BETROTH

Faith-First. Covenant-Focused.

CHRISTIAN DATING APP FEASIBILITY RESEARCH DOSSIER

From “Same Yolk” to Betroth
Covenant Readiness Index, matching logic, commercial feasibility and research record

VERSION 1.2
Prepared 23 August 2026

Decision document - assumptions clearly separated from source-validated material

Document guide & evidence standard

This dossier consolidates the complete accessible conversation record and the uploaded Christian Dating App Version 1.2 pitch deck. It is a synthesis and decision framework, not a claim that product-market fit, legal compliance, market size, pricing or economics have been independently proven.

EVIDENCE LABELS
SOURCE-VALIDATED - directly present in the uploaded Version 1.2 deck or recoverable conversation.
ASSUMPTION / ESTIMATE - proposed commercial number, belief or forecast requiring external validation.
DESIGN RECOMMENDATION - synthesis or operating proposal introduced in this dossier.

Source set

Source	Use	Status
Christian Dating App.pdf	23-page Betroth pitch deck; Version 1.2 terminology, CRI and economics	Primary supplied source
Christian Dating App Feasibility task	Original feasibility, investor narrative, naming and tagline exchanges	Primary supplied record
Same_Yolk_Investor_Pitch_Deck_v3_with_CRI_Algorithm.key	Underlying legacy deck package	Supporting artifact; content represented by supplied PDF

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Executive summary

Decision: Betroth is conceptually feasible as a focused, safety-led Christian relationship platform, but commercial feasibility remains unproven. Its strongest wedge is not “another Christian dating app”; it is a marriage-preparation and discernment system combining theological alignment, covenant readiness, structured conversation and optional church accountability.

> “Where Courtship Becomes Covenant.”

Dimension	Current view	Evidence status
Customer problem	Plausible: swipe fatigue and shallow faith signals create a differentiated need	Hypothesis; validate
Differentiation	Strong on paper: CRI + doctrinal filters + church integration + prayer-centered UX	Source-validated concept
Technical build	Standard app stack is achievable; scoring and moderation demand careful governance	Feasible; cost unvalidated
Economics	Attractive SaaS profile is possible, but conversion, retention and CAC are unknown	Assumption-heavy
Launch strategy	Singapore church-led pilot creates trust and bounded liquidity	Recommended experiment
Overall	Proceed to discovery and a controlled MVP only after validation gates	Design recommendation

Investment thesis in one sentence

Betroth can earn trust in a sensitive category by treating courtship as a guided covenant journey rather than an engagement-maximizing swipe loop.

Critical validation gates

• Interview at least 40 target singles across age, tradition and gender; confirm intensity of problem and willingness to pay.

• Secure 3-5 pilot churches and define what endorsement does - and explicitly does not - certify.

• Test whether CRI completion improves match quality without becoming moral ranking or exclusionary gatekeeping.

• Run a 500-user closed beta with safety, match-liquidity, conversation and retention metrics agreed in advance.

• Obtain Singapore legal advice on privacy, profiling, subscriptions, safeguarding and cross-border data transfers.

Concept overview

Original working name: Same Yolk. Final brand: Betroth. Core idea: a Christian dating platform focused on “equally yoked” relationships, using the 2 Corinthians 6:14 principle as its conceptual anchor. Positioning: faith-first, covenant-minded and Scripture-aligned.

Vision and mission

• Vision: become the world’s most trusted Christian relationship platform.

• Mission: move Christian singles from swipe culture toward spiritually aligned, marriage-ready relationships.

• Category frame: marriage-preparation and courtship platform, not a “Christian Tinder clone.”

Experience principles

Principle	Product implication
Covenant over consumption	Curated matches, intentional pacing and outcome-oriented journeys
Alignment before attraction	Faith and life-direction signals inform discovery before engagement loops
Accountability with consent	Church or mentor participation is optional, scoped and transparent
Growth, not judgment	CRI is developmental guidance, never a measure of spiritual worth
Safety by design	Identity controls, reporting, moderation, data minimization and escalation paths

Market opportunity

The source material cites a global Christian population of ~2.3 billion, 600M+ active Protestant/Evangelical adherents, a dating-app market above USD 8B, Singapore Christianity at ~18-20%, smartphone penetration above 90%, and 15M+ addressable users across selected English-speaking markets. All such figures are inherited estimates and are not independently validated in this dossier. They should not appear in investor materials without source, date, geography and methodology.

