectations? Or are we okay with the pastor burnout stats that suggest that basically half of pastors have seriously considered quitting full-time ministry in the last year?

Studies: AI increases productivity (40%) and creativity (8-9%).

<https://blog.church.tech/generative-ai-a-catalyst-for-creativity-in-the-church-17effd0295f2>

Increases time to be a pastor by 40%(!)

<https://blog.church.tech/ai-and-productivity-a-new-chapter-in-church-operations-d486b7fe0ba2>

How much time do you spend with people vs. time doing other stuff?

What do you think it should be?

About 70% computer, 30% people (study by Stadia's Doug Foltz). What if we could reverse that? What impact would that have on the church?





# How Can Kipos Help?

**“Scarcity is often contextual. Imagine a giant orange tree packed with fruit. If I pluck all the oranges from the lower branches, I am effectively out of accessible fruit. From my limited perspective, oranges are now scarce. But once someone invents a piece of technology called a ladder, I’ve suddenly got new reach. Problem solved. Technology is a resource-liberating mechanism. It can make the once scarce the now abundant...**

**When seen through the lens of technology, few resources are truly scarce; they’re mainly inaccessible. Yet the threat of scarcity still dominates our worldview.”**

*from Peter H. Diamandis, “Abundance: The Future Is Better Than You Think”*

How could we apply this quote to the challenge of lacking leaders to start new churches?

[Note: Discussion points and notes for discussion on next page.]



# How Can Kipos Help?

- **Reframe Scarcity As Inaccessibility**
- **Technology As Opportunity**
- **Expanding Reach and Capability**
- **Empowering a Broader Group**
- **Continual Evolution and Improvement**

*Technology can be a powerful tool to make what seems scarce (in this case, church leaders) more accessible and abundant, by empowering more individuals to take on leadership roles with the support of advanced tools.*

This quote from Peter Diamandis highlights how technology can transform our perception and accessibility of resources. When applied to the challenge of lacking leaders to start churches, where the technology in question is generative AI, several key insights emerge:

**Reframing Scarcity as Inaccessibility:** Just as the oranges on the higher branches aren't scarce but simply inaccessible, the shortage of church leaders might not be a true scarcity. It could be a matter of accessibility to the right tools, training, or platforms.

**Technology as a Opportunity:** In the orange tree analogy, the ladder revolutionizes fruit gathering. Similarly, generative AI can be a game-changing tool in church planting. It can assist in tasks that are time-consuming or require specialized skills, such as preparing sermons, educational content, or managing community outreach, thereby reducing the burden on leaders.

**Expanding Reach and Capability:** Just as a ladder extends physical reach, generative AI can expand the intellectual and operational reach of potential church leaders. It can help individuals who may not have traditional theological training to access and interpret religious texts, create meaningful sermons, or manage community interactions.

**Empowering a Broader Group of Leaders:** The ladder makes orange picking possible for more people. Similarly, AI could democratize church leadership, enabling a wider range of individuals to lead and contribute, regardless of their background or geographical location.

**Continual Evolution and Improvement:** Just as technology evolves (from ladders to more



sophisticated picking tools), the application of AI in church planting and management would evolve. This continuous improvement could lead to more efficient and effective church management and community engagement.

In summary, applying Diamandis's perspective to the use of generative AI in church planting suggests that the technology can be a powerful tool to make what seems scarce (in this case, church leaders) more accessible and abundant, by empowering more individuals to take on leadership roles with the support of advanced tools.

# Church Leader Copilot

- Enhanced management and assessment tools for potential and current church leaders.
- Many use cases. Includes not just church planters, but useful for ANY church leader to assess staff, leaders, planters, etc.
- The value of these tools is not just in what they offer to church leaders, but the data they gather



Two prototypes currently in development

## #1 - Church Leader Copilot

We have developed tools based on assessments (APEST, StrengthsFinder, Prepare-Enrich, Stadia's Church Planting Competencies, etc.) which serve as a proof of concept as we work toward a prototype of this tool. Stadia is currently testing these internally.

Envisioned to include assessments and evaluations similar to Stadia's Discovery phase.

We want to lead with this assessment tool because it has a broad application to church leadership in general.

