

# GLORY COALITION

GLOCo AIMS TO BE THE FIRST AND BEST CHRISTIAN METAVERSE ECOSYSTEM THAT WILL BE A GLOBAL HUB OF CHURCH ACTIVITY, CONFERENCES, COMMERCE, BUSINESS AND INTERACTION.

ACCORDING TO A RECENT STUDY BY GORDON CONWELL THEOLOGICAL SEMINARY, THE CHRISTIAN CHURCH STANDS AROUND 2.54 TRILLION STRONG OUT OF 7.9 BILLION, ABOUT 32% OF THE ENTIRE WORLD POPULATION. 1 THEREFORE, ABOUT A THIRD OF THE PLANET IS AN UNTAPPED MARKET THAT WILL ALLOW THE CHRISTIAN FAITH TO GROW IN A WAY THAT IT NEVER HAS BEFORE, IN A VIRTUAL METAVERSE SPACE THAT COULD STRETCH ACROSS BORDERS, CULTURES, RACES, TRIBES, LANGUAGES, GEOGRAPHIES AND NATIONALITIES.

THE CHURCH HAS TRADITIONALLY BEEN VERY SLOW TO RESPOND IN TERMS OF SOCIOECONOMIC, CULTURAL AND MACROECONOMIC HISTORICAL CHANGES. MUCH OF CCM (CHRISTIAN CONTEMPORARY MUSIC) THAT STARTED IN THE 90'S AND CONTINUES TODAY IS A TITRATION OF WHAT HAPPENED WITH THE ROCK N' ROLL MOVEMENT THAT PRECEDED IT DECADES BEFORE. THIS DOESN'T HAVE TO BE THE CASE WITH THE METAVERSE. THE CHURCH DOESN'T HAVE TO WAIT DECADES TO BECOME INVOLVED WITH INNOVATION IN THE CRYPTOCURRENCY AND METAVERSE SPACE. IN THIS KAIROS MOMENT, THE CHURCH CAN BECOME INVOLVED WITHIN THE METAVERSE WHILE IT IS STILL IN ITS NASCENT FORM OF DEVELOPMENT AND START INNOVATING IN ITS OWN WAY.

THE CHURCH HAS HISTORICALLY BEEN LIMITED TO MAINLY PHYSICAL INTERACTIONS AND OF COURSE, NOTHING CAN REPLACE IN-PERSON INTERACTIONS. HOWEVER, ZOOM AND YOUTUBE HAVE ALLOWED FOR EXPANDED VIRTUAL CHURCH DYNAMICS AND GREATER GLOBAL REACH. MAJOR CHURCHES HAVE REALIZED THEY CAN REACH MORE PEOPLE THROUGH VIRTUAL PLATFORMS THAN THEY EVER COULD WITHIN THE FOUR WALLS OF A CHURCH BUILDING. IN A SIMILAR FASHION, THE GLOCo METAVERSE, THE GLORYVERSE, WILL ALSO ALLOW FOR THE CHURCH TO INTERACT WITH ITSELF AND WITH THE WORLD IN A WHOLE NEW WAY.

GLOCo PLANS TO HOLD THE VERY FIRST METAVERSE CONFERENCES FOR A CHURCH CONTEXT. NOW PEOPLE FROM ALL OVER THE WORLD WILL BE ABLE TO INTERACT WITH OTHER BELIEVERS AND EVEN MAJOR CHRISTIAN LEADERS FROM AROUND THE WORLD ON A VIRTUAL PLATFORM. IMAGINE BEING ABLE TO INTERACT WITH BISHOP T.D. JAKES OR PASTOR BILL JOHNSON ON A PERSONAL LEVEL IN THE GLORYVERSE. THIS COULDN'T HAPPEN IN THE REAL WORLD DUE TO SECURITY ISSUES AND SOCIAL RED TAPE THAT NATURALLY OCCURS IN A REAL-WORLD CONTEXT, BUT IN A VIRTUAL METAVERSE SPACE, THESE PERSONAL INTERACTIONS ARE NOW POSSIBLE EVEN WITH MAJOR CHRISTIAN LEADERS.