Bottom-up market sizing method

Replace broad population claims with a funnel: adults in launch geography x self-identified target tradition x single and age-eligible x digitally reachable x serious about marriage x willing to try Betroth x retained active users x payer conversion x net monthly revenue. Report low/base/high cases and sensitivity rather than a single TAM headline.

Question	Evidence needed	Gate
Is the problem acute?	Interview frequency, current alternatives, failed jobs-to-be-done	≥60% describe a recurring high-friction problem
Can a pilot reach liquidity?	Eligible singles by church/region/age; balanced acquisition	Meaningful candidates for core cohorts
Will users pay?	Price tests at SGD 19/25/29 and annual plans	Observed checkout or deposit behavior
Can churches distribute?	Signed pilot commitments and named owners	3-5 active partners, not verbal interest

Target audience

The Version 1.2 framing targets born-again Christians - initially Protestant, Evangelical and Charismatic - aged 22-45, serious about marriage, with Singapore and Southeast Asia as the first market. This segmentation is a hypothesis, not a validated exclusion policy.

Priority personas

Persona	Need	Product promise
Intentional professional, 27-38	Efficient discovery without compromising faith	High-signal profiles and paced introductions
Church-engaged single, 22-34	Shared theology and trusted social context	Faith alignment and optional endorsements
Re-entering dater, 32-45	Safety, healing and clarity	Readiness modules, boundaries and transparency
Pastor / ministry leader	Healthy formation without becoming matchmaker	Consent-based referrals and aggregate program insight

Inclusion questions to resolve

- Which Christian traditions and statements of faith are supported at launch?
- How are interdenominational differences expressed without ranking traditions?
- How are disability, divorce, widowhood and varied life histories handled pastorally and fairly?
- What age, geography and gender-balance constraints are required for a viable first cohort?

Competitive landscape

The supplied analysis identifies Christian Mingle, Upward and SALT as reference competitors: respectively a broad traditional Christian platform, a modern Evangelical-oriented swipe product, and a clean UK-origin product with broad theology. These descriptions are source assertions and require current product research before external publication.

Dimension	Typical category pattern	Betroth thesis
Faith data	Identity label and basic preference	Doctrinal and practice alignment with user control
Readiness	Profile completeness	Developmental CRI across five domains
Accountability	Limited or informal	Optional church, pastor or mentor pathway
Interaction	Swipe and open chat	Guided prompts, prayer and premarital modules
Success metric	Engagement / subscription	Safe, meaningful progression toward offline discernment

Defensibility

The defensible asset is unlikely to be the score formula alone. A moat could emerge from trusted church distribution, a consented outcomes dataset, safety operations, culturally sensitive formation content, and a transparent model-governance practice. Each requires time and excellent execution.

Unique value proposition

For Christian singles serious about marriage, Betroth is a guided relationship platform that helps people discern faith, character and life alignment before emotional overinvestment - with optional community accountability.

Pillar	Version 1.2 components
Biblical Compatibility Engine	Scripture-based worldview questionnaire; doctrine filters; AI-assisted insights

Pillar	Version 1.2 components
Covenant Readiness Index	Church involvement; stewardship; emotional maturity; relationship preparation; life direction
Church Integration	Optional pastor endorsement; membership verification; mentor couple integration
Prayer-Centered UX	Shared prayer journal; Scripture prompts; guided premarital learning

Promise boundaries

• Do not promise divine certainty, marital success or psychological diagnosis.

• Do not convert pastor endorsement into blanket safety certification.

• Do not conceal algorithmic exclusions or infer sensitive beliefs without explicit consent.

• Keep user agency: show why a match appears and allow weights/preferences to be adjusted where appropriate.

Product and Covenant Readiness Index

Proposed journey

Sign up and safety checks → faith profile → CRI self-assessment → compatibility matching → guided conversations → optional church/mentor integration → premarital resources → pause or graduation from dating mode.

CRI Version 1.2 scoring model

Domain	Weight	Illustrative indicators
Spiritual Foundation	25	Church attendance consistency; devotional life; statement-of-faith alignment
Character & Emotional Maturity	20	Conflict style; accountability; servant-heart indicators
Relationship Preparedness	20	Biblical marriage understanding; past healing; counselling openness
Life Direction Alignment	20	Calling/career trajectory; family vision; ministry priorities
Financial Stewardship	15	Budget habits; debt transparency; generosity/tithing mindset
Total	100	Developmental profile, not spiritual rank

Measurement rules recommended before launch

• Separate self-report, verified facts and third-party endorsements in the interface.

