

FROM THE CREATORS OF
'THE BIBLE EXPERIENCE'

LA BIBLIA
Esta Viva

SPANISH & ENGLISH AUDIO BIBLE SERIES

A DRAMATIC RE-ENACTED AUDIO BIBLE PERFORMED
BY AWARD-WINNING CELEBRITY ARTISTS AND TODAY'S
MOST RENOWNED PASTORS

Content



- La Biblia Esta Viva - New Audio Bible
- Talent Committed to Project
- Historical Success
- Business Model
- Product Marketing
- Bible App Landscape
- Who We Are
- Product Legacy
- Meet The Team
- Key Product Partners
- Contact Us

TRULY SPIRITUAL...

HEART-POUNDING...

ENGAGING...

AUTHENTIC...

LIFE CHANGING...

INSPIRING...



PRODUCT INFORMATION

PRODUCT: God's Word • Bible Series

DESCRIPTION: Audio Bible • Dramatized • Unabridged

MSRP: \$69.99 CD/DVD set • \$1.99 monthly Digital Apps

ISBN: Pending

MEDIA: 79 CDs, 1 Enhanced Bonus DVD, Digital Bible Platform

PUBLISHER: Pending

LANGUAGE: Spanish & English

Multi-sensory. Cinematic. 3D Enhanced Sound.

The creator of the award-winning "The Bible Experience", "The NIV Live Audio Bible", and the Spanish audio & visual comic Bible "The Action Bible" has returned to give the complete Bible from Genesis through Revelation a Spanish voice – 368 voices to be exact – bringing to life the most recognized book in the world, making God's words impactful and relevant for everyone from believers to skeptics.

The God's Word Audio Bible series will be a dramatic masterpiece that presents the Bible in an engaging and entertaining format, allowing the listener to enjoy God's eternal story – from cover to cover – whenever and wherever they desire. The unrivaled ensemble cast of faith leaders and award-winning talents will breathe life into the inspiring Word of God through their dramatic, powerful, and heart-felt performances.

The Spanish language Audio Bible's ensemble cast includes actors, musicians, and notable personalities, from Oscar, Emmy and Grammy Award nominees and winners, leading pastors, teachers, members of the clergy, to evangelists, who are called through their faith to re-enact the complete Bible. Emilio Estefan, Gloria Estefan and Mario Lopez, to name a few, are among the notable cast members.

Once completed, this Bible series will be the most accessible and up-to-date translation, with each biblical character represented by a unique voice that brings that persona to life. Dramatic performances, 3D theatrical sound and a beautiful, inspired world class cinematic score make will this an unforgettable listening sensation.



PRODUCT DNA

- Complete Bible: Genesis through Revelation
- 368 Bible Characters each represented by a unique voice
- 3D Theatrical Sound Design
- World Class Cinematic Score

PRODUCT HISTORY 2006 FIRST EDITION

- First edition released in 2006
- Cast of over 400 notable performers
- 48 Pastors
- 3 Oscar Winners
- 5 Golden Globe Winners
- 23 Grammy Winners
- Audio Book of the Year 2007
- Grammy 'Runner up' 2007
- Silver Anvil Award 2007
- Earphones Award 2008

PRODUCT PRICING

DIGITAL PRODUCT

La Biblia Esta Viva • Digital Platform

ISBN: Pending

Users will pay one monthly subscription fee and have access to their Bible profile on all digital platforms:

- Web Digital Download (browser)
- iOS & Android Mobile Applications
- Virtual Assistants Skills:
 - Alexa, Siri, Bixby & Google Home
- iTV Applications
 - Apple TV, Android TV, Amazon Firestick, Roku

MSRP

\$1.99 Monthly Subscription

QR CODE



PHYSICAL PRODUCT

\$69.99

La Biblia Esta Viva • CD/Blue-ray Series

ISBN: Pending

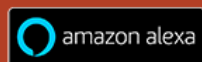
When purchasing the CD/DVD Series, users will also be given a free digital subscription and have access to their Bible profile on all digital platforms:

- CD Bundle (79 CDs) & Enhanced Bonus DVD
- Audio CD
- Product Dimensions: 12.7 x 7.4 x 3.1 inches
- Shipping Weight: 3.8 pounds



The Product will be available on the following digital platforms:

www.LaBiblia.online





LA BIBLIA ESTA VIVA AUDIO BIBLE SERIES

An ensemble cast of actors, musicians, and notable personalities, including Oscar, Emmy and Grammy Award nominees and winners, leading pastors, teachers, members of the clergy, and evangelists, assembled to re-enact the complete Bible with one common purpose... to read and record the word of God directly from the Bible and to bring the Holy Scriptures to life with one unifying voice.