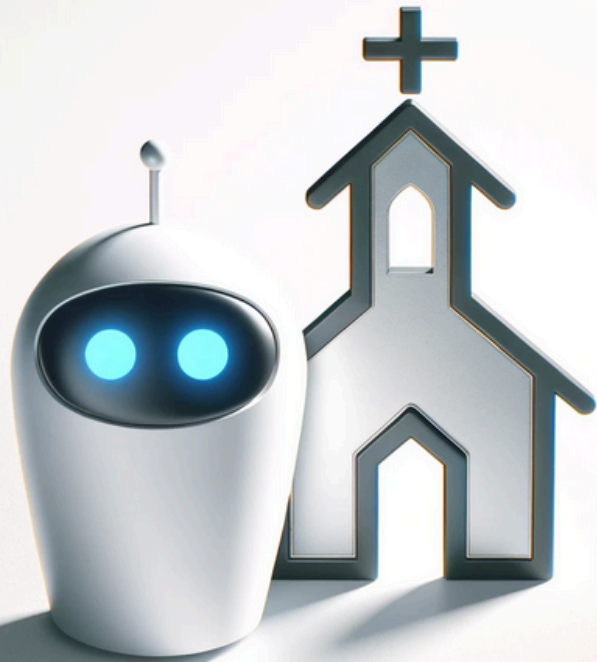
These tools will get better and our services will get better the more data points we have.

The next product we're working on is more niche, for church planters specifically.

