SACRED NETWORK

Investment Memo

2025

Introduction

Sacred Network is transforming the way individuals connect with sacred sites and fellow spiritual practitioners. The platform will offer a unique space where users can explore, engage, and monetise content related to sacred locations and spiritual practices. Combining aspects of social networking and e-commerce, Sacred Network provides a dedicated environment for spiritual growth and community building.

To support us sign up at: https://sacrednetwork.org

Business Overview

Sacred Network, created by Rory Duff, aims to become the go-to platform for discovering and sharing sacred sites and spiritual content. Individuals can sign up for free or pay a small monthly subscription to access comprehensive maps of sacred sites worldwide. Users can also create and curate their own content, with opportunities to monetise through the sale of courses, videos, books, and event access. Sacred Network takes a small percentage of the sale value, ensuring a sustainable revenue model.

Unique Value Proposition

- **Exclusive Content**: Access to detailed maps of sacred sites and unique content created by spiritual practitioners
- **Community Engagement**: An interactive platform where users can engage with content creators and participate in group and one-to-one discussions
- **Monetization Opportunities**: A marketplace for spiritual practitioners to sell their content and services

Market Opportunity

The market for spiritual and wellness content is expanding rapidly, driven by a growing global interest in spirituality and holistic well-being. Sacred Network addresses a gap in the market by providing a dedicated platform for spiritual content, connecting seekers with practitioners, and facilitating the discovery of group meditation and exclusive content regarding sacred sites.

Traction/Metrics

The proof of concept site has seen just under 5,000 sign ups within 12 months. These members were overwhelmingly engaged in the concept and open to paying for a subscription to access the platform. An estimated 4-6% of them – based on direct discussion with members – are practitioners who will use the platform to monetise their content.

Sacred Network's key revenue drivers are multifaceted, resting on subscriptions (both to the platform itself and to content creator channels), as well as sales of products (digital and physical), creating and facilitating courses, and access to events.

GTM Strategy

The go-to-market strategy for Sacred Network initially centred around Rory Duff's existing community. Communication has been very light touch and there is significant initial engagement that will be used to springboard a comprehensive comms strategy. In addition to the total of 25,000 followers Rory has across his socials who will migrate to get his newest content first, a clear member-get-member programme will reach their onward communities.

As Sacred Network becomes a more established content hub for Rory's work and his network, a more in-depth marketing and PR function will detail the multi-channel approach for sustainable growth. This will be funded through the revenues generated by SN and will benefit from the decades of experience in digital platform building and marketing that fellow directors Will Lebens and Joseph Denne bring to Sacred Network (see Core Team).

Challenges to Growth

The Beta site was designed as a proof of concept, and in this it has exceeded expectations, with thousands of sign ups and a high level of user engagement. The site was built rapidly on Wordpress, and was not fit for growth beyond the proof of concept. Replacing it with a platform designed for the requirements of Sacred Network, specifically placing security and privacy at its heart, is essential as we accelerate functionality and reach.

Other challenges include:

- **Content Moderation**: Ensuring quality and appropriateness of content on the platform
- **Competition**: Differentiating from other platforms offering spiritual or wellness content
- **Technology and Scalability**: Developing a robust and scalable platform to handle growth

Open Governance Model

Sacred Network will operate with an open governance model where subscribed members can vote on proposals and have a say in the platform's development. This democratic approach ensures that the platform evolves to meet the needs of its community. The voting system will be built into the account system and will incentivise participation through the distribution of a percentage of revenues.

Future States

Sacred Network will be positioned as the go-to platform for spiritual seekers and practitioners, fostering a global community centred around sacred sites and spiritual content. As the platform grows, it aims to expand its offerings and continue enhancing the user experience, solidifying its position as a leader in the spiritual and wellness digital space.

Sacred Network has plans to expand beyond the digital sphere into events, workshops and retreats.

Competitive Landscape

Existing Spiritual and Wellness Platforms

- **Insight Timer**: Offers guided meditations, courses, and a community for spiritual growth.
- **Gaia**: Provides a range of content focused on yoga, meditation, and personal transformation.
- **Mindbody**: Connects users with wellness practitioners and facilities, offering classes and appointments.

Content Creation Platforms

- **Patreon**: Allows creators to monetize their content through memberships.
- **OnlyFans**: A platform where creators can share exclusive content with subscribers.
- **YouTube**: Offers content creators a way to monetize videos through ads and subscriptions.

Social Networking Platforms

- **Facebook Groups**: Facilitates community building around specific interests, including spirituality.
- **Instagram**: Popular among spiritual influencers for sharing visual content and engaging with followers.
- **TikTok**: A platform where short, engaging spiritual and wellness content can go viral.

