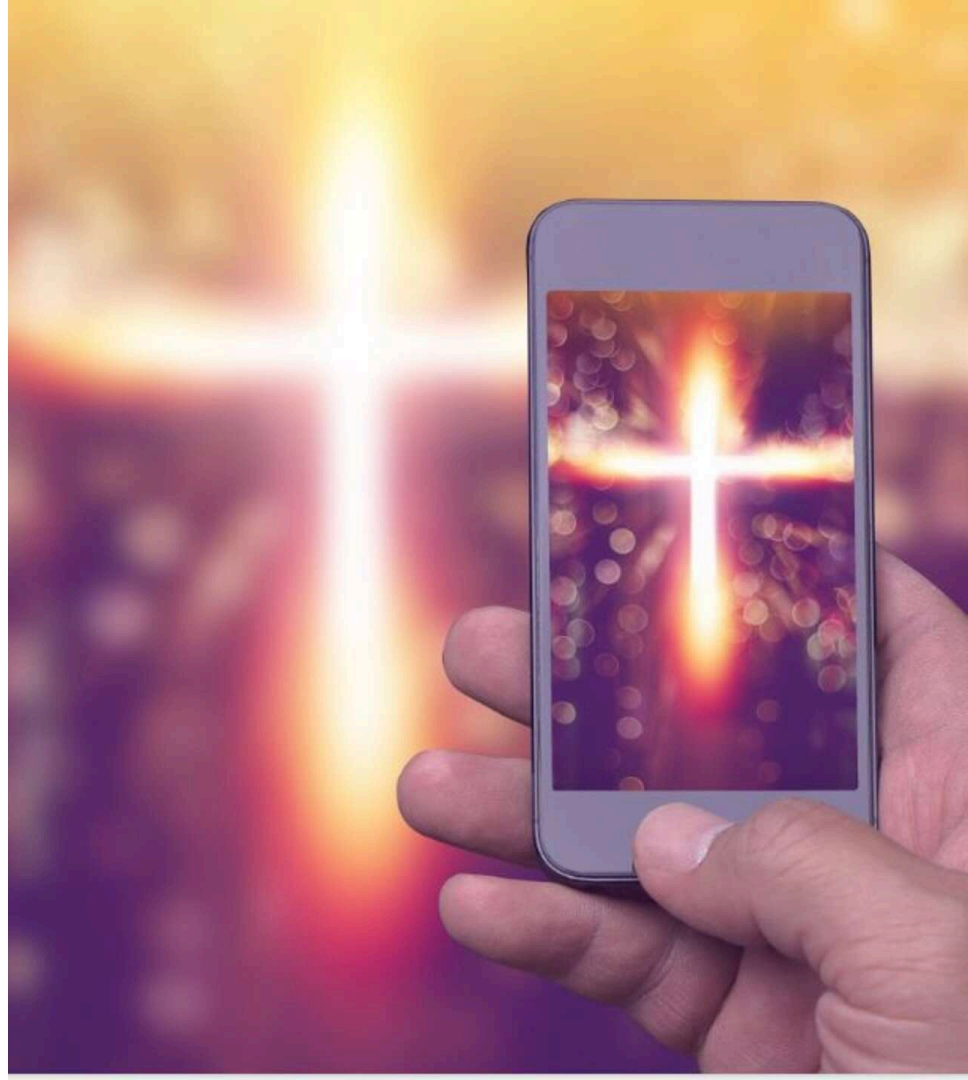


# The Virtual Church by AvinuMedia

## The Digital Transformation of the Church

Investor Presentation, December 2020





# Vision & Mission

Avinu Media's mission is to transform the way churches operate and give them a new and powerful way to service their members while preserving their income and vitality and approaching new audiences and existing audiences in a new way

Avinu Media aims to become the leading international provider of the "Virtual Church" - a platform including live broadcasting of services, virtual Bible classes, educational interactive biblical content, and faith & family streaming video on demand.

# The Church World is Changing Dramatically

Compedia and Crossflix have joined forces to create the ultimate Virtual Church. This platform includes hundreds of hours of interactive Bible content, hundreds of top faith and family movies, live streaming to unlimited numbers of viewers, and social environment.

We make the church relevant and engage for the new millennials.

# The Effect of Covid-19

The current Coronavirus pandemic situation has caused the closure of Churches and an existential threat to their future.

Churches now understand they must re-invent their role as the source of faith and education for the congregation and quickly transform to provide digital services to their members.