# Church Planting Copilot

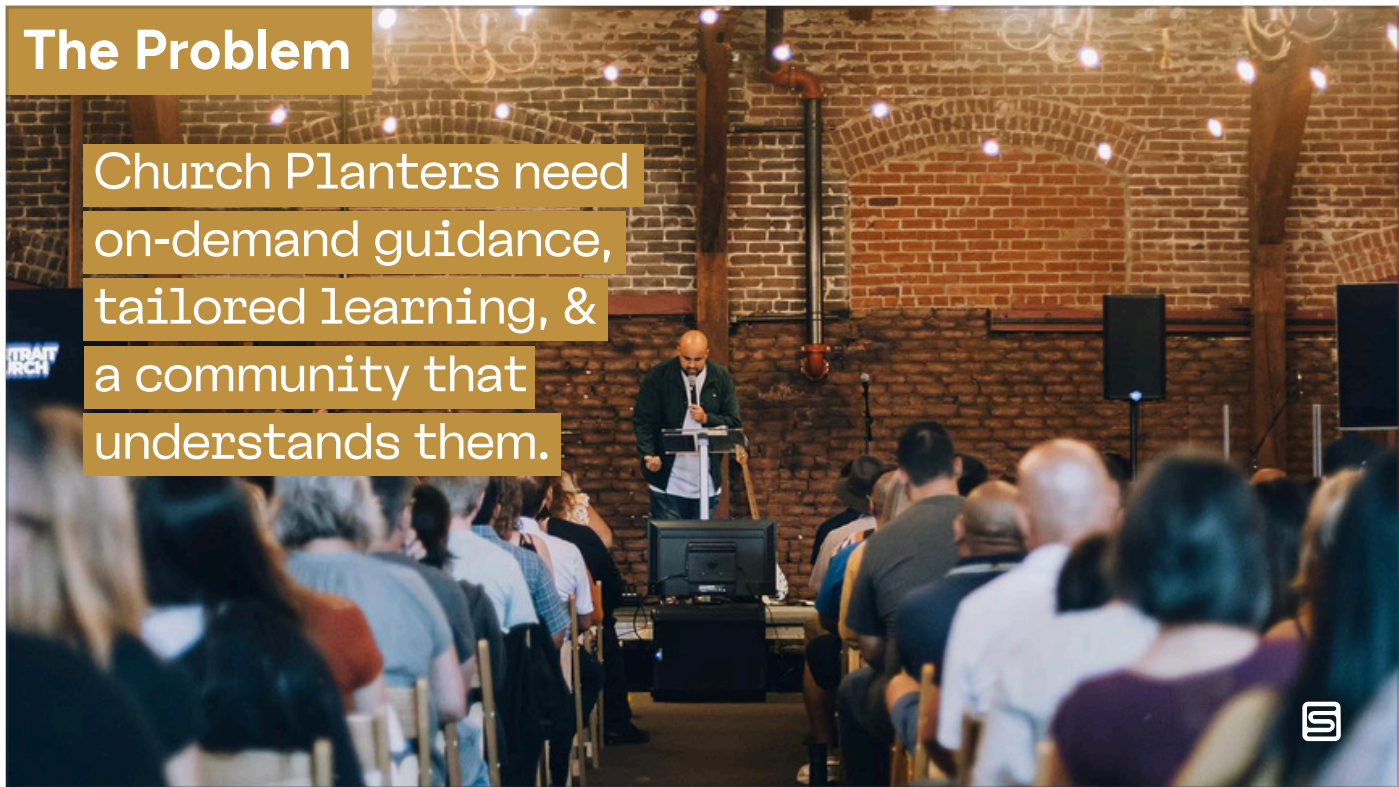
## The Digital Church Startup Assistant

for individuals, networks,  
and denominations



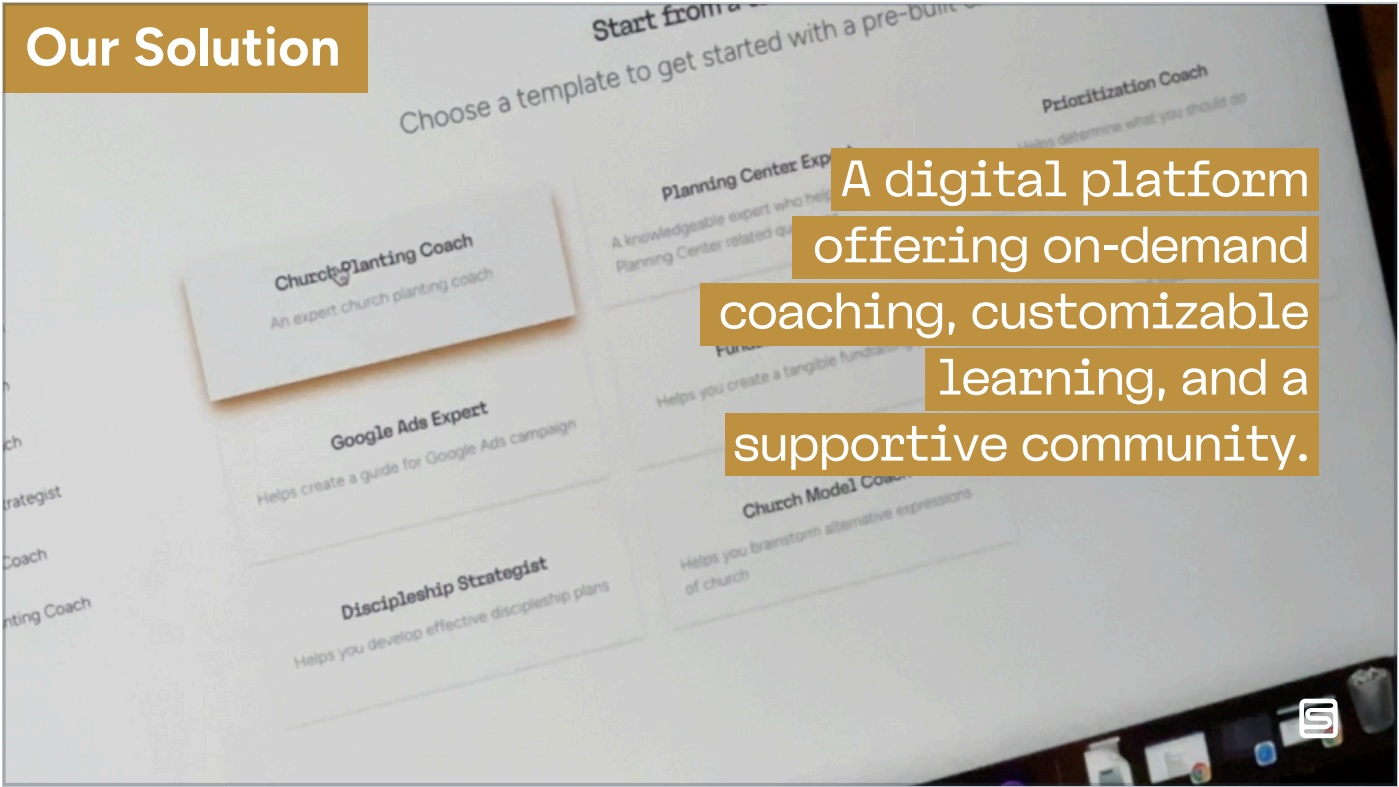
## The Problem

Church Planters need on-demand guidance, tailored learning, & a community that understands them.