# ROADMAP

<b>Phase-0</b>	Gen-0 Mints (Early Access + Public Mint) Facebook, Discord, Twitter organic marketing
<b>Phase-1</b>	Gen-1 Mints + YouTube/Spotify Podcasts Paid Social Media Advertising
<b>Phase-2</b>	Pray-2-Earn Game with dual-token tokenomics Building VC pitch deck
<b>Phase-3</b>	Venture Capital Funding GloryVerse Creation Partnerships with major Christian networks/churches Pre-launch real estate title deed sales in the GloryVerse
<b>Phase-4</b>	GloryVerse Launch Post-launch real estate sales in the GloryVerse Marketing to major city churches and smaller local churches First Christian metaverse conferences in the GloryVerse Church services, small group meetings in the GloryVerse
<b>Phase-5</b>	Launch annual GloryVerse Ministry/Marketplace Conference with major church leaders, Christian television networks and Christian Web3 Influencers
<b>Phase-6</b>	Collaborative partnerships with other metaverse ecosystems on Solana and cross-chain. Glory Coalition will purchase prime real estate in other metaverse ecosystems with cross-ecosystem benefits
<b>Phase-7</b>	Mainstream Adoption Mass Media Mainstream Marketing Strategic Partnerships with secular brands & influencers Mass marketing on mainstream platforms YouTube/primetime/news interviews

# MINISTERIAL NFT'S

FOR THE FIRST STAGE OF NFT'S, WE WILL RELEASE A GEN-0 NFT COLLECTION THAT WILL COMPRISE OF 7 PASTORS THAT HAVE AGREED TO HAVE THEIR PROFILES EXPRESSED ON OUR INITIAL NFT COLLECTION. THERE WILL ONLY BE 7,777 GEN-0 NFT'S. THE GEN-0 NFT'S WILL HAVE SPECIAL UTILITY IN THE METAVERSE AND IN THE UPCOMING PRAY-2-EARN PRAYER GAME. IN THE FUTURE, WE WILL CONNECT WITH MORE PASTORS TO HAVE THEIR PROFILES EXPRESSED ON FUTURE GLOCo NFT COLLECTIONS. PASTORS THAT MINT WITH US WILL BE ABLE TO MARKET THEMSELVES AND THEIR CHURCH BRAND IN THE CRYPTO AND METAVERSE SPACE.

# PRAY-2-EARN DEFI GAME

THE PRAY-2-EARN GAME WILL CONSIST OF TOKENOMICS THAT WILL STRIVE TO BE DEFLATIONARY OR RELATIVELY CONSTANT BECAUSE THE UTILITY WILL HAVE TO EARNED BY ACTUALLY PRAYING FOR PEOPLE, EITHER VIRTUALLY OR IN-PERSON. THE GAME ITSELF WILL BE CHRISTIAN THEMED BUT OPEN FOR ANYONE TO PLAY.

AFTER THE GEN-0 MINT, THERE WILL BE AN INITIAL MINT OF 10K GEN-1 NFT'S PURCHASABLE IN SOLANA AND ADDITIONAL 30K GEN-1 NFT'S PURCHASABLE IN \$PRAYER COIN.

THE GAME WILL BEGIN WITH A DUAL TOKEN SYSTEM. AFTER THE MINT SELLS OUT. WE WILL LIST IT ON MAGICEDEN, SOLANART AND OTHER MAJOR NFT EXCHANGES ON THE SOLANA NETWORK. HOWEVER, WE WILL ALSO IMPLEMENT OUR OWN NFT MARKETPLACE WHERE GLOCo NFT'S CAN ONLY BE SOLD USING \$PRAYER OR \$GLORY COIN, WHICH WILL INCREASE BUYING PRESSURE ON THE PRICE OF \$GLORY COIN. \$PRAYER COINS SPENT IN THE GLOCo NFT MARKETPLACE MIGHT BE BURNED TO KEEP \$PRAYER COIN DEFLATIONARY.

THE PRIMARY COIN IN PRAYER GAME WILL BE \$PRAYER COIN, AND IT WILL BE GENERATED BY STAKED GLOCo NFT'S FROM THE GEN-0 AND GEN-1 COLLECTIONS. HIGHER TIERS OF THE THE GEN-0 & GEN-1 GLOCo NFT'S WILL GENERATE HIGHER \$PRAYER COIN REWARDS. THERE WILL ALSO BE SECONDARY AND TERTIARY TOKENS IN THE PRAYER GAME ECOSYSTEM, WHICH WILL BE USED FOR UPGRADES IN THE GAME.

