

† *FAITH*  
*GRAM*

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# *EXECUTIVE SUMMARY*

This report introduces a business opportunity that dives deep into a space that bridges the gap between the secular world and the Christian world. Through intricate analysis and insights of faith among Gen Z, a calling to provide God seeking teens who need guidance and education about the walk with Christ was found.

Faithgram is a social media app providing a space for young Christians to share experiences together, network with one another, learn and socialise in a safe environment. Many young Christians struggle in their walk with Christ and are left bombarded with secular content online that may tempt them to drift away from God. With this common spiritual warfare continuously occurring, Faithgram is the solution to bring an escape so you can freely roam Christian content only, allowing the users to be surrounded by God's love in many different formats guiding their growth in Christ. Through education in the form of Bible meditations and lessons, users will be able to learn and tell their experiences with one another empowering each other to grow and find purpose in their lives. FaithGram intends to provide an app and a 'Be Kind' campaign event to promote this sense of belonging and kindness and bring a positive change to world.

Gen Z today care deeply about transparency and building meaning relationships together with 58% of Gen Zers believing it's important to put the truth before other factors (Wagatha, 2021). As Gen Z command a spending power of \$143bn (Wagatha, 2021) it is important to not only listen and act on their actions, but to understand their reasoning behind it to genuinely learn what they need. FaithGram intends to provide personalisation for each user using AI and machine learning to make sure this is achieved effectively.

Through primary and secondary research, data presents a misunderstanding of what it means to be a Christian. As a result, education of being a committed vs nominal Christian as well as the shift of seeing Christianity as a religion of rules to a personal relationship with Jesus, will be a focal point to what FaithGram intends to teach.





*MARKET INTELLIGENCE*

The data analysed was collected from a study conducted in 2020 focusing on the "Religious Attitudes and Behaviours" (Global Youth Culture, 2020) of 8,394 thirteen to nineteen year olds around the world through an online survey. The survey spanned across twenty countries in Africa, Asia, Eurasia, Latin America, and North America.

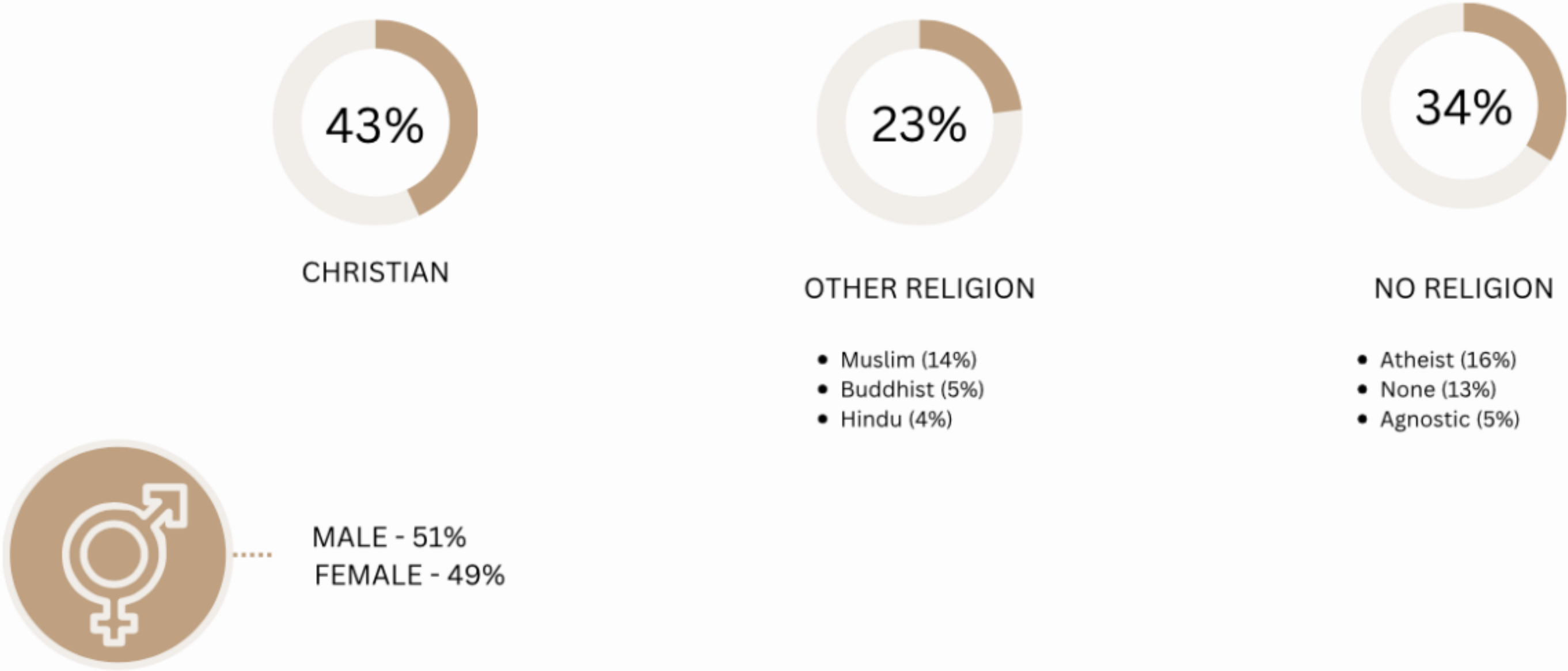


FIG 1

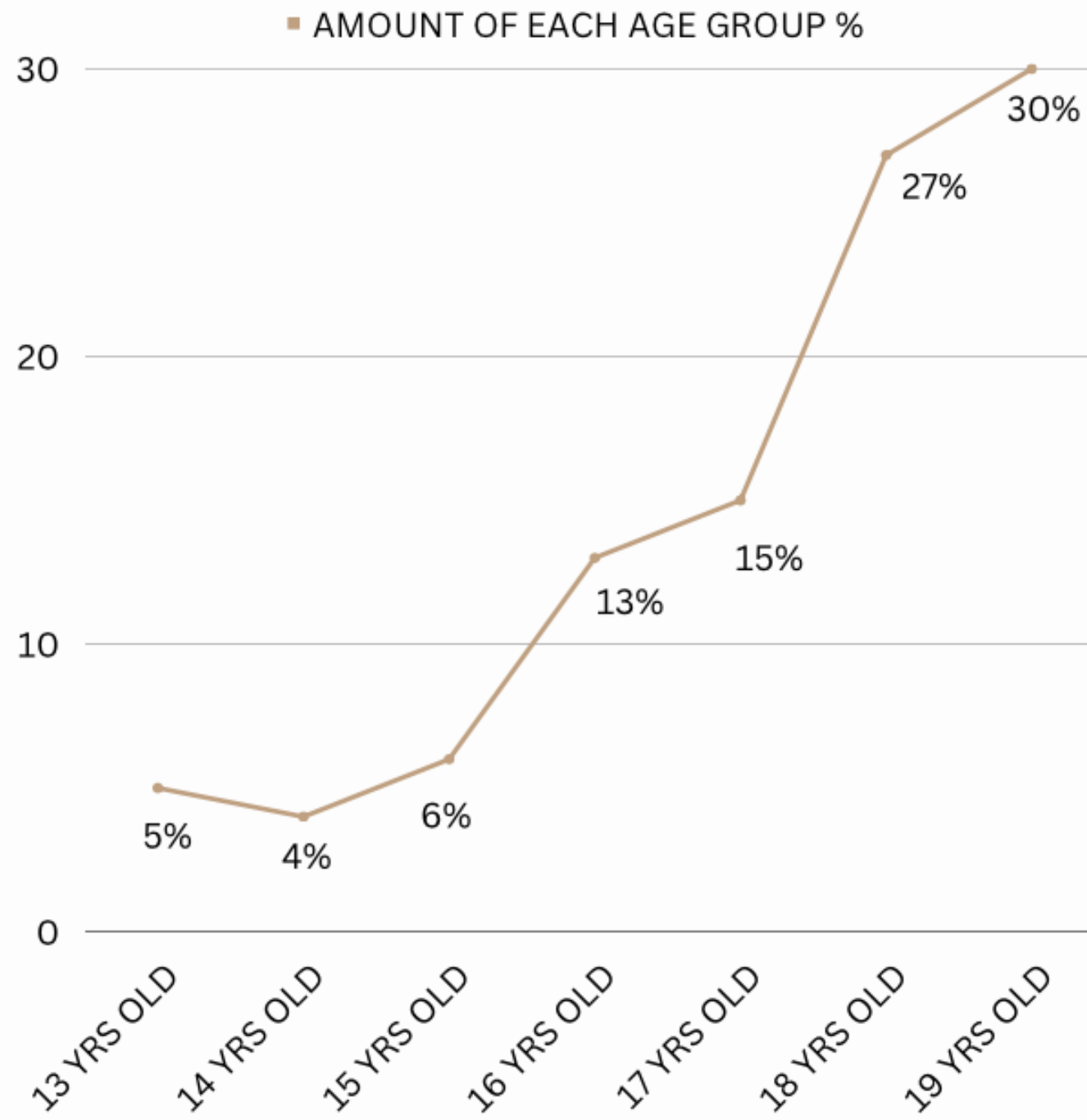


FIG 2

# Committed vs Nominal Christian



FIG 3

Living in Christ is not as simple as believing that Jesus died on the cross so our sins can be forgiven resulting in eternal life after death. Although that is the first step to growing closer to Christ, actually living out a life that produces the fruit of God through faith and belief in His grace is what will bring you eternal life. On the flip side, there are also nominal Christians which is defined as "Christians who identify themselves as Christian but do not display one or more of the core beliefs or habits of a Committed Christian" (Global Youth Culture, 2020). To see if a Christian is committed or nominal, you can characterise their way of living into six traits.

Understanding why a young person is either a committed or nominal Christian and what can be put in place to help them accept Jesus Christ whole heartedly is what this research is in place for so FaithGram can provide a solution to help.

**43% vs 7%**

Fewer committed Christian teens globally. 43% identify as a christian with only 7% acting like a committed Christian.

Teens who live committed Christian lifestyles report significantly lower rates of personal struggle.

**44%**

44% of Christian teens disagree they have a responsibility to share their faith with others.

40% of teens who self-identify as Christian say they never read the Bible.

**40%**

32% of Christian teens are talking about spiritual or religious topics with people who do not share their beliefs.

**32%**

More teens are unwilling to say the truth can be found in one religion with 30% of Christian teens disagreeing that forgiveness of sins can only be possible through faith in Jesus Christ.

**30%**

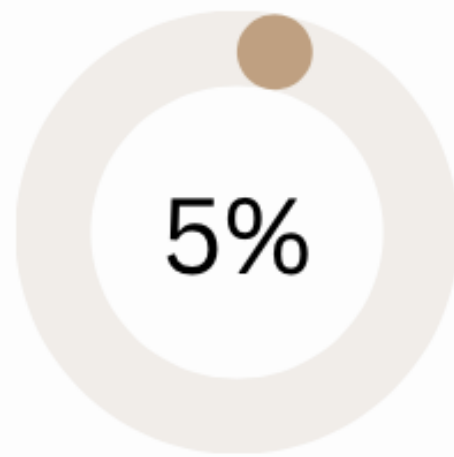
FIG 4

# Committed Christian By Region

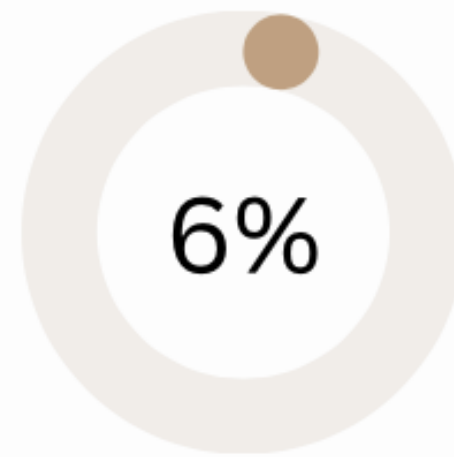


FIG 5

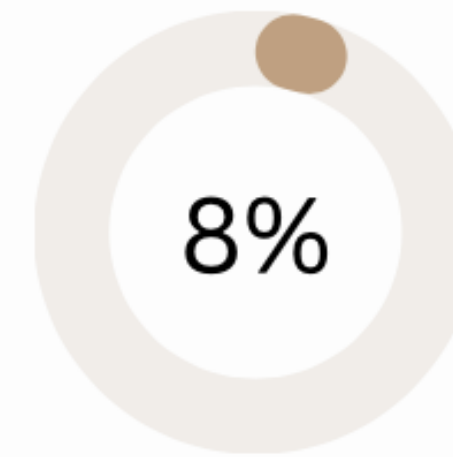
## Committed Christian By Age



13 - 15 yrs



16 - 17 yrs



18 - 19 yrs

Data shows that the older you get, the more likely you are to become a committed Christian with less than 1 in 14 teens living out a committed Christian lifestyle. This demonstrates the importance of providing the younger generations with as much guidance and support in their daily lives to live out a committed and engaged Christian life which FaithGram is focused on doing.

FIG 6



# Benefits of Being a Committed Christian

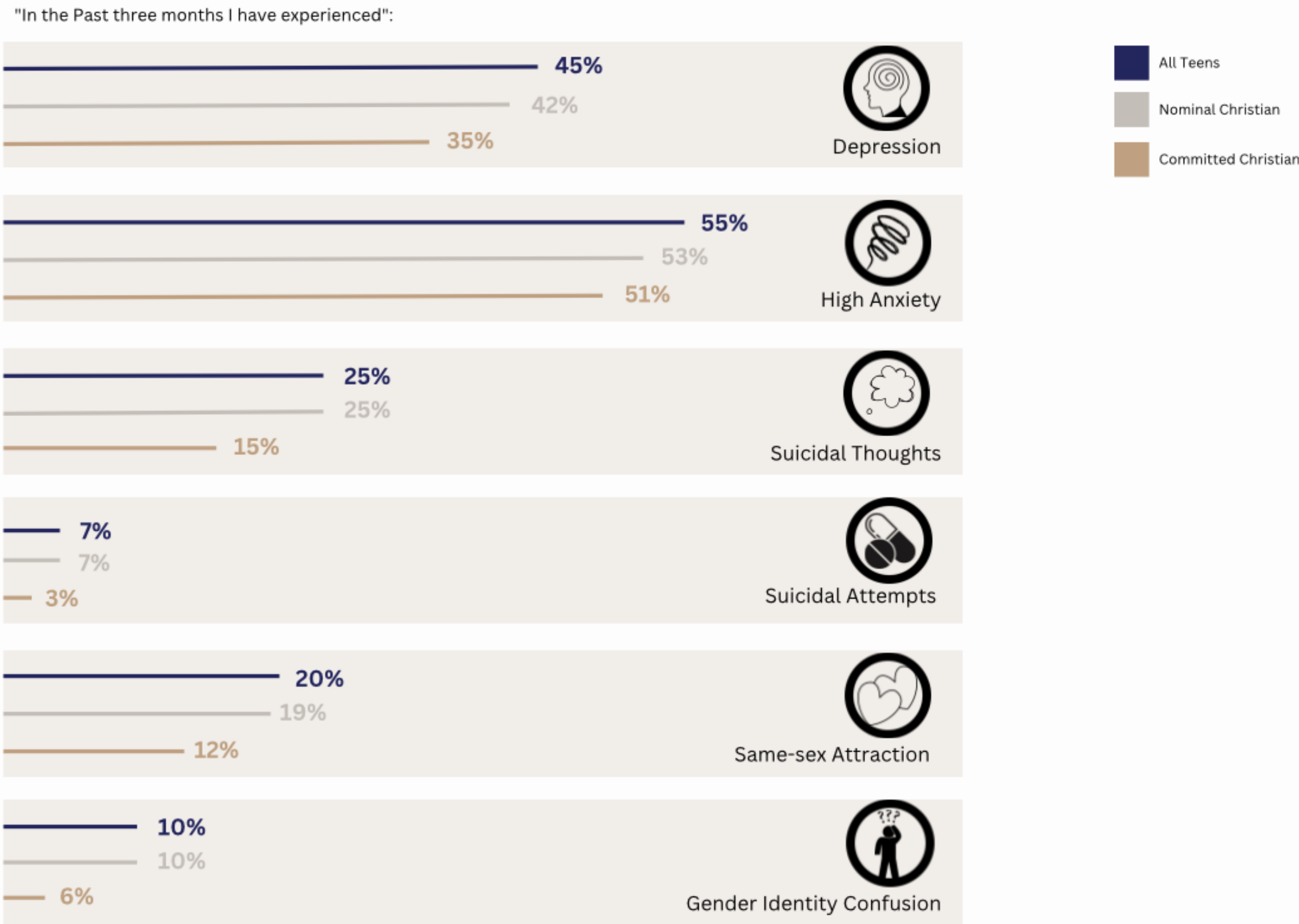


FIG 7

# 7 Factors that Correlate with Higher Suicide Risk

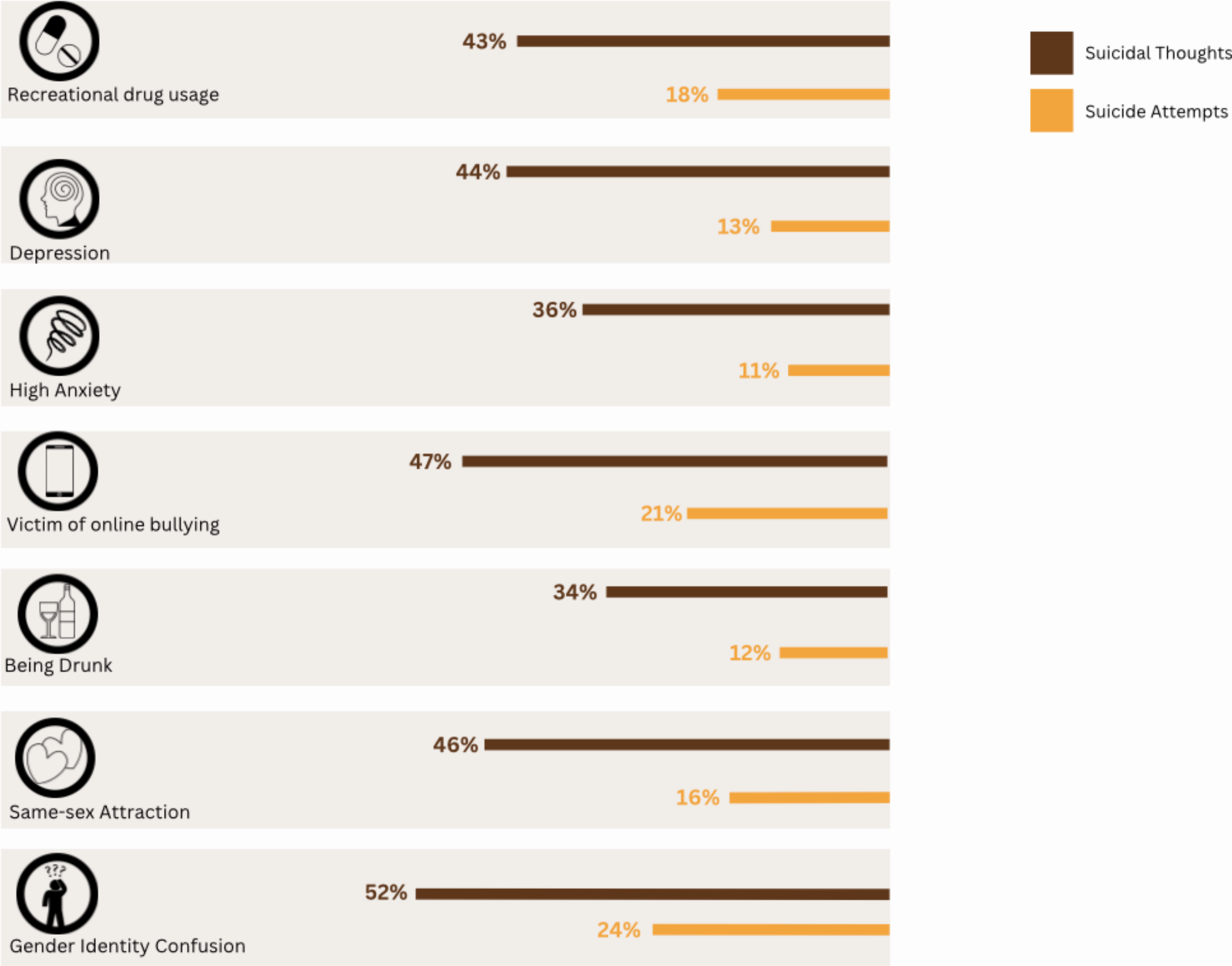


FIG 8

As evident from the data, being a committed Christian overall brings major benefits for young people throughout their development as well as data demonstrating the factors that are contributing to higher suicide risk levels which coincide with the benefits of being a committed Christian as they have similar if not the same factors.

We are seeing that these high percentage factors of suicide risks can be reduced when growing with God in an active way. Through living a committed Christian life by acting out the six traits, teens as a whole are feeling and living more positively. Of course every participant have their own personal journeys that has led them to feeling and acting out in certain ways, but from an overall aspect we can clearly see how seeking Jesus Christ can act as a guide to having a life that is lived to provide fulfilment.