[background pic: Jay Stovall Portrait Church Redlands CA launched 9/23]

## Our Solution



A digital platform offering on-demand coaching, customizable learning, and a supportive community.

[background: screenshot of prototype Church Planting Copilot]

Meet Church Planting Copilot, an AI powered coach developed by Stadia, a global leader in church planting services, to assist planters, networks, and denominations in starting new churches. We're in the middle of a revolutionary disruption in the history of the church. This disruption is changing church as we know it.

Now, more than ever, it's important that starting new churches is the priority of every denomination, church, and Christian. Stadia's Church Planting Copilot can come alongside each of these potential users. Our AI model, built on two decades of church planting experience, offers specialized coaching and expert consulting.

It can guide new church leaders on setting priorities, managing volunteers, building ad campaigns, and developing strategies for discipleship and outreach, from anywhere, at any time, on any device. Imagine an AI coach who could get potential new church leaders from vision to execution quickly. What if AI could free up time for the church planter to focus on the relational work of discipleship and evangelism?

And what if this tool could undergird the faith ecosystem around the world by helping to build the foundation of new churches needed to grow and multiply it? Say goodbye to the overwhelming details of church planting and hello to Church Planting Copilot.



## Traction & Feedback



We have developed proofs of concept and are in the process of prototyping and soliciting feedback. Early prototypes have received overwhelmingly positive feedback from church planters and church planting experts.



[after summarizing text on slide]

Want to see it in action? Let's interact with this prototype of church planting copilot

[Cue up demo and click on "proof of concept." Make sure you're logged into [churchplantingcopilot.com](https://churchplantingcopilot.com) in advance to avoid delays. For best luck with prototype, use personal email to avoid spam filtering by stadia email address.]

## New Tech, Decades of Experience

**Kipos tools** fuse new technology with decades of wisdom, experience, and expertise to help start churches and resource church leaders on an entirely different scale than ever before.



Think about the number of years of church planting experience you or your organization represent s.

Add up the years of experience represented on your team.

Stadia as an organization is now over 20 years old, and all of this experience is going into these AI-enhanced tools.

These tools allow you to put the total number of years of experience you have in the hands of any church planter. You're good at urban church planting, you're good at micro church, you're good at first generation Indian church planting, etc.

The AI can understand all of that and provide exactly what the church planter needs when they need it. It allows organizations to focus on actually discipling and pouring into the church planter relationally.

The dream is that this isn't just a Stadia-only tool. There's a limit to our experience and resources. You will be able to put your knowledge, expertise, and training into the tool-- and when you do, the AI learns from it and makes it available to ALL.

We don't all have to become experts in new or every model of church planting. (That's thinking like a pipeline.)



If you're a network leader or district superintendent, this allows you to focus on vision casting in the local church and building discipling relationships with church planters.

Access to this experience also brings with it access to interact with experts in the field in a way that never would've been possible before.

## Let's Collaborate

**Together, we can empower countless church planters.**

The next phase will require an investment of \$500k to build the infrastructure and features necessary to facilitate scaling use.



So we hope you're hearing this, understanding the why behind the platform model with ai integration, and maybe you are interested in working together with Stadia on this. We want to collaborate, just like content and coaches on the first iteration of the kijos app is from multiple partners, we would love these tools to represent collaboration among different churches and church planting organizations.

We are looking for partners to help with the startup costs of building it. We will also look to cover ongoing expenses through the platform. If you're interested in participating, let's connect.

This phase of development will require an investment of \$500k to build the infrastructure necessary to build the features that will facilitate scaling use.