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Dear New Friends,

2000 years ago, the roads built by Romans made a way for early Christians to take the good news of Jesus to the entire known world. It was the first combination of using modern “technology” to share the gospel. Then, 600 years ago, the printing press partnered with the Reformation to change the landscape of personal access to the Scripture.

**Today, we once again see an opportunity to leverage technology to accelerate gospel proclamation and disciple-making – in even the most hostile regions of the world.**

The smartphone – with over 3.5 billion users worldwide – has the potential to help missionaries and churches multiply their efforts in making disciples and establishing small-group Bible studies. In most places around the world where the gospel is spreading rapidly, it’s being done through these movements of small home groups, that we often call “micro-churches.”

In order to keep multiplying disciples as quickly as possible, these micro-churches need resources that go beyond a simple Bible app. They need resources that are secure and have exponential sharing capabilities. Through the guidance of the Holy Spirit, we found a way to create a Platform that does just that – a resource that creates disciple-making apps which are contextualized in language and content. These apps have the potential to empower ordinary believers to form a church – anyone, anywhere, any language.

We would be honored to share more with you about this opportunity to partner with us and invest in a Platform with exponential Kingdom return. Together, we believe we can revolutionize the expression of church and multiplication of disciples around the world.

Thank you for your consideration! Please contact me to talk further.

Nolan Sanders, Co-Founder

## INTRODUCTION

- ▶ Vast regions of the earth are filled with spiritually lost people. A third of the world has been denied access to the gospel.
- ▶ Hostile governments make sharing the gospel with unreached people groups expensive and dangerous.
- ▶ Pattern's mission is to leverage technology to accelerate gospel proclamation and disciple-making.
- ▶ Pattern partners with missionaries to build custom discipleship apps that serve to multiply their disciple-making efforts – with security features that allow exponential, free distribution under the radar of hostile governments.

## BY THE NUMBERS

Since our start in 2021...

27

Apps Launched or in Progress

17

Countries

20

Languages

Any language. Any device. Every pocket.

"I finally feel safe having a Christian app on my phone."  
- Believer in a hostile country

"Our family gathered today and the app was so easy to use and understand!"  
- New believer in a hostile country

"With this app I knew I could guide our home church just like the missionary!"  
- Local believer

## WHAT'S NEXT?

We have the audacious goal of launching...

150 Apps

in 50 countries

by 2025

We need financial partners to help us seize the moment and scale globally, as we utilize innovative technology to empower a grassroots movement of discipleship.

Partnering with visionary donors, we want to release Pattern Apps as a gift to the world.

## WHAT WE BUILT

Pattern Platform is a digital discipleship resource engineered for global scaling. We build apps customized to the language and context of unique people groups.

These apps can be securely shared phone-to-phone, in essence becoming an unlimited digital printing press of discipleship resources for anyone, anywhere.



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### ◆ What is Pattern's mission?

**The Pattern Platform exists to seize the opportunity to leverage technology to accelerate gospel proclamation and disciple making – even in the most hostile regions of the world.** In families where the members may have only a single set of clothes each, research tells us someone in the family still likely has a smartphone. We believe that phones can be used to bring disciple-making and micro-church gathering resources into every home – no matter the location or language.

### ◆ What problem does Pattern solve?

Though there is new momentum among the unreached, these efforts face difficulties in the creation and distribution of the simple discipleship and church-formation resources. What could happen if these frontline Kingdom efforts have the ability to easily create an app, contextualized in their language and content, to partner with the Spirit in accelerating the work?

### ◆ What does Pattern do?

Every part of the Platform functions with elegant simplicity to bring app creation and management within reach, both technologically and financially, for missionary teams and churches.

- ◆ Pattern creates fully-accessible mobile and web apps (Android offline, Google Play Store, Apple App Store, website version) with exponential sharing capabilities. The simple resources in the app empower every believer to be a disciple maker, and the app becomes a virtual printing press in their pocket.
- ◆ Pattern developed a content creation system (patterncreate.com) to simplify the creation of all resources on the app. 100% of the content is in the control of the local team creating the app, and one click publishes the updated content to every single device.
- ◆ Pattern created an “app to make apps” so that every single group has a unique, independent app. The Launch Center (patternlaunch.com) empowers app teams and gives them full control of the creative process. The Launch Center can facilitate the creation of hundreds of micro-apps created for macro Kingdom purpose.

## ◆ What are the early results?

### Progress

Since the first line of code was written in December 2020, 27 apps have launched or are in production. These apps span 20 languages and are in use in over 20 countries.

Public apps can be found at [patternplatform.app/apps](https://patternplatform.app/apps).

### End User Quotes

*"I finally feel safe having a Christian app on my phone."*

*"I realized I could lead the group just like (missionary) Mary did."*

*"The home churches I planted won't need me to be there to gather together."*

*"It is so easy to follow. My family and I are using it together."*

*"I lost all my apps when I came home [to hostile country]. I need that 'green app' that helps me to study the Bible so I can use it with my friends."*

## ◆ Who may desire the Platform?

Pattern believes the need/market is immense – with 7200 unreached people groups, well over 10,000 evangelical missionary units from the USA alone, and hundreds of thousands of churches struggling to make disciples and form effective small groups.

