



MISSION STATEMENT

WHAT IS CUURIO?

Cuurio is a Christian nonprofit that leverages proprietary new-paradigm cutting-edge technology to reach people around the world with the gospel of Jesus as they search online for help with felt needs.

PROCESS

Cuurio strategically develops and disperses content globally online. The searcher is presented with the plan of salvation, followed by a connection to a vetted local body of believers, with multiple CTAs along the way.

PARTNERSHIPS

Cuurio partners with churches, para-church organizations and influencers to leverage the hard work they've already done and are doing to potentially reach millions they would otherwise be unable to reach.

Cuurio leverages big data, A.I., and proprietary technology to meet people at their point of need, present them with the gospel, and connect them to a local body of believers.

THE CUURIO PLEDGE

For the past 20 years, the Cuurio team has invested hundreds of thousands of dollars and countless hours developing a technology that enables us to share the good news with the world in a whole new way, at a previously impossible level of effectiveness.

That's why we pledge to leverage every resource available to attain our goal of reaching at least 1 billion people all around the world with the message of Jesus, utilizing this incredible cutting-edge proprietary technology alongside the extraordinary team that God has brought together specifically for this purpose.

PROOF OF CONCEPT

GOAL

The goal of our 12-month beta test was to determine if the Cuurio concept was not only viable, but also cost-effective and logistically achievable.

SETUP

Cuurio produced 40+ engagement assets in as many categories and deployed them strategically within the Cuurio multi-platform system.

RESULTS

6-month mark:	132k engagements
10-month mark:	299k engagements
12-month mark:	423k engagements

CONCLUSION

The Cuurio process represents a strong, reliable and effective outreach model, and merits full support and funding.



LONG TERM GOALS

THE CUURIO BHAG *(big, hairy, audacious goal)*

By leveraging our proprietary technology, Cuurio has an unprecedented opportunity to reach the world with the gospel, on a scale that has until now been unimaginable.

Our ultimate goal is to take full advantage of that reach and share the gospel of Jesus with **at least 1 billion people** all around the world, then subsequently connecting them to a vetted local body of believers for continued discipleship.

FUTURE PLANS & PROJECTS

- Accurate translation of assets into multiple languages worldwide
- Available response teams in multiple languages worldwide
- Weekly podcast
- Uber-like app connecting volunteer accredited Christian professional counselors to people seeking help, in real time
- Global prayer team
- Global outreach team
- Full stable of staff writers, video production specialists, artists, programmers, team managers, strategists, editors, content managers and designers
- Comprehensive array of systems that allows for every believer anywhere to be able to leverage their own gifts, talents, abilities and resources to be a part of Cuurio's outreach efforts
- Realization of Salt Park - Salt And Light Technology Park - an ecosystem designed to incubate, nurture, and support nonprofits at all levels; providing tech assistance and subsidized rent resulting in a unique and invaluable synergy.



BUDGET

UP UNTIL NOW

Cuurio’s beta test and proof of concept yielded extreme positive results because of the hundreds of thousands of dollars and 20 years of R&D that went into the front end. Now is the time to fully fund Cuurio and develop it into the global force for the kingdom of God that is its potential.

PROPOSED BUDGET

These numbers represent our annual needs in order to be best equipped to reach our goal of presenting the Gospel to 1 billion people within the next 10-20 years.

ANNUAL PROJECTED BUDGET NEEDS

Personnel: 2.74 M
Operating: 1.91 M
TOTAL: 4.65 M

Cuurio Projected KPI / Cost Per Engagement

	Year 1	Year 2	Year 3	Year 4	Year 5
Projected Engagements	1,000,000	2,000,000	5,000,000	10,000,000	15,000,000
Projected Budget	4,650,000	4,650,000	4,650,000	4,650,000	4,650,000
Cost Per Engagement	\$4.65	\$2.33	\$0.93	\$0.47	\$0.31
CUMULATIVE ENGAGEMENTS	1,000,000	3,000,000	8,000,000	18,000,000	33,000,000



FAQs

Will Cuurio send reports?

Since we are a tech company, Cuurio's reporting system is in place already. Every donor/participant will receive receipts with each gift, regular Cuurio updates, and a full annual report each year.



Why spend so much effort on online search?



With 5.5 billion searches happening every day on Google alone, the internet has literally turned every industry upside down, and will continue to do so. For example:

- the world's largest taxi company owns no vehicles (Uber)
- the world's largest accommodations company owns no property (Airbnb)
- the world's largest media company creates no content (Facebook)

As a result, the internet is the new frontier in reaching people with the message of Jesus, and will impact the process more than the invention of the printing press. Christians must use every means possible to fulfill the great commission, and the web is the greatest opportunity to come along in our lifetimes.

How do you get this content to rank in search?

After 20 years and over a million dollars spent in research and development, we have developed technology to help great Christ-centered content rank organically for felt-need searches, thereby leading people to the real answer – at a point where they might be the most open to the message of Jesus.



What is the cost of reaching someone through the Cuurio system?

Right now, we estimate the average cost per capita will land at around 47¢. While being more expensive at the beginning, it will drop even lower than 47¢ as efforts are multiplied and efficiency increases.

FAQs - 2

Why not just buy ads on Google?