'Things Will Never Be The Same.' How The Pandemic Has Changed Worship

May 20, 2020 · 9:21 AM ET

<https://www.npr.org/2020/05/20/858918339/things-will-never-be-the-same-how-the-pandemic-has-changed-worship>

# About Avinu Media Inc.

**Avinu Media Inc.** is a joint venture between **Compedia** and **Crossflix**, combining world leaders in online technologies and faith-based content. Avinu Media will distribute the Virtual Church all over the world. Initially, penetrating the USA market, which includes several segments (Christian Evangelical, Catholic, Lutheran, and more) and In parallel, Avinu Media will explore and promote significant opportunities that arose in the international Catholic market, and in South-Africa.

# Market Overview

Christian Market

Church Market

Related Market Trends

The Need

# Huge Christian Market

**2.2 Billion**

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Christianity is by far the world's largest religion, with an estimated 2.2 billion adherents. [1]

**247 Million**

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There are 247 million Christians in the US.

**\$1.2 Trillion**

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Faith Economy in US worth \$1.2 trillion a year, equivalent to the 15th largest national economy in the world.[2]

# Significant Church Market in the USA



380 thousand churches, most of them have 100 to 200 members. [1]



1,500 mega churches with 2000 members or more. [2]



150 TV ministries with millions of viewers. [3]

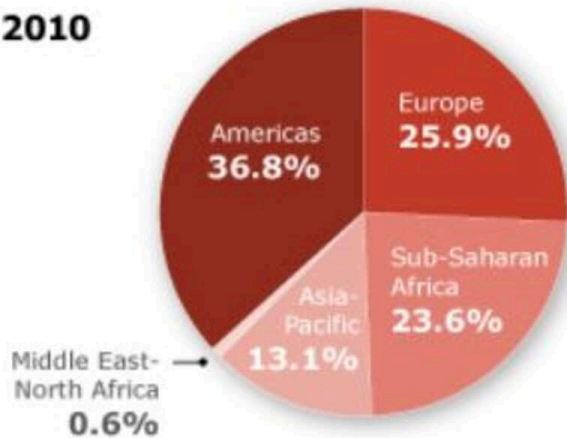
Religious organizations business size in the USA is \$131 Billion. [4]



# Huge Christian Market Worldwide

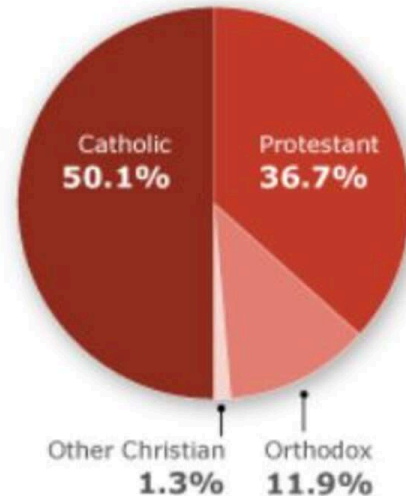
## Regional Distribution

2010



## Major Christian Traditions

*Percentage of Christian population that is ...*



# Related Market Trends



US consumers are ditching traditional TV in favor of over-the-top (OTT) video services like Netflix, Amazon Prime and such.[1]



Millennials require engagement and social activities and are abandoning traditional TV. [2]



The E-Learning Industry growing strongly, assisted by emerging digital and interactive technologies and will reach US \$325 billion by 2025. [3]

# Urgent Need for Services and Content



## **Churches**

There is a huge and urgent demand for an immersive and easy to use solution to serve the needs of churches to broadcast their services, conduct their Sunday classes online, and provide their members with added value like interactive and SVOD content based on their religious preferences.



## **Christian Families**

The Christian audience is keenly seeking new ways to participate in church services, and for more video and interactive content that promotes conservative, family values to use at home. They regard the content available on Netflix and mainstream TV as violent and inappropriate to their standards.

# The Product - The Virtual Church

The Virtual Church will be a holistic solution that includes live streaming, virtual classroom, interactive content, streaming video on demand, social network and one-click fundraising

# CROSSFLIX PLUS - THE VIRTUAL CHURCH



## VIRTUAL CHURCH STREAM™

Live Service Broadcast



## VIRTUAL CHURCH CLASSROOM™

Virtual Sunday School  
Classroom



## VIRTUAL CHURCH FEED™

Private Social Network



## VIRTUAL CHURCH VOD™

Faith & Family Streaming  
Video on Demand



## VIRTUAL CHURCH INTERACTIVE™

Interactive Digital Biblical  
Learning Content



## VIRTUAL CHURCH DONATE™

One-click Fundraising

## VIRTUAL CHURCH STREAM™

Live broadcast of church services, sermons, and events.