**Pattern believes it has the potential to assist in the creation of over 200 apps in the next 5 years.**

Any missionary effort or church who abides by the Evangelical Statement of Faith is eligible to license the software.

## ◆ Why does Pattern need financial help?

Pattern is an expansive Platform that, from inception, was designed to serve hundreds of groups for such a Kingdom time as now.

Pattern, operating on a debt-free basis, needs financial assistance in getting the word out to the global missionary community, while continuing to improve our system in order to scale effectively. Each team/group that creates an app participates in the cost of the app with an affordable setup fee and monthly service fee. We anticipate that in just five years these fees alone will cover nearly 75% of Pattern's operating costs.

## ◆ What is Pattern asking for?

**Pattern is looking to secure a total of two million dollars from funding partners to be used over a five-year period** (five-year financial plan available).

These funds will be used for:

- ◆ **Marketing:** Videos, graphic design, and social media for promotion and awareness.
- ◆ **Sales and support staff:** Onboarding coaching, discipleship resource coaching, and tech support to help every group effectively create and begin using their app.
- ◆ **Product development:** Continued app development, infrastructure scaling, developing a disciple-making and church-planting movement online resource center.
- ◆ **Administration:** Assistance with salaries for the core Pattern team and hired contractors.
- ◆ **Grants/Scholarships for Apps:** Pattern will never say no, based on finances, to a missionary effort among an unreached people group. We fundraise for those teams who cannot cover the start-up costs for an app.

## ◆ What is Pattern's organizational status?

Pattern Platform officially operates as “Pattern Resource Group, LLC” – a business-as-missions project owned by the Assemblies of God USA. This structure was established to facilitate the development and distribution of discipleship and church-formation software for use by all evangelical churches and missions organizations.

Pattern is overseen by an independent board and effectively functions as a non-profit, offering below-cost software services with subsidies and grants provided through donor initiatives. All donations are processed through Assemblies of God World Missions and are tax deductible.



# pattern

**Using technology to  
share the gospel,  
make disciples,  
and empower movements.**

**“With this app, I knew I could  
guide our home church.”**

—local believer

**“I finally feel safe having a  
Christian app on my phone.”**

—believer in a hostile country



**“Our family gathered today,  
and the app was so easy to  
use and understand.”**

—new believer in a hostile country

The story of the Pattern Platform begins with a simple act of obedience. When we sensed God calling us to share the good news of Jesus and make disciples among an Islamic people group in Eurasia, we said yes. The country’s government is hostile to the gospel—and it severely restricts access to outsiders—so we moved to a nearby nation to

## The Pattern Story

get started. The deeper we got into our task, the more we realized Jesus

was already at work among them. The good news was spreading rapidly, thousands and thousands were coming to faith in Christ, and believers were gathering in homes across the country and growing as disciples.

You are likely praying for the same story to take root in the people groups God has placed you among. You want to see individuals, families, and communities come to faith in Jesus, gather together in small groups, learn what it means to be His disciples—and then share with others in the same way.



As we prayed and developed strategies to help catalyze more gospel proclamation, disciple making, and church planting among our unreached people group, we landed on the idea of a mobile phone app.

An app could contain a simple, easy-to-follow pattern so that anyone—even new believers—could facilitate their own small-group gatherings. The app could include Scripture passages, discussion questions, and even simple prayers. And we could make the app difficult for hostile governments to discover. Every follower of Jesus would have the confidence to share the good news with others.

After starting to develop the app for our specific people group, we quickly realized we needed to make it possible for others to create a



custom discipleship app for their work as well. Just like the good news of Jesus, this type of resource should be shared!

And this is how the Pattern Platform was born. We created an entire digital platform to help you overcome

the obstacles of expense and complexity. Gospel workers around the world now have access to a tool that empowers all believers with simple principles that we think will match your vision of making even more disciples.

This goal of disciples making disciples—and churches forming churches—was in our minds from the beginning. We did not want to simply create a stock app where you would translate our content. Instead, we began with the core belief that every group is best served when an app is customized to their unique language and culture.

How can the Pattern Platform help you create a secure discipleship app that is under the full control of local leaders, missionaries, and churches? How can we help you realize the vision of making disciples, forming churches, and sparking movements?

Read on to learn how some users are deploying custom Pattern apps in the lands of their calling.



We recently received the following testimony from a gospel worker who serves among an unreached people group—and who uses a custom Pattern app to teach others how to be disciples of Jesus. Because

## The First Thing

of government restrictions, this missionary lives outside the coun-

try her people group calls home. Despite this geographic limitation, she can continue to help these new believers grow and make even more disciples. Here is her story:

*Three messages arrive on my phone in rapid succession.*

*First: a picture. I see an image of my friend baptizing a new believer from a restricted country.*

*Next: a message. My friend writes, “What is the first thing after baptism??? The Pattern app!!!”*

*Finally: a video. My friend sits at a table with this new disciple of Jesus, demonstrating the Pattern app in her own language.*

*As I watch, I realize that just as I shared the Pattern app with my friend and taught her how to use it, she has now passed it along to the new believer. Sharing this tool is so simple and secure. I was able to give it to my friend, phone to phone, under the radar of the hostile government, and now she has done the same.*

*I can hear the audio guide playing on the app, and I’m touched to see understanding spread across the face of this new believer. She now has access to discovery Bible studies and simple patterns that will empower her to grow as a follower of Jesus—and to share with others all that she is learning.*

*Without training or experience, this new believer from a restricted country is being given permission and confidence to become a disciple maker and church planter.*





Julie and Tom are church planters in a nation in Eurasia where gospel proclamation is restricted by law. They have been leading a house church with two local Christian couples who desire to see disciples and home churches multiply across their land.