# Religion by Region

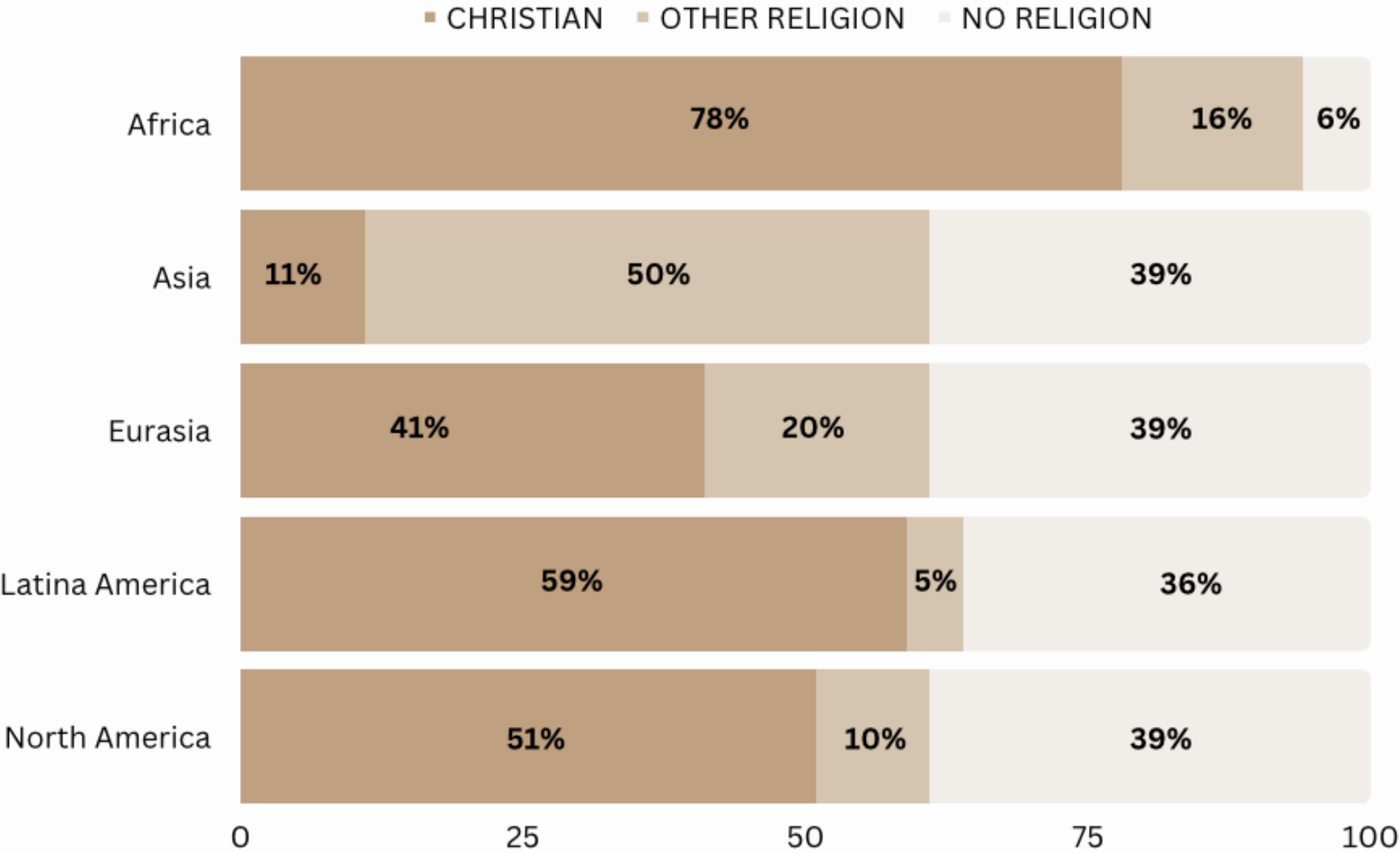
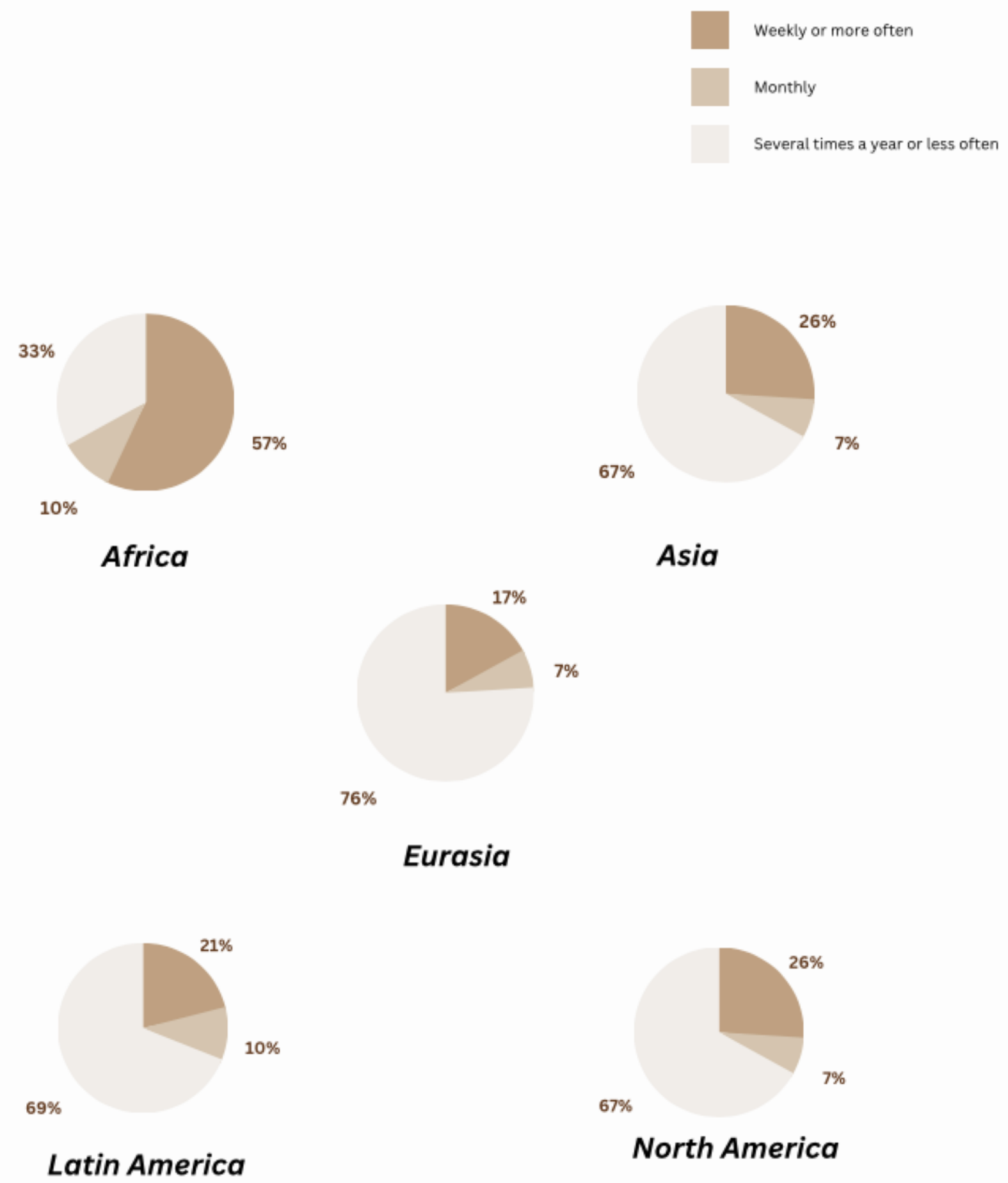
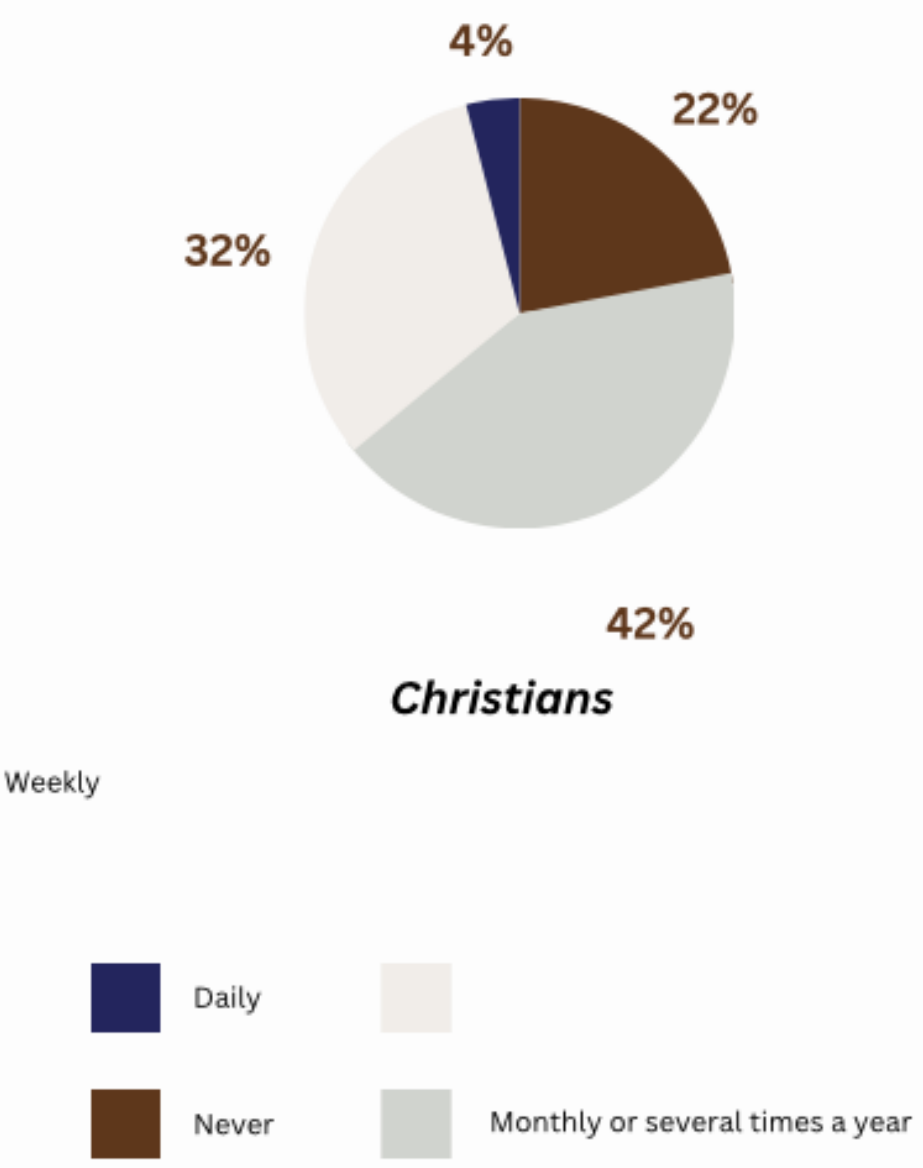


FIG 9

# Church Attendance



The data portrayed shows Africa as being the continent with the highest amount of Christians as well as Church attendees. We can also identify that in all continents other than Asia, the majority of the respondents were Christian with nearly all except Africa attending Church several times a year or less often. Knowing this, we can observe that from the teens that were questioned, the majority of them are still claiming to be Christian but are moving away from the Church. In addition, to put it into Kinnaman and Hawkins' words "most young Christians are struggling less with their faith in Christ than with their experience in church." (Kinnaman and Hawkins, 2011)

Young Christians both committed and nominal are seeking new formats of worship. Although the Church is a vital and important space to allow all Christians to engage in communion, different forms of engagement in Christ should be available especially in the world of online media as that is what young people engage with the most which FaithGram aims to provide.

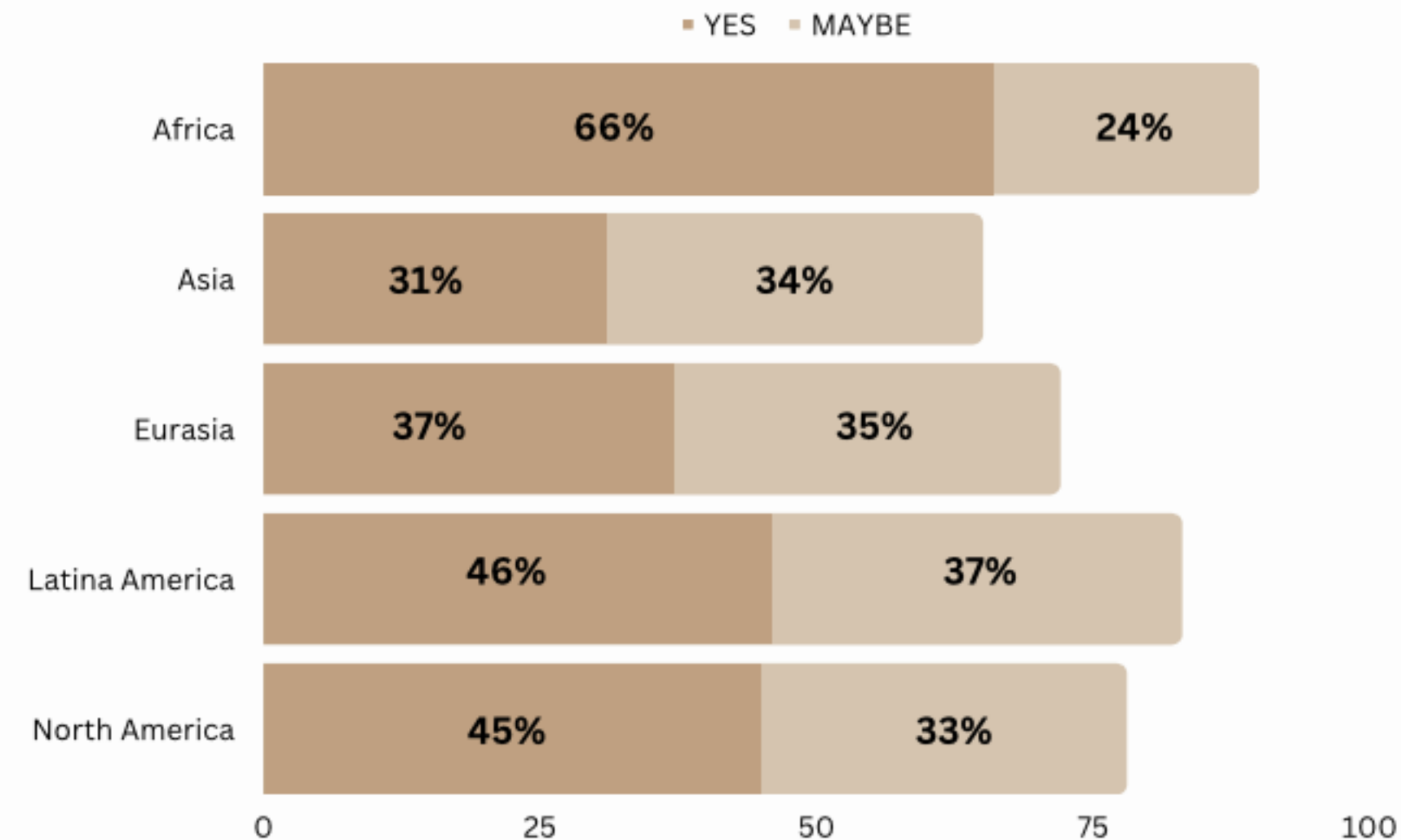
# Spirituality



41%

of teens who do not already attend Church say they would come if invited. 1 in 4 say they would not come.

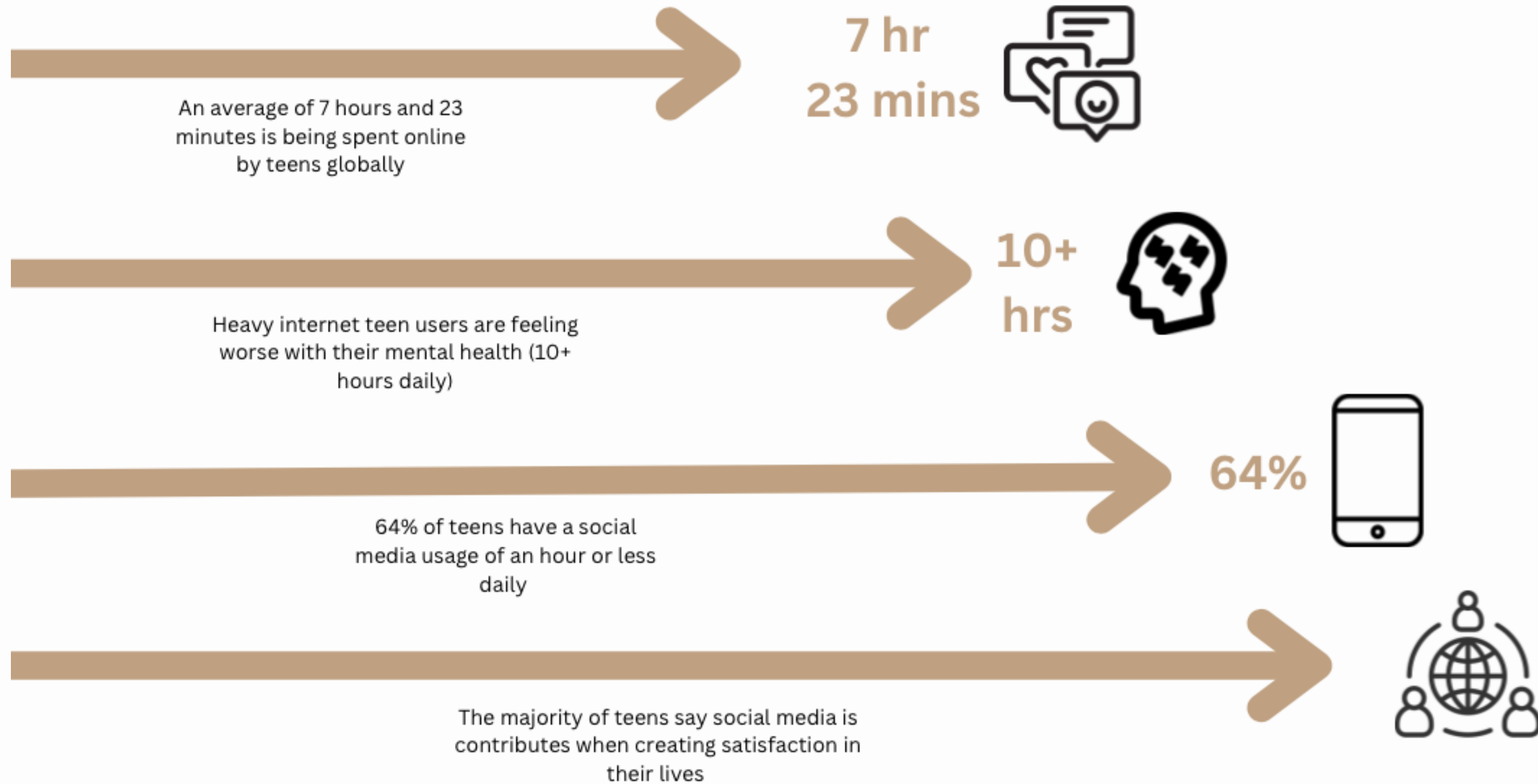
Would teens attend church:



Younger populations across the globe are seeking some form of spirituality with "2 in 3 teens globally saying their faith beliefs or spiritual journey are an important part of their identity... 44% of teens of no religion still say this." (Global Youth Culture, 2020). More and more young people are becoming open to a higher power whether it be astrology or religion or something else. What is more important is that these teens acknowledge believers and have an accepting ideology of them even if they do not necessarily believe in the same thing or even believe in anything at all. As well as this, "71% of non-Christian teens said most Christians they know are kind and caring" (Global Youth Culture, 2020) overall demonstrating a positive attitude to Christians presenting an opportunity for Christians as a whole to share their spiritual story so non-believers have an opportunity in understanding Jesus Christ and being saved by Him which FaithGram will provide a space for.



# Teens Online Usage



This online use comes in a range of forms such as social media, gaming, blogs and community platforms and many more. As a whole the digital world has demonstrated a numerous amount of positives for our society but it can be diminishing for many online users especially young people. With the increase of time spent online continuing to grow, more teens are exposed to a wider perspective of morality which can be dangerous especially for young Christians trying to grow in faith as there can be damaging content that drives them to be tempted into sin.



Social media is the second most used activity for 2 hours 7 minutes per day ahead of gaming and watching videos

>50%

Greater than 50% of teens say social media makes them feel sad, anxious, or depressed



Heavy teen internet users are more likely to believe it is ok to have sex before marriage compared to light internet users

3 in 5 teens say social media helps them feel satisfied with their lives

3 in 5

Heavy teen internet users have more motivation to start or own a business in the future



# Personal Struggles and Internet Use

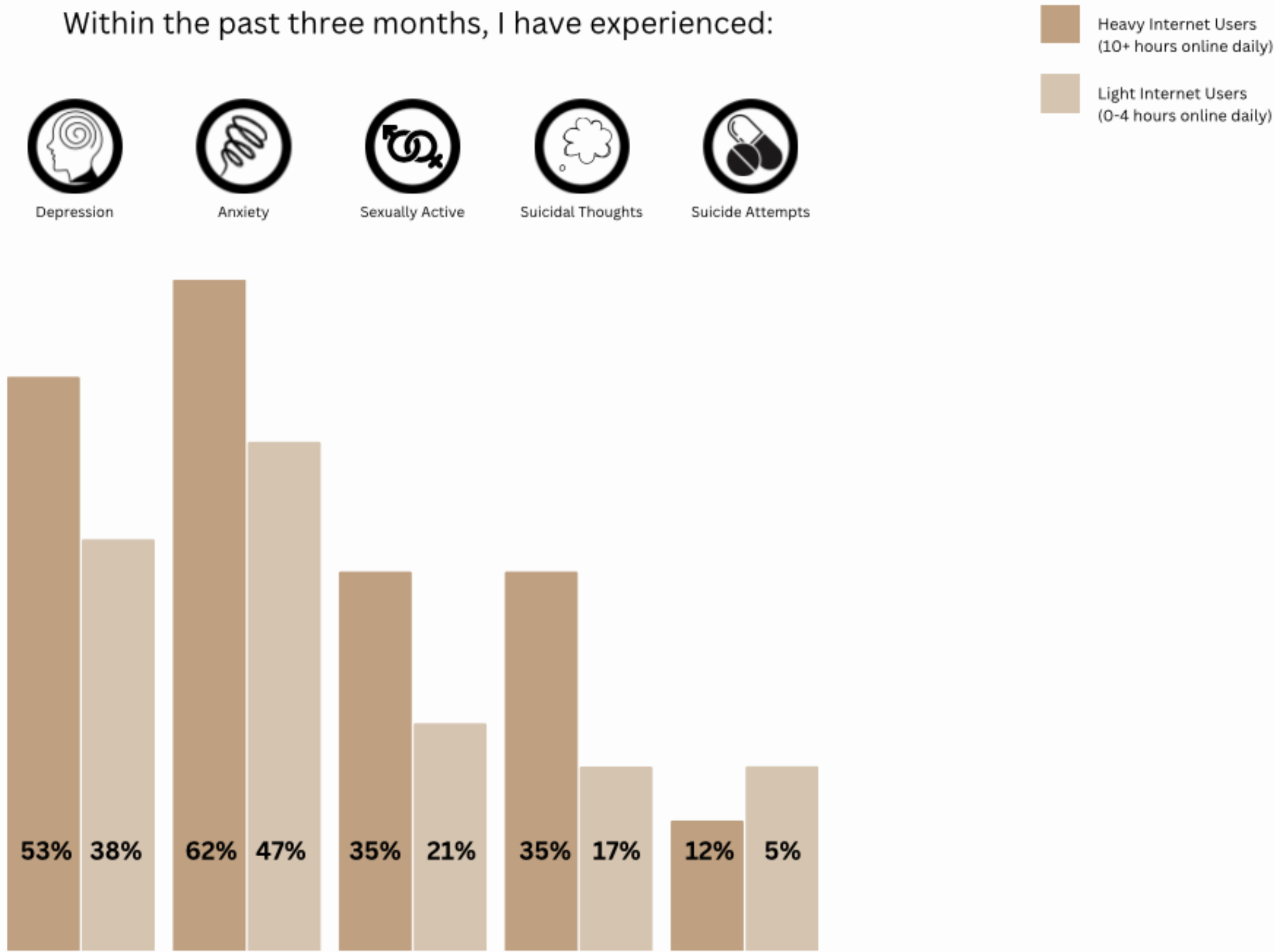


FIG 14

Heavy internet usage compared to light internet usage clearly portrays major differences in young peoples lives with the data showing how the more time you spend on the internet results in the potential to have more mental health issues. The interviewer states that "the connection between increased time online and increased personal struggles is unclear. It is possible that heavy internet usage contributes to these personal struggles in the lives of young people. On the other hand, teens who are already struggling with their mental health may be turning to their digital devices as an attempt to escape." (Global Youth Culture, 2020). Teens go through a lot of changes both physically and mentally which definately is a large reason to why they may be feeling like this. However, although online use is only one portion of the reason, it is something used for a large proportion of their day so having a safe environment so teens can freely access social media without worrying about seeing something that may negatively affect them is an important factor in protecting the minds and bodies of them.

Overall, data shows how social media is affecting younger generations and how being a committed Christian can bring positive change into your lives. Although social media has its negatives, as a result of the heavy online usage among teens, a potential way to effectively reach out to them is available. Combining the focus of encouragement to becoming committed alongside a social media app, FaithGram will provide a solution so both nominal and committed christians as well as the general population of young teens have a space to bring peace into their lives.