NEW CONTRACTED SPANISH CAST INCLUDES:

Emilio Estefan • Gloria Estefan • Mario Lopez • Eva Longoria • Lisa Vidal
Andy Garcia • Roselyn Sanchez • Efren Ramirez • Erik Estrada • Jimmy
Smits • Jaci Velasquez • Carlos Ponce • Jamie Lynn Siglar • Ana Lorena
Sanchez • Herbert Siguenza • Yvette Gonzalez • Philip Anthony
Rodriguez Lorena Jorge • Hope Diaz • Paul Rodriguez • Tony Plana
Pastor Sam Rodriguez • Emilio Rivera • Guillermo Maldonado • Hemky
Madera • Juan Pablo Di Pace • Efrain Figueroa • Danny Trejo • Santiago
Achaga • Steven Bauer • Arturo Del Puerto • Jeannie Tirado • Ana
Lorena Sanchez • Herbert Siguenza • Paloma Rodriguez • Michael
DeLorenzo • William Levy • Ricardo Montaner and many more.



With over 50 notable personalities confirmed, cast list continues to grow daily!

LISTEN!

THE BIBLE HAS A VOICE.



WITH OVER 15 YEARS OF SUCCESS, BELOW ARE BUT A FEW OF THE NOTABLE CAST MEMBERS FROM THE PREVIOUS AUDIO BIBLES.

Award Winning
The Bible Experience & Niv Live
Audio Bibles



**DENZEL
WASHINGTON**



**FOREST
WHITAKER**



**ANGELA
BASSETT**



**CUBA
GOODING JR.**



**NATALIE
COLE**



**PATRICIA
HEATON**



**SAMUEL
L. JACKSON**



**MEAGAN
GOOD**



**IDRIS
ELBA**



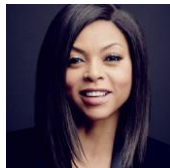
**VANESSA
WILLIAMS**



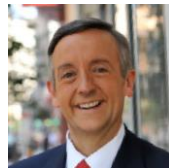
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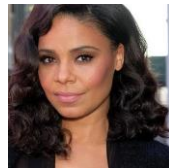
**KIRK
FRANKLIN**



**TARAJI
PHENSON**



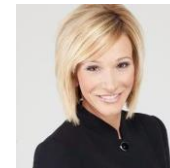
**ROBERT
JEFFRESS**



**SANAA
LATHAN**



COMMON



**PAULA
WHITE**



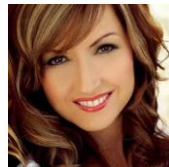
**NICK
CANNON**



**IYANLA
VANZANT**



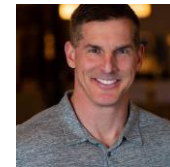
**BORIS
KODJOE**



**MARTHA
MUNIZZI**



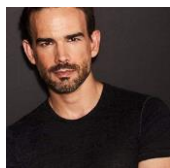
**ANTONIO
SABATO JR.**



**CRAIG
GROESCHEL**



**HILL
HARPER**



**CHRISTOPHER
GORHAM**



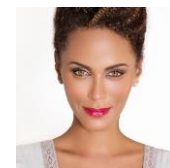
**KEKE
PALMER**



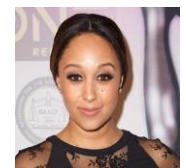
**MICHAL
EALY**



**BLAIR
UNDERWOOD**



**NICOLE
PARKER**



**TAMERA
MOWRY**

CAST OF AWARD-WINNING TALENT AND FAITH LEADERS PRAISE OUR PREVIOUS AUDIO BIBLES



"It truly helps to hear Scripture in a new way. Some scriptures that we've heard so many times, they're sort of meaningless to us, but then when you hear the NIV Live audio Bible aloud with actors and talent performing Scripture, and you have these wonderful sound effects in the background and it takes you right to that time, making it very tangible. These people aren't just historical figures anymore, but they become real to you and help you understand that we are all connected through these generations through the history of Christ's people."

