

Global Faith Leader AI Platform

Business Brief — Working Concept

The Idea

Beacon lets verified faith leaders — pastors, ministers, evangelists, and eventually leaders across faiths — build an authorised AI representation of themselves, trained on their own sermons, teaching, and a structured interview they complete personally. Followers get 24/7 AI access for free; the leader monetises through paid live sessions, donations, and a listing membership. The AI is always clearly labelled as AI, never presented as the real person.

Why Now

Individual pastors have already built personal AI clones, and single-church chatbot tools exist. Nobody has combined a multi-leader marketplace, live-session booking, and cross-denominational fundraising into one platform — that gap is Beacon's opening.

The Model

Free to users	AI access is always free — this drives reach and adoption.
Leader membership	£19 / £49 / £99 per month across three tiers.
Live bookings	Platform share of paid one-to-one sessions with the real leader.
Donations	Platform share of in-app giving to the leader's ministry.

Illustrative Numbers

At 250 leaders on the platform, averaging £49/month, that's **£147,000/year** in listing revenue alone — before a single booking fee or donation. Example figures only, not a verified forecast.

The Opportunity

This is not a UK-only market. There are millions of churches and faith communities worldwide — the UK's own church directory alone lists over 45,000. With the right leaders and influence behind it, reach and revenue scale globally, not locally.

Trust & Safety

Every leader gives explicit consent for their image, voice, name, and teaching. Every AI interaction is clearly labelled. Leaders control and can remove their own content at any time, with escalation to a real person built into the design from day one.

This document describes a product concept for discussion purposes only and is not legal, financial, religious, or technical advice.