# Personal Experiences

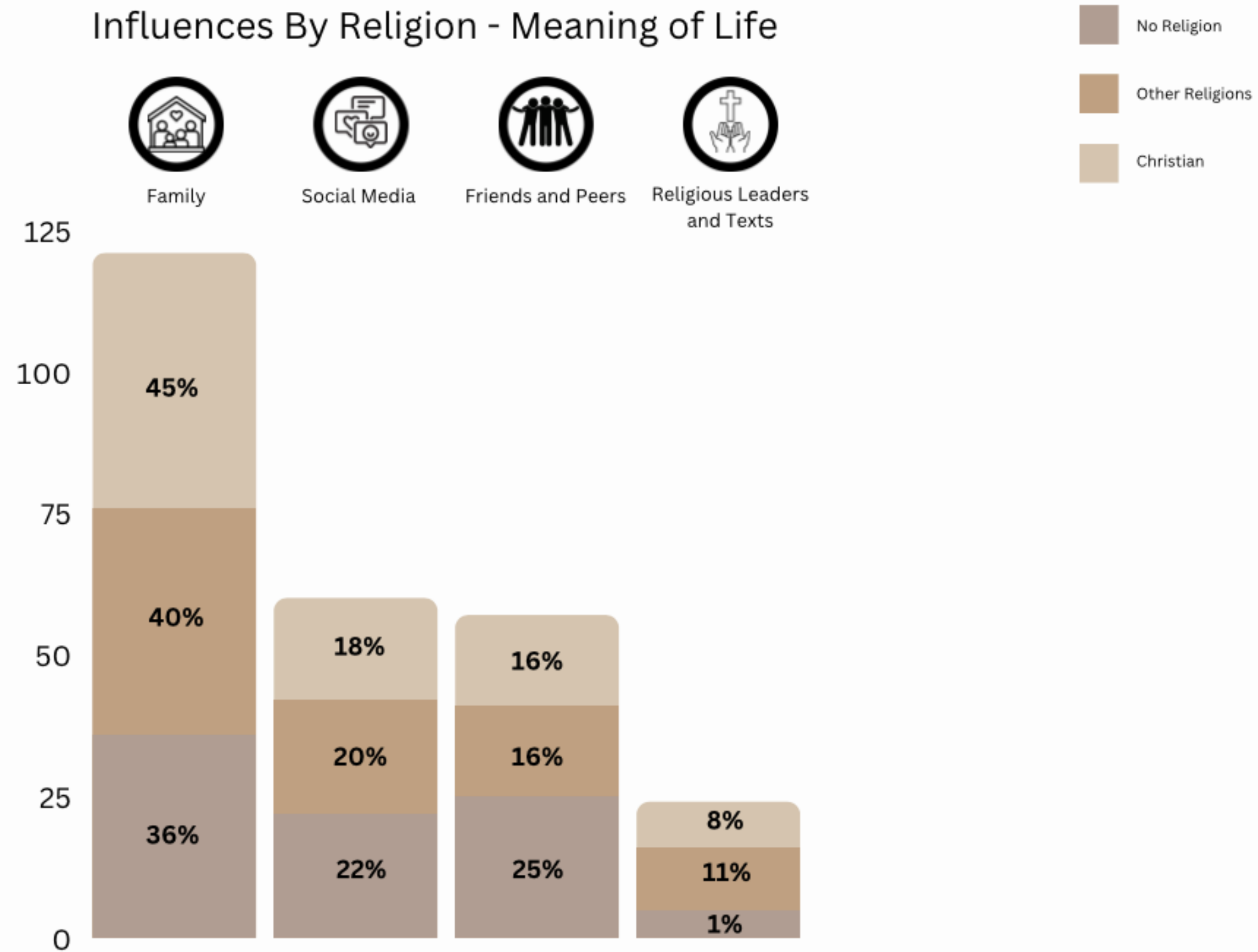
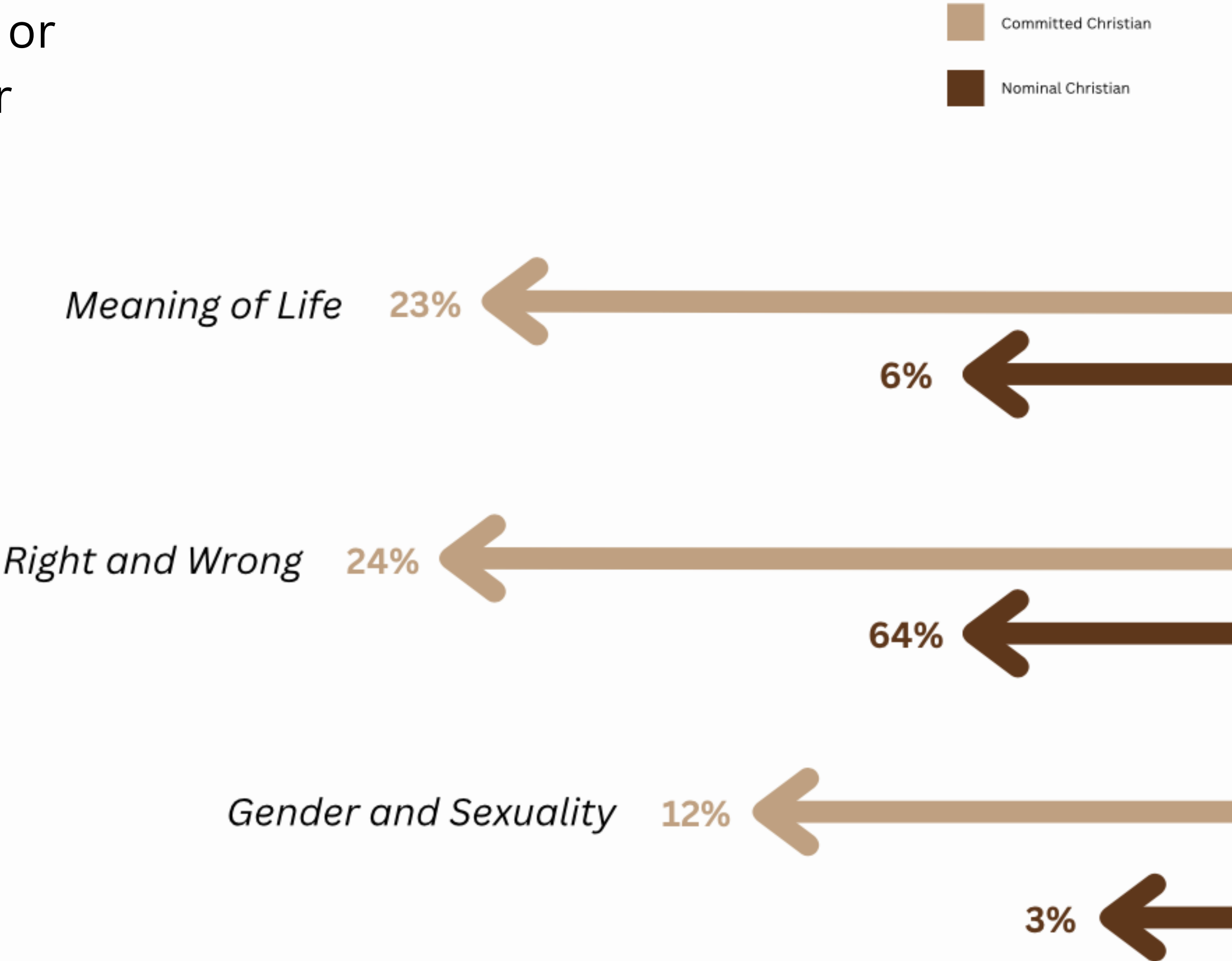


FIG 15

Who teens are looking to for guidance in their lives is key information to why their personal experiences occur in one way and what action they take as a result of going through those experiences. We see differences in how teens who identify with no religion compare to teens who identify with a religion as well as the difference in those religions.

"Only 1 in 12 Christian teens say they are going to their pastors or their Bibles most often for guidance on the meaning of life." (Global Youth Culture, 2020) This is key as we are seeing a trend where younger generations of Christians are turning away from traditional and important formats of guidance. With social media being the second most common influence after the family, there is an opportunity for FaithGram to fill in an important space that can provide online direction and of course direct them to the Word of God.

Goes to religious leaders or texts for information or guidance about...







Most likely to change their mind about a religious belief...

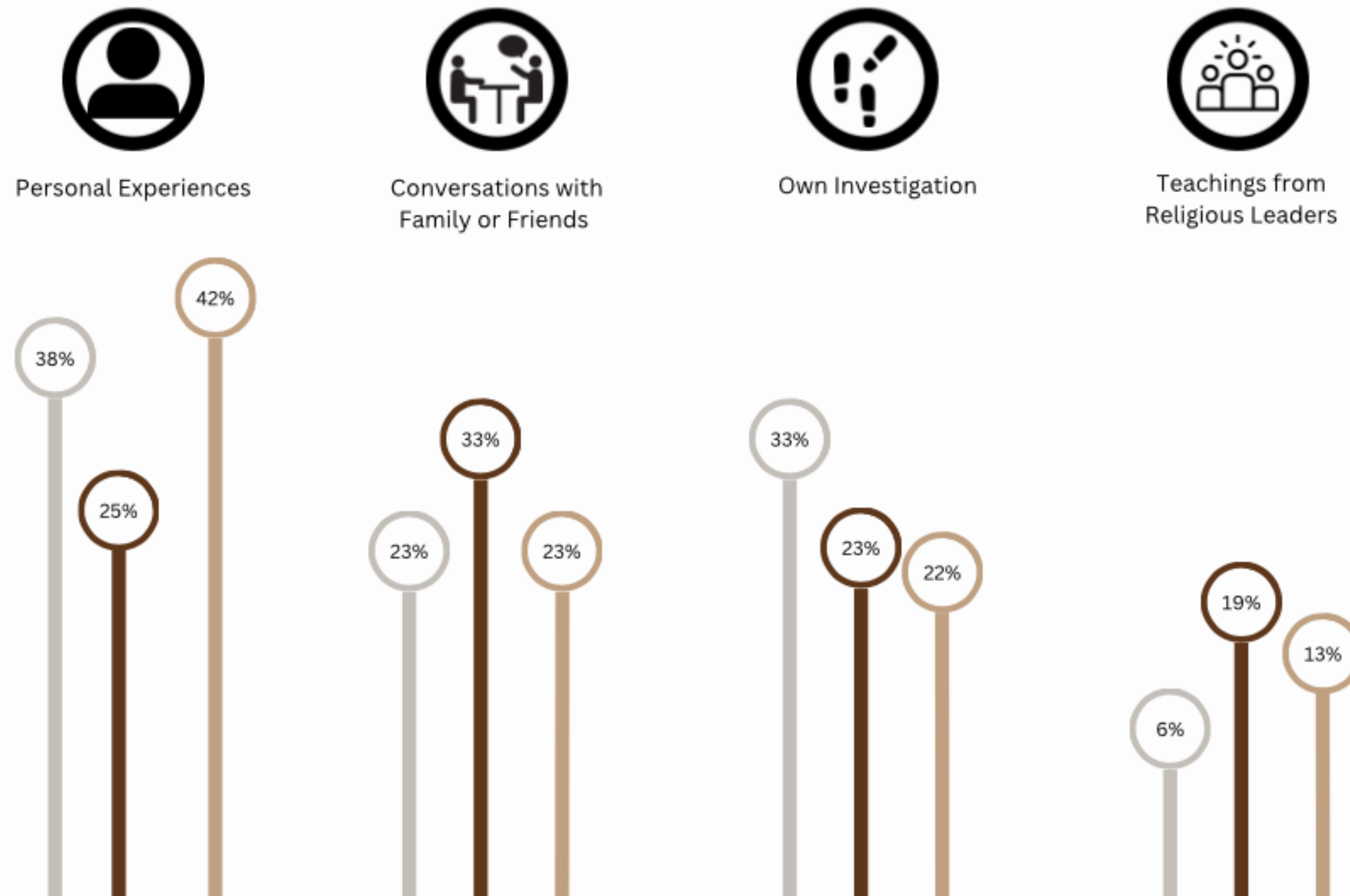


FIG 17

Christian teens are moving away from teachings of religious leaders and caring more deeply about their personal experiences. Even teens as a whole put personal experiences at a high pedestal. When asked "What would be most likely to change your mind about a religious belief?" (Global Youth Culture, 2020) 37% said personal experiences such as an answer to a prayer would be the most likely factor to change their mind about a religious belief which was the highest percentage.

In addition, with Christian teens placing their own investigation close to second we can see a trend that they want to search and understand and care deeply about a personalised experience which goes hand in hand with what being a Christian is about; gaining a personal connection with Jesus Christ.

FaithGram cares deeply about not making an experience that is generic to everyone but through understanding each user using machine learning and AI to personalise each and every feed and create an environment that aids them to have these experiences while making sure it is grounded in God's Word.



*IMPACTING TRENDS*

## Impacting Trends - Committed Christian



Data shows you are less likely to have personal issues such as depression or suicidal thoughts when being a committed Christian. However, there are small percentages of committed Christian teens globally. ("7% of the 43% are committed).

This creates an opportunity to provide a space for both nominal and non-christians to pursue God in a committed manor as well as committed christians which FaithGram will provide.

# Impacting Trends - Spirituality



Teens are becoming more open to spirituality with "2 in 3 teens globally say their faith beliefs or spiritual journey are an important part of their identity." (Global Youth Culture, 2020) They are acknowledging believers and have an accepting ideology of them even if they do not necessarily believe in the same thing or anything at all.

With "71% of non-Christian teens said most Christians they know are kind and caring" (Global Youth Culture, 2020), we can see an opportunity that Faithgram can even provide to non-christians also so they can learn and understand God's love.

## Impacting Trends - Online Use



Teens online use is very high with more than 50% saying social media makes them feel depressed and anxious, as well as 3 in 5 teens saying social media helps them feel satisfied with their lives.

The dynamic social media presents for teens across the world brings an opportunity for FaithGram to create a safe space for Christians and non-Christians to roam on social media as well as an opportunity to reach them and provide for them.

# Impacting Trends - Influence of Religious Leaders & Texts



Evidently, a shift in church influence as well as religious leaders/texts influence is occurring. With the majority (42%) of the overall Christians attending church only monthly or several times a year as well as committed Christian teens being four times more likely than nominal Christian teens to turn to their pastors or Bibles for guidance.

Christian teens today are moving away from the church and looking to the family first and social media second for guidance and care deeply about personal experiences. Moving away from the Bible for guidance is not what FaithGram believes in as that is the core of following Jesus, so the focus is on making sure all information is rooted in God's Word leaving FaithGram with an opportunity to bring the Word to social media and grow the percentage of Christians teens looking to religious texts for guidance.

As personal experiences matter, FaithGram will focus on creating a personalised feel for each user so every person feels personally connected to God when spending their time on our app.



# *CONSUMER RESEARCH*

Demographic | Psychographic | Consumer Profiles



# Gen Me vs Gen We



Macro Influencing

Empowering one another

Following trends

Setting their own trend

Seeking outwardly

Seeking inwardly & together

The shift in Gen Me to Gen We aligns with what FaithGram values. Finding a way to empower one another to make change in themselves and the world is the main focus. "When it comes to feel vulnerable, Gen We use their own experience as a tool to help others" (WGSN, 2022). Christian teens are seeking a community not to compete but to collaborate with that understands what they are going through. It is through these shared experiences and openness to feeling vulnerable where kindness to one another can grow.

FaithGram cares about making sure the space users have promotes this sense of giving and will act as an area for this to occur.

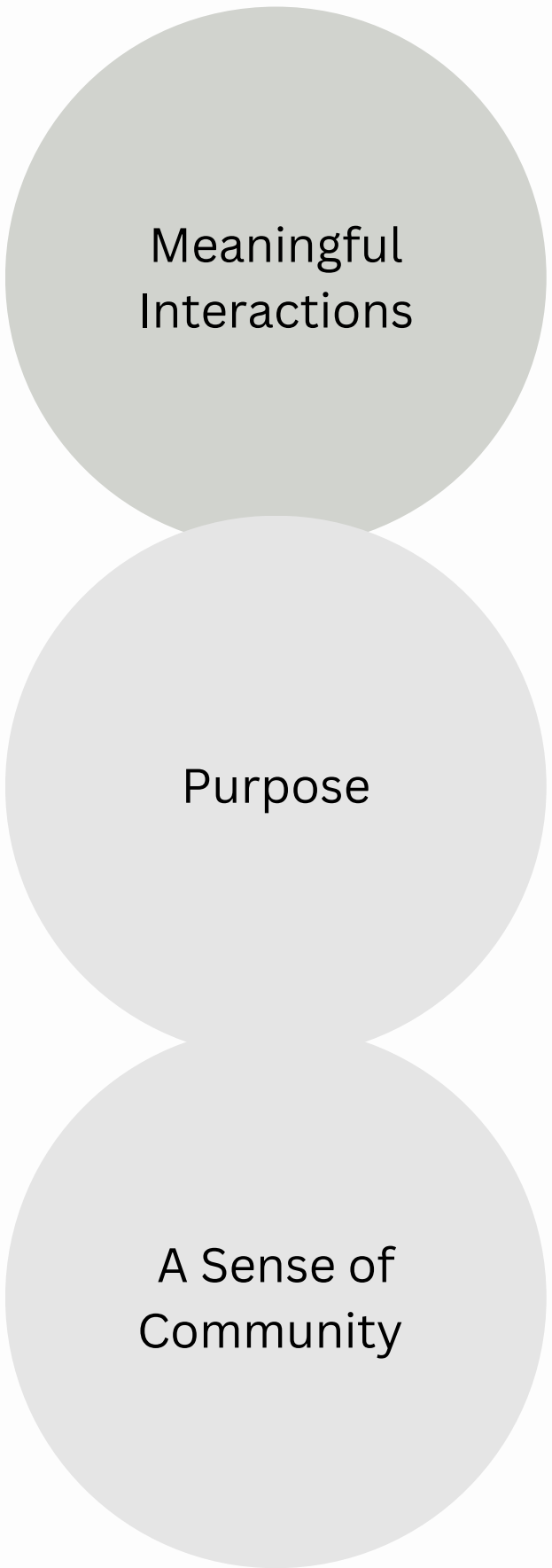
# Gen Z Needs



Providing suitable technology that allows every user to have a smooth and friendly experience while listening to their feedback.

Providing a space for users to share and voice their opinion.

Being completely honest and open with every action the app acts on.



Actually listening to every user and giving a space so everyone feels personally involved.

Having a space that promotes personal growth through understanding what needs to be done to help achieve goals together.

Providing a space that promotes connections through "connecting with like-minded people who want to build something great together." (Dagostino, 2021)

Gen Z are the future of the world and it is caring about their needs and understanding not just their actions, but the meaning behind them is what will bring change. FaithGram intends to provide this.

# Gen Z Spending Priorities



"Health and wellness is the second-highest category Gen Z spends on" (Bump, 2022) showcasing how important the wellness, such as mental health, means to each consumer. Gen Z invests 5% more than Millennials in wellness (Bump, 2022) presenting a space for FaithGram to demonstrate their care for the health of each consumer through listening to their needs.

# Gen Z Spending Priorities



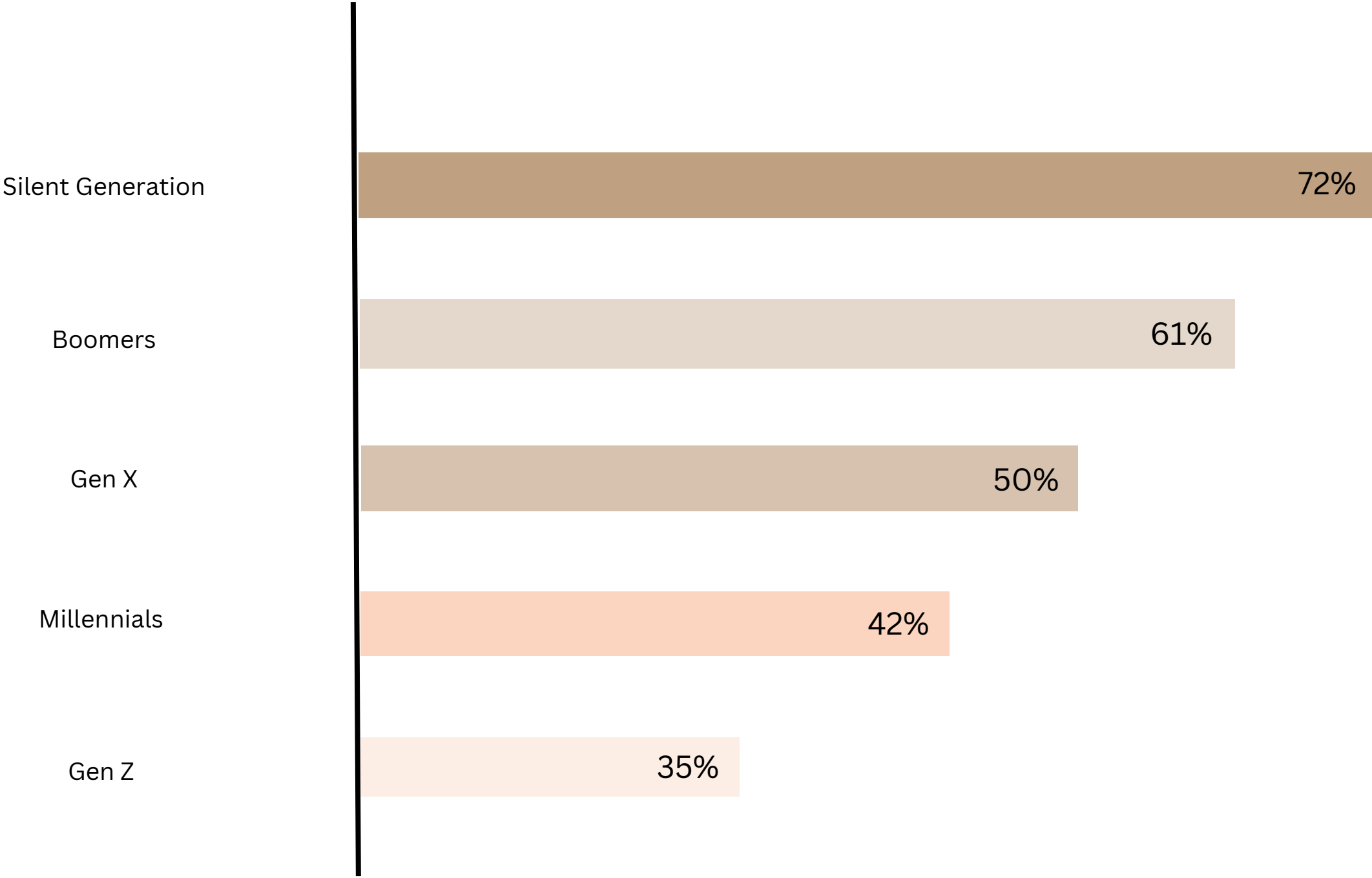
"Gen Z is also likely to invest in courses or educational programs to advance their future earnings." (Bump, 2022) Gen Z care deeply about being educated for financial stability with learners who "watched 50% more hours of educational content on LinkedIn." (Bump, 2022) With budgeting becoming more popular among Gen Z, having an app that gives more than what it takes is key which is why FaithGram is free with the majority of their content accessible to anyone. Gen Z focuses on learning new things so Faithgram intends on educating through different areas such as their ads to initially attract audiences giving them the option to learn more if wanted.

# Gen Z Spending Priorities



"Small business spending has increased more than 260% for Gen Z on Afterpay" (Bump, 2022). Gen Z care about small businesses more than ever with 60% choosing a product because it was made by a small business. (Bump, 2022) Gen Z are able to build stronger bonds and create more transparency as they are "willing to share their data with small businesses in exchange for discounts and deals." Although FaithGram targets to a niche group of people, it will allow them to build personal relationships and gain trust and through a transparent bond, potential reach to non Christians could also be achieved.