EACH PLAYER IN THE GAME WILL START OUT WITH A PRAYER RANK OF ZERO THAT THEY CAN GROW AS THEY ADVANCE IN THE ECOSYSTEM. A CERTAIN AMOUNT OF \$PRAYER COIN ALONG WITH SECONDARY & TERTIARY TOKENS WILL NEED TO BE BURNED IN ORDER TO UNLOCK THE NEXT LEVEL OF UPGRADES TO ONE'S PRAYER PROFILE. THE \$PRAYER COIN ALONG WITH SECONDARY AND TERTIARY COINS GENERATED IN PRAYER GAME CAN BE REINVESTED FOR UPGRADES, SOLD ON AN EXCHANGE OR STAKED AND HELD FOR FUTURE UTILITY IN THE GLORYVERSE.

\$PRAYER COIN WILL ALSO BE DIRECTLY EXCHANGEABLE FOR \$GLORY COIN DURING THE INITIAL LAUNCH OF \$GLORY COIN.

# THE GLORYVERSE

THE GLOCO METAVERSE, WHICH WE CALL THE GLORYVERSE, WILL BE WRITTEN USING THE UNREAL 5 GAME ENGINE. IT WILL BE A HYPER-REALISTIC METAVERSE EXPERIENCE WHERE CHRISTIAN CONFERENCES, CHURCH MEETINGS, SMALL GROUP MEETINGS, PRAYER MEETINGS AND MARKETPLACE INTERACTIONS WILL ALL OCCUR. THERE MIGHT BE CASES WHERE CHURCH PLANTS START AND EXIST PURELY IN THE METAVERSE. THE GLORYVERSE WILL BE A POWERFUL TOOL TO COMPLEMENT EXISTING CHURCHES AND CHURCHES THAT MIGHT SPRING UP PURELY WITHIN THE GLORYVERSE.

THE MAIN CURRENCY OF EXCHANGE IN THE GLORYVERSE WILL BE \$GLORY COIN.

THE GLORYVERSE WILL OFFER A SIMILAR METAVERSE EXPERIENCE AS DECENTRALAND, SANDBOX AND HORIZON WORLDS EXCEPT THAT THE ENTIRE EXPERIENCE WILL KINGDOM CENTERED AND FOCUSED.

THE GLORYVERSE WILL BE ITS OWN WORLD WHERE COMMERCE WILL BE ALLOWED TO OCCUR. CHRISTIAN MARKETPLACE LEADERS WILL BE ABLE TO MEET FOR CONFERENCE MEETINGS AND BUSINESS MEETINGS IN THE GLORYVERSE.

AS IN ANY METAVERSE, THERE WILL BE A DOWNTOWN EXPERIENCE WHERE THE PRIME REAL ESTATE WILL OCCUR. THIS DOWNTOWN AREA IS WHERE ALL GLOCO AVATARS WILL SPAWN INTO.

ONCE THE PLAY TO EARN GAME HAS REACHED A LEVEL OF MATURITY, WE WILL ALSO HOLD REAL ESTATE SALES FOR PRIME REAL ESTATE WITHIN THE DOWNTOWN AND MAIN AREAS OF THE GLORYVERSE.

## MARKETING STRATEGY

MARKETING WILL OCCUR INITIALLY ON FACEBOOK, TWITTER AND DISCORD. WE WILL EXPAND TO YOUTUBE, SPOTIFY, INSTAGRAM AND TIKTOK. THERE ARE MANY YOUTUBE INFLUENCERS IN THE CHRISTIAN AND CRYPTO SPACE FOR WHICH WE CAN USE AS MARKETING VENUES.

## FUTURE PARTNERSHIPS

OVER TIME, GLOCO PLANS TO PARTNER WITH MAJOR CHRISTIAN TELEVISION NETWORKS, MINISTRIES AND CHURCHES, INCLUDING TRINITY BROADCASTING NETWORK, DAYSTAR TELEVISION, HILLSONG CHURCH, ELEVATION CHURCH, THE POTTER'S HOUSE, TRANSFORMATION CHURCH, BETHEL CHURCH AND YWAM, AMONG MANY OTHER MINISTRIES & INFLUENCERS.