PATRICIA HEATON

Two-time Emmy Award winning actress and producer



"It is so great to have NIV Live, because you could listen to it in your car and all the answers to everything you deal with in life are there. Sometimes the language of the Bible has this Shakespearean feel to it or the language feels too complex for people to grasp, but the message conveyed when people read and perform

it is you get to hear it and that can clarify so many questions for you, and you can play it again and again. I think it's truly wonderful for people to have such an experience."

LORETTA DEVINE

Emmy-Award-winning television, film and stage actress



"People from every corner of the earth can now be changed just by hearing the word of the Lord. The gospels of Jesus Christ are unlike any other words that have ever been written. There's power in them, there's meat in them, there's water in them, there's life in them and they bring people back to life."

MARTHA MUNIZZI

Dove and Stellar Award Gospel music singer and Grammy Award nominated songwriter



"It's thrilling to me that we can get the word out, not only through the Bible app, but that we've got celebrities, pastors and people from different races, from all around the world and from different denominations all coming together in one voice saying 'we're lifting up the word of God'."

PASTOR CRAIG GROESCHEL

Author of *The Christian Atheist*,
Senior Pastor, Lifechurch.tv, Edmond, OK

Business Model

DIGITAL DISTRIBUTION PLATFORM

DIGITAL DISTRIBUTION CHANNELS

The Audio Bibles and their text will be distributed on the company's Bible App Platform and sold via the following means:

- Web & Smart Device Applications
 - iOS & Android phones and tablets
 - Apple TV, Android TV, Amazon Firestick, Roku iTV
- Virtual Assistants / Smart Speakers
 - Alexa, Siri, Bixby & Google Home

Users will have access to all digital platforms for a monthly subscription fee of \$1.99

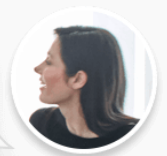
- Year 1 goal: 1 Million monthly subscribers / $\$1.99 \times 1\text{M users} = \$1,990,000$ per month / \$23,880,000 annually

Additional Content

Additional created or licensed content will be integrated into The Bible Experience Spanish App. The content will be provided free to users or sold as an *in-app purchase*. Content includes:

- Bible translations & Study Bibles (Notes)
- Topical Devotionals & reading plans
- Themed Group Bible Curriculum
- Biblical Reference material
- Reading Plans by notable Authors

Alexa, Play John Chapter 1.



Distribution Platforms



Bible App Features

APPLICATION HIGHLIGHTS

- Multimedia reading plans
- Bible Search (keyword or reference)
- User profile & settings
- Friends list & groups
- Ministry generated content
- User generated content
- Social sharing of content
- 2nd display feature
- Content Integration to the scripture level
- Full bible text, by book, chapter, verse
- Audio Bible synchronized to text
- Full Bible navigation
- Pastor, and user note taking
- Highlights, Bookmarks, footnotes
- Text tagging
- Multiple translations & languages
- Push notifications & Sermon Notes
- Cross-reference (concordances) index



Read The Bible

Access the Bible anytime and anywhere



Bible Has a Voice

Integrated Dramatized Audio Bible



Access Multimedia Content

Integrated text, audio and video content linked directly to scripture



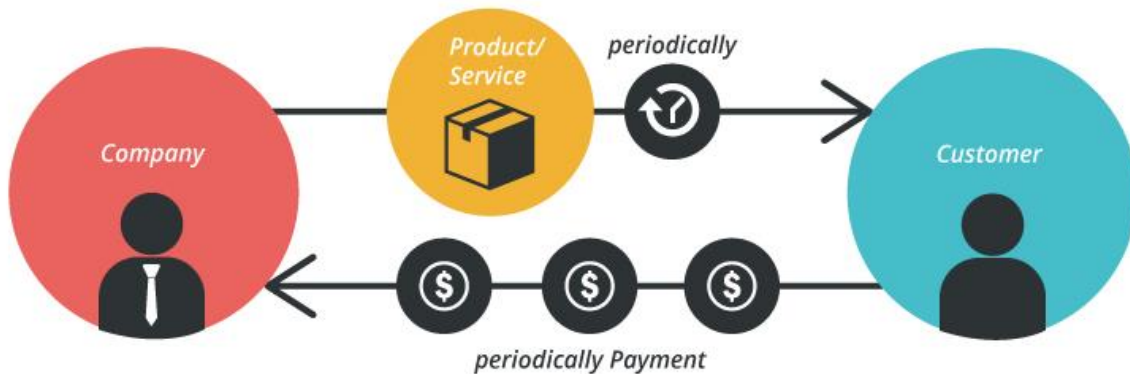
Business Model

Mobile Micro-Billing Subscription

With a subscription business model, the company receives automatic monthly payments from every user who has access to our complete Audio Bible products. Key values include the following:

Offer a large amounts of content, for a small monthly fee.