# Christianity in Generations



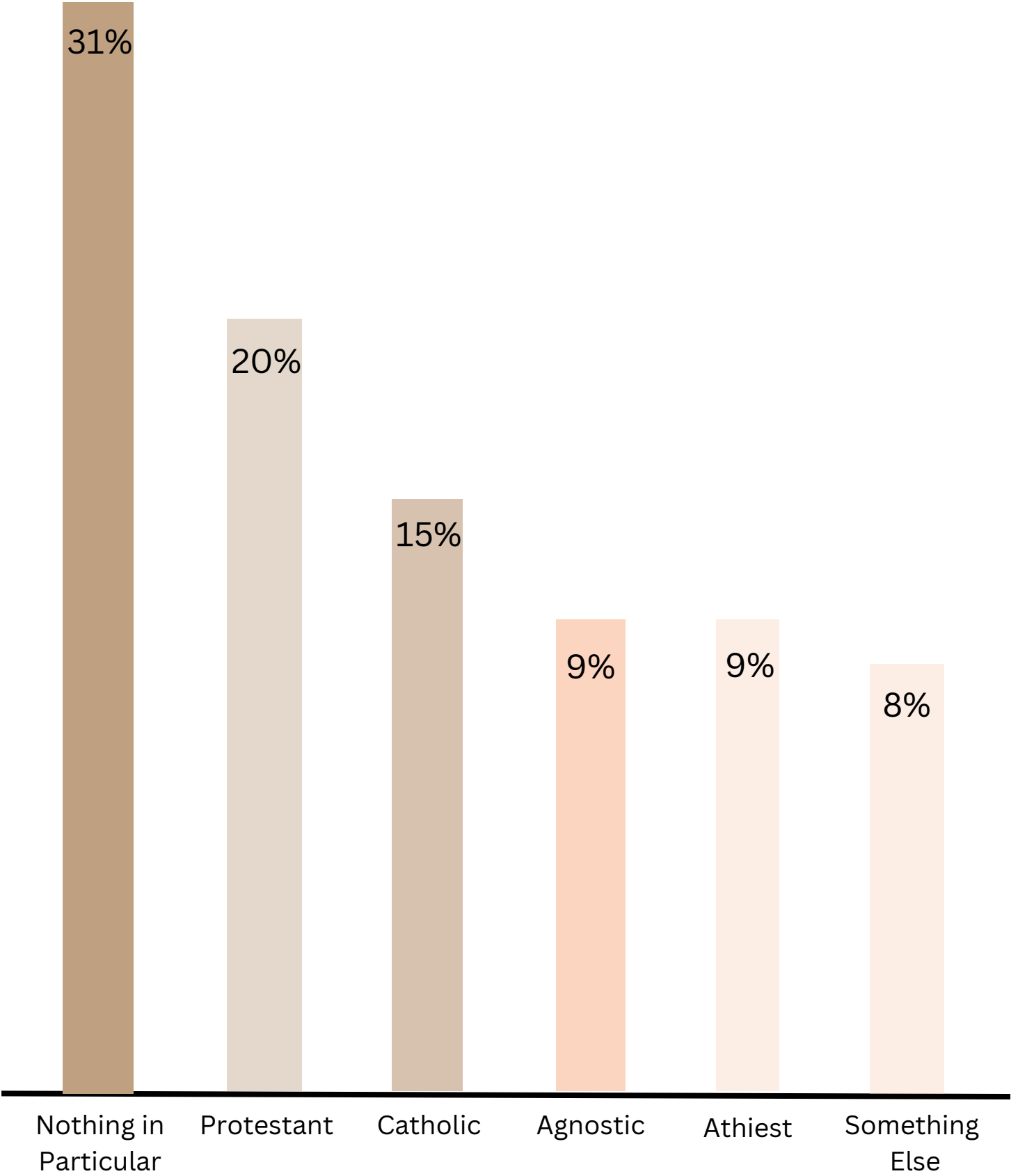
% of Christians by generation (Protestant & Catholic)  
Source: (Burge, 2023)

Overall data shows that as new generations emerge, a smaller percentage of them are christians with a gradual decline from the silent generation to generation Z. Keeping up with the times will be vital for future generations to come.

Finding ways to adapt to what newer generations need as a result of the current digital climate and keeping a close eye on future trends is essential to understanding Christians as a whole. FaithGram is passionate in making sure they are actively understanding their audiences so they know what audiences truly need to grow in their relationship with Christ.



# Generational Shift - Religious Breakdown of Gen Z

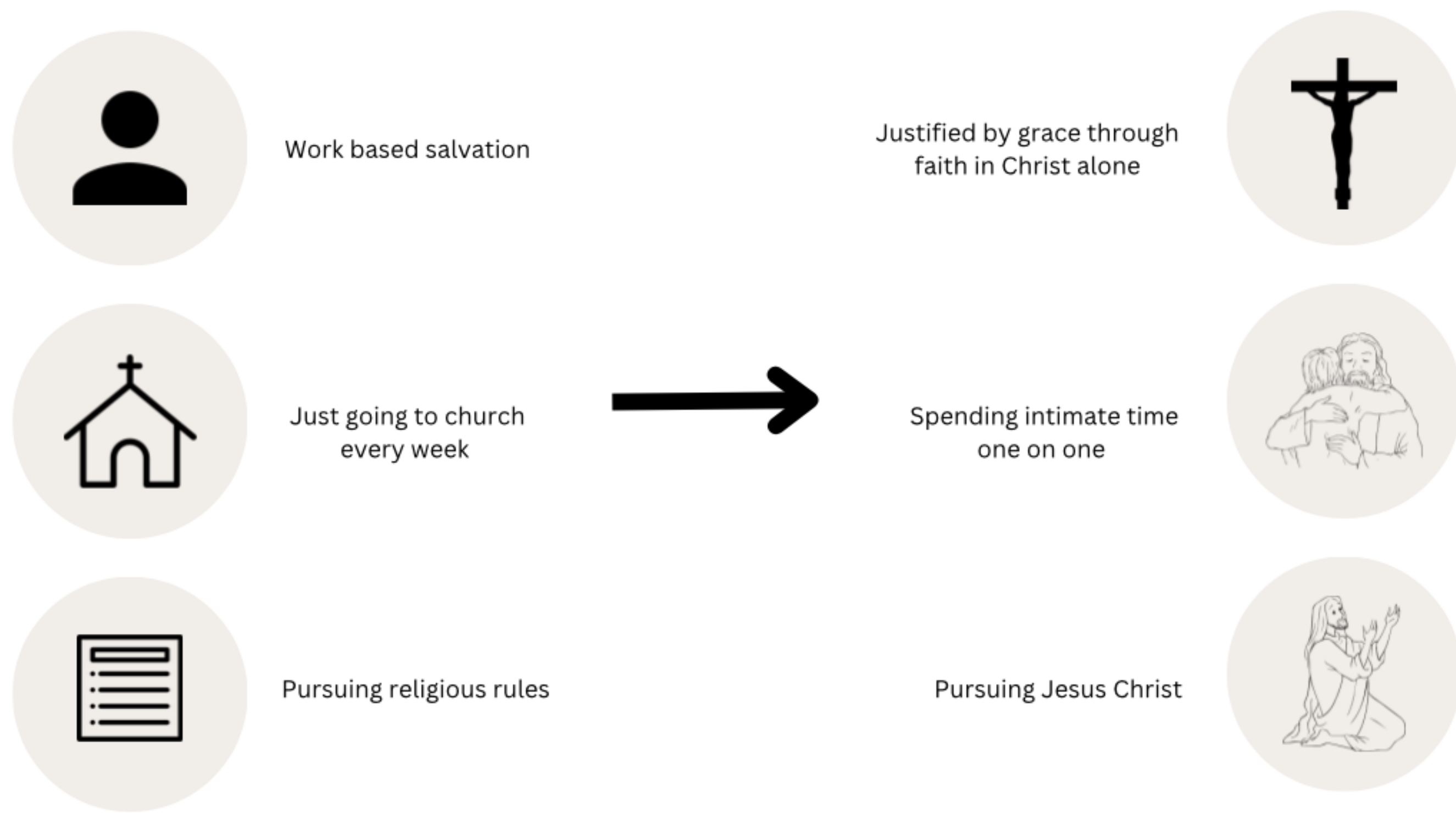


Source: (Burge, 2023)

When taking a deeper look into the religious breakdown of Gen Z, it is clear that there is a drive to want to seek God as there is a higher percentage of young people seeking a form of Christianity against non-believers.

What is most interesting is 31% of them saying nothing in particular. There are thousands of different Christian denominations yet the majority of this study believe, just not with one specific denomination. This demonstrates an important shift of just following a religion with no true care for it and actually building a relationship with God. Although it was not stated if they believe in Jesus Christ, data shows that young people are not caring as much about the rules of a certain denomination but potentially understanding a religion for what it actually means. This leaves FaithGram with an opportunity to teach young people both secular and Christian the important message about Jesus Christ wanting to build a personal relationship with each and every individual and not just to follow a set of rules.

# Religion vs Relationship Shift



Many people are seeking religion rather than building a relationship with Jesus Christ. It states in Romans 11:6 “And if by grace, then it cannot be based on works; if it were, grace would no longer be grace.”, in addition to Romans 4:4-5 “Now to the one who works, wages are not credited as a gift but as an obligation. However, to the one who does not work but trusts God who justifies the ungodly, their faith is credited as righteousness.” (Biblehub, 2023). Knowing God personally is what matters the most and is what makes Christianity stand out as it is the only religion that does not teach its followers that you will be saved through your works.

Understanding this as a teen is vital as many young people see Christianity as a judgemental rules based religion with "16% of teens say Christians are judgmental compared with just 4% who say Jesus is." (Kinnaman, 2023) You can see the separation of Jesus and religion with young people looking to Jesus as someone positive but are being put off because they are given the false truth about Christianity in terms of religion. Teens want to learn about Jesus with "59% are either “very motivated” or “somewhat motivated” to continue learning about Him" (Kinnaman, 2023). A strong educational system that provides young people with the true knowledge of Jesus and His intention is necessary in making sure the decline of Christianity among Gen Z is stopped. FaithGram looks to provide this to allow teens to know Jesus truly through understanding that:

- As Christians you shouldn't confuse a 'relationship over religion' as a means to continue to indulge in sin and not repent
- Relying on the grace of Jesus Christ through faith to bring salvation, not by our works
- See Christianity as a religion but treat it as a relationship with Jesus
- Rejecting our old selves and show evidence of our faith through our new desires for Jesus and His Word.

# Consumer Profile

(All Subjects Consented For Their Info To Be Used)

## Jan Van Der Hoeven (21) Student



**Epsom/Spain | Gen Z | Fashion Promotion Student | International Student | Social Grade C1 | Loves Fashion and Music | Innovator | Spiritual | No Specific Religion | Astrology | Views Parts Of Religion As Controlling | Professional Profiles On Social Media | Instagram Addicted | Believer In You Controlling Your Own Destiny | In A Relationship | Music Taste: Rap, R&B, Jazz | Binge Watches Netflix | Favourite show: Friends | Spends Most Of Money On Fashion**

**Open to understanding the shift from a religion to a relationship with your God in a way that does not feel like he is getting pressured into a religion.**



## Kane Thompson (21) Student



**London | Gen Z | Marketing Student | Committed Christian | Social Grade C1 | Loves fashion | Early Majority | Believes in Personal Relationship With Jesus Christ | Weekly Church Attender | Videographer For Church | Has Public Profiles On TikTok and Instagram Spreading The Gospel | Always Trying Something New | Loves To Travel | Single | Has GCSEs and A-Levels | Music taste: Gospel, R&B, Jazz | Youtube Lover: Watches The Sidemen | Spends Most Of Money On Travelling Abroad**

**Would love to build another profile on Christian app and continue to spread the Word of God in creative ways.**

## Eron Krasniqi (20) Construction Worker



**London | Gen Z | Full Time Construction Worker | Nominal Christian | Social Grade DE | Loves Music | Innovator | Goes to Church Every Month | Believes That Jesus Christ Died For Our Sins | Views Christianity More As A Religion | Grew Up In A Christian Household | Does Not Actively Seek God; Only Sometimes | Loves Construction: Wants To Build His Own Construction Company | Active Social Media User But Does Not Post | Single | Has GCSEs | Music Taste: UK Rap, 90's American Rap | Loves To Watch Movies | Favourite Movie: Inception | Spends Most Of Money On Investing In Personal Company**

**Willing to progressively invest time to understanding a relationship with Christ rather than just a religion.**



FaithGram's audience is zoned into a niche group of people that are on the rise but fall far away from the majority. With a focus on young users who understand the world of technology with a wide scale of already active Christian content creators, customers will associate heavily with the innovators and early adopters.

The majority of the audience will most likely be innovators due to their adventurous and risk taking qualities through their openness to share their experiences in their journey with faith opening doors for other groups to become involved.

The early adopters hold importance due to their respected opinions of faith and confidence in trend setting and will be key in "bridging the gap between the trend setters and the majority." (Rare, 2015)

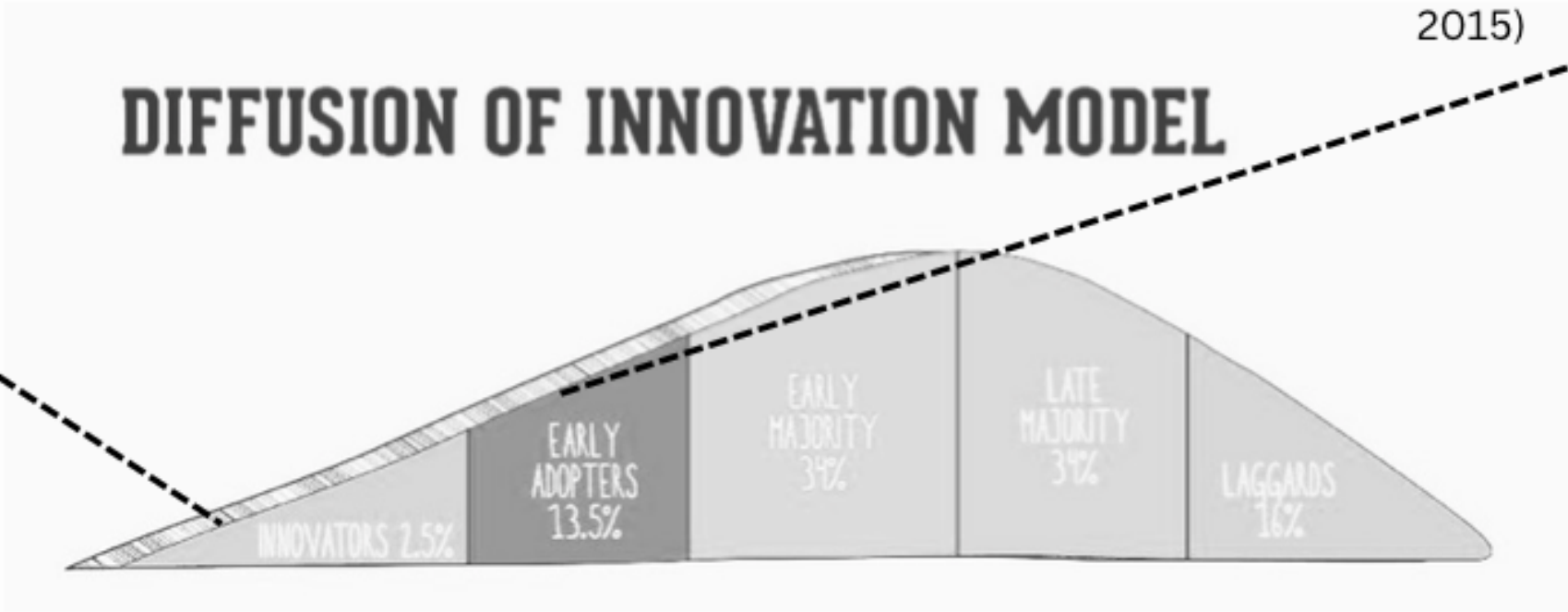


FIG 29

**At FaithGram, the focus is to provide audiences with four stages of Maslow's Hierarchy of needs.**

**Self-Actualisation -**

Growing in God means accepting that He has plans for you to reach your God given potential. FaithGram values innovation and provides a space for you to reach it through the app features.

**Self-Esteem -**

FaithGram aims to remove the idea that you can't become great in a secular world as a Christian and provides an interactive space to make all users feel like they have accomplished something great each day.

**Love & Belonging -**

An important aspect of following God is surrounding yourself with likeminded individuals and groups so you can go through emotions together and grow as a collective. FaithGram holds importance in coming together to share experiences and build long lasting relationships through multiple collaborative features.

**Safety Needs -**

Anything online presents potential dangers for users to view content that could hurt them. FaithGram cares deeply about the audience's feed and takes delicate safety procedures through carefully controlled security measures and focus on personalising every users feed.

(Hopper, 2020)

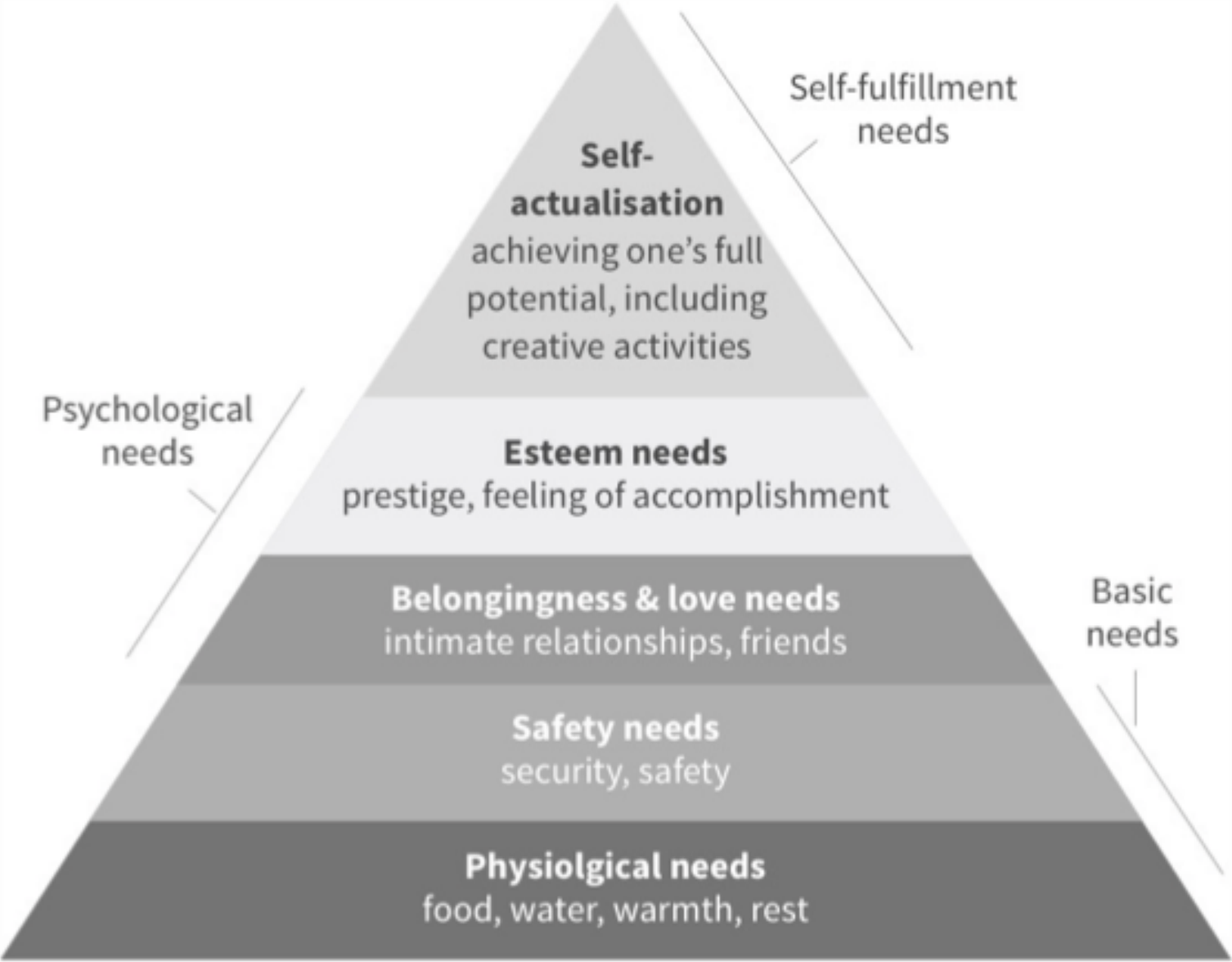


FIG 30

5.

*PRIMARY RESEARCH*

Interview

(All Subjects Consented For Their Info To Be Used)

For primary research, to get a real understanding on the different potential consumers opinions, instead of taking a survey an in-depth knowledge on how the respondents felt about the topic was needed so an interview was taken place comprising of 3 respondents who were classified as non-Christian, committed Christian, and nominal Christian. This was done to underline three different, but all equally as important, views on the meaning of Jesus Christ and what can be done to educate younger people about it.

**Q.**

**How do you view Christianity as a religion?**

**Does having a personal relationship with Jesus where it is not about your works but your faith in Him alone make more sense to you as a religion?**

# Potential Consumer

Jan Van Der Hoeven (21) Student



"For me the Christian religion seems as though we were brought into this earth by God and have been given rules we must follow and work for or we will not make it into heaven. Of course there is more to it but from an outside perspective to me that is the main ideology but I know I am not educated on the topic enough.

The idea of Jesus Christ wanting to have a personal relationship and wanting to know you for you rather than the work you produce for Him seems more realistic as that is what a loving father would do in general. I would be interested to understand that side of it rather than a religion full of rules as that seems more realistic and if that is the true meaning then it should definitely be taught to help younger Christians."



# Potential Consumer

Kane Thompson, 21, Student



"I see Christianity as my home but I feel like it is misrepresented. Before Christ, in the old testament the people of that time viewed Christianity as just a list of rules to follow which in some sense it is but Jesus came as a sacrifice to allow us to not rely on how well we follow rules but to put all of our faith in Him and by his grace we will be saved. The same ideology's of the old testament are still seen being taught in certain churches today which made it a struggle for me to find the right church as there are still many false leaders which Jesus warns us about in the New Testament.

But as i've grown up, Jesus has stayed by my side and given me the strength to keep pursuing Him and I found my Church who showed me how important a personal relationship with Him is which I now see as something that every young person should be taught as it would have helped me in the past. I know that through my own strength I could not beat the battles I went through but only through my faith in Jesus. It is so underrated how having faith in him will really change your life for the best and I am trying to educate other believers and non believers of that truth."

# Potential Consumer

Eron Krasniqi, 20, Construction Worker



"Growing up in a Christian household, I see it as the norm for me but it does not hold that much importance to me. I feel as though I believe in Jesus and I believe in heaven and hell but I don't feel connected to God fully so my passion for it is not very high. I enjoy going to church but overtime it has slowly felt like a chore rather than something I actively want to do.

I haven't really thought about it as a personal relationship to be honest and maybe that's because I don't listen enough in church but there has been times where I feel like Jesus is talking to me but I ignore it. I feel like having Him to talk to whenever I want and building that relationship where we know each other well seems more appealing and more realistic than just a set of rules as that does not feel as fulfilling."

# Overall Findings



There is a misunderstanding of what it means to be a Christian which needs to be taught.



Having a personal relationship with God makes more sense than just following rules.



An interest in understanding the actual truth of what it means to be a Christian no matter your beliefs.





