



Gather, Multiply, Send

Building the Christian Economy

A whitepaper on LocateFaith's mission, vision, and phased
roadmap toward an economy measured by generosity.

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Abstract

LocateFaith is being built to gather, strengthen, and ultimately mobilize the Christian economy, starting in the United States. Our mission today is operational: make it effortless to find, trust, and support businesses that share your faith. Our vision is aspirational and outward-facing: that the Christian economy becomes the most generous economy in the world, its strength measured not by what it keeps but by what it gives away. We get there through three sequential phases (Gather, Multiply, Send) modeled directly on the structural pattern of the New Testament church. This paper explains what we are building, why we believe the model is right, where we are now, and what must be true for the vision to be realized.

1. Why This Matters

The Christian economy in America is large and largely invisible. Tens of millions of Christians want to support businesses owned by people who share their faith, but no platform exists that makes this easy at scale. Christian business owners are dispersed across general-purpose directories where their identity is incidental, their reviews are unfiltered for shared values, and their connection to other Christian business owners is left to chance.

The result is an economy that is theologically distinct but operationally fragmented. Capital and trade flow inefficiently. Christian-owned businesses underinvest in each other. And most importantly, the collective economic strength of the Body of Christ in the U.S. has no shared surface through which it can act together: to support each other, to weather hard seasons, or to mobilize toward generosity at scale.

This is the gap. It is not a gap in faith. It is a gap in infrastructure.

2. Our Mission

Build the Christian economy by making it effortless to find, trust, and support businesses that share your faith.

This is what LocateFaith does today. We are building the most comprehensive, trusted, and useful directory of Christian-owned businesses in the United States. Search that works. Listings that are real. Reviews from customers who actually share the values they're rating against. A membership program that asks business owners to put their identity and their offering on the record.

The mission is present-tense and operational on purpose. It describes what we ship, not what we hope.

3. Our Vision

The Christian economy becomes the most generous economy in the world. Its strength measured not by what it keeps, but by what it gives away.

This is where we are going. The vision is intentionally outward-facing because we have thought carefully about a real critique of platforms like ours: that they risk building taller fences around an in-group rather than a bigger table that blesses outward. We reject that as a destination.

A Christian marketplace whose final purpose is for Christians to transact with Christians more efficiently is not worth building. A Christian marketplace whose collective strength makes the surrounding world tangibly better is exactly worth building. The vision states which one we are.

The phrase "measured not by what it keeps, but by what it gives away" is doing strategic work. It commits LocateFaith, publicly, to a definition of economic success that is unusual: not accumulation, but flow. That commitment shapes product decisions, what we celebrate, who we recruit, and how we will eventually deploy capital. Without it, we would be running an ethnic Yellow Pages. With it, we are building something that has not existed at scale.

4. The Three-Act Path: Gather, Multiply, Send

A vision this large cannot be claimed as a starting state. LocateFaith is early. We have a platform, a growing roster of member businesses, and the beginnings of a community structure, but we are not yet mobilizing capital for Kingdom purposes at any meaningful scale. The honest way to tell the story is as a three-act journey.

We chose the three acts intentionally. They are not a marketing framing dressed in religious language. They are the structural pattern of how the New Testament church formed, grew, and deployed its economic strength.

4.1 The Pattern in Scripture

The book of Acts is geographically structured around Acts 1:8, where Jesus tells his disciples that they will be his witnesses "in Jerusalem, and in all Judea and Samaria, and to the ends of the earth." The book then unfolds across exactly those three movements: chapters 1-7 in Jerusalem, chapters 8-12 spreading into Judea and Samaria, chapters 13-28 reaching the Roman world.

The same pattern shapes the early church's economic life:

- **Gather.** Acts 4:32-35: the gathered believers share resources so completely that "there were no needy persons among them."
- **Multiply.** Acts 6:1-7: as economic need outpaces capacity, the church organizes infrastructure (the first deacons) so resources can flow rightly at scale. Luke records the church being "strengthened" and growing throughout Acts (9:31, 12:24, 16:5) like a refrain.
- **Send.** Acts 11:27-30: the newly strengthened church in Antioch takes up a collection and sends it back to Judea to relieve a famine. Paul later spends years organizing a similar collection across the Gentile churches (2 Corinthians 8-9, Romans 15:25-28). A gathered, multiplied, strengthened Christian economy deploying its resources outward to bless another community.