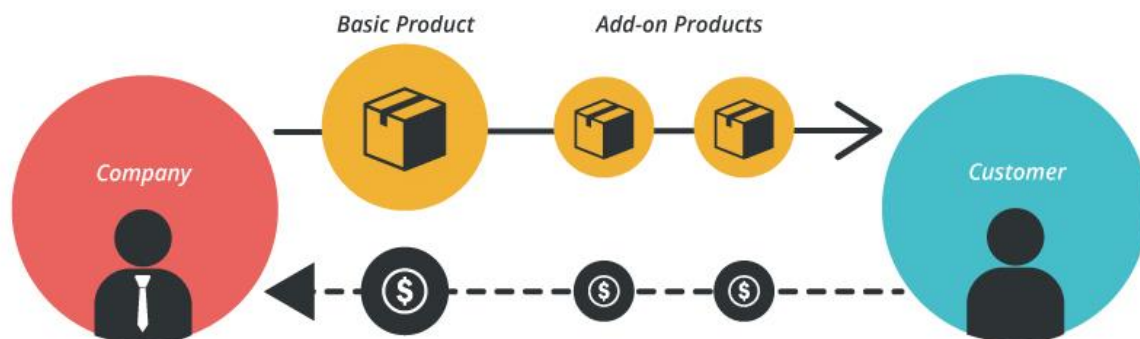
- The small monthly fee is automatically billed and frictionless
- Mirroring Software as a Service (SAAS) business model, subscribers have the license to access the content of the App without transference of ownership to the subscribers.



Content Add-on

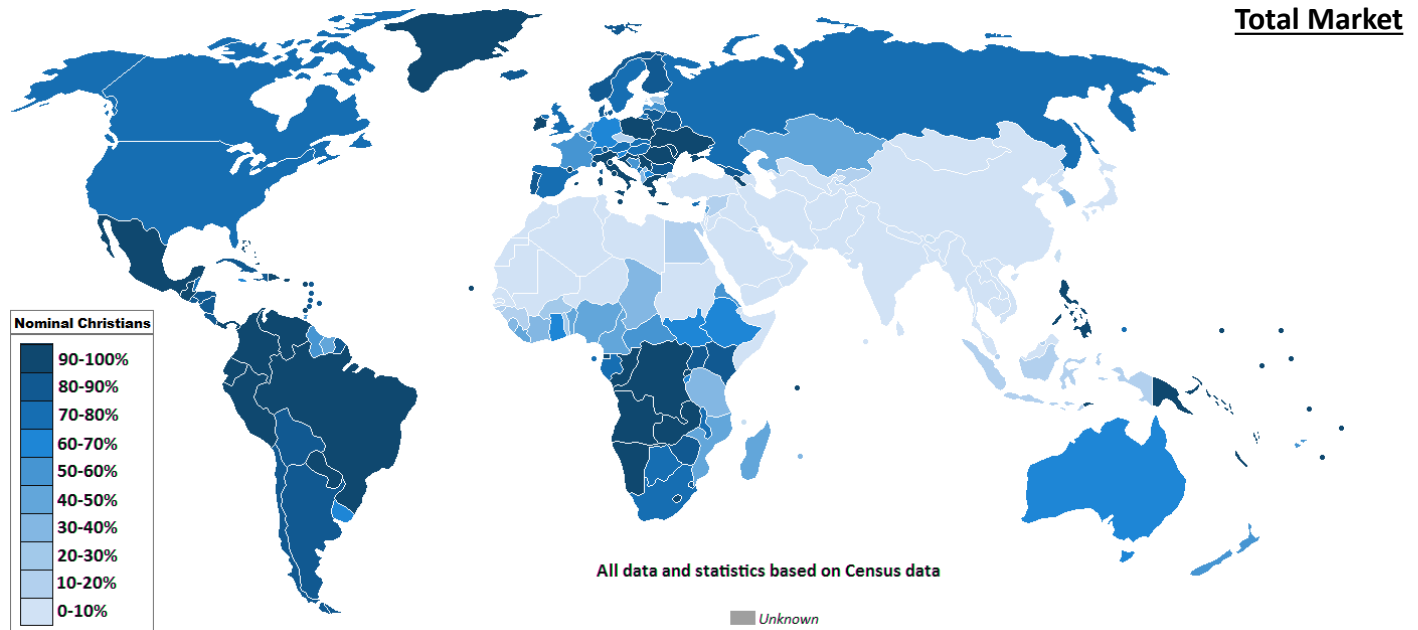
While the basic subscription would provide full access to the complete God's Word Audio Bible experience, additional Add-On reminders will offer various additional content at extra price. Content may include:

- Bible translations & Study Bibles (Notes), Topical Devotionals & reading plans, Themed Group Bible Curriculum, Biblical Reference material, and Reading Plans by notable Authors

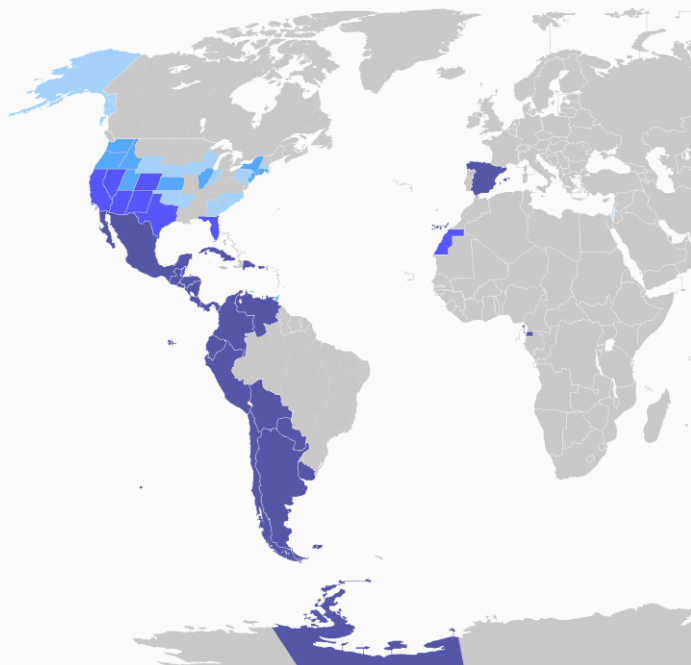


Key Partners  • Alliances with major celebrities • Alliance with major Spanish Churches • Alliance with global Publishers • Alliance with global Distributors	Key Activities  • Produce, acquire and license content • Maintain and expand • Retain current customer base • Offer new content • Development and enhance features Key Resources  • Major studio production resources • Award winning Producers & Directors • Tier One software developers	Value Propositions  • Experience high level production of Bible • 24/7 – unlimited access to content via numerous platforms • Low barrier pricing • Multi-language content • Multi-language Apps • No commercial ads • Receive algorithmic content recommendations • Cancel subscription anytime	Customer Relationships  • Easy buy experience • Exceptional customer experience • 24/7 support • App gift cards • Association to talent Channels  • Online via product website, App and Skills • Streaming via TV Apps & gaming consoles • Preloaded devices • CDs & DVDs	Customer Segments  • Interested in reading & listening to the Bible • Content for children and adults • Two major segments of the population: English & Spanish • Those with a desire to strengthen religious relationship • Those with a desire easy tools to engage the Bible • Organizations needing our tools & content to fulfill their purpose
Cost Structure  • Cost of producing Audio Bible • Celebrity acquisition cost • Cost of developing product Apps & Skills • Marketing and promotional cost			Revenue Streams  • Monthly subscription plans • Basic • Premium • Add-on content • License out company technology & content	