The church can broadcast to a practically unlimited number of viewers.

After the broadcast, recording is stored on our servers and is available for additional viewing by any church member.



# VIRTUAL CHURCH STREAM™

Live virtual Bible classes that simulate a real class by integrating web conferencing and teaching tools.

Enables the church to conduct Sunday school classes or adult Bible classes, or any other type of web conferencing, securely and easily.





# ▶ VIRTUAL CHURCH VOD™

Streaming video on demand channel with over 3000 faith and family quality titles

Works on any platform: Smart TVs, streamers (Roku, Apple TV, Chromecast, Fire TV), smartphones, desktops

White-label: content, look & feel fully customizable to the needs of every denomination or mega-church

Powered by



Featuring:



Featuring: Dean Cain



Featuring: Louis Gossett Jr.



Featuring:



Featuring:



Featuring:



# VIRTUAL CHURCH VOD™

Customer Support: 800-800-8000

SIGN UP

MY ACCOUNT

Faith & Family Movies,  
Kids Biblical Education,  
and Crossflix Originals

WATCH EVERYWHERE. CANCEL ANYTIME.

JOIN FREE FOR 30 DAYS

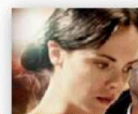
iOS

tv

chromecast

fireTV

Roku TV





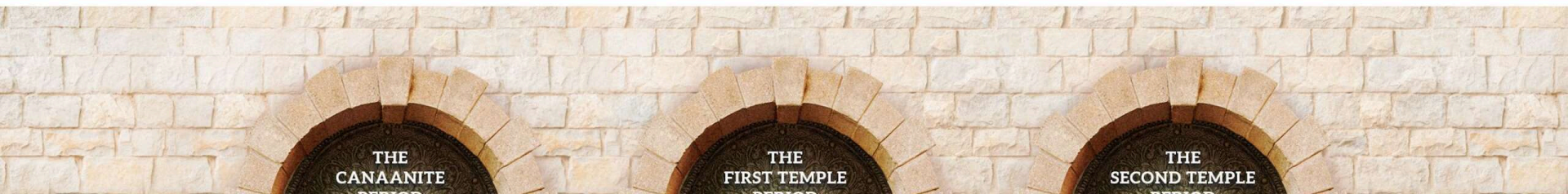
# VIRTUAL CHURCH INTERACTIVE™

Interactive, engaging biblical content, and faith and family-safe general education.

Utilizes Compedia assets including its extensive library of faith based advanced interactive and immersive (3D and VR) content, together with its unique technologies.

Targeting families, lifelong learners, students, teachers, pastors and the general public

Powered by





# The Bible Impact on Culture

★★★★★ 5 (1,072)

+ My List

View

See how stories of the Hebrew Bible have impacted and influenced Western culture. Learn how the Bible has affected painters, composers, law-makers and more.

Continue Learning ....