When this young church gathers, Tom and Julie lead the meetings using an app created on the Pattern Platform. Following the guide on the app, they ask questions, discuss Scripture, respond in obedience to what they're reading or hearing, and make commitments to share with others the truth they've learned.

When this couple introduced the Pattern app to their home church, they shared it phone to phone with everyone in attendance. As Julie led their gathering, the others could see and follow along on their own phones.

The very next day, one of the local ladies from

## Just Like Julie

the group, Sabah, was visiting a different house church. This group's meetings typically featured chit-chat and debate about small things without much spiritual depth.

As Sabah saw the discussion heading in the familiar direction, she remembered the previous evening, when Julie had led the gathering using the new app. She pulled out her phone and said, "I have an idea!"

She then used the prompts on the app to start asking questions: "What are you thankful for this week? What is causing you stress?" As Sabah led this discussion and the group engaged with each other and the Bible in a deep way, they sensed the presence of the Holy Spirit. Many wept as they shared from the heart and prayed for one another. Sabah led the entire evening with just the app on her phone.

Sabah was so excited that she immediately told Tom and Julie what had happened: "With this app, I knew I could guide our home church—just like Julie!"

The Pattern Platform recently helped resource and release a disciple maker to widen her reach—in a very surprising set of circumstances.

A group of believers was visiting a restricted-access nation that

shares a border with its own country. Despite the ever-watchful eyes of

## Parvin in the Park

an unwelcoming government, these followers of Jesus were determined to share the gospel with whomever the Holy Spirit directed them to.

As they entered a park, the believers saw a woman and her young daughter and sensed the Spirit's leading to approach them. They learned that the woman's name was Parvin, and they began to tell her about the good news of Jesus. Soon, however, she stopped them with stunning news: "I am a believer!" And not only was Parvin already following Jesus, she was leading five house churches that she herself had planted. She was filled with joy, but she also revealed that she was exhausted and lacked the resources to lead her churches well.

Using an app created on the Pattern Platform, the believers from the neighboring land encouraged this faithful woman and her daughter by modeling the simple format for a church gathering—all in Parvin's language. Together, they experienced God's presence. They listened to one another, prayed for one another, and discovered more about what it means to follow Jesus.

During this encounter, a light bulb turned on for Parvin. She realized that this resource—a discipleship app that can be shared securely phone to phone—equipped her to empower and release the believers she was discipling in her house churches. She didn't even have to be present in order for them to continue to follow Jesus, grow into maturity, and make more disciples who would multiply into more churches.

The Pattern app expanded Parvin's reach—even in her restricted country.







We believe these stories are just the beginning. As Pattern apps continue to be launched around the world, we will hear more reports of disciples making disciples, churches forming churches, and movements sparking movements.

How can we partner with you to see this vision become a reality in the people groups you work among?

Pattern's Content Creator enables frontline church planters to customize their own apps for their specific languages, contexts, and needs. These apps can then be shared with any smartphone user in a safe and secure manner,

empowering regular believers (even oral learners) to

become disciple makers and catalysts for church-planting movements.

The Pattern Platform was born from the belief that sharing the gospel and making disciples to the ends of the earth is not limited to a select few, but is the responsibility of every believer.

Pattern users—no matter how new to the faith—can lead simple gatherings, guide simple studies, and share the truth of Scripture endlessly and easily, all under the radar of governments opposed to its message.

For more information about the Pattern Platform, or to start a conversation about creating and launching your own Pattern app, visit [patternplatform.app/intro](https://patternplatform.app/intro).

## Your Pattern Story



**“Wow! That app is great! Our family gathered today, and the app was so easy to use and understand!”**

—new believer in a restricted country

**“There is an Ossetian family I just visited with this past week, and they started using the app as a part of their family Scripture study. Even their youngest daughter can lead the family.”**

—missionary in Russia

**“We already have 2,000 home groups, and we have a vision to reach 12,000 in the next two years. I have wondered, ‘What is our missing puzzle piece?’ I believe the three new Pattern apps we are building in our languages are the answer. This will help us!”**

—church leader from South Asia

**“Even some of the most remote villages in our country have access to 3G and smartphones. Ten years ago, we would have never attempted something like this. Now is the time to use this available technology to the Kingdom’s advantage.”**

—missionary in Northern Asia

**“Can I create an app for children?”**

—11-year-old church planter in a restricted country

**[patternplatform.app/intro](https://patternplatform.app/intro)**