• Use behaviorally anchored questions; avoid vague “maturity” labels.

• Publish reliability, fairness and outcome testing by subgroup where lawful and ethical.

• Permit corrections, appeals and deletion; define score expiry and re-assessment cadence.

• Do not expose raw sensitive responses to matches by default.

CRI matching algorithm logic

Version 1.2 model

Step 1 - Individual CRI: weighted total from the five domains. Step 2 - Compatibility delta: an “ideal” total-score difference of ≤15 points; larger gaps reduce alignment. Step 3 - Category alignment: Spiritual Foundation receives a 1.5 multiplier and Life Direction a 1.3 multiplier. Step 4 - Final match: 60% CRI alignment + 25% theological filter match + 15% shared values/interests.

Match Score = 0.60 × CRI Alignment + 0.25 × Theological Filter Match + 0.15 × Shared Values & Interests

Tier	Range	Source label	Recommended interpretation
A	85-100	Strong Covenant Potential	High modeled alignment; still requires real-world discernment
B	70-84	Growth-Compatible	Material alignment with visible discussion areas
C	<70	Limited Alignment	Do not imply incompatibility; explain contributing dimensions

Illustrative computational specification - design recommendation

Normalize each domain to 0-100. Compute pair alignment per domain as 100 - absolute difference. Apply category multipliers, then renormalize so weights still sum to 100. Apply hard theological preferences only where the user explicitly marks them non-negotiable; otherwise treat them as graded compatibility. Cap any single self-reported item's effect. Return the total plus an explanation vector.

Important: the Version 1.2 formula is conceptual and unvalidated. The ≤15 rule and tier thresholds must be tested against user-reported match quality, safety outcomes and progression - not optimized merely for messages or time in app.

Business and revenue model

Model	Version 1.2 concept	Validation issue
Freemium	Free profile; premium filters, read receipts and insights at SGD 19-29/month	Feature ethics, payer conversion, churn
Church partnership	Annual licensing; marriage-ministry integration	Buyer, budget, liability, adoption
Courses & content	Premarital modules, certifications and brand tie-ins	Clinical/pastoral review, completion, outcomes

Recommended monetization guardrails

• Never charge for essential safety controls, blocking or reporting.

• Avoid monetizing anxiety through hidden likes or artificial scarcity.

• Offer clear renewal terms and cancellation; test annual plans only after demonstrated value.

• Keep church access segregated from private user conversations and sensitive assessment data.

Technical feasibility

The source defines an MVP with profile creation, matching, chat, subscription payments and basic verification. It proposes Flutter with AWS or Google Cloud, secure messaging and an AI-assisted compatibility layer. These are technically conventional choices; safety operations, privacy architecture and model governance are the harder work.

Workstream	Source estimate (SGD)	Status
UI/UX design	8K-15K	Unverified estimate
iOS + Android development	40K-70K	Unverified estimate
Backend & database	20K-40K	Unverified estimate
AI matching layer	15K-30K	Unverified estimate

Workstream	Source estimate (SGD)	Status
Total coded MVP	85K-155K	Arithmetic range from source
No-code alternative	20K-40K	Unverified estimate

Recommended MVP architecture

• Mobile client plus documented API; relational store for profiles and consent; encrypted object storage.

• Separate identity-verification records from dating profiles; strict least-privilege access and audit logs.

• Rules-based matching first, with explainable score components. Introduce ML only after sufficient consented outcomes data.

• Moderation console, evidence retention rules, rate limits, device/account abuse controls and incident response from day one.

Regulatory, safeguarding and risk analysis

The source flags catfishing, reputation, theological controversy and the network-effect problem, proposing ID verification, church referrals, strict moderation and a region-first rollout. The following expands that risk register but does not constitute legal advice.