# *NEW BUSINESS OPPORTUNITY*

PRODUCT OPPORTUNITY | COMPETITOR LANDSCAPE

# Competitor Position Matrix

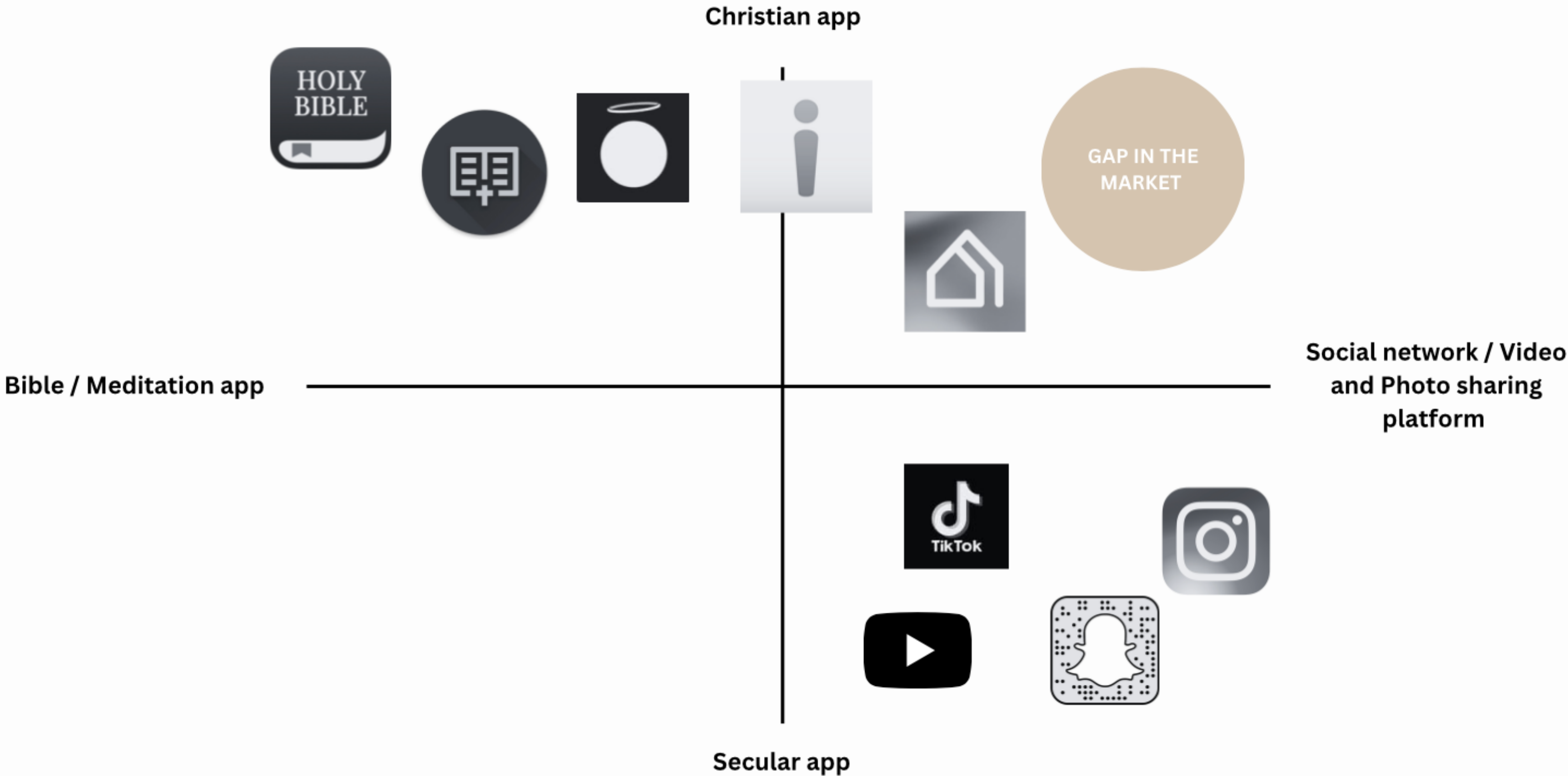


FIG 34

# Competitor Key Findings
































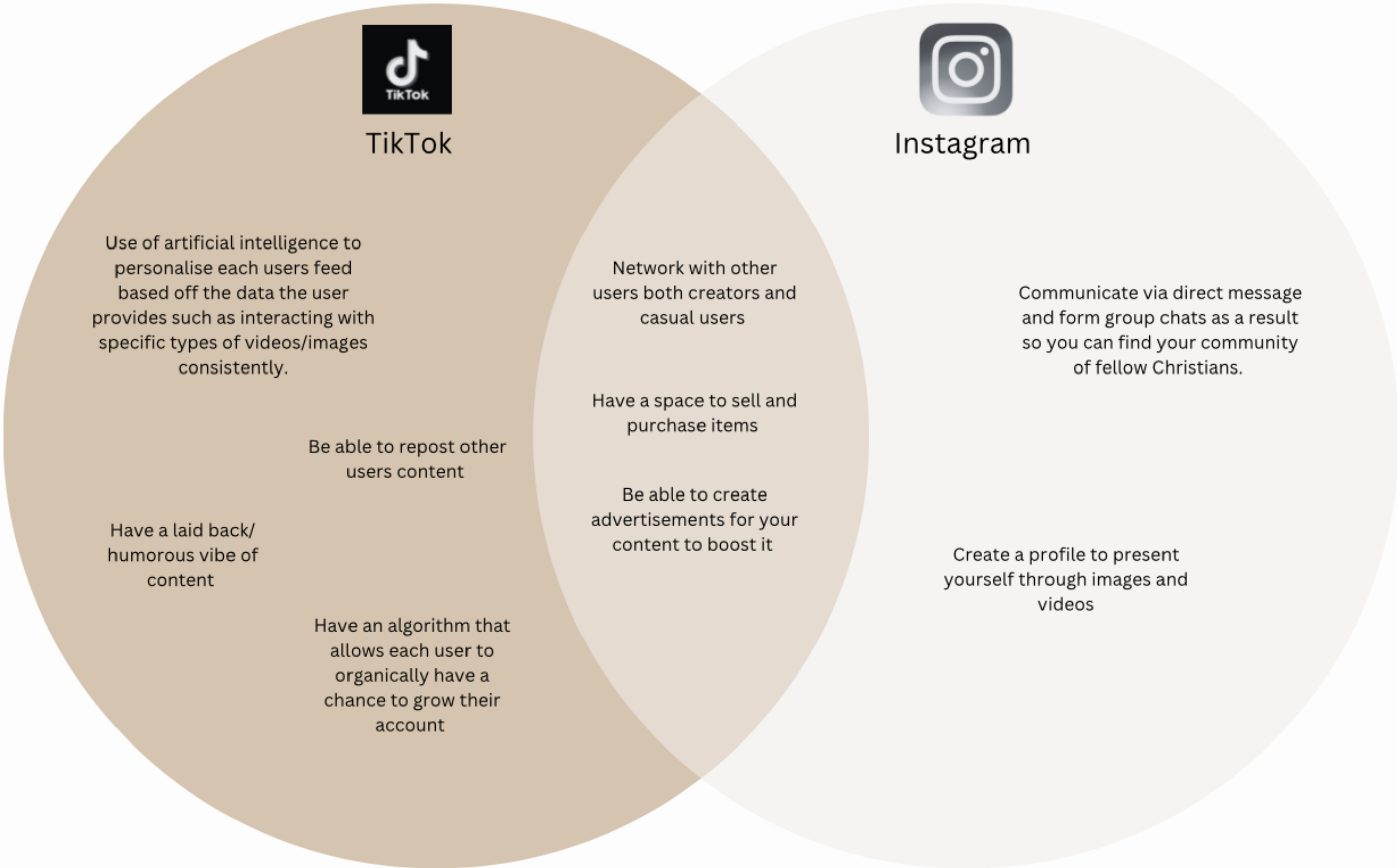
|  | Daily check in reminders  | Strong networking features  | Hyper-personalised  | Use of Artificial Intelligence  | Focus on spending time with God   |
|--|---|---|---|---|---|
| FaithGram  |    |  |  |  |    |
|    |   |  |   |   |   |
|    |   |  |   |   |   |
|    |   |  |  |  |   |
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FIG 35

# Secular App Needs



# Christian App Needs

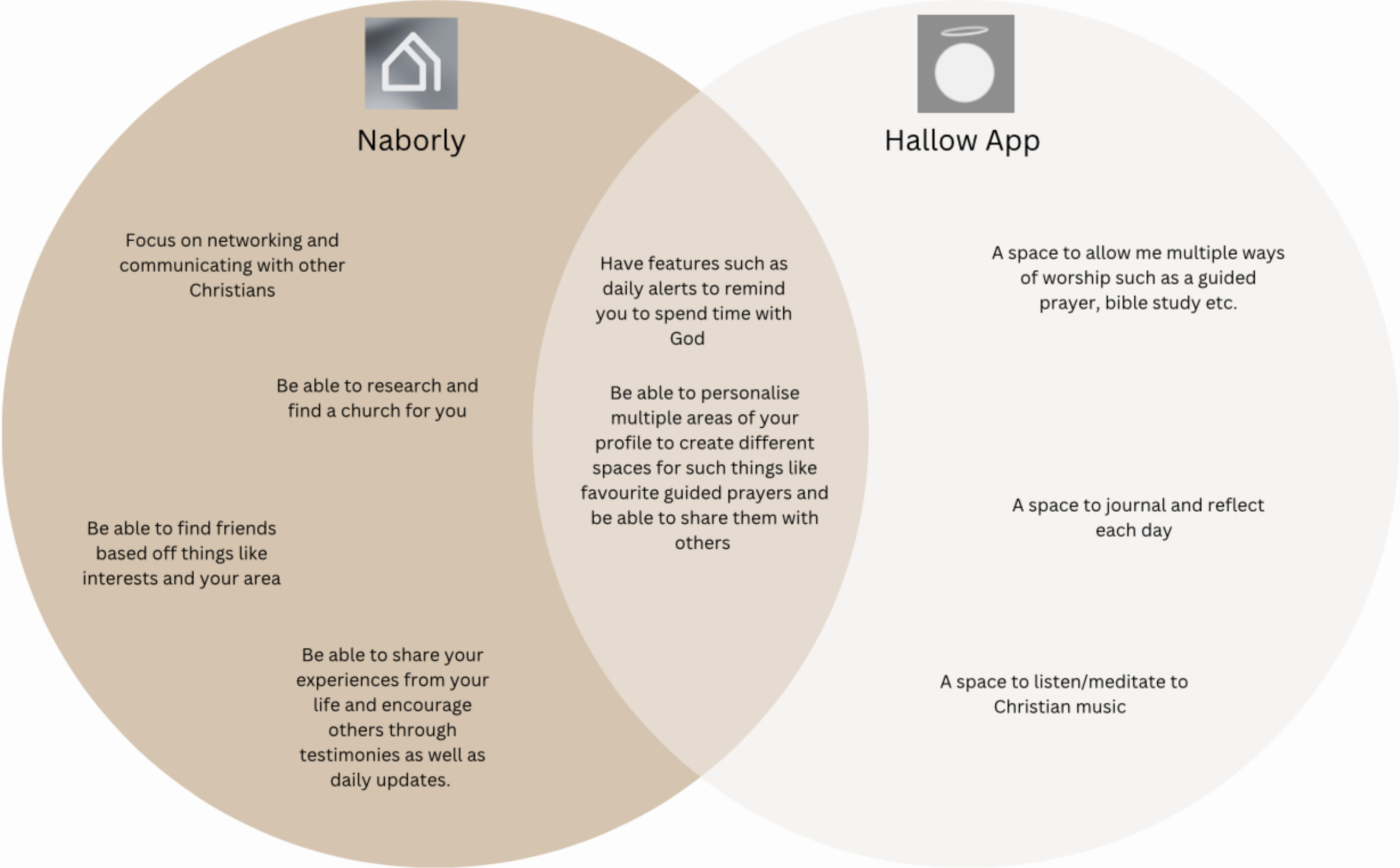


FIG 37



*BUSINESS MODEL*

BUSINESS MODEL CANVAS

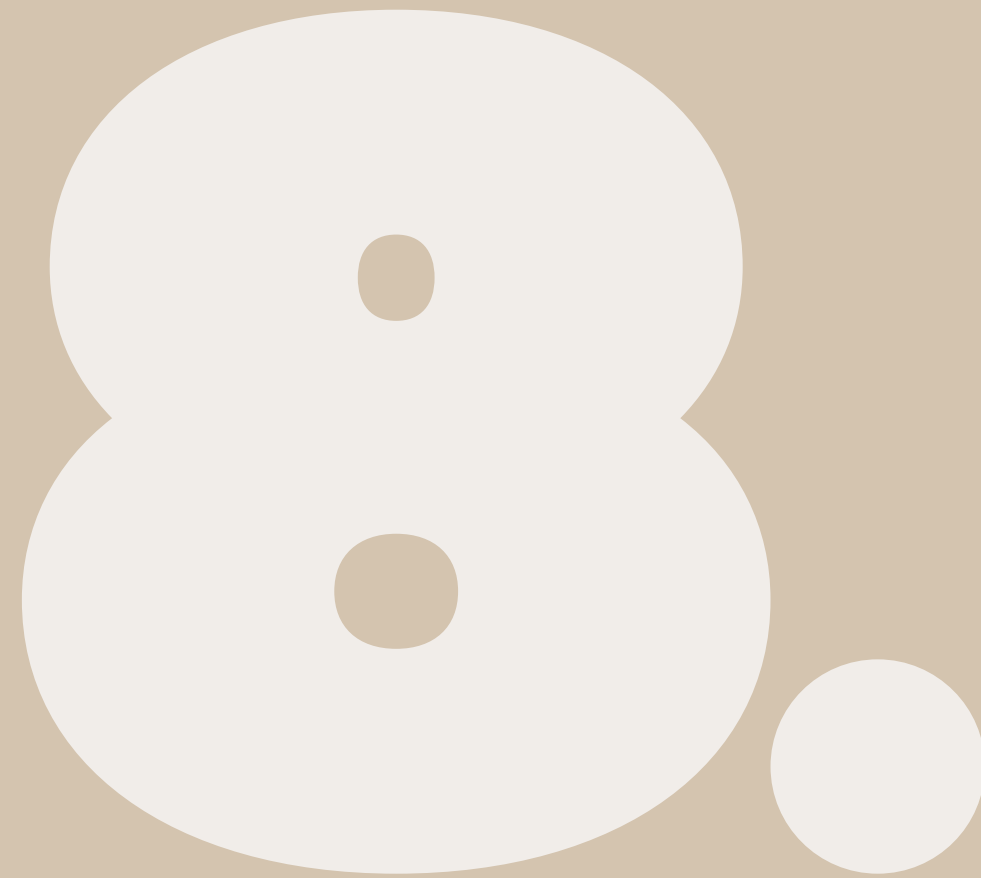


# BUSINESS MODEL CANVAS

|  |   |  |  |  |  |
|--|---|--|--|--|--|
| <p><b>Business idea in a nutshell</b></p> <p>FaithGram is a social media app that provides a space for young Christians to share experiences together, network with one another, and socialise in a safe environment.</p>  | <p><b>Customer Segments:</b> <i>Who are your customers? Describe the different customer segments you wish to attract.</i></p> <p><b>Viewers</b> - Gen Z focus who are Christians ageing from secondary school (12 years) to after university (24 years). Instead of starting from 16 years as previously stated, FaithGram wants to target the age where teens have a mobile phone as they will most likely have social media on it. Gen Z focus</p> <p><b>Creators/advertisers</b> - The app will target influencers both Christian and non Christian who will promote our values as well as viewers who want to create content. Influencer marketing will play a role in growing the app through advertising with potential celebrities becoming ambassadors for the company.</p> |  | <p><b>Customer Relationship:</b> <i>What kind of relationship does each type of customer segment expect you to establish and maintain with them?</i></p> <p><b>Achieve</b> - FaithGram cares deeply about their consumers and focuses on building trust with their young viewers through the vision of providing a safe space for them to grow in their faith. Through the app and campaigns, FaithGram wants to grow in trust with their audience so they feel like they have a space to go to in times of spiritual warfare as well as provide excellent education on the Word of God.</p> <p><b>Grow</b> - Once the audience is acquired, FaithGram intends to grow a relationship with each user through daily personalised engagement of positive reinforcement while allowing every user to have a voice so the app can listen and provide exactly what is needed to help.</p> <p><b>Creators</b> - FaithGram wants the best experience for their creators through updated software, user friendly experiences, and user feedback so content creators enjoy their experience on the app.</p> |  | <p><b>Key Partners:</b> <i>Are you working with any key partners? Is there a key supplier, distributor or other business that you can bring on board to help deliver your product or service?</i></p> <p><b>Algorithm</b> - FaithGram will collaborate with an AI company to allow a personalised experience for the users so they receive content based on what they are liking and engaging with.</p> <p><b>Technology</b> - Integration partnerships with technology partners to provide the best technology for the app</p> <p><b>Influencers</b> - FaithGram aspires to work with already established christian content creators to bring awareness to both the brand and God.</p>  |
| <p><b>The Proposition:</b> <i>What problem are you solving? What value do you offer?</i></p> <p>FaithGram provides a space for young Christians struggling with temptations to not be surrounded with secular content that may provoke them to sin.</p> <p>FaithGram offers them a space to share their experiences with God so they can relate, bond, and build friendships with other young Christians.</p> <p>FaithGram offers education through the Word of God to help them learn and understand the true meaning of Christianity</p>   | <p><b>Channels:</b> <i>How do you reach your customers? What are the routes for communication &amp; promotion?</i></p> <p><b>Download</b> - The app will be accessible through the App Store and the Google Play Store.</p> <p><b>Online</b> - Through our social medias and website where links will be available in bios to download the app.</p> <p><b>Offline</b> - Advertisements will be placed on streets such as billboards as well as word of mouth.</p> <p>Both online and Offline media will have the AIDAR funnel framework.</p>  |  | <p><b>Business Relationship:</b> <i>What financial relationship do you have with your customers? Do you sell by subscription, or as a fee for service, or cost per product? Is this a B2B relationship or B2C?</i></p> <p>FaithGram financially will work as a free to purchase app on the app/play stores with advertisements being the main source of income. The viewers and creators will have the option to sell items that have been checked for safety reasons as well as their accounts needing to meet certain criteria's before selling.</p> <p>FaithGram will have in app subscriptions in the third year after the relationship with users have been sustained with purchase options to gain more access to certain content such as specific meditations.</p>  |  | <p><b>Key Competency:</b> <i>What activities must your business be good at in order to succeed? What skills &amp; experience do you bring to the table, and what skills do you need to outsource?</i></p> <p><b>Customer Service</b> - With user focus being a main drive FaithGram must take feedback regularly and ensure any initial issues are taken care of immediately.</p> <p><b>Knowledge</b> - FaithGram intends to bring the knowledge and wisdom of God's Word to provide the Bible as the primary source of information so audiences are given true and safe content from scripture and not man made material.</p> <p><b>App Maintenance</b> - FaithGram will source technology officers to provide up to date technology so the user experience is smooth, easy to use, and ascetically pleasing.</p> |
| <p><b>Key Activities:</b> <i>What does your business do? Are there different revenue streams?</i></p> <p><b>Platform Maintenance</b> - Facilitating the exchange between the customer growth and the app system and create incredible user experience.</p> <p><b>Optimisation of recommendation Algorithms</b> - Creating a consistent personalised experience for the user by frequently updating the algorithms.</p> <p><b>Marketing</b> - Providing up to date above the line and below the line advertising to grow the overall brand awareness and attain customer acquisition.</p> |   |  |  |  |  |

(MasterClass, 2021)

FIG 38



# *PRODUCT & SERVICE*

FAITHGRAM | MARKETING STRATEGY | CAMPAIGN



† *FAITH*  
*GRAM*

# Founder



FIG 39

Benjamin Rago, 21

***"I believe Christians in my generation both new to faith and experienced are lacking a space where the Christian social media world meets the secular social media world. Through the many tough experiences I have faced when starting my journey with Christ, a social media to freely roam as if I was on 'Christian TikTok' all the time while having the option to meditate on the Word of God, post and resonate with others my age is exactly what I needed."***