Christian Population



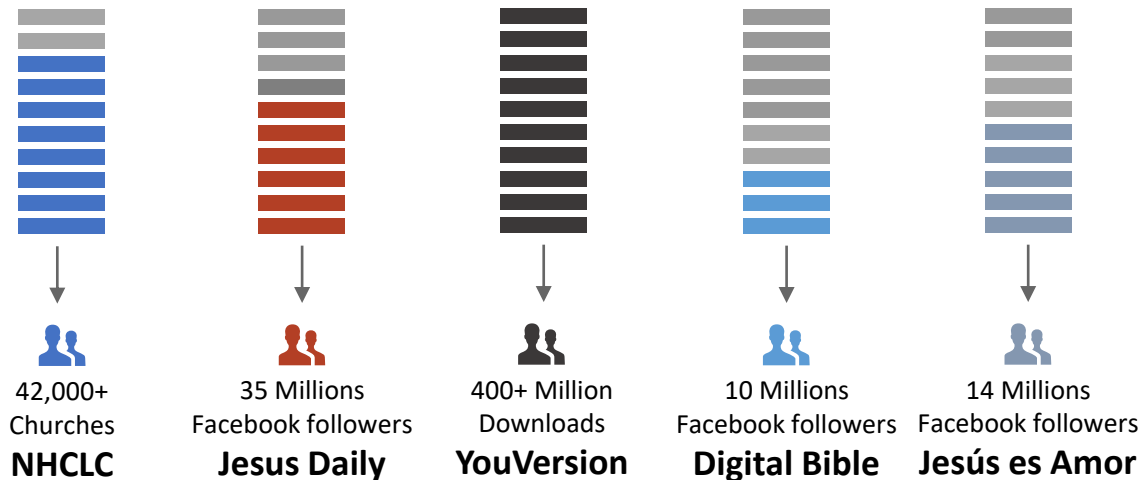
Countries with the greatest proportion of Christians from Christianity by country
Christianity population 2.2 billion, 31.50% of all religious followers



Major Region: Spain, Hispanic America, Equatorial Guinea. Spanish is the official language in 20 countries

Worldwide Spanish speakers: 572 million 2019

Promotional Partners



Latin America had an estimated 631.8 million Internet users / 321.8 million Facebook users in 2017

We are seeking promotional and distribution partnerships from some of the largest ministries and faith-based social media groups. Additionally, we will equip each celebrity participant to evangelize to their own social followers. Below is the outreach potential of the Top 20 Latin celebrities:

Latin Spanish Speaking Social Media Influencers – Top 20

Selena Gomez	440 Million followers	German Garmendia	25 Million followers
Jennifer Lopez	309 Million followers	Celine Dion	23.5 Million followers
Leo Messi	221 Million followers	Bethany Mota	20 Million followers
Cristiano Ronaldo	196 Million followers	Thalia	18.5 Million followers
Neymar	186 Million followers	Ricardo Arjona	18 Million followers
Shakira	158 Million followers		
Maluma	68 Million followers		
Daddy Yankee	62 Million followers		
Enrique Iglesias	51.5 Million followers		
Camila Cabello	50 Million followers		
Yuya	50 Million followers		
Lele Pons	40 Million followers		
Juanpa Zurita	28 Million followers		
Andres Iniesta	26.5 Million followers		
Pitbull	26 Million followers		
Total 2,027 Billion Followers			

Christian App Landscape

Impact of technology on religion is made clear through analyzing the most downloaded Bible App.

General App Stats

- Smartphone users worldwide, **3.5 billion** by the end of 2020.
- Google Play and the Apple App Store have a combined **33.6 billion app downloads** Q1 2020. 258.2B by 2022
- In 2020, the average smartphone user has **40 apps installed** on their mobile phone.
- The mobile app market will generate up to **\$581.9 billion in revenue** by the end of 2020.
- 18 to 24-year-olds spent **66% of their digital media time** using smartphone apps.
- **87% of smartphone** users spend their mobile time on apps.
- The global mobile gaming market is set to reach **\$165.9 billion by the end of 2020.**



YouVersion Bible App - Downloaded onto 400 million devices around the world, people are reading, listening to, watching, and sharing the free YouVersion Bible App. 2,000+ Bible versions, in 1,300+ languages. Thousands of Reading Plans in 65+ languages. YouVersion is a 'non-revenue' generating initiative.

Threat factor: ZERO

YouVersion has partnered with The FAITH Agency to promote our Audio Bibles to its user base. As a free app, our product is a value-add.



Bible.is Bible App - Downloaded onto 100 million devices. Bible.is offers mobile access to more languages and Bible translations than any other Bible App. You can READ the Bible, LISTEN to the Bible, and SEE the Bible.

Threat factor: 50%

Bible.is has agreed to offer portion of our Audio Bible to their user base. Their app has several audio Bibles, but those are not dramatized nor match the production value of our products.