Genesis. lesson 2/31



Architecture in Time. lesson 4/10



Babylon exile. lesson 5/7

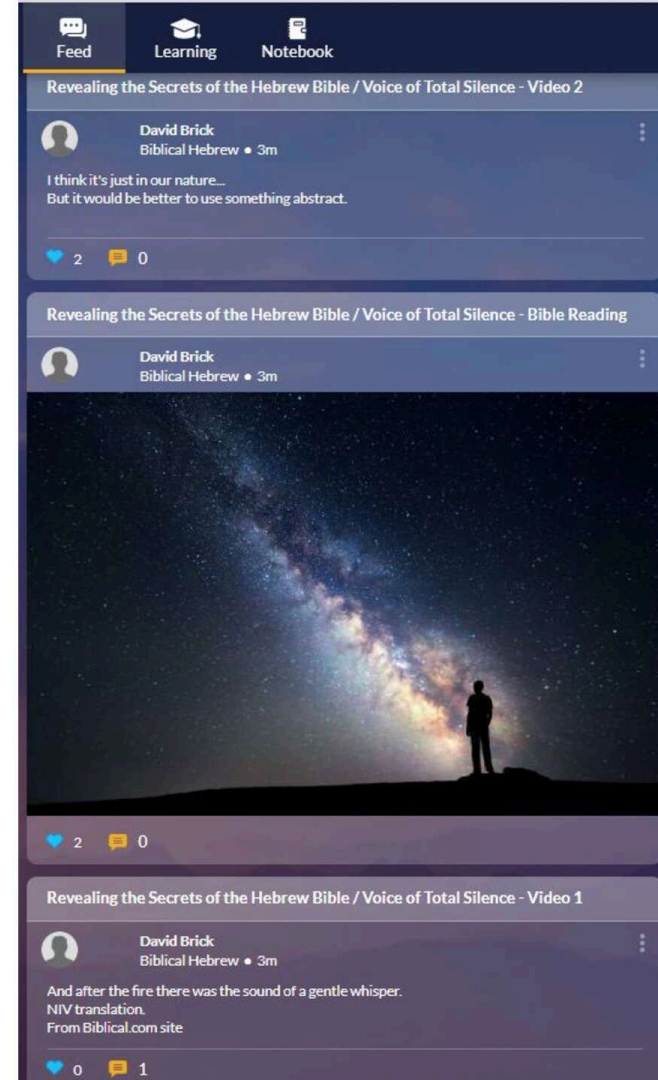


## VIRTUAL CHURCH DONATE™

One-click Fundraising provides the church with the capability to fundraise from its members for special missions or collect their tithes online and securely

# ≡# VIRTUAL CHURCH FEED™

Secure, private, and church-controlled social feed for the entire congregation. The church can use this social network to announce its activities, and members of the congregation can post their messages and share it with other members in this safe, easy to use environment




# Marketing & Sales Strategy

- Competitive Landscape
- SWOT
- Business Model Canvas
- Go-to-Market Strategy
- Marketing Plan



# Competitive Analysis - Major Advantages to AvinuMedia's Virtual Church

	 <b>AvinuMedia</b>	Various Ministries (like God TV)	Pureflix	RightNow Media	Various Live Streaming Providers	Various Donation Collection Solutions
Educational, Interactive & Immersive Content	Huge amounts of immersive content	Limited amount of non-interactive content	X	X	X	X
Streaming VOD faith & family titles	3000 Titles	Limited amount	1500 Titles	20,000 short, talking head videos	X	X
Live webcasting	V	X	X	X	V	X
Live virtual class	V	X	X	X	X	X
One-click donation	V	X	X	X	X	X
White label solution	V	V	X	V	V	V
Customization of content	V	X	X	X	X	X
Works on any web enabled device	V	X	X	X	X	X
Multi-lingual	V	X	X	X	X	X

# SWOT Analysis

## STRENGTHS

- A full suite of solution under one platform
- High-quality, immersive digital content
- Huge selection of video titles
- High level of brand and content customization

## WEAKNESSES

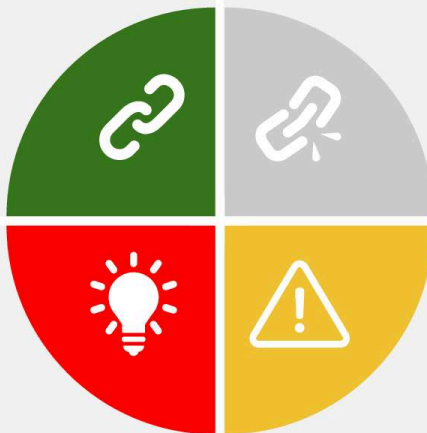
- Pricing could be steep for small churches
- Penetration would take time
- Marketing dollars - need investment

## OPPORTUNITIES

- Coronavirus implications are changing the Ministry market and driving it online
- No similar solution in the market
- Good relationships with opinion leaders, and good reputation and references










## THREATS

- Competition on part of the offering (RightNow media, Live Broadcasting, Fundraising)
- Churches are slow to change or adapt
- Free, non-branded tools