Team

Core team

Rory Duff: Founder & Director

Rory is a Geobiologist who specialises in studying how the Earth affects life. His unique research led to the understanding of how the ultralow vibrations emanating from the Earth's inner core contribute towards certain locations on the Earth's surface being regarded as sacred places by completely different religious groups over the millenia. His pioneering research has led to over 350 of the strongest sacred sites in North America, Europe and Australasia being re-discovered. The sacred sites map on the old Sacred Network site

shows around 200 of them but there are over 150 more he has already found to still be put up. He has been running training courses for over 10 years and now has a team of people who are able to continue to re-find new sites and put up the details on the network. The current density of powerful sites, per 250 square km, suggests several thousand more can be found over the next five years. Aside from him and his team, there is no one else doing this in the World. Only a few people can do this and then only on a local basis, whereas Rory has devised a successful methodology to do this remotely. Rory has also spent three years testing his sacred path modules with 5 international groups of people. These modules, with their written guidebooks and delegate notebooks, offer over 80 hours of group spiritual study. They look at different practices, their related philosophies as well as the work of some of the geniuses of the past. The information provided and their open questions, naturally invite group discussion and dialogue in ways that assist learning.

Will Lebens: Operations & Strategy Director

Will is an experienced entrepreneur with a deep focus in emerging technologies. His leadership roles include Co-Founder and Director of Edge Network; Managing Director at Airlock, Leo Burnett Digital, and DADI (Dedicated Architecture for a Decentralised Internet); and CEO of decentralised hardware startup DNO - providing him with a unique perspective on taking decentralised platforms to market. Will's expertise lies in forging strategic alliances and fostering business growth through strategic partnerships. His ability to navigate and connect complex and innovative sectors makes him an asset to any venture in the high-growth technology market. As a lifetime spiritual practitioner Will is well positioned to apply his expertise to assisting the collective evolution of consciousness.

Joseph Denne: Technology Director

Joseph is an established technology leader specialising in blockchain, cryptography, and decentralisation. His career includes leadership roles in these fields for major corporations, including the Technology Steering Group for the BBC. Joseph has been instrumental in driving the adoption of decentralised technologies and cryptographic solutions for both blockchain projects and traditional enterprises. His strategic approach and background in infrastructure and innovation make him a vital asset to any organisation seeking to integrate decentralised solutions and enhance security through cryptography. At Sacred Network, Joseph's expertise is pivotal in creating a secure, community-driven platform that empowers users to connect, share, and monetize spiritual content.

FAQ

Q: What differentiates Sacred Network from other spiritual or wellness platforms?

A: Sacred Network uniquely combines the features of a social networking site with an e-commerce platform, specifically focused on sacred sites and spiritual practices. Our platform offers exclusive access to detailed maps of sacred sites, allows practitioners to monetize their content, and fosters a community for spiritual engagement. In addition to this specialisation we are building the platform on fully decentralised infrastructure and have an open governance model which sets us apart from other spiritual and wellness platforms.

Q: How do you plan to attract and retain users on the platform?

A: We plan to attract users through targeted marketing campaigns focused on spirituality and wellness enthusiasts. Retention will be driven by providing high-quality, exclusive content, interactive community features such as forums and live events, and continuous platform enhancements based on user feedback and governance voting.

Q: What is your strategy for content moderation and ensuring quality?

A: We will implement a robust content moderation system that includes user reporting and automated filters. Content guidelines will be clearly communicated to all users, and we will regularly review content to ensure it meets our standards. The community governance model also allows members to vote on and flag inappropriate content.

Q: How will you handle competition from other platforms offering spiritual or wellness content?

A: Our focus on sacred sites and the ability for practitioners to monetise their content provides a unique value proposition. Additionally, our open governance model fosters a strong sense of community and ownership among users, which can help differentiate us from competitors. We will continuously innovate and adapt based on user feedback to maintain our competitive edge.

Q: What is the revenue potential for content creators on Sacred Network?

A: Content creators can earn revenue through various streams, including subscription fees, sales of photos and videos, books, online courses, and event access. By providing a platform specifically tailored to spiritual content, we anticipate higher engagement and monetization opportunities

compared to more general platforms. Sacred Network takes a competitive percentage of each transaction, ensuring sustainable income for creators.

Q: How secure is the platform, especially concerning user data and transactions?

A: Security is a top priority for Sacred Network. We will employ advanced encryption technologies and secure payment gateways to protect user data and transactions. Our platform is built with robust security protocols to ensure the privacy and integrity of user information and content.

Q: Can you elaborate on the open governance model and how it benefits the platform?