Bible Offline JFA - Downloaded onto 50 million devices. 8 million unique monthly users, 400 million monthly screen views, users in more than 168 countries, and more than 80 versions of the biblical text in 40 languages. 60% of their users are Spanish speaking.

Threat factor: ZERO

Bible Offline JFA has partnered with The FAITH Agency to license, and sell our Audio Bibles to its user base. As a free app, our product is a value-add.



MEET

THE FAITHAgency_{LLC}

The EXECUTIVE PRODUCERS



17

RON BELK

Since 2005, Ron Belk has led three award-winning production groups to produce some of the most impactful Biblical multimedia products in recent history. He has been a member of the executive leadership team in partnership with the largest Bible publishers and distributors in the world - directing strategy, media production, marketing and creative for print and digital products, with the goal to see "more people engaging the Bible more."



Audio Book of the Year

Ron Belk has led several Christian media companies committed to serving the faith-based and general markets by creating family-oriented products that are culturally relevant. With a team of a combined 100+ years in the convergent areas of music, television, film, theater, literature, new media and technology... this new venture is positioned to become an industry leader in delivering contemporary, multimedia products.

Rudy Perez

An International Songwriter, Producer, Arranger, Entrepreneur and Philanthropist. During the last 30 years, he has composed **over 1,000 songs with over 300 of them reaching top 10 on the charts.**

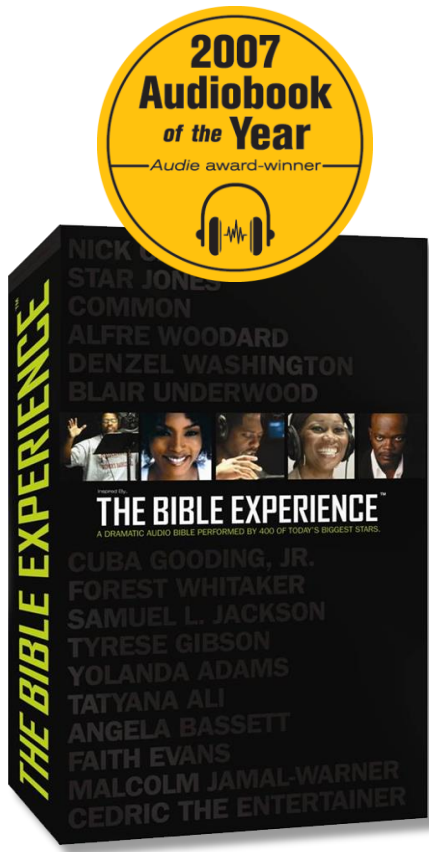
Rudy has joined The FAITH Agency production team!



Rudy has written and produced tracks for artists including Beyonce, Julio Iglesias, Christina Aguilera, IL Divo, Natalie Cole, Michael Bolton, Luis Miguel, Jose Feliciano, Marc Anthony, Jon Secada, Cyndi Lauper, Roberto Carlos, Los Temerarios, Juan Gabriel, Alejandro Fernandez, Marco Antonio Solis, Jose Luis Rodriguez (El Puma) Alexandre Pires, Arturo Sandoval, Chayene, Luis Fonsi, Dima Bilan, Leonid Agutin, Jaci Velasquez, Juan Luis Guerra, and many more.

Rudy is the first Latin record producer to win the Billboard Hot Latin Tracks Producer of the Year for four consecutive years. Perez has also been a five-time award winner of ASCAP's Songwriter of The Year. In 2010, Billboard Magazine named Rudy "Producer of The Decade" for producing the most # 1 and Top Ten Hits from 2000 to 2010, more than any other Latin producer in history. Rudy is current on the following Boards: Latin Grammy Awards, ASCAP and the Latin Song Writers Hall of Fame.

PREVIOUS PRODUCTS - Legacy



The BIBLE EXPERIENCE

Release: 2006 | Updates released: 2007, 2010 | Over 6 Million SKUs Sold

Product DNA

Each book of Bible formatted in a theatrical Hollywood style script, identifying 368 Bible Characters; making each scripture 'character driven' delivering an illuminating and vivid audio experience.