# Business Model Canvas

<p>Key Partners </p> <ul style="list-style-type: none"> <li>• Key influencers</li> <li>• Denominations</li> <li>• Church software &amp; service providers</li> <li>• Affiliates</li> </ul>	<p>Key Activities </p> <ul style="list-style-type: none"> <li>• Sales &amp; Marketing</li> <li>• R&amp;D, Innovation</li> <li>• Customer success</li> <li>• IP &amp; Brand management</li> </ul> <p>Key Resources </p> <ul style="list-style-type: none"> <li>• HR</li> <li>• Content</li> <li>• Cloud infrastructure</li> <li>• IP and trademarks</li> <li>• Working capital</li> </ul>	<p>Value Propositions </p> <ul style="list-style-type: none"> <li>• Full Solution - live broadcast, interactive education and video streaming</li> <li>• Customized per Church</li> <li>• Vast existing content</li> <li>• Company with Biblical values</li> <li>• Recommended by Christian opinion leaders</li> </ul>	<p>Customer Relationships </p> <ul style="list-style-type: none"> <li>• Customer assistance in deployment</li> <li>• Co-creation of content</li> <li>• Flexibility in pricing</li> </ul> <p>Channels </p> <ul style="list-style-type: none"> <li>• Grassroot marketing</li> <li>• Opinion leaders</li> <li>• Social media</li> <li>• Exhibitions and events</li> <li>• Denominations</li> <li>• TV and web affiliates</li> </ul>	<p>Customer Segments </p> <p>Primary - Ministries, white label</p> <ul style="list-style-type: none"> <li>- Small Churches</li> <li>- Mega-Churches</li> <li>- TV Ministries</li> </ul> <p>Secondary - B2C:</p> <ul style="list-style-type: none"> <li>- Crossflix</li> <li>- Hila</li> </ul>
<p>Cost Structure </p> <ul style="list-style-type: none"> <li>• Business structure - value driven - providing quality service and content</li> <li>• Cost structure - economies of scale</li> </ul>			<p>Revenue Streams </p> <ul style="list-style-type: none"> <li>• Subscriptions fees</li> <li>• Premium sales upgrades</li> <li>• Setup fee</li> <li>• Payment processing fees (donations)</li> </ul>	

# Go To Market Strategy

## Product -What are we selling?

A full suite of Live Broadcast, Interactive and VOD content and One-Click fundraising



WHAT



WHO

## Segments - Who are we selling to?

TV Ministries  
Mega Churches  
Small to Medium Churches

## Channels - How will we reach our market

Opinion leaders  
Exhibitions and events  
Denominations

HOW



WHERE

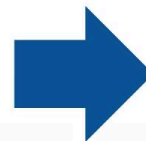
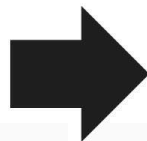


## Promotion - Where will we promote our product?

Social media  
Grassroot marketing  
TV and web affiliates

Go To Market

# Marketing Plan



## Targeting

1. Start with TV and Mega-Churches
2. Reach out the head Pastor through connections. Decision making is fast.
3. Any ministry that joins that platform brings many users and excellent PR

## Strategic Partnerships / Channel

1. Channels: Opinion leaders like Ben Graham and others
2. Strategy: present a customized and ready-to-sell product
3. Leverage the Museum of the Bible (Green Family) relationships

## Marketing

1. Reach out to Pastors and denomination leaders through connections and personal approach
2. Public version to be promoted via cooperation with existing Christian channels and social media leaders

## Customer Retention

1. Allow ministries to upload their own services and educational resources.
2. Annual, auto-renewing subscription plan
3. Life-time value of a customer is at least five years (ministries are very slow to change)
4. Churches have recurring income from Premium services

# Financials and Investment

# Product Pricing

Sliding-scale annual subscription per ministry  
based on member size

Premium product like new movies or premium  
courses

Professional services - create customized  
content, provide training

Church Size (up to)	Basic setup fee	Monthly Subscription Fee
100	\$2,000.00	\$ 399
200	\$2,000.00	\$ 539
300	\$2,000.00	\$ 679
400	\$2,000.00	\$ 799
500	\$2,000.00	\$ 899
1000	\$2,000.00	\$ 1,499
2000	\$2,000.00	\$ 2,599
3000	\$2,000.00	\$ 3,499
4000	\$2,000.00	\$ 4,199
5000	\$2,000.00	\$ 4,699
10000	\$2,000.00	\$ 8,199