Risk	Severity	Controls / validation
Harassment, fraud, stalking	Critical	Identity assurance, reporting, blocks, rate limits, escalation, law-enforcement protocol
Sensitive belief/profile data	Critical	Explicit consent, minimization, encryption, retention limits, access/deletion workflows
Profiling and discrimination	High	Explainability, audits, user controls, appeals, prohibited-feature policy
Pastor endorsement misuse	High	Scoped claims, expiry, revocation, no access to private chats
Vulnerable users / coercion	High	Age gate, safeguarding training, crisis pathways, pattern detection
Theological controversy	Medium-High	Advisory council, transparent taxonomy, plural-tradition governance
Low liquidity / imbalance	High	Cohort launch, waitlists, supply dashboards, geographic discipline
Subscription complaints	Medium	Plain-language terms, reminders, easy cancellation, support SLAs

Legal work required before pilot

Commission Singapore counsel to map applicable privacy/data-protection duties, sensitive-data handling, automated profiling, consumer subscriptions, platform terms, content moderation, age eligibility, verification vendors, cross-border transfers and incident notification. Repeat for each expansion market.

Financial feasibility

Version 1.2 assumes 5,000 Year-1 users, 10% premium conversion and SGD 25/month, producing SGD 150,000 annualized revenue (500 × 25 × 12). It further proposes Year 2: 25,000 users / SGD 900K; Year 3: 75,000 / SGD 3.3M; 70%+ gross margin; and 50,000 users yielding ~SGD 1.5M ARR. These are scenario estimates, not forecasts based on observed cohorts.

Year	Users	Premium assumption	Revenue assumption	Validation status
1	5,000	10% implied	SGD 150K	Unverified
2	25,000	12% cited in conversation	SGD 900K	Unverified
3	75,000	15% cited in conversation	SGD 3.3M	Unverified

Model corrections needed

• Use average active subscribers, not registered users, for revenue recognition.

• Include app-store/payment fees, verification, moderation, cloud, support, refunds, content and church-partner costs.

• Model CAC by channel, activation, cohort retention, payer churn, gross margin and cash runway monthly.

• Test network-density constraints: a national total can conceal unusable local/age/theology cohorts.

• Add downside cases for slower church onboarding, safety incidents and delayed monetization.

Go-to-market

Version 1.2 rollout

• Phase 1: Singapore pilot with 3-5 churches and a 500-user closed beta.

• Phase 2: Southeast Asia expansion, initially Malaysia, the Philippines and Australia in the conversation narrative.

• Phase 3: broader Evangelical rollout.

• Channels: church partnerships, Christian influencers, marriage seminars, campus fellowships and faith-based conferences.

Recommended 12-month validation plan

Period	Objective	Evidence
Months 0-2	Discovery and doctrine taxonomy	40+ interviews; advisory group; safety threat model
Months 2-4	Prototype and demand test	Usability tests; price experiments; signed pilot MOUs
Months 4-7	Build controlled MVP	Rules-based CRI, moderation, consent, analytics
Months 7-9	Closed cohort beta	500 invited users only if cohort liquidity supports it
Months 9-12	Iterate / decide	Retention, match quality, incidents, payer behavior, partner renewal

North-star and guardrail metrics

North-star: percentage of activated users who reach a mutually affirmed, safe and meaningful conversation within 30 days. Guardrails: report rate, severe incidents, block rate, response equity, match concentration, explanation use, CRI completion drop-off, cohort retention and user-reported pressure or shame.

Funding and strategy

The supplied deck seeks SGD 300K-500K for an 18-month runway, allocated to MVP development, AI refinement, marketing/church partnerships, legal and moderation. This ask should be converted into milestone-based tranches and reconciled with a monthly operating model.

Milestone	Capital purpose	Release evidence
Validation complete	Research, counsel, prototype	Demand thresholds and pilot commitments met
MVP ready	Product, security, moderation	Threat model closed; acceptance tests passed
Pilot launched	Community ops and acquisition	Balanced cohorts; incident coverage active
Scale decision	Retention and monetization	Pre-agreed product-market and safety gates

Strategic outcomes

The conversation lists acquisition by a major dating platform or faith-based media group, ecosystem expansion and eventual IPO as possibilities. They are speculative optionality, not a financing thesis. Near-term strategy should focus on trusted outcomes, repeatable distribution and responsible unit economics.

Naming and brand evolution

From Same Yolk to Betroth

“Same Yolk” expressed the equally-yoked concept but used a food homophone that could feel playful or confusing. The exploration sought a name that was biblically grounded, premium, globally scalable and distinct from casual dating. Options included CovenantLink, Yoked, TwoCord, Betroth, SetApart, The Third Cord, Covenant Union, Aligned, PromisePath, OneFlesh, Faithfully, Rooted, Anchored, ShepherdMatch, NarrowWay, Covena, Yokera, Vowly, Unionly and FaithSync.

