

# KOINON

fellowship . discipleship . unity

## FOUNDING VISION

This document is not a business plan. It is not a pitch deck.  
It is a confession of why we build — written before launch,  
to be held accountable to long after.

Conceived 2024 · Launched 2026

# The Name

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Koinon is drawn from the Greek word *koinonia* — a word that appears throughout the New Testament not as a concept, but as a lived reality. It describes what the early church actually was: people bound together not by geography or ethnicity or preference, but by a shared life in Christ.

Paul writes to the church at Philippi from a prison cell, and his first words are about this. Not strategy. Not survival. Fellowship.

*"I thank my God every time I remember you. In all my prayers for all of you, I always pray with joy because of your partnership in the gospel from the first day until now."*

PHILIPPIANS 1:3-5

That word — partnership — is *koinonia*. It is not passive. It is not organisational membership. It is mutual participation in something that transcends all of them individually. The early church shared possessions, shared suffering, shared table, shared Word. They were, in the fullest sense, with one another.

We named this platform Koinon — the root form — because that is the aspiration. Not a digital substitute for community. Not a devotional app. A space where the Body of Christ, scattered across every timezone and tongue, can be genuinely with one another in the Word.

# The Why — Why We Build

This is the most important chapter in this document. Everything else — the features, the decisions, the design — flows from here. If you forget everything else, remember this.

*"For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do."*

EPHESIANS 2:10