# KINGDOM MARKETPLACE

AS THE GLORYVERSE GROWS AND BECOMES MORE MAINSTREAM WITHIN THE CHURCH AND ALSO WITHIN SOCIETY, IT CAN BECOME A POWERFUL TOOL FOR OUTREACH. GLOCO'S GOAL IS NOT TO BE PREACHY ABOUT THE CHRISTIAN FAITH. HOWEVER, AS THE GLOCO ECOSYSTEM BECOMES A GIANT IN ITS OWN RIGHT IN TERMS OF NOT ONLY CHURCH INTERACTION BUT A VIABLE MARKETPLACE, PEOPLE FROM ALL BACKGROUNDS, FAITHS AND BELIEFS WILL BE INCENTIVIZED TO PARTICIPATE IN THE GLORYVERSE ECOSYSTEM TO MAKE PROFIT, EXPAND BUSINESSES, SPECULATE ON NFT'S, SOCIALIZE AND BUILD COMMUNITY. ALL OF THESE INTERACTIONS WILL ALLOW PEOPLE OF ALL BACKGROUNDS TO SEE THAT THE CHRISTIAN FAITH IS DYNAMIC, ENGAGING AND RELEVANT TO A MODERN DAY CONTEXT. GLOCO WILL ALSO BE A POWERFUL FORM OF CHRISTIAN ENGAGEMENT WITH GEN-ALPHA YOUTH AND MILLENNIAL/GEN-Z YOUNG ADULTS WHO ARE BECOMING MORE AND MORE INVOLVED WITH CRYPTOCURRENCIES AND METAVERSE INTERACTIONS.

# INTER-DENOMINATIONAL COLLAB

UNITY & COLLABORATION WITHIN THE CHURCH ACROSS DENOMINATIONS HAS ALWAYS BEEN A COMPLEX AND NEBULOUS ISSUE. WHAT DOES UNITY ACTUALLY LOOK LIKE PRACTICALLY, BEYOND BEING A CHRISTIAN BUZZWORD?

THE GLORYVERSE COULD BE ONE OF THE POSSIBLE ANSWERS TO THIS QUESTION, AS A VEHICLE TO BRING CHURCHES TOGETHER IN A WAY THAT HAS NEVER BEEN SEEN BEFORE. THE GLORYVERSE CAN BECOME A COMMUNICATION AND COLLABORATION SUPER-HIGHWAY BETWEEN VARIOUS MINISTRIES ACROSS DENOMINATIONAL AND INTERNATIONAL LINES.

MAJOR PASTORS AND CHURCHES WILL BE ABLE TO MEET ONE ANOTHER IN THE GLORYVERSE, PLAN CONFERENCES, CO-AUTHOR BOOKS, HOLD PRAYER MEETINGS AND COMMUNICATE WITH ONE ANOTHER AT A PERSONAL LEVEL IN AN INTERACTIVE VIRTUAL SPACE IN A WAY THAT WOULD BE IMPOSSIBLE OR TEDIOUSLY SLOW WITH CURRENT MEDIUMS OF COMMUNICATION.

HERE IS A HYPOTHETICAL EXAMPLE. THE GREAT COMMISSION IS TO HAVE THE GOSPEL PREACHED IN EVERY TRIBE AND TONGUE, ESPECIALLY UNREACHED PEOPLE GROUPS. WHAT IF PEOPLE FROM UNREACHED PEOPLE GROUPS JUMPED ONTO THE GLORYVERSE, STARTED INTERACTING WITH LEADERS FROM ZONDERVAN PUBLISHING AND BEGAN TRANSLATION PROJECTS FOR THEIR NATIVE LANGUAGE?

DOING THIS SORT OF INTERACTION VIA EMAIL, PHONE OR ZOOM WOULD BE SLOW AND RESULT IN ALL SORTS OF COMMUNICATION RED TAPE. ALL OF THAT COULD BE DONE AWAY WITHIN A METAVERSE CONTEXT, WHERE LEADERS FROM LARGELY UNREACHED PEOPLE GROUPS COULD WORK WITH PASTORS, THEOLOGIANS AND CHRISTIAN PUBLISHERS ON A PERSONAL LEVEL IN AN INTERACTIVE VIRTUAL SPACE, STREAMLINING THE ENTIRE PROCESS. MUCH OF THE TRANSLATION WORK MIGHT BE ABLE TO TAKE PLACE WITHIN THE GLORYVERSE ITSELF.