Shortlist logic	Names
Faith-investor resonance	CovenantLink, The Third Cord, Anchored
Broader technology tone	Covena, Aligned, FaithSync
Premium / marriage-serious	Betroth, Covenant Union, TwoCord
Final direction	Betroth - covenantal, intentional, memorable; requires market and trademark checks

Brand risks requiring validation

- “Betroth” may sound archaic, overly formal or imply engagement before users are ready.
- Pronunciation, comprehension and emotional response should be tested across SEA markets.
- Trademark, app-store, domain and social-handle clearance has not been performed.
- The brand must avoid implying that an algorithm, church or platform can confer divine approval.

Tagline exploration and final positioning

The conversation generated four territories. Covenant: “Where Courtship Becomes Covenant,” “Built for Marriage,” “Intentional Love. Eternal Commitment,” “Not Just Dating. Betrothing,” “For Those Called to Covenant.” Scripture: “Equally Yoked. Eternally Aligned,” “Rooted in Faith. Ready for Covenant,” “Love, Led by Scripture,” “A Sacred Beginning,” “Threefold Cord Connections.” Modern: “Serious About Forever,” “Faithfully Matched,” “Designed for Marriage,” “Alignment Before Attraction,” “Where Commitment Starts.” Discipleship: “Grow Together. Go Together,” “Maturity Meets Marriage,” “Faith First. Always.”

Recommended hierarchy

Role	Line	Use
Master positioning	Faith-First. Covenant-Focused.	Core strategic descriptor
Flagship tagline	Where Courtship Becomes Covenant.	Brand and campaign signature
Compatibility support	Equally Yoked. Eternally Aligned.	Product / matching story
Bold campaign	Not Just Dating. Betrothing.	Selective high-awareness creative
Trust proof	Rooted in Scripture. Built with Technology. Focused on Covenant.	Investor / institutional material

Conclusions and recommendation

Proceed, conditionally. Build Betroth as a trust and formation product with dating functionality, not an attention marketplace with Christian branding. The concept is technically buildable and strategically differentiated. Its economics, demand, theological acceptance, legal posture and matching validity are not yet established.

GO to discovery, prototype testing, partner commitments, legal design and a rules-based controlled MVP. DO NOT GO to an open public launch, predictive AI claims, broad geographic expansion or investor-grade forecasts before the validation gates are met.

Immediate decisions

• Adopt Betroth as a working brand subject to clearance.

• Adopt “Faith-First. Covenant-Focused.” as positioning and “Where Courtship Becomes Covenant.” as flagship tagline.

• Treat CRI Version 1.2 as a research prototype, not a truth score.

• Freeze the first pilot geography and cohort definition before building discovery breadth.

• Name accountable owners for safeguarding, theology governance, product and pilot partnerships.

Assumptions and validation-needed register

ID	Claim / assumption	How to validate
A1	Christian singles want more doctrine and readiness structure	Segmented interviews + prototype choice tests
A2	Church partnerships lower CAC and increase trust	Pilot channel conversion and trust survey
A3	Users will complete a sensitive CRI	Completion/drop-off and qualitative response
A4	CRI predicts better conversations or outcomes	Prospective outcome study; fairness review
A5	SGD 19-29/month is acceptable	Van Westendorp + live checkout tests
A6	500 users are sufficient for pilot liquidity	Cohort simulation by age, location and preference
A7	MVP costs SGD 85K-155K	Three scoped vendor bids + contingency
A8	Gross margin can exceed 70%	Observed verification/moderation/support costs
A9	3-5 churches will actively recruit	Signed MOUs with quotas and launch owners
A10	Betroth is understood and preferred	Name testing + legal/domain clearance

Appendix A - Chronological conversation record

The following transcript-style record preserves the relevant accessible task history in chronological order. Generated-file links from the earlier task were ephemeral references; their substantive content is represented by the uploaded Version 1.2 deck. Minor formatting artifacts are normalized; the meaning is retained.