On a given search result page, only about 4% of the clicks happen on the ads; which means 96% of the traffic goes to the organic, or non-ad results. Many businesses make millions from the 4%, but if they don't rank organically, they are missing out on connecting with 96% of their potential customers.

We want to reach as many people we can possibly reach with the good news of Jesus, so we focus on the 96%. That's why we built Cuurio.

Why not just buy ads otherwise?

Which one of these two people would you think is more likely to be open to a presentation of the gospel right now:

1 – someone who saw it on a billboard as they were driving by at 65 mph?

or

2 – someone who picked up a phone and typed “how to find hope” into a search bar?

In business speak, someone going to the trouble to search your exact product online is the hottest lead possible, and the conversion rate is much higher for those leads than it is for outbound advertising.

We want to have the biggest impact for Christ that we can, so we are focusing on that 96% with our efforts to spread the gospel.



Why focus on point-of-need searches?

When people are searching for answers to their needs or struggles, they are more open to the real solution than perhaps any other time in their life. They are literally asking Google for answers to life's problems, so they are naturally more open to answers than any other time.

How many people actually search online for help with life's struggles?

Millions. Every day. For example, the term “anxiety” gets 450,000 searches every 30 days, but combined versions of similar searches (why am I so anxious, anxiety symptoms, anxiety attack, etc.) get searched well over a million times every 30 days.

Add to that the myriad other felt needs (depression, suicide, worry, hope, fear, encouragement, addictions, sadness, love, forgiveness, divorce, anger, etc.), and the field is ripe for harvest to the tune of millions of people every day. It will take time, and a lot of help, but here is where it starts.



FAQs - 3

Isn't there enough of this kind of thing online already?



True, there is a great deal of Christian content online already, including clear presentations of the plan of salvation, countless sermons from pastors around the world, and endless writings about God's plan for lives. However, **most of them do not show up in search**, and especially not for felt needs searches. Often they will rank for searches like "men's Bible study" or "how to accept Christ" or "sermon about hope," but unchurched or non-believing users don't search such things.

We need the message of Jesus to be seen when people search things that non-Christians search, which is exactly why we built Cuurio, and why we need your help. It is literally going to take thousands working in tandem, because the world is a big place.

How will you know it's working?

There are many points along the way where we can collect engagement metrics, and we will. We know how many people have watched every video, how many clicks on every call-to-action, etc. That part is easy!



How can you guarantee that people will accept Christ through these efforts?



We can't. Nobody can guarantee anybody will accept Christ, that's up to the Holy Spirit. All we can do is what we were commanded to do in Matthew: go to the world and share the good news with them.

What we *can* guarantee is that we can present the gospel to millions of people all around the world, literally at one of the very moments they are most receptive.

FAQs - 4

How can I help?

There are 3 ways you can contribute:

1 – Money

There are many hard costs involved: servers, content creation, staff, etc., which will require actual money being spent. But since it only costs an average of 47¢ per person for Cuurio to share God’s love with people all over the world, it’s still a great deal, and will continue to get better as the platform grows in power and efficiency. Contact us and we’ll be excited to help you get involved by supporting Cuurio with your resources.

2 – Content

We are going to ultimately need thousands of people contributing content, whether it’s written, video, or otherwise. If you write great content, or have access to great Bible-based content that’s never been posted anywhere online, or would be willing to do something as simple as shoot a video of yourself on your phone giving your testimony, we would love to get you involved! Any great content, especially on the subject of specific felt needs, would be welcome, and would add to our ability to reach the world. Scroll to the bottom of this document and click on “Join the Cuurio Movement,” and we’ll be excited to help you get involved in supporting Cuurio by helping us create content.

3 – Influence

Everyone has a sphere of influence, including you. Your Facebook friends, your Instagram and Twitter followers – even your actual friends and family! You can exercise influence on a group of people, and that’s how this effort is ultimately going to reach its potential: through normal people like you, coming together and agreeing that the world needs to know about Jesus. We would be excited to help you get involved by leveraging your influence to spread the word and help Cuurio change the world!



STATEMENTS OF BELIEF

- We believe that Jesus Christ is God's only Son and only through Him can we have a relationship with God.
- We believe that even though Jesus Christ was perfect, He died on the cross for our sins.
- We believe in the physical resurrection of Jesus Christ.
- We believe the Father, Son, and Holy Spirit are three persons, but one God.
- We believe that God offers His salvation and forgiveness to anyone who is willing to accept the free gift of His grace; it is not dependent on our works.
- We believe that we receive eternal life in heaven when we receive Jesus Christ as Savior.
- We believe that all Christians have direct access to God.
- We believe a Christian fully receives the Holy Spirit when he or she becomes a believer.
- We believe in the power of prayer to affect and change lives.
- We believe Jesus Christ was born to a virgin.
- We believe when a person repents of their sin and turns by faith to Christ, they are saved by grace.
- We believe in the physical return of Christ.
- We believe a Christian cannot lose their salvation.
- We believe the Bible is the inspired word of God and without error in its original form.
- We believe in a literal heaven, hell, and a personal devil.



Thank You!



People are Searching.
We Have the Answer.

[JOIN THE CUURIO MOVEMENT](#)