The pattern reaches further back than Acts. In Genesis 12, God tells Abraham, "I will bless you... and all peoples on earth will be blessed through you." Called out, multiplied into a nation, meant to bless the nations. Gather, Multiply, Send is the recurring shape of how God forms and uses a people throughout Scripture.

LocateFaith's three acts are an application of that pattern to a 21st-century platform.

4.2 Phase 1: Gather

The work. Bring every Christian business in America onto one platform. Make them easy to find, organized by category and geography, and trusted through real reviews. Recruit member businesses who put their identity and their offering on the record.

The Scripture. Acts 2:44-47. The gathered believers, together, with shared identity and shared resources.

The signal it is working. Listing density crosses the threshold where any Christian consumer in any major metro can find a Christian provider for any common category in under thirty seconds. Member roster grows steadily.

The risk that defines this phase. Insufficient density. A directory with thin coverage is a directory nobody uses. Phase 1 is the hardest phase because it has the least leverage; every listing has to be earned. Most of the company's effort and resources today are allocated here.

4.3 Phase 2: Multiply

The work. Strengthen the businesses on the platform through the platform itself. Make the directory a living network. Referrals between members. Peer mentorship. Hubs as the operational expression: local Hubs are monthly in-person gatherings of Christian business owners in a single metro. Members not only do business with each other but show up for one another in hard seasons, in the kind of mutual support the early church practiced. The platform becomes a flywheel: more density makes the network more useful, which strengthens the businesses on it, which attracts more businesses, which makes the network more useful.

The Scripture. Acts 6:1-7 (the church organizing infrastructure so it could scale without breaking) and the formulaic refrain throughout Acts: "the church was strengthened... it grew in numbers" (Acts 9:31, 16:5).

The signal it is working. Members report measurable business outcomes attributable to the platform. Hubs run consistent local events. A meaningful share of LocateFaith businesses serve other LocateFaith businesses as customers and partners.

The risk that defines this phase. Building a network that has density but no warmth. A platform can have a million users and still feel like a phone book. The trick of Phase 2 is making the network real: actual relationships, actual support, actual mutual aid. That requires careful design choices about hubs, events, and how we connect members to one another.

4.4 Phase 3: Send

The work. Mobilize the collective strength of the Christian economy outward. Causes, missions, neighborhoods, and the people the Church is called to bless. The platform becomes a structural surface for collective generosity: visible giving, transparent deployment of pooled resources, member-directed support for projects that serve communities far beyond the platform itself.

This is the phase where the vision lands. A Christian economy strong enough to be a blessing, measured not by what it keeps but by what it gives away.

The Scripture. Acts 11:27-30, where the strengthened church in Antioch sends famine relief back to Judea. 2 Corinthians 8-9, where Paul writes to the Macedonian and Achaian churches about the collection for Jerusalem: "Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver." Acts 1:8, "to the ends of the earth."

The signal it is working. A meaningful and growing share of the platform's collective economic activity flows outward into causes and communities outside the platform's membership. That number is publicly tracked and grows year over year.

The risk that defines this phase. Drift inward. The platform must continually resist the pull to turn collective resources back toward its own members, hub leaders, or platform staff. Phase 3 means deploying capital to the world OUTSIDE the platform, not enriching the platform itself. This requires structural commitments that are made now, before any capital flows.

4.5 Why phased, and what readiness means

We do not promise dates for Phase 2 and Phase 3. We promise sequence. Phase 2 begins when Phase 1 has earned it, measured by density and engagement signals. Phase 3 begins when Phase 2 has produced an economy strong enough to deploy meaningfully without weakening itself.

This is the same logic by which the early church operated. Antioch did not send famine relief to Judea before Antioch existed. The sending was a consequence of a gathered and strengthened community that had something to send. Our roadmap follows the same dependency order.

4.6 Geographic scope: starting in the United States

The three-act sequence described above is the arc of a single country. LocateFaith is focused on the United States first.

This is deliberate. The relationship work that powers Phase 1 (member recruitment, building local trust networks, activating regional density) is irreducibly local. Software ports across borders; leader-by-leader gathering does not. We will not begin a second country's Phase 1 until the U.S. arc is mature enough to fund the expansion and lead it.

The model itself, however, is portable. Each new country runs its own Gather, Multiply, Send sequence, on its own timeline, with its own local leadership. The platform we are building in the U.S. is reusable infrastructure for every country that follows; the community work is rebuilt from the ground up in each context.