# Financial Forecast

<u>1. PROFIT FORECAST</u>	Note	Year 1	Year 2	Year 3	Year 4	Year 5
		\$000	\$000	\$000	\$000	\$000
Sales	2	1,537	7,684	15,087	29,455	53,913
Direct Costs	3	567	5,146	7,570	12,103	19,836
GROSS PROFIT		970	2,538	7,517	17,352	34,077
Gross Profit %		63.11%	33.03%	49.82%	58.91%	63.21%
Marketing	4	824	1,508	2,073	3,241	4,916
Development	5	1,863	2,432	2,814	3,197	3,388
General & Admin.	6	715	845	892	1,039	1,106
Operating Expenses		3,402	4,785	5,779	7,477	9,410
OPERATING RESULT		(2,432)	(2,247)	1,738	9,875	24,666
Corporate Tax	20%				1,387	4,933
RESULT AFTER TAX		(2,432)	(2,247)	1,738	8,488	19,733
COMMULATIVE RESULTS AFTER TAX		(2,432)	(4,679)	(2,941)	5,547	25,280
Gross Profit %		63%	33%	50%	59%	63%
Sales per Employee		99,139	349,274	580,286	920,457	1,497,589
NET CASH FLOW		(2,367)	(2,305)	1,382	8,139	18,445
CUMULATIVE CASH FLOW		(2,367)	(4,672)	(3,290)	4,849	23,294

Disclaimer: these are projections and cannot be guaranteed.

# Investment Opportunity

Investment Required: US \$1 million

Exit Strategy: Public Offering or Buyout

# Corporate

Management Team

Founding Member - Christ Vue

Founding Member - Compedia



# Management Team

**CEO**



**Gil Ilutowich**

**Co-CEO, Chairman of the Board, Compedia**

For over 30 years Gil supervised and managed the sales and marketing that generated more than 50 million dollars in sales into educational markets.

**COO**



**Ilan Goldberg**

**Co-founder, COO, Compedia**

Responsible for the operation and projects management. 30 years of experience in managing many large scale projects encompassing AR/VR, and Learning Management Systems.

**CTO**



**Shai Newman**

**Co-founder, CTO, Compedia**

Responsible for technology and innovation in the company. Shai initiated and managed technology cooperation projects with Microsoft, RARE/NINTENDO, News Corp, Intel, Microsoft and others.

**President**

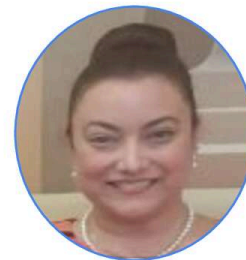


**Alan Mehrez**

**Co-founder and CEO of**

**Crossflix** Formerly headed Film Production and Sales and Acquisitions for F.M. Entertainment.

**Executive Vice President**



**Aileen Rodriguez Mehrez**

**Co-founder Executive VP of**

**Crossflix**, many years' experience in TV and studio film productions, distribution and sales.

# Founding Partner: Christ Vue



- Family friendly SVOD channel with over 2,000 subscribers.
- Launched in 2016 by former Hollywood movie producer and director Alan Mehrez.
- Mission to spread and strengthen faith in Christ through the best video entertainment and Biblical education for adults and children.
- Accessible 24/7, ensuring that families are watching inspiring, uplifting content that is clean and curated.
- Addresses the scarcity of quality movies and other content suitable for Christians on Netflix or other mainstream networks.
- Recognized as a leader in Christian streaming, providing the best movies on the market. It offers literally thousands of documentaries, educational videos, and the best Christian movies to choose from.



# Founding Partner: Compedia



- Founded in 1988, over 100 highly skilled employees.
- Expertise in cutting-edge educational technologies including augmented reality, virtual reality and advanced learning management systems.
- World-class capabilities content development, instructional design and UX.
- Developed dozens of award-winning products currently used by millions of people in 50 countries and in 35 languages. Compedia has over, many of whom are experts in their field.
- Many years' experience developing Christian products for leading Christian organizations, developing digital curricula for kindergarten up to college on biblical subjects, from both the Hebrew Bible and the New Testament.
- Strategic partnership with Museum of the Bible in Washington DC, as part of which it developed a variety of digital curriculum for high school, and interactive systems and content for the museum visitors.





# Thank you, and we pray you'll join our journey!

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## INVESTMENT RISKS

All investments, including early stage companies, is speculative in nature and involves substantial risk of loss. We encourage our investors to invest carefully. We also encourage investors to get personal advice from your professional investment advisor and to make independent investigations before acting on information that we publish. Much of our information is derived directly from information published by companies or submitted to governmental agencies on which we believe are reliable but are without our independent verification. Therefore, we cannot assure you that the information is accurate or complete. We do not in any way warrant or guarantee the success of any action you take in reliance on our statements or recommendations.