1. Initial feasibility request

USER: “need a feasibility on creating an dating app specially meant for Christian ‘Same Yolk’”

ASSISTANT RECORD: Delivered a 10-part feasibility study: concept (“equally yoked,” 2 Corinthians 6:14); target born-again Christians aged 22-45; Singapore/SEA launch; global and regional market estimates; Christian Mingle, Upward and SALT; market gap; Biblical Compatibility Engine, CRI, church integration and prayer-centered UX; freemium, church and course revenue; SGD 85K-155K coded MVP / SGD 20K-40K no-code estimate; safety, reputation, theology and liquidity risks; Year-1 5,000-user / 10%-premium / SGD 150K scenario; strategic fit; feasibility ratings of market demand 7/10 and differentiation 8/10; recommendation to position as a marriage-preparation platform, not a Christian Tinder clone.

2. Investor pitch deck

USER: “Build a full investor pitch deck”

ASSISTANT RECORD: Produced the Same Yolk investor narrative: vision, problem, market opportunity, competitor gap, four-part solution, six-step product flow, freemium/church/course models, Singapore-to-SEA rollout, technology architecture, three-year revenue scenarios, SGD 300K-500K seed ask, exit possibilities, “why now,” founder fit and closing line “Rebuilding Christian courtship for the digital age.”

3. Visual deck request

USER: “Convert this into a visually structured 15-slide PowerPoint layout”

ASSISTANT RECORD: Confirmed delivery of a 15-slide investor deck and proposed premium design, financial charts, CRI, and church-partnership variants.

4. CRI framework request

USER: “Insert a Covenant Readiness Index framework slide with scoring model”

ASSISTANT RECORD: Confirmed the scoring-framework slide. The surviving Version 1.2 source defines five domains totaling 100: Spiritual Foundation 25; Character & Emotional Maturity 20; Relationship Preparedness 20; Life Direction Alignment 20; Financial Stewardship 15.

5. Algorithm request

USER: “Create a CRI algorithm logic slide (how scoring converts to matching weight)”

ASSISTANT RECORD: Confirmed the algorithm slide. Version 1.2 preserves the logic: individual score, ≤15 compatibility delta, category multipliers, and final 60/25/15 composite with A/B/C tiers.

6. Alternative name exploration

USER: “suggest alternative name for ‘Same Yoke’”

ASSISTANT RECORD: Proposed 20 names grouped as biblical, premium marriage-focused, discipleship and modern/global: CovenantLink, Yoked, TwoCord, Betroth, SetApart, The Third Cord, Covenant Union, Aligned, PromisePath, OneFlesh, Faithfully, Rooted, Anchored, ShepherdMatch, NarrowWay, Covena, Yokera, Vowly, Unionly and FaithSync. Betroth was identified among the premium, marriage-serious options.

7. Betroth tagline exploration

USER: “create a tag line for Betroth”

ASSISTANT RECORD: Generated 18 taglines across covenant, Scriptural, premium-modern and discipleship directions. Top recommendations: “Where Courtship Becomes Covenant,” “Equally Yoked. Eternally Aligned,” and “Alignment Before Attraction”; bold option: “Not Just Dating. Betrothing.”

8. Image request

USER: “design an image associating with the ‘Faith-First. Covenant-Focused’”

ASSISTANT RECORD: No completed assistant artifact is present in the accessible conversation record.

9. Dossier request

USER: “create a pdf documenting all the chat history within this feasibility research.”

ASSISTANT RECORD: Confirmed handoff to create a polished feasibility dossier consolidating the study, investor-deck material, CRI, naming, business/technical/financial feasibility and chronological history using the uploaded deck.

Appendix B - Version 1.2 source concordance

Source pages	Material carried into dossier
1-5	Betroth brand, concept, vision/mission, problem, target audience
6-9	Market claims, competitors, market gap, UVP and solution
10-11	CRI/church model, product flow and business model
12-13	GTM, three-year projections, seed ask and closing
14-15	CRI scoring and matching-weight formula
17-23	Revenue, technical costs, risks, financial assumptions, strategy and ratings

Editorial note

The source deck contains legacy “Same Yolk” wording on its funding close, two technical-feasibility slides with overlapping content, and some pages marked Version 1.0. This dossier uses Version 1.2 as the governing frame while preserving legacy terminology in the evolution and transcript sections.

Final brand statement

BETROTH
Faith-First. Covenant-Focused.

Where Courtship Becomes Covenant.

Rooted in Scripture. Built with Technology. Focused on Covenant.