

TodaysCatholics.com

Business Plan

Short Description Of Business Model

Draft 1.5 8/13/2016

An Online Community for Catholics From Any - Or No - Denomination. From our beginnings as a Facebook Group in 2009, TodaysCatholics.com is becoming a membership based, multichannel online community of and for all Catholics.

Our largest social media presence is our Facebook Group, Not All Catholics Are Roman, with 2200 members, both human and organizational. Predominately comprised of American members in the Continental US, there are also members in other countries including Russia, Australia, England, Canada, and Italy. We also operate a separate standalone multi-page web site, a TCC Facebook page, a Google+ Circle, and boards on Pinterest.

Our current funding is 90% personal capital by the sole owner and Founder, Brenda Eckels Burrows, aMGC.

TodaysCatholics.com plans to increase revenue in 2016-2017 via in-membership Crowdfunding, affiliate advertising, a gift shop (possibly a co-branded shopping mall) and a bookstore - both the Gift Shop and Bookstore will feature member Vendors, Authors, and Publishers.

Currently, there are 5 stakeholders contributing to the development of TodaysCatholics.com, and inquiries to several longtime members with experience in social media, marketing, business development, and other germane areas are being produced.

The founder is committed to ensuring TodaysCatholics.com develops not just a membership governed structure, but that it also remains Independent of any one Catholic denomination, church, or family of denominations. As such, it limits the amount any one Catholic Church Denomination may contribute as a donation, and envisions an elected board with seats of equal rank and proportion for each of Catholicism's major families of individual denominations. In the event that a corporate structure is determined that allows for each human membership to equal a certain % of capital ownership stock, it is anticipated that no more than 30% of capital stock would be used for sale to raise capital revenues, and again, there would be a restriction against any one Catholic family or church holding a significant majority of stock.

There is also an interest in Strafford County, New Hampshire in producing an advertiser supported free print periodical, which might in addition serve as a saleable parish weekly handout insert to local communities across the nation. This would likely be headed by an experienced print publisher from the Strafford County, New Hampshire area.

There is one web based application in development, a Catholic Liturgical Calender listing feasts, etc. for all the various Families of Catholic denominations in the US.

Comments Requested:

Members, this is YOUR community.

Please, read this draft, and post your comments, corrections, or suggestions here at the TodaysCatholics.com Facebook Page!

Remember: The owner, Brenda Eckels (Burrows), aMGC is interested in hearing from any members who would like to be part of the expansion of our community.

Those with experience in Crowdfunding, Social Media, and Database Development are particularly sought, as are Volunteer Moderators / Curators.

Members can also send comments or inquiries re:stakeholder opportunities via email to:

todayscatholics.com@gmail.com

Our current operating and marketing vendors are Constant Contact, Commission Junction, GoDaddy, Wix.com, and BitByteBit, a Manchester based technology consulting firm.

In the future, our plan is to add value added premium services and content, in real life events and conferences, and other services, content, and products.

It is expected that at some point, perhaps as early as Summer 2017, the company will become a corporation, perhaps under New Hampshire Cooperative Corporation laws, similar to Credit Unions. Ms. Eckels Burrows, an experienced business owner, plans to remain the Executive Director at least until the company has reached \$10K/yr in revenues.

A walk in the Lord's Garden would be sorely lacking if you only can see one variety of rose. TodaysCatholics.com is for anyone who tends, cultivates, and breathes the sweet aroma of the many Catholic flowers. There's a whole world of Catholic faith beyond the gates of the Vatican or the See of Canturbury.... Greek Orthodox Catholic, Old Catholic, Independent Catholic, Polish National Catholic, Anglican Catholic, Mariavite Catholic, Celtic Catholic, Evangelical Catholic, and many, many more. TodaysCatholics.com is a place to gather, to talk, learn, share, and grow together as one community, while respecting our individual diversity in culture, traditions, theology, governance, and liturgy.