A: Our open governance model allows paying members to vote on proposals and have a say in the platform's development. This democratic approach ensures that the platform evolves to meet the needs of its community, fostering a sense of ownership and engagement among users. It also encourages transparency and trust, which are crucial for building a loyal user base.

Q: What are the primary revenue streams for Sacred Network?

A: Sacred Network's revenue streams include subscription fees for premium access to exclusive content and maps, a percent of subscription fees from users monetising their own content on the platform, and a percent of transaction fees from content sales by users on the platform. This diversified revenue model will ensure multiple income sources and financial stability.

Q: How do you plan to scale the platform technologically and geographically?

A: We plan to invest in robust and scalable technology infrastructure to support platform growth. Our community is nomadic by nature and existing users are spread all over the world.

Phased Delivery

Delivery will be managed in phases, with a rapid iteration approach for development to ensure that the platform gets to live as quickly and efficiently as possible.

You can access the topline scope of work here: https://docs.google.com/document/d/1frlSbcf2F0wsiPrG2QHcdr852ISgqJtM6cphEiFzmmw
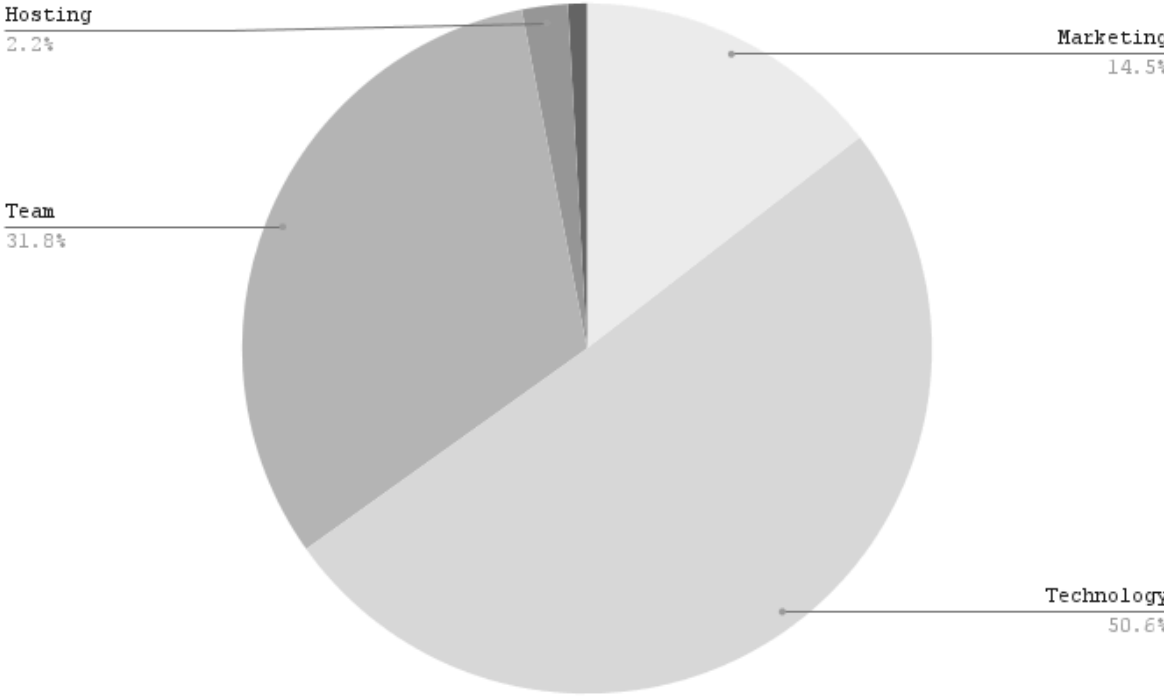
Financial

Initial startup and development costs of £15k were met by donations from early supporters.

Sacred Network is currently looking to raise £250k (GBP) in return for 20% of the company to build out the vision as an updated website and supporting mobile application.

You can access a summary of our financial projections and model here: https://docs.google.com/spreadsheets/d/131SrAy6pmLsuHg20FpFgZDkW-Wlzz Z5Z4OHLjtQa9Uc

Use of Funds

The raise will be spent over a 24 month period, after which it is projected that Sacred Network will be cashflow positive.

Hosting
2.2%

Marketing
14.5%

Team
31.8%

Technology
50.6%

Summary

Sacred Network represents a unique investment opportunity in the rapidly growing spiritual and wellness market. With a clear vision, sustainable revenue model, original content, a proven traction and an

experienced team, Sacred Network is poised to transform how individuals connect with their spirituality in the modern world. We welcome discussions and potential collaborations to bring this vision to life.

To support us sign up at: https://sacrednetwork.org

Questions? Email: support@sacrednetwork.org