Participation

- Unique musical score by the Prague Symphony Orchestra designed for the product.
- Team of 4 Producers, 2 Line Producers, 6 Directors, 3 Casting Directors, 5 Sound Supervisors, 23 Sound Engineers, 3 Music Producers and 2 Music Conductors.
- Cast of 408 Notable Names, Celebrities, Artists, Entertainers & members of the Clergy
 - 3 Oscar winners (Forest Whitaker, Denzel Washington, and Cuba Gooding Jr., Taraji P. Henson, Eartha Kitt, Angela Bassett)
 - 5 Golden Globe winners
 - 8 Emmy winners
 - 23 Grammy winners
 - 48 Mega Church Pastors including T.D. Jakes, Charles Blake, Creflo Dollar, etc.

Spotlight

Notable Achievements

- The Bible Experience - bestselling audio Bible in history
- Over 2,000,000 units sold since Q4 2006
- \$60 million in Retail Sales (est.)
- ALL sales numbers achieved with ONLY \$1.3 million in point of purchase marketing support
- Generated 100 million earned media impressions PR carried in 95 of top 100 newspapers

Notable Recognitions

- Audiobook of the Year - Audies® 2007
- Audiobook of the Year nominee - Audies 2008
- Earphones Award - AudioFile 2008
- Grammy Spoken Word - 'Runner up' 2007
- Silver Anvil Award 2007
- NAACP Image Award - 2007 finalist
- 'Most Innovated Product of the Year' Finalist - Entrepreneur Magazine 2008
- Tally Award 2007

PREVIOUS PRODUCTS - Legacy

The NIV LIVE

Release: 2013 | Over 2 Million SKUs Sold



Multi-sensory. Cinematic. 3D Enhanced Sound..

The NIV Live! A Bible Experience (New International Version) audio Bible is a dramatic masterpiece that presents the Bible in an engaging and entertaining format, allowing you to enjoy God's eternal story whenever and wherever you desire. This powerful audio CD set lets you listen to and experience the entire Bible from cover to cover. An unrivaled cast of faith leaders and award

winning talent leads you through dramatic, powerful performances by breathing life into the words and teachings of the Bible.

NIV Live is the most accessible and up-to-date translation, and each biblical character is represented by a unique voice that brings the persona to life. Dramatic performances, 3D theatrical sound and a beautiful, inspired world class cinematic score make this an unforgettable listening sensation.

Spotlight

NIV LIVE CAST MEMBERS

Over 72 Pastors and Clergy
Loretta Divine
Jonathan Falwell
Kirk Franklin
Cuba Gooding Jr.
Meagan Good
Christopher Gorham
Craig Groeschel

Patricia Heaton
Robert Jeffress
Norm Lewis
Miles McPherson
Martha Munizzi
Antonio Sabàto, Jr.
...and many more

PRODUCT DNA

Complete Bible: Genesis through Revelation
368 Bible Characters each represented by a unique voice
3D Theatrical Sound Design
World Class Cinematic Score

ASSETS

79 hours of dramatized audio Bible
3000+ hours of in-studio video footage and B-roll

MEET THE TEAM

Key Management



Ron Gabaldon

Managing Member
Corporate Advisor and Chairman

Legal Counsel



Leslie Zigel

Company Attorney
Partner & Chair of Greenspoon
Marder's Entertainment, Media &
Technology Industry Group

Legal / Literary Agent



Sealy Yates

Attorney, Literary Agent
Top literary agent in the Christian
Publishing Industry

Finance / Tax



R. Gensley Boyer

Interim CFO
Managing Member
Gensley Group Limited LLC

Marketing & Promotion Executive



Mike Valdés-Fauli

Company Marketing Agency
President & CEO, Pinta USA
Board Member, First Horizon Bank
United Way of Miami-Dade

We are small
stars doing big
things in this
universe.

Product Production Executive



Ron Belk

Executive Producer
Bible Experience Audio Bible
NIV Live Audio Bible
Action Bible Audio

Music Production Executive



Rudy Perez

Executive Producer
Corporate Advisor

Marketing & Promotion Executive



Chip Hurd

Producer & Director
Bible Experience Audio Bible
NIV Live Audio Bible
Action Bible Audio

Corporate Sales Executive



DH Lefferidge

Marketing Director
Corporate Advisor

Key Product Partners

21

Publishing Distribution



Content Contributor

Audio & Video Production Distribution Services



Production Infrastructure

Product Marketing Promotion



Marketing & PR





FOR MORE INFORMATION CONTACT

RON GABALDON

**rongabaldon@faithagencyllc.com
630-247-8557**