***Benjamin Rago***



FIG 40

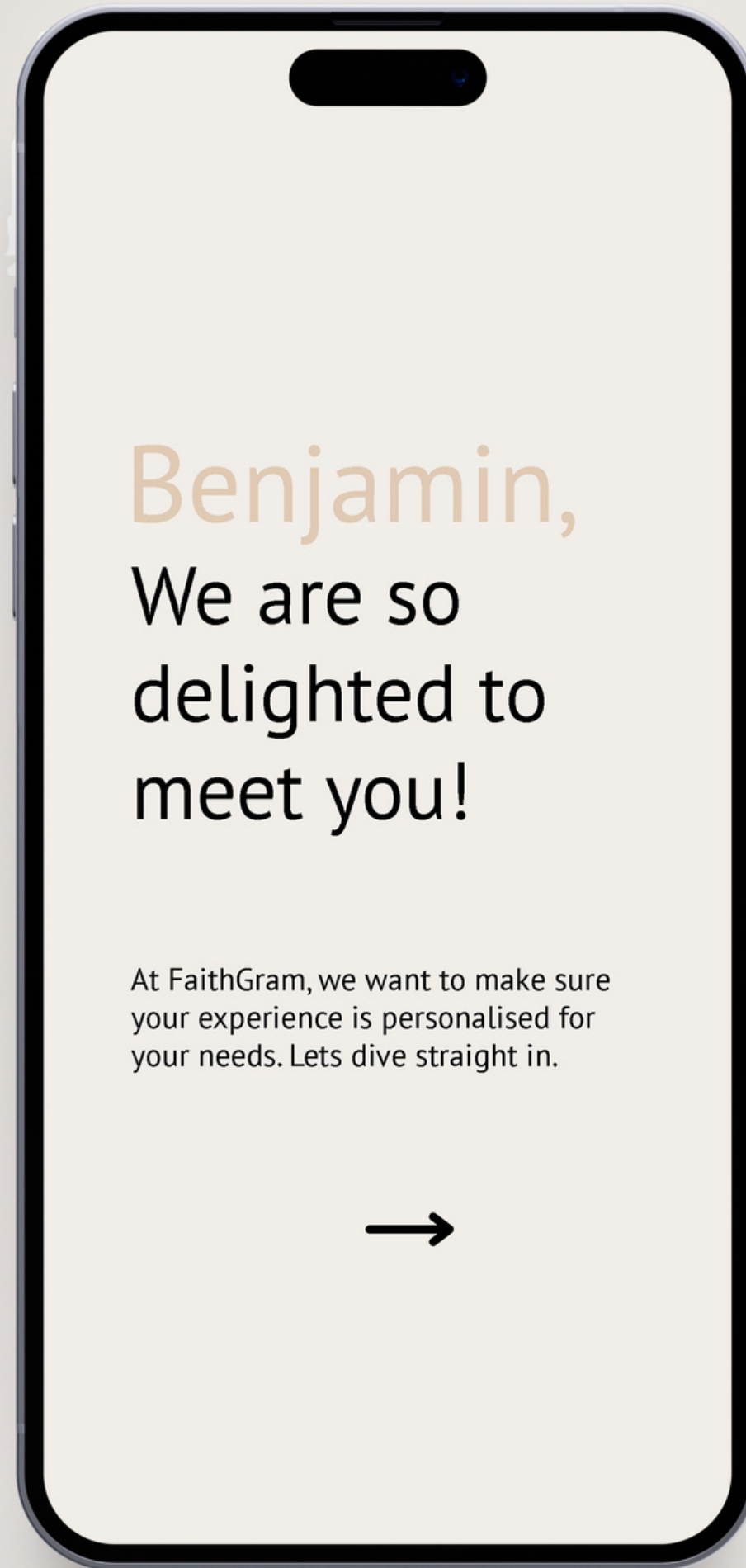






FIG 42

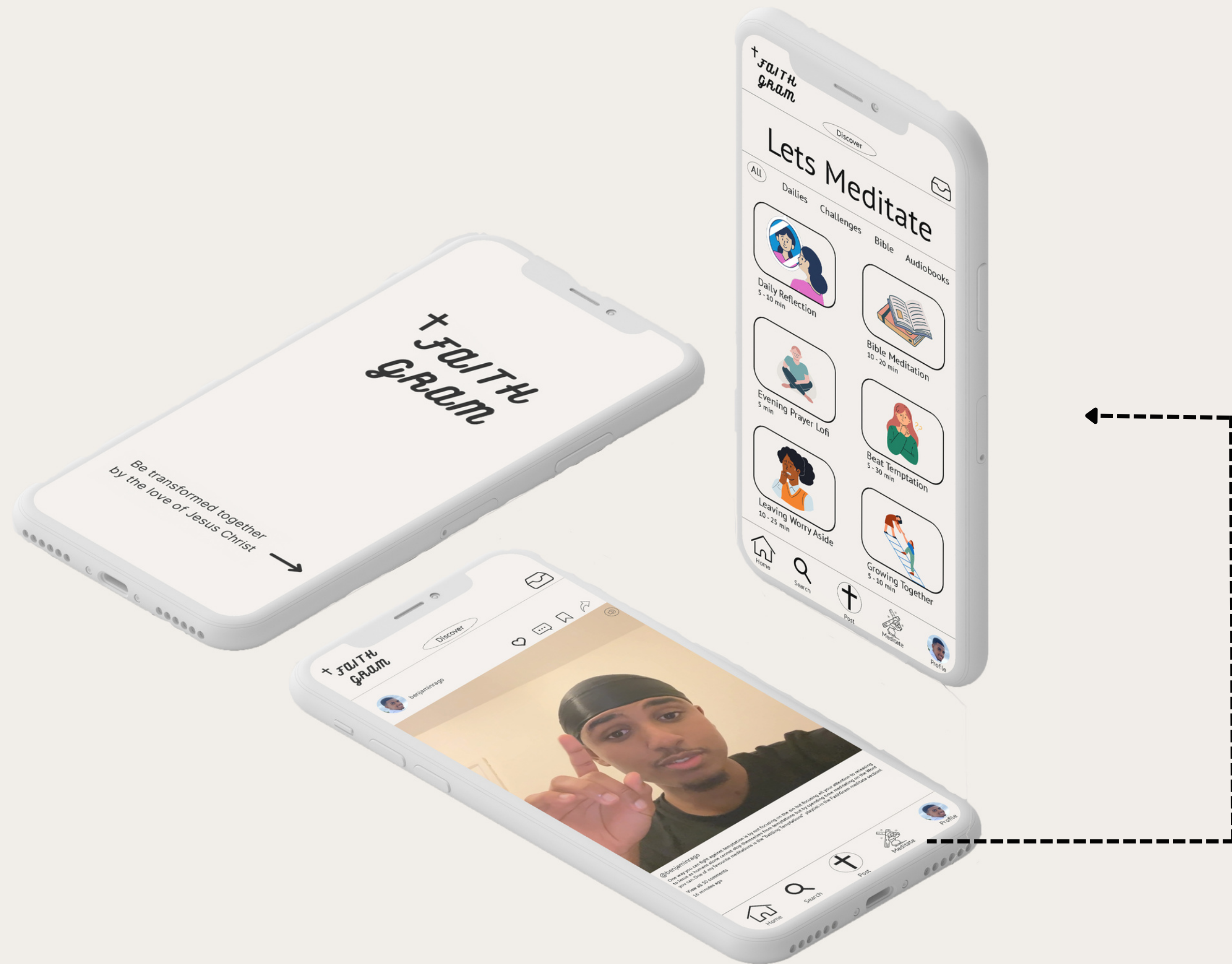


FIG 43



# OVERVIEW



At its core, FaithGram has a sole purpose of being a social media space that allows young Christians to grow and rekindle their love for God. There are many resources to help each and every individual Christian grow in their faith whether it be the Bible or church, but FaithGram's creation was intended to reconnect God with the secular world and show that anyone is welcome to experience His love. After identifying a gap in the market where secular and non secular apps can combine, as well as the growing young Christian community who want to elevate in their faith in alternative ways, Faithgram is the answer to offer endless opportunities for the many young christians struggling to gain a deeper connection to God.

# FAITHGRAM'S MISSION

# Mission

Trying to grow in faith in a world that is filled with the opposite, can leave young Christians who are seeking to find their purpose in life left feeling stranded alone. Sometimes all it takes is the right surroundings for their souls to blossom. Our mission through this app is to bring unity among young Christians who are struggling to take their faith to the next level. The app will provide opportunities through networking, creating and viewing content so the next generation of Christians become inspired to make a change in the world.

# FAITHGRAM'S VISION

# Vision

FaithGram's intended vision is to provide a space for young Christians on social media to socialise in a safe environment, share experiences together, and network with one another and as a result grow in their faith.



# FAITHGRAM'S VALUES

### **Protection**

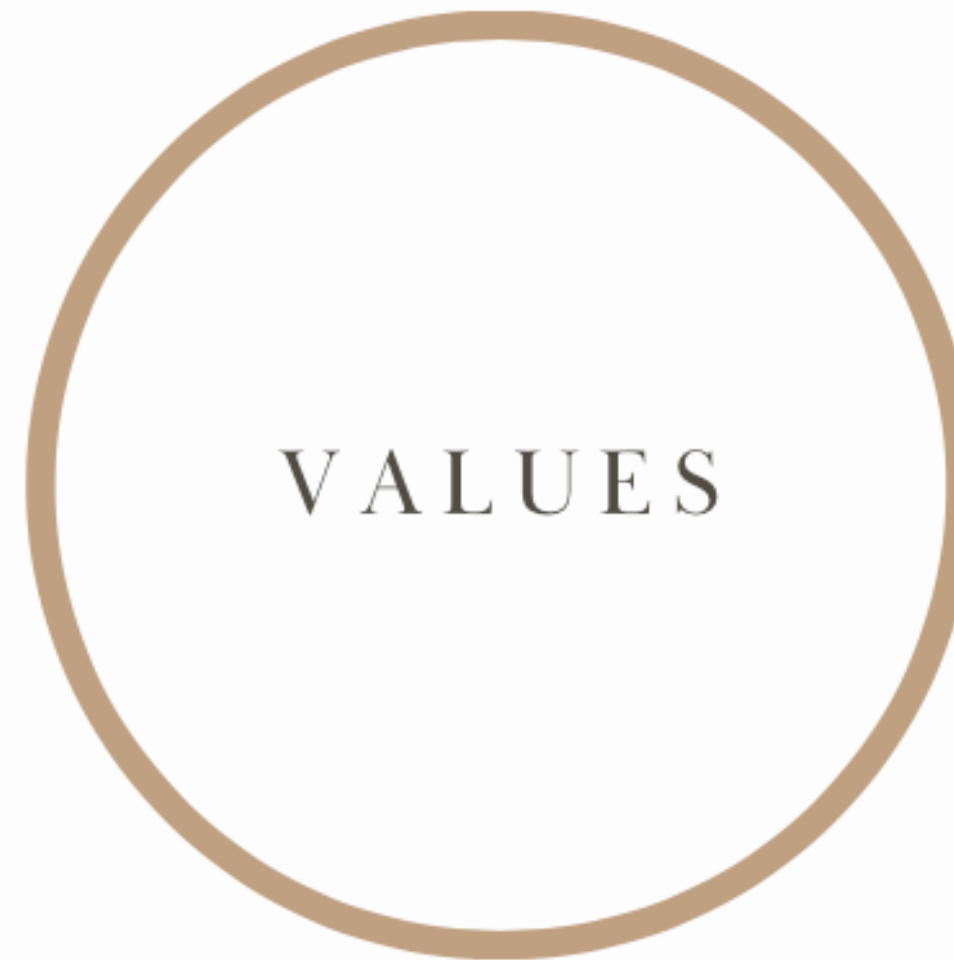
FaithGram's main focus is to protect their users from any dangerous secular content that may harm them and tempt them to sin and allow a space free of worry so they can freely/safely roam the app.

### **Trustworthy**

FaithGram strives to provide genuine care for all users so they never have to worry about the content they consume. FaithGram intends to create a space where users are confident to roam the app without having to think about avoiding dangerous content.

### **Collaborative**

Growing with one another as a christian is vital in your faith journey, so the aim is to provide a user friendly collaborative interface so no matter your age, anyone can easily share experiences and network with one another.



### **Innovative**

FaithGram wants their users to feel inspired by one another to grow in faith but to also find their purpose. As time progresses, FaithGram will continuously introduce innovative improvements to adapt to the times allowing users to progress.

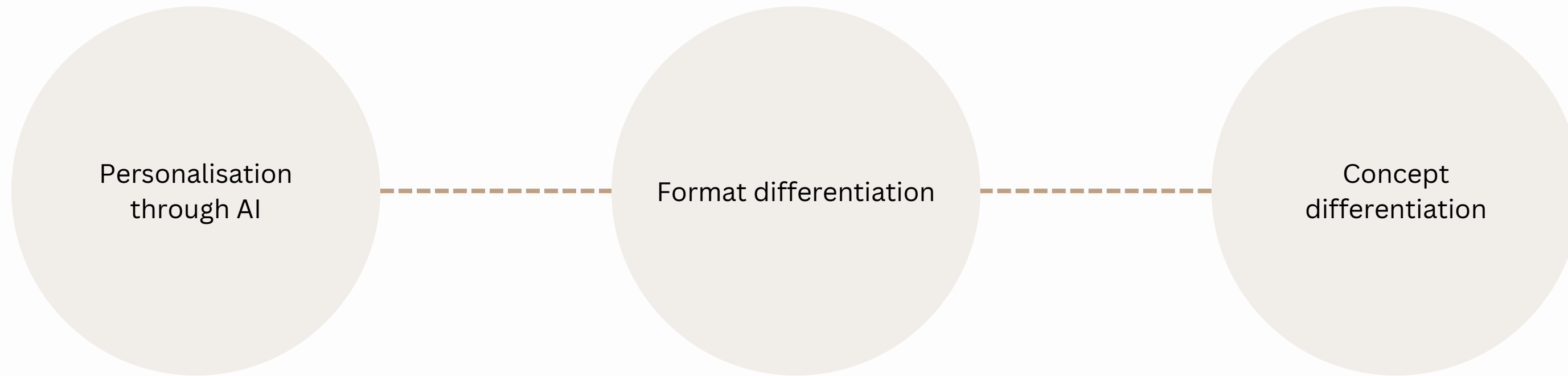
### **User Focus**

FaithGram are nothing without the users. FaithGram has a focus to provide users with what they need to progress in their journey with God. Knowing this, with user feedback, FaithGram will listen to the users wants and needs and conduct updates accordingly.

### **Respect**

Being an online from of media, it is easy to come across harmful content. FaithGram's message will be to portray respect, kindness, and togetherness for every user and consequences such as reporting features will be in place to tackle such issues.

# Unique Selling Proposition (USP)

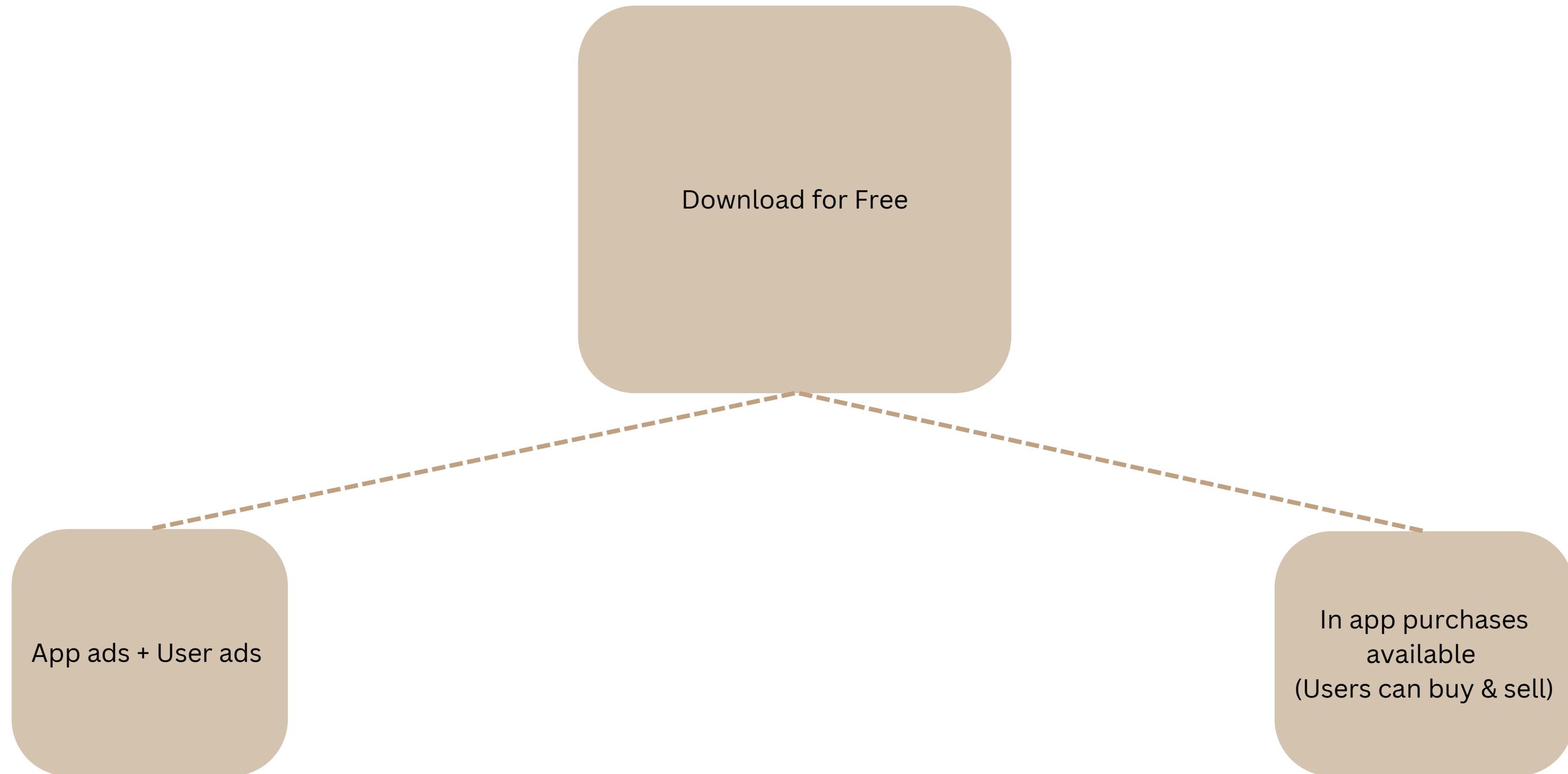




FaithGram fills the gap in the market through a unique USP that combines secular social media formats such as Instagram and TikTok with Christian social medias such as the YouVersion Bible App and the Hallow App. Through this format and heavy focus on personalisation through AI, users will be able to meditate on the Word of God in multiple formats while being able to post, scroll, and socialise with various forms of content that is suited for them.

P R I C E

# Pricing Policy

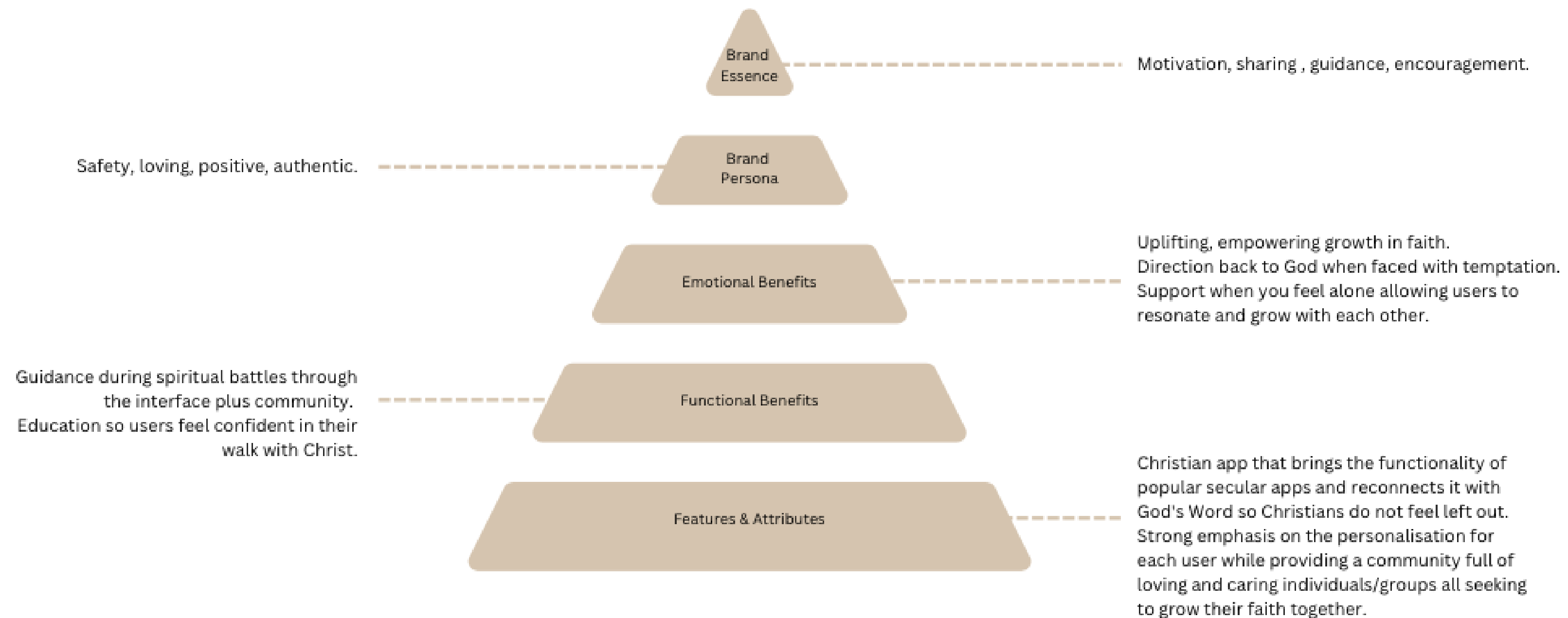


As a result of competitor data, FaithGram will provide a free download as the main focus is to encourage users to seek God which reflects current Christian apps. All sections focused around meditating on the Word will be free and ad free however when scrolling through content on your feed where others and the user posts and socialise, as Instagram and TikTok do, will be advertisements. Users can also buy and sell items with the ability to advertise them with FaithGram receiving 5% of each item sold.

As content safety is important, users will be instructed before using the app to adjust the ads they see in the 'Ad Preferences' section giving the ability to the user to control and manage the information FaithGram provides and as the user uses the app more often, the AI algorithms will learn more about what type of content they are willing to see and provide it accordingly.

# BRANDING

# Brand DNA Pyramid



(D'Angelo, 2022)

# Brand Logo & Colour

|  |  |
|--|--|
| <div>Primary</div> <div>RGB: 0 0 0</div>       | <div>Secondary</div> <div>RGB: 198 201 194</div> |
| <div>Primary</div> <div>RGB: 237 233 227</div> | <div>Secondary</div> <div>RGB: 160 139 127</div> |
| <div>Primary</div> <div>RGB: 202 183 159</div> | <div>Secondary</div> <div>RGB: 176 143 110</div> |

|   |   |
|---|---|
| <div>+</div> <div><i>FAITH</i></div> <div><i>GRAM</i></div> | <div>+</div> <div><i>FAITH</i></div> <div><i>GRAM</i></div> |
| <div>+</div> <div><i>FAITH</i></div> <div><i>GRAM</i></div> | <div>+</div> <div><i>FAITH</i></div> <div><i>GRAM</i></div> |

Brand Font



*Bukhari Script*



Canva Sans



Inter



# MARKETING STRATEGY

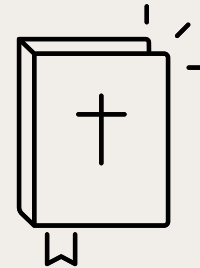
†  
*Faith*  
*Gram*

*Be Kind Campaign*

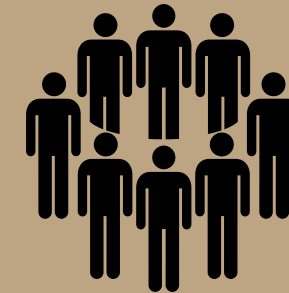
# Campaign Messaging



Kindness as Jesus  
taught



Education on the Word  
of God



Finding your  
community

# Aims of Campaign

## Awareness

Creating a 'Be Kind' campaign that raises awareness to the topic kindness through Jesus Christ's teachings so audiences are inspired enough to engage on the app. The campaign will occur as a church event to celebrate the cause.

Key Performance Indicators (KPI): Unique reach / Engagement rate / Completion Rate / Click-through rate (CTR) / Return on ad spending (ROAS)

## Consideration

Reach methods that retarget the audiences using online media to drive them to use the app.

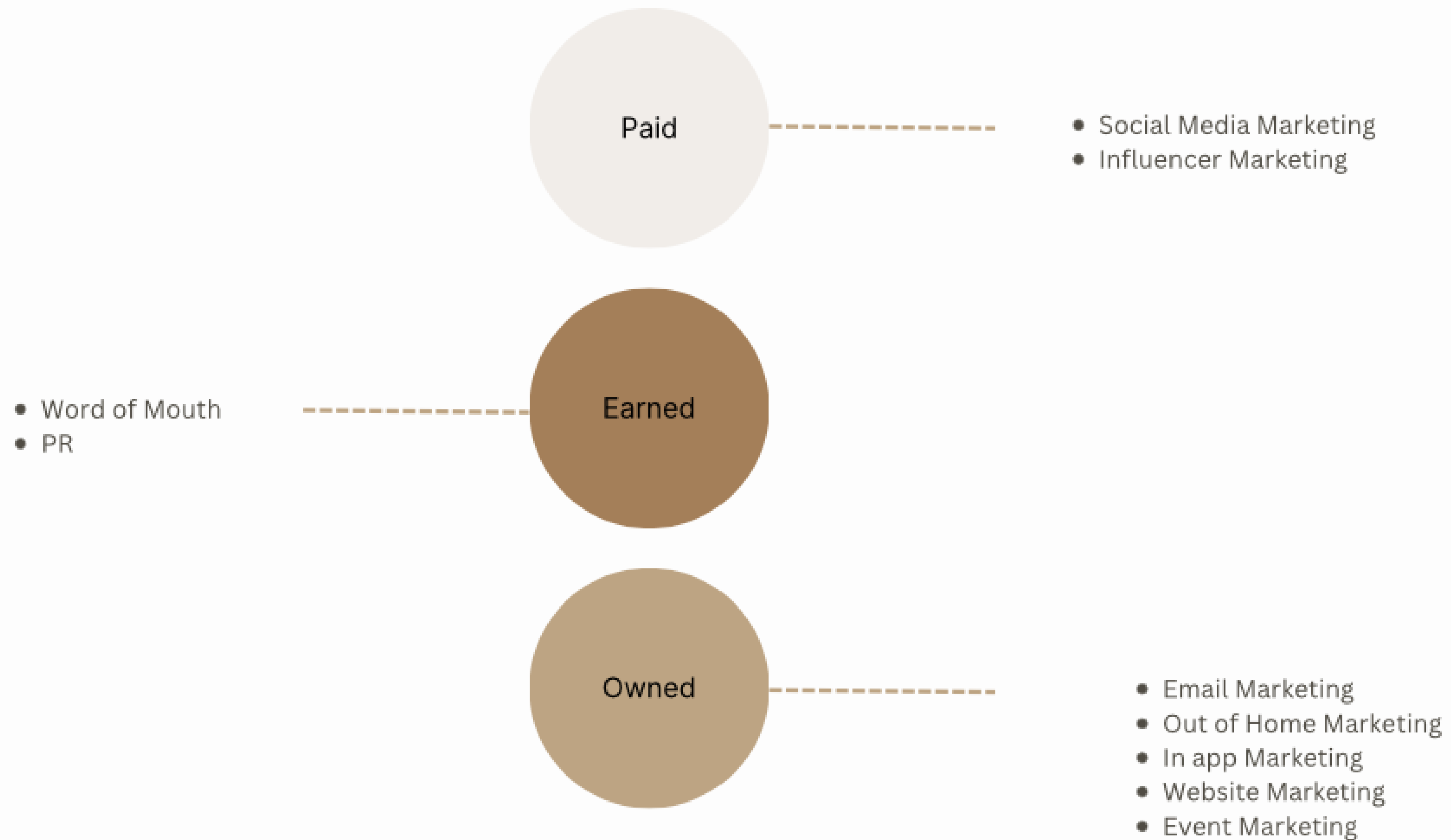
KPI: Click-through rate (CTR) / # of times the app link is used / Drive traffic

## Purchase

Create methods to drive audiences to download the app e.g. a limited timed lent challenge for easter that expires at a certain time.