This fractal expansion is itself the Acts 1:8 pattern at a global scale. Jerusalem became Judea became the Roman world. The U.S. arc is one nation's "Jerusalem to Judea to ends of the earth"; the international expansion that follows is what "ends of the earth" looks like from the perspective of the whole.

We will say more about international plans only when we have something to say. Today, the work is in the United States.

5. Why This Model Is Right

We make three claims for the model. They are independent of each other, and each holds on its own.

Theologically. Gather, Multiply, Send is not a clever framing. It is the structural pattern of how the New Testament church formed and operated, with explicit economic application in Acts 11 and 2 Corinthians 8-9. Christians who take Scripture seriously can recognize the shape immediately and find it credible. Pastors can commend it without theological reservation.

Strategically. The phased model resolves the central tension every Christian-aware business faces: how to serve a specific in-group without becoming sectarian or small. By naming an outward-facing destination (Phase 3) and committing to it publicly from Phase 1, we make our identity an asset rather than a ceiling. The strength of the in-group is in service of the out-group. The bigger table replaces the taller fence as the organizing image.

Economically. Phase 1 alone is a sustainable business: a paid-listing directory with real demand and real willingness to pay. Phase 2 deepens the moat because no general-purpose platform can replicate identity-based community trust. Phase 3 differentiates the brand permanently because no secular competitor can credibly tell the same story. Each phase reinforces the next.

6. Where We Are Now

We are in Phase 1, in the United States. We have launched the platform and opened the membership program at a yearly subscription tier. The paid offering puts businesses on the record and gives them priority placement and full profile features.

The platform is built. The technical infrastructure for Phase 1 is in production: search, listings, reviews, the membership flow, taxonomy, and geography. The work ahead is distribution: more listings, more reviews, and more density in the metros where Christians are most concentrated.

We are not yet building Phase 2 infrastructure (richer member-to-member networking surfaces, formal mentorship structures, event tooling) and we are deliberately not yet building Phase 3 infrastructure (giving surfaces, collective generosity mechanisms, transparent deployment systems). We will build them when Phase 1 has earned the right to.

7. What Must Be True

For this plan to succeed, several things have to be true. We name them honestly.

Christian consumers will use a Christian-specific platform when they can find one. Our early signal here is positive but not conclusive. We need to grow consumer search demand alongside listing supply.

Christian business owners will pay for trusted placement. Early membership traction supports this. The yearly SKU is a real price point. We are watching renewal rates and word-of-mouth growth among existing members.

Local Hubs can be activated through hierarchical impartation, not retail acquisition. Brand awareness can move through influencer reach, but commitment to a local Hub (showing up monthly, contributing time, investing social capital in the network) moves through leaders who are personally responsible for a defined group. Our Hub leader is an established Christian business owner with real reputation in their city: someone who already knows 10 to 20 Christian business owners personally, has been operating their own business for years, and is the kind of person the room will show up for because they invited them. Their endorsement reliably reaches the 20 to 50 business owners they already know. This is how Christian community has always moved, and our Hub strategy is designed around it.

Phase 3 generosity infrastructure will not drift inward. We commit, structurally, that the giving surfaces we eventually build will deploy resources outward into causes and communities beyond the platform, not back to members or platform staff. This commitment is made now, before any capital flows, precisely because it must be made before it is possible to violate.

LocateFaith stays clear of being misunderstood as a church. We are a vocational community, not a parachurch organization. The vocabulary is business, vocation, marketplace, networking,

support, mentorship. Hub leaders are network organizers, never pastors. We honor and support the local church; we do not compete with it. This boundary is intentional and load-bearing.

8. An Invitation

This whitepaper exists because we believe the people who help build LocateFaith should understand what they are building.

The mission is to make Christian commerce findable and trusted. The vision is to mobilize Christian commerce as a force of blessing in the world. The path between is Gather, Multiply, Send: a sequence the New Testament church already modeled and that we are applying, in operational form, to the 21st-century American economy.

If you are on the board, this is what we are committing to.

If you are a founder considering joining us, this is the conversation we want to be in.

If you are an investor evaluating us, this is the thesis we are asking you to back: that the Christian economy in America is large, real, and ready to be gathered, and that the right team can build it not into an enclave but into one of the most generous economies on earth.

We are in Act One. The work is in front of us.

Contact

Questions or feedback about this whitepaper? Email success@crossgrid.com. We read every note.

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