KPI: # Downloads / ROAS / # Attending Event / Cost per acquisition (CPA)

# Paid, Earned & Owned Media



(Amazon ads, 2023)

FIG 47

Through paid, earned and owned media, FaithGram will focus on executing all stages of the marketing funnel to allow the audience to go through a journey before reaching the destination of downloading and using the app.

Through careful consideration, FaithGram intends to use multiple forms of marketing to bring both online and offline awareness to the campaign and event and build a community so future events can take place resulting in retention of the audience.

# Social Media

## Awareness & Consideration



Instagram

- Educate
- Community



TikTok

- Educate
- Humour



Spotify

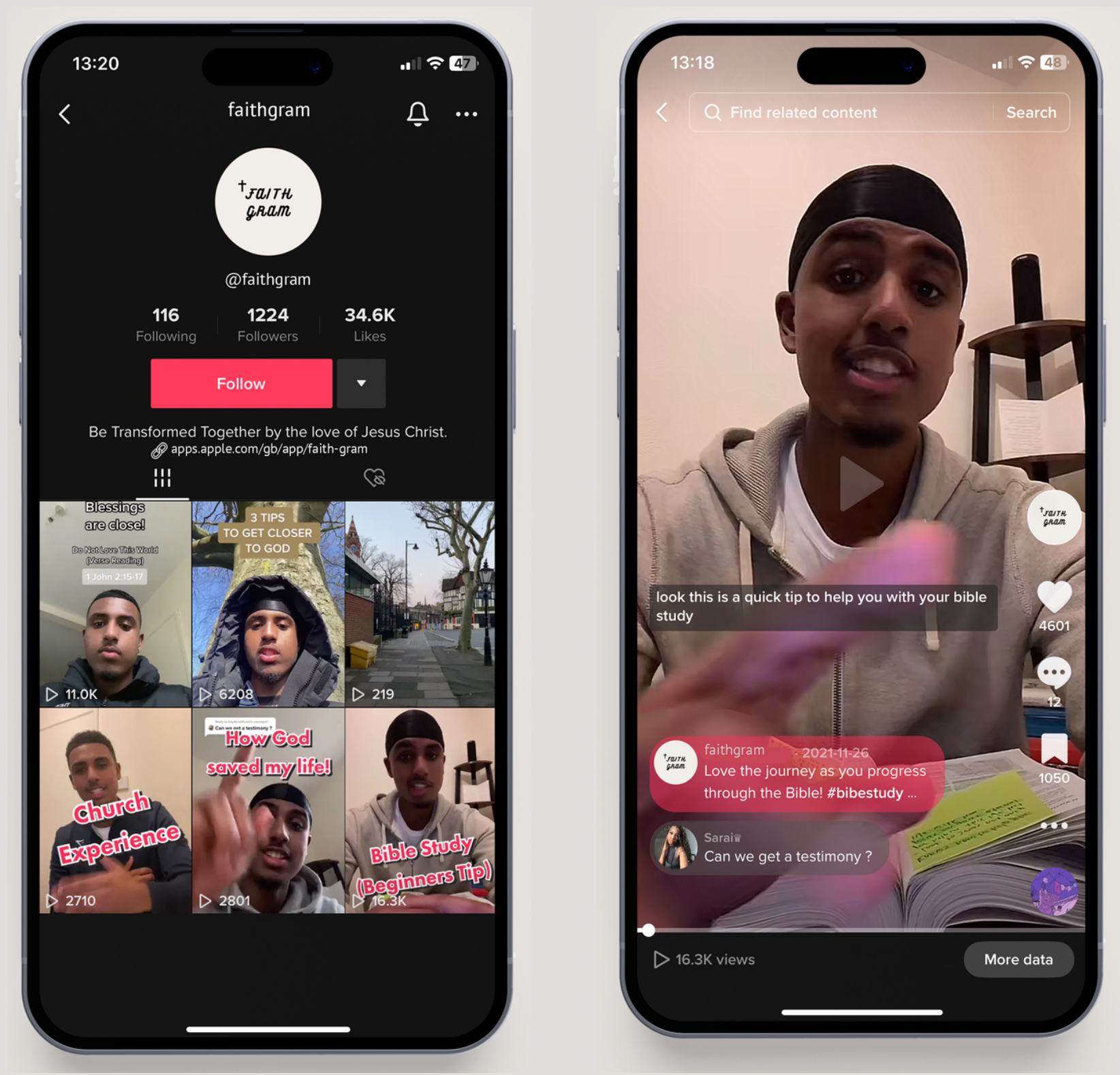
- Educate
- Inspire



Website

- Educate
- Customer Care

# TikTok



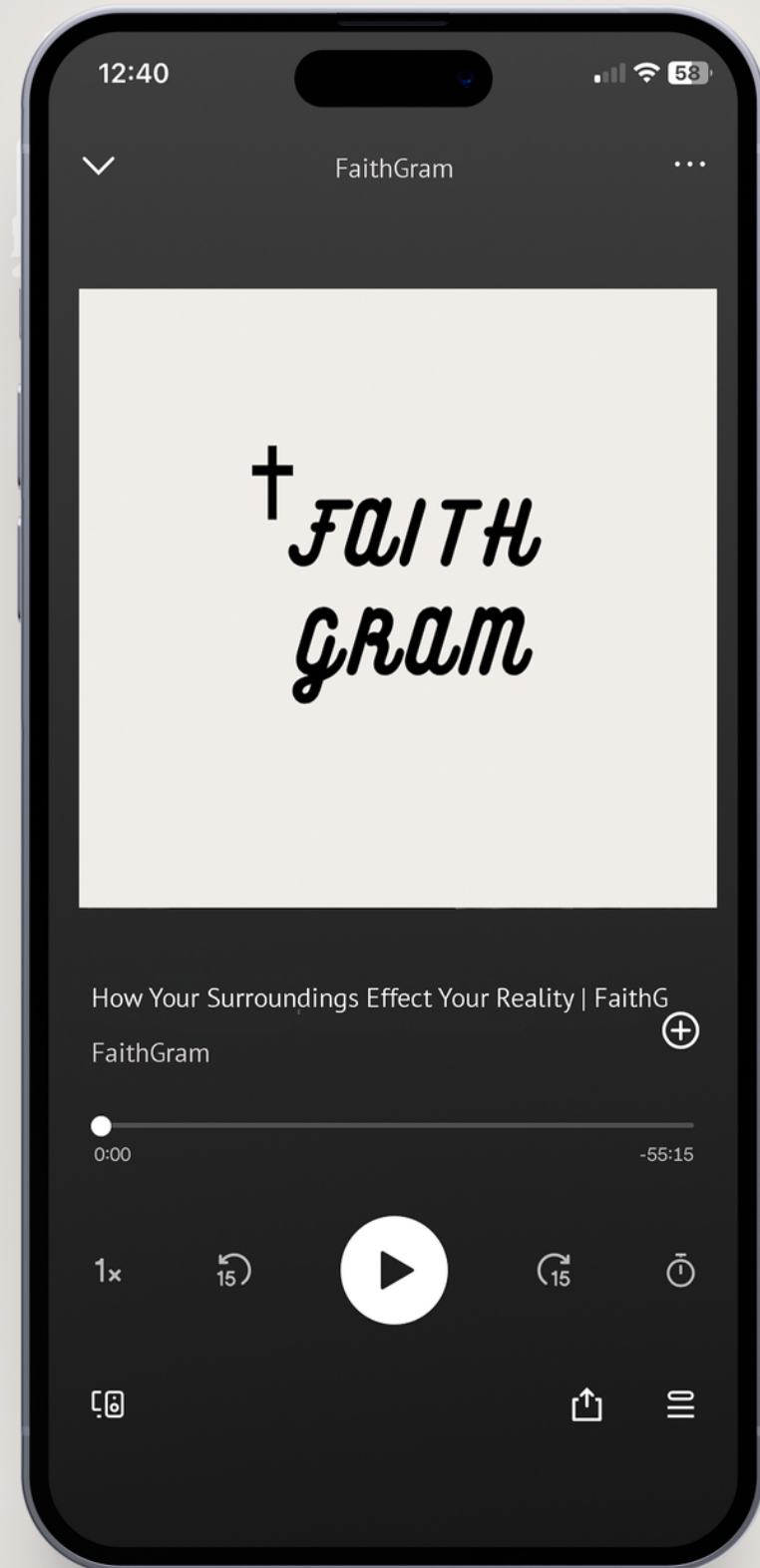
TikTok will be an important avenue to promote the campaign as it currently has over 1 billion active monthly users. (Ruby, 2023)

FaithGram will capitalise using TikTok's organic growth capabilities through posting content that educates users about FaithGrams mission, vision, and values as well as creating humorous and inspiring challenges to bring awareness to the campaign. FaithGram will also team up with influencers to grow these challenges and inform audiences of their overall intention.

FIG 48



# Spotify

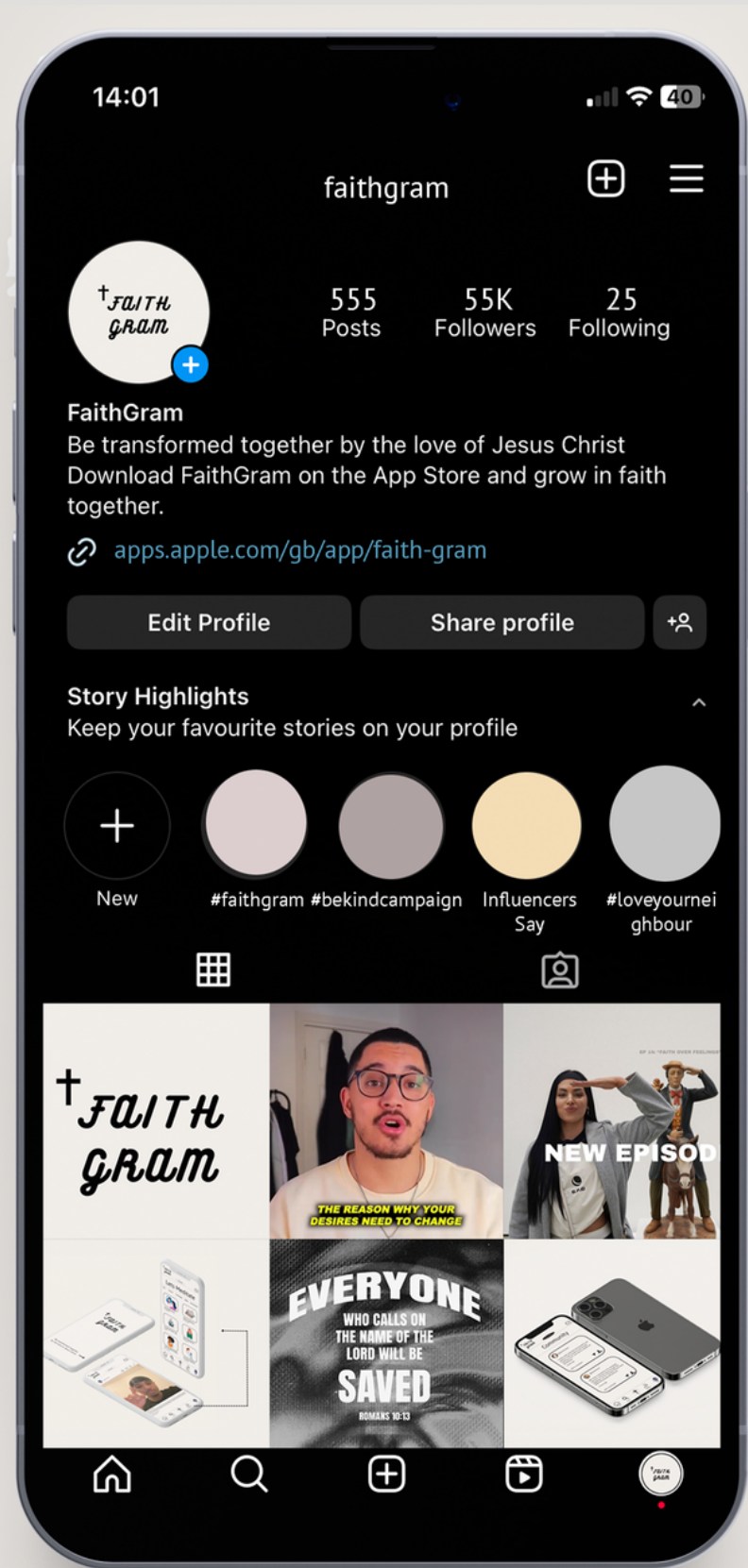


Spotify will be key to allow FaithGram to have a space to have in depth conversations with their internal team and guest influencer speakers and create a sense of community through audience interactions such as 'audience topics' which the team will use as a speaking point to bring a sense of belonging.

As Spotify has 489 million current active monthly listeners (Ruby, 2023), it will be an opportunity to reach users who need very informative advice and direction with specific issues they may be facing. All Spotify content will be advertised across the chosen social media outlets.

FIG 49

# Instagram



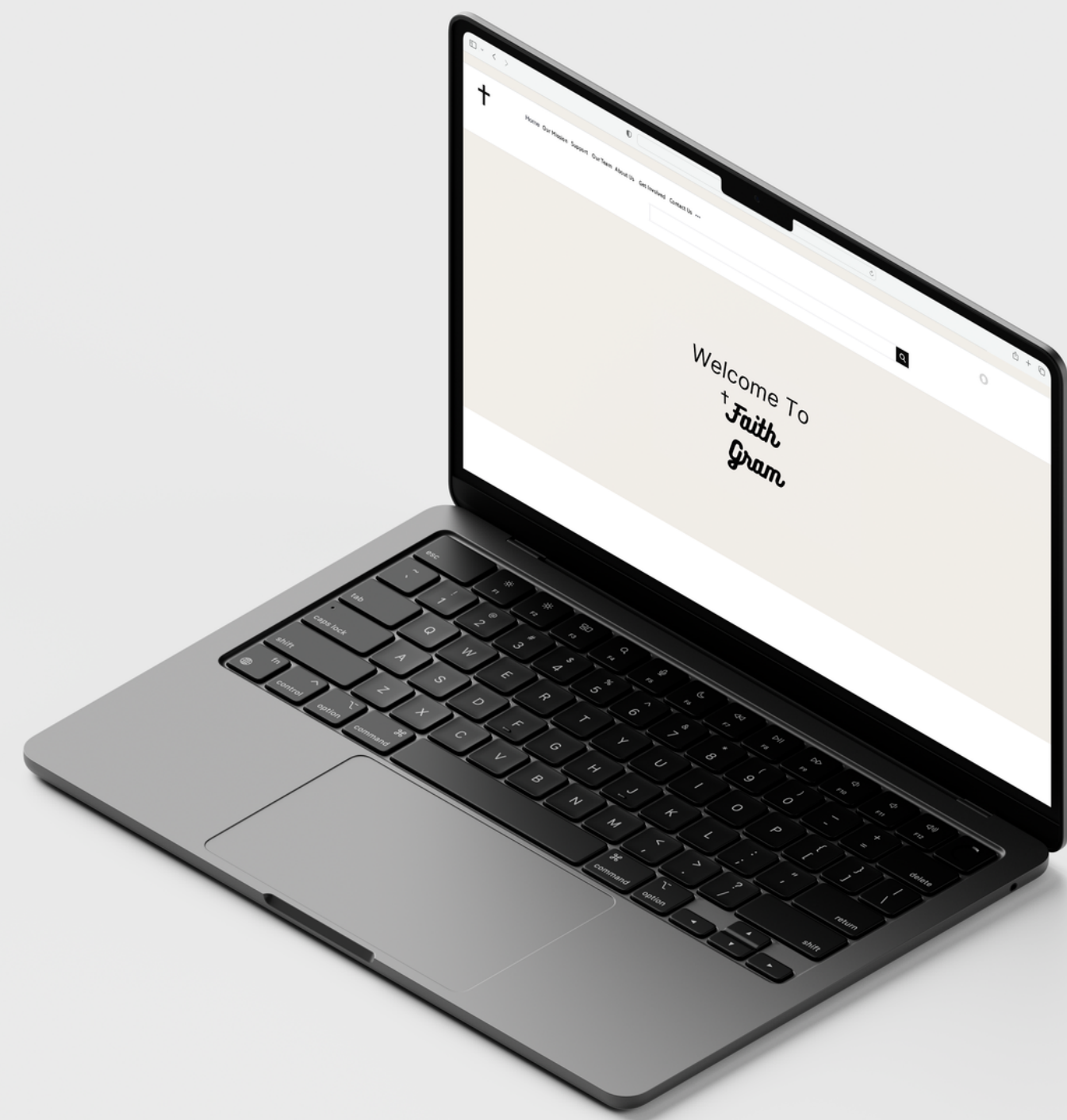
Instagram will be a space to create positive media and grow the community through the use of hashtags (#FaithGram / #BeKindCampaign) and stories to bring awareness. Paid ads will also be used.

Involving the current young Christian influencers will be key in attracting the target audiences. Working with both the up and coming influencers and the already established ones especially in the Gen Z age bracket will bring awareness to the brand.

The influencers will use their unique style of content creation to have their say on how they feel about FaithGram and the campaign creating a sense of authenticity allowing their audiences to see the realness of their views overall reflecting FaithGrams values about transparency. In return with careful consideration, they will become ambassadors of the brand and have their own meditation playlists that users can access.

FIG 50

# Website



The FaithGram website will act as an outlet for customer care so all users can have a space to ask any questions or report any issues (which can also be done on the app and App Store) as well as a space to educate users about the brand.

As FaithGram cares about their audience, the website will be very audience centred giving a space to allow them to explain what features they would want, recommendations for topics to touch on, and a space to reach out for personal help. On the website all information about the campaign event will be available with app advertisements across the whole website as well as an email prompt initially so email marketing can take place such as early access to meditation playlists targeting the purchase section of the funnel.

FIG 51



# In-App Marketing

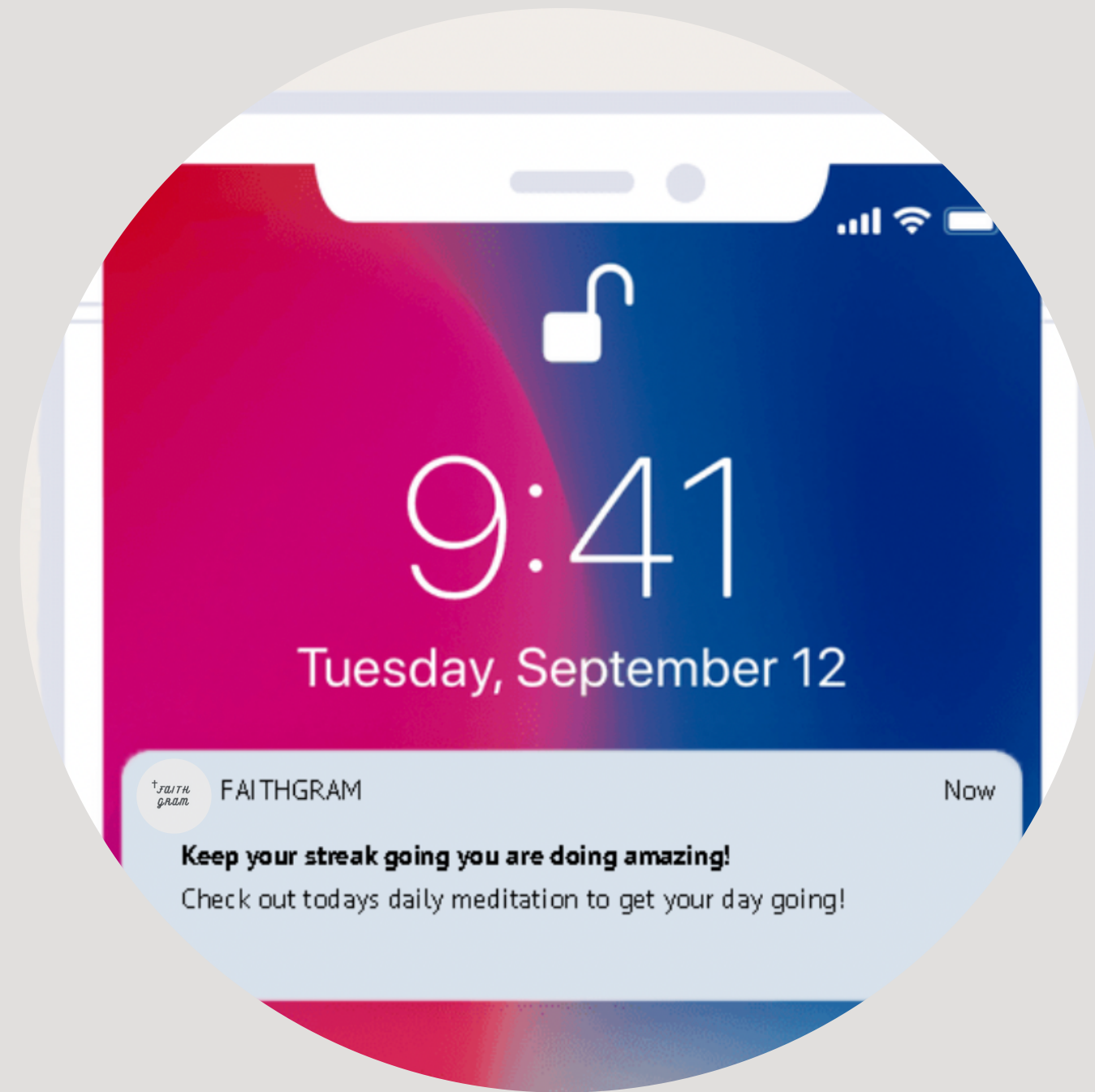


FIG 52

In-app marketing will be vital for having daily active users by FaithGram displaying push notifications of reminders to, for example, 'Remember to pray'. The app will politely encourages users with message reminders to stay inspired and consistent in their walk with Christ with the users consent which can be altered in settings if they do not want them.

For personalisation, users will be offered a selection of options of what they want to be notified with and at what time so the user has full control.

# Out Of Home Marketing



FIG 53

To target offline media and grow the brand away from the digital world, FaithGram will be advertising encouraging Bible verses with the brands logo beside it to combine the brands value of innovation and awareness. Each poster will have a barcode on it directing audiences to the app on the app store so people can get an immediate description of FaithGram.

OOH advertising has the highest percentage of consumer recall with 86% (Peters, 2023) which will be key in targeting various amounts of audiences and will be placed across hotspots in England such as Piccadilly Circus in London.

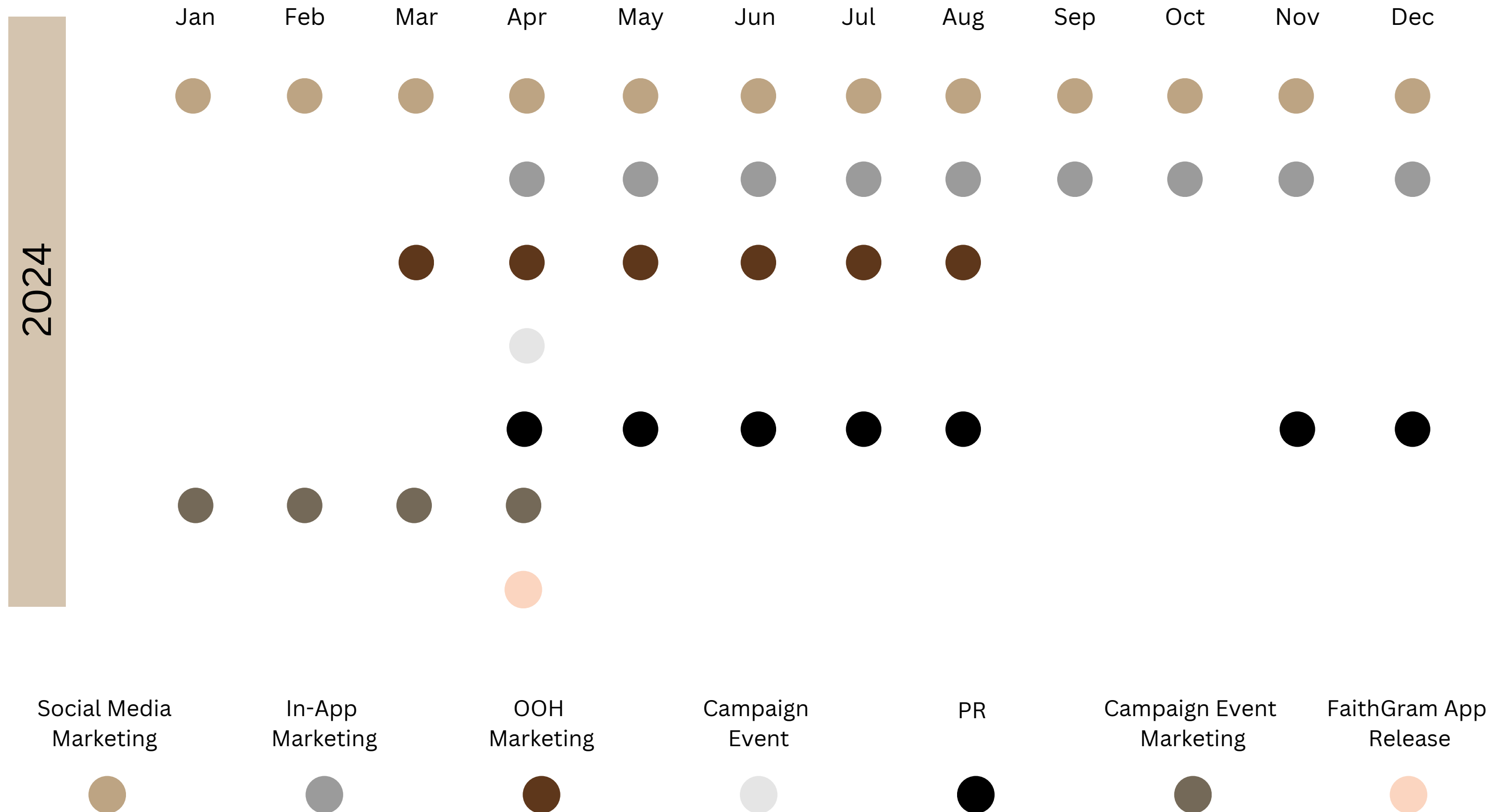
# PR Strategy



FIG 54

PR strategies will be in place to allow FaithGram an opportunity to present their stories in popular Christian outlets among the Gen Z audiences such as magazines. This space will allow FaithGram to further display the campaign, their mission and values and bring awareness to the brand and campaign and open up a space for FaithGram to support these outlets as well as other ones to display their values of being collaborative and trustworthy.

# Marketing Calendar Timeline



FaithGram intends to launch the Be Kind campaign event on Good Friday in April 2024 to celebrate the death of Jesus Christ and the goodness that came from it. To have a chance of attending the free event with a limited capacity of 500 tickets, you need to sign up through a link found in the bio of all FaithGrams social medias and enter in your email, name, and age which can then be used for email marketing with the option provided to them to opt out of it. The app will be launched on Easter Sunday so the event attenders can gain early access to it. Choosing not to launch it on Easter Sunday came as a result of people potentially wanting to celebrate it at their own churches. The event will occur at the Christian Revival Church in east London where various different activities will occur for everyone.

To attain customer acquisition, this marketing timeline is in place prior to the campaign initially starting in January as people will want to be entering the new year with new goals and ambitions in addition to building up awareness across the selected marketing channels. It will continue on after the event so both attained audiences and new potential audiences are spread with the awareness of FaithGram.



†  
*Faith*  
*Gram*

*Be Kind Campaign Event*

The FaithGram Be Kind campaign event on Good Friday April 2024 is in place to celebrate the one who gives to all. Jesus Christ died on the cross to remove the sins of every human and give them a chance to live a truly fulfilling life driven to reach their God given potential. No human will truly understand what it took for Him to take this enormous weight on His shoulders to save mankind yet it is the journey leading up to the crucifixion that should also be remembered.

No matter who or what the situation was, He was always kind to others even if they were against Him. “But love your enemies, and do good, and lend, expecting nothing in return, and your reward will be great, and you will be sons of the Most High, for he is kind to the ungrateful and the evil.” (Luke, 6:35)

This event is in place to show the world that being kind to others is the number one thing to living a truly good life. Come and join FaithGram, the new social media app that provides an outlet for young Christians to enjoy social media time without worrying about potential harmful content that may lead you to sin but instead have combinations of biblical meditations while being able to post and socialise with others in your same situation. FaithGram will help you find your community while being able to learn and grow with your creator.

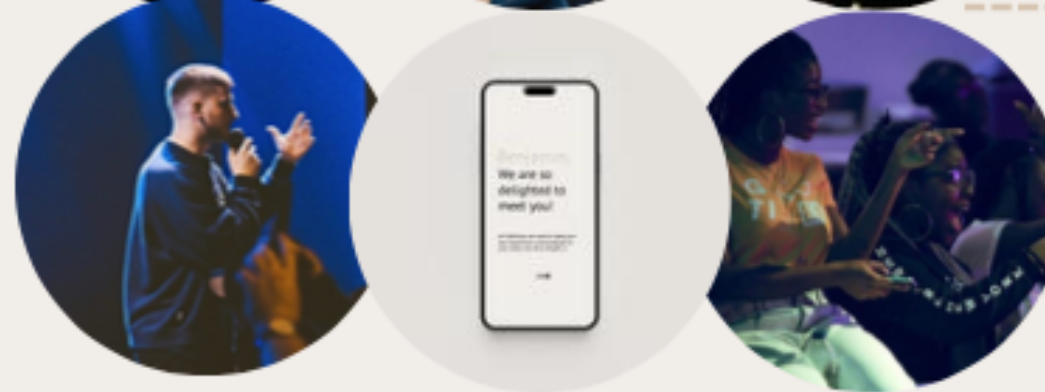
## What to Expect:

Celebration where everyone comes together to listen to live gospel music with food and drinks provided.



A sermon from the experienced Pastor Thabo who has been a senior pastor at CRC London since 2009. (Christian Revival Church, 2023)

Guest appearances from young Christian influencers to inspire the youth that they can grow their faith.



The opportunity to socialise and meet people going through the exact same things as you so you can connect and build a potential friendship.

A talk introducing FaithGram and what the app is about with early access to the app for everyone attending the event.

Smaller focus groups teaching introductory lessons about such topics like being a committed Christian and relationship vs religion showing how they can access similar education on FaithGram.



*FINANCIAL CONSIDERATION*

# Financial Cost

## First Year

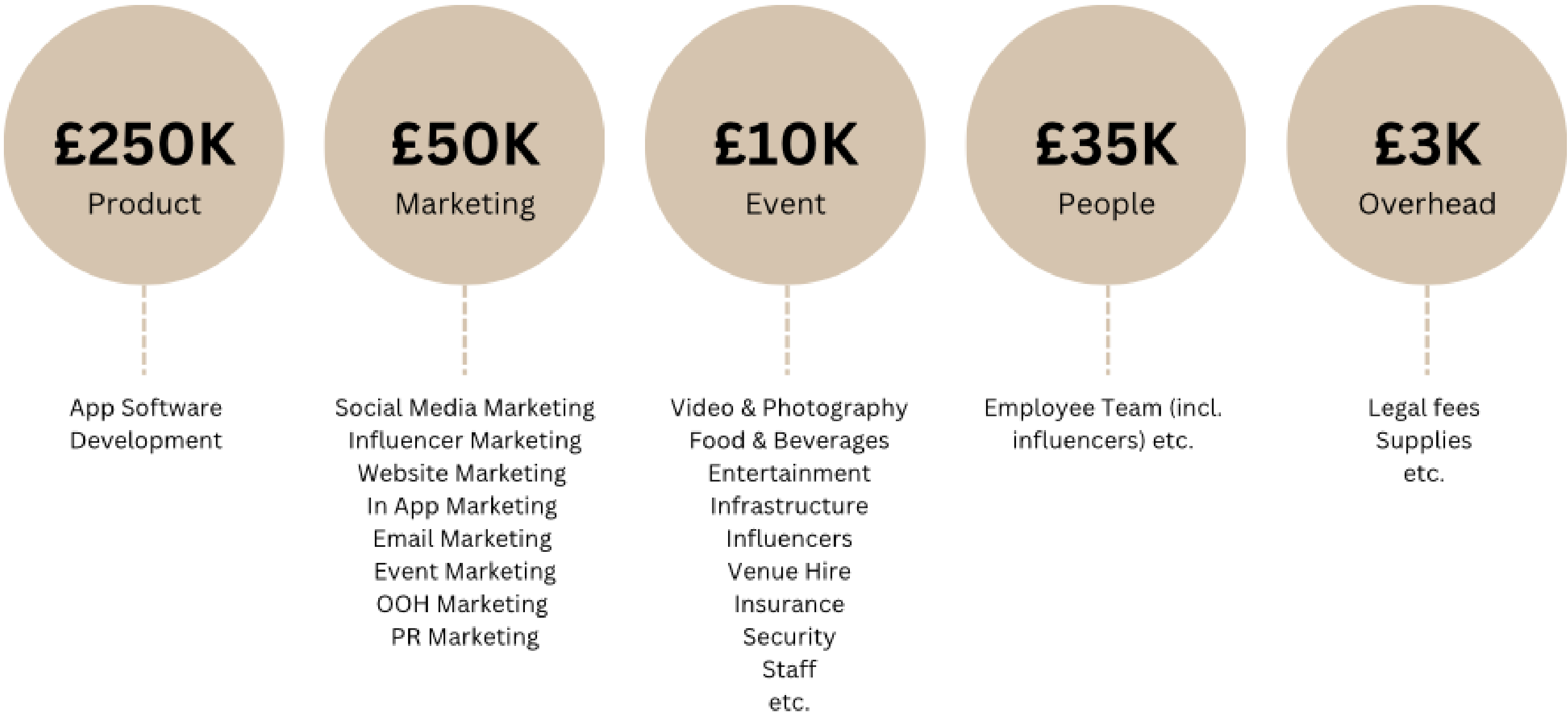
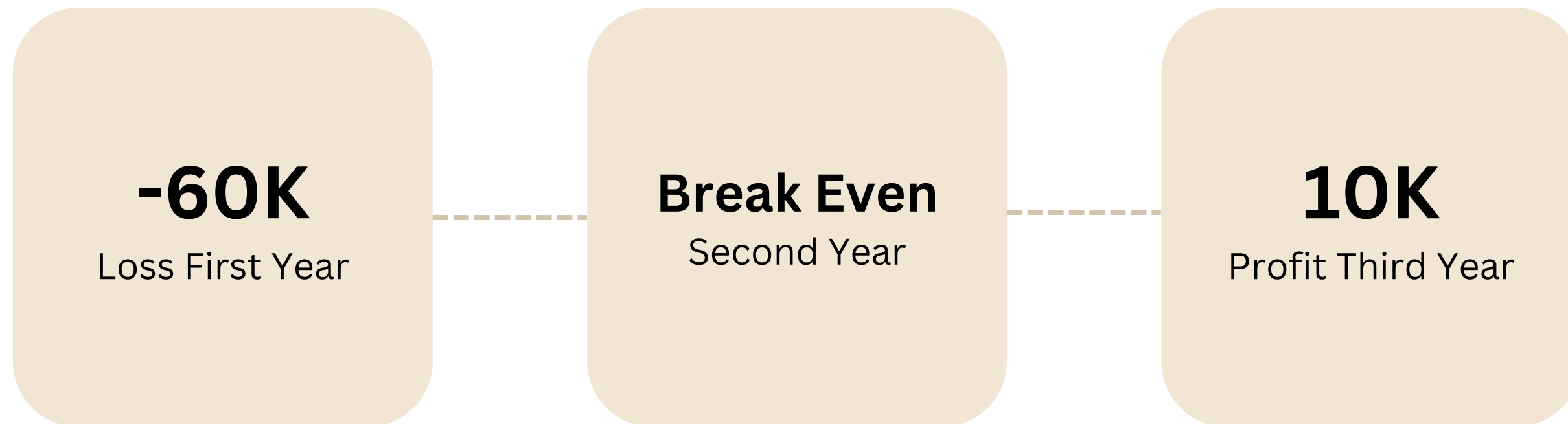


FIG 56

# Profit



FaithGram's first year costs of £348k is due to the intricacy of the algorithm and the AI needed to bring the personalisation focus. Bringing in and teaming up with the right people is key for execution and will cost to make happen which is why product development is the largest chunk. In addition, having to produce an event on top of an app and having to market for both will cost a lot and will result in a loss of £60k for the first year but will break even in the following year and eventually create profit in the third.

All figures have been chosen as a result of secondary research. Achieving this investment is attainable as seen from previous Christian apps which will increase the chances of FaithGram raising the investments. (Loizos, 2021)

# Revenue Streams



FaithGrams revenue streams will initially come from in-app advertisements that align with the brand values and brand affiliates. As the customer acquisition and loyalty to the brand grows, yearly and monthly subscription models will be introduced in the third year to create a new revenue stream such as gaining packages to every Bible meditation. Users will still get access to a lot of the meditations just not all as restriction of many for young people will be unfair and unlike the brands values.



# Investment & Funding

**£100k**

Crowdfunding via  
Kickstarter

**£100k**

Personal Funds,  
Friends & Family

**£150k**

Private Investors

FaithGram will need assistance funding the initial year as a lot of money will be needed to create the app and event. As a result, FaithGram will raise £350k through funding of multiple streams allowing the brand to effectively target all the stages of the AIDAR funnel. The aim is to raise money from personal funds, friends and family, private investors, and crowdfunding via kickstarter.

# 10.

*ETHICAL CONSIDERATION*

# Data Handling



FaithGram focuses on being transparent with their users which can be easily lost if the use of data is dishonest. As a result, for the personalisation of each user to be effective, primary data will be needed but will only be allowed to be used with every users consent.

To provide the user with this control, the privacy policy will clearly demonstrate how all data given to the app will remain confidential and not be sold to third party apps giving the choice to the user of what data FaithGram can use.

# False Information



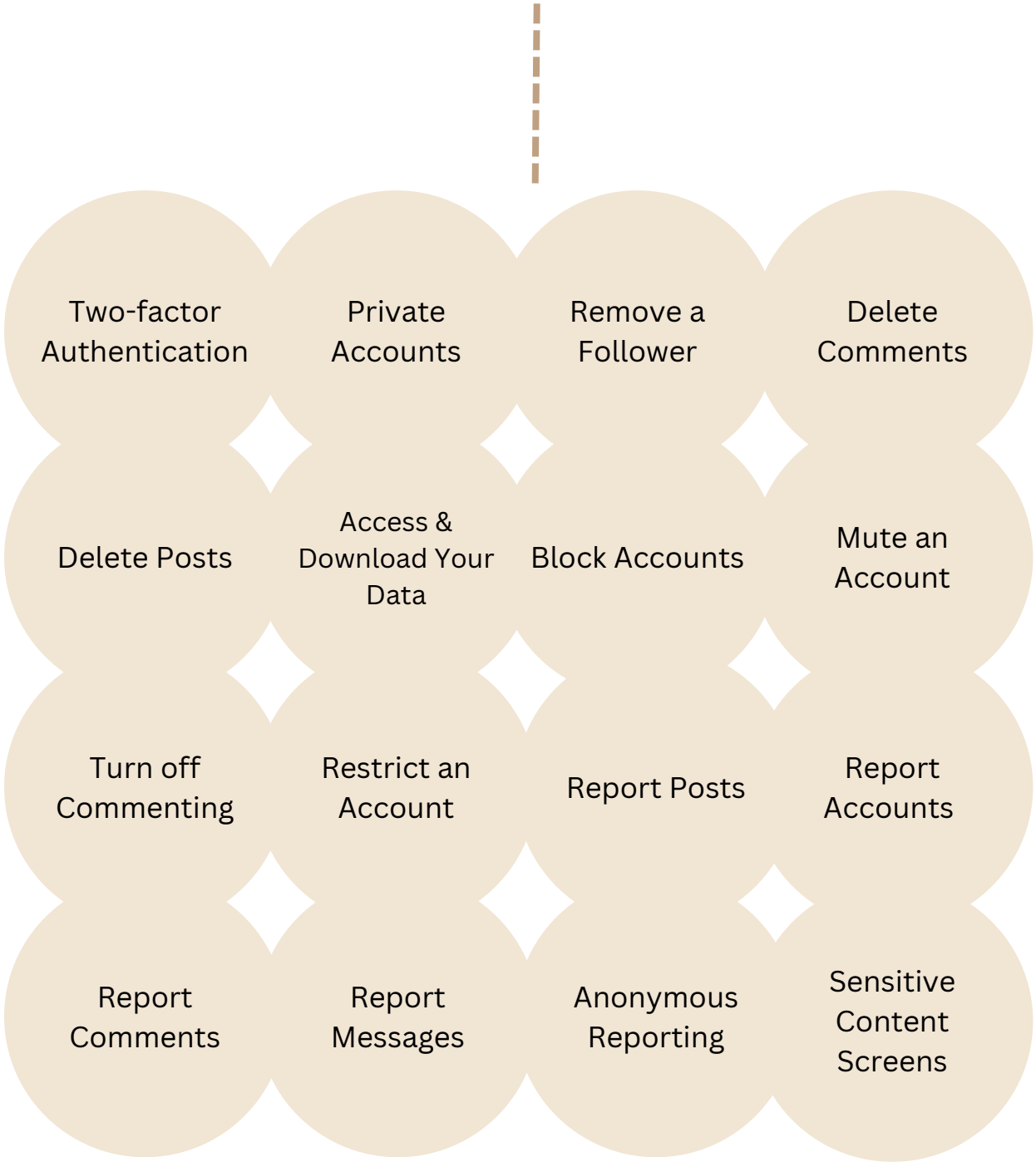
FaithGram cares deeply about spreading the correct information only from the Bible so their users get the full truth of the message. It is very easy for scripture to be personalised and altered to fit a humans perspective of it which is dangerous as it may take away the truth and deceive users. FaithGram's audience ranges from young teens to young adults with varied amounts of experience in their walk with Christ which can result in deception of false biblical information if not fact checked.

Using an AI fact checker, precautions will be in place to make sure scripture no matter what Bible translation the app provides, is authentic so users do not have to worry if they are being fed the wrong information. In addition, AI will fact check every post a user creates so no false or dangerous information is released.

# Code of Conduct



FaithGram's ethical code of conduct is to respect, protect, and be transparent to all users which is expected to be reciprocated from all users. To counter behaviour that does not align with the rules, different tools will be given to the users to protect themselves and others from this as shown below.





## *CONCLUSION & DEVELOPMENTS*

To conclude, through extensive primary and secondary research, FaithGram has identified a niche group of people that are seeking alternative ways to grow in their relationship with God. Through understanding their needs and values, FaithGram has provided a space that reconnects the secular world with the Christian world.

By dissecting the target consumer, data has revealed how Gen Z are not looking just for a quality product, but for complete transparency, purpose, and meaningful interactions. In addition, young Christian teens are looking to find different spaces to be educated by the Word of God with places that provide a sense of community, authenticity, and an escape from spiritual warfare.

With the many similarities in needs of Gen Z and Gen Z Christians, FaithGram intends to provide this online space for them with key AI and machine learning to personalise each and every experience so they feel cared about. To further demonstrate this, the Be Kind Campaign personifies their needs by educating this sense of helping each other through the lessons Jesus taught overall bringing together all walks of life to promote honest fellowship.

For the future, FaithGram wants to grow both their offline presence through partnerships with churches and schools, and their online presence across most social medias with a hope to expand their message globally and bring goodness to the world through Jesus Christ.

# 12.

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## Infographic

(Images that are part of the infographics have been referenced in the 'Images' section)

- Fig. 1 *Global Youth Culture Data* (2023) [Canva, Screenshot] At:  
[https://www.canva.com/design/DAFc0qreym0/6nzM1Yhhbg\\_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01](https://www.canva.com/design/DAFc0qreym0/6nzM1Yhhbg_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01) (Accessed 10/02/2023)
- Fig. 2 *Global Youth Culture Data* (2023) [Canva, Screenshot] At:  
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- Fig. 3 *Global Youth Culture Data* (2023) [Canva, Screenshot] At:  
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- Fig. 4 *Global Youth Culture Data* (2023) [Canva, Screenshot] At:  
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- Fig. 5 *Global Youth Culture Data* (2023) [Canva, Screenshot] At:  
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- Fig. 6 *Global Youth Culture Data* (2023) [Canva, Screenshot] At:  
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- Fig. 7 *Global Youth Culture Data* (2023) [Canva, Screenshot] At:  
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- Fig. 22 *Gen Z Spending Priorities* (2023) [Canva, Screenshot] At:  
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- Fig. 25 *Religion vs Relationship Shift* (2023) [Canva, Screenshot] At:  
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- Fig. 26 *Consumer Profile: Jan Van Der Hoeven (21) Student* (2023) [Canva, Screenshot] At:  
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- Fig. 27 *Consumer Profile: Kane Thompson (21) Student* (2023) [Canva, Screenshot] At:  
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- Fig. 28 *Consumer Profile: Eron Krasniqi (20) Construction Worker* (2023) [Canva, Screenshot] At: [https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg\\_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01](https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01) (Accessed 17/03/2023)
- Fig. 29 *Diffusion of Innovation Model* (2023) [Canva, Screenshot] At: [https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg\\_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01](https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01) (Accessed 17/03/2023)
- Fig. 30 *Maslow's Hierachy of Needs* (2023) [Canva, Screenshot] At: [https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg\\_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01](https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01) (Accessed 17/03/2023)
- Fig. 31 *Potential Consumer: Jan Van Der Hoeven (21) Student* (2023) [Canva, Screenshot] At: [https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg\\_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01](https://www.canva.com/design/DAFc0greym0/6nzM1Yhhbg_lkEg0EFJ8Mw/edit?analyticsCorrelationId=465bdaea-343b-4e7f-9397-31e992df2d01) (Accessed 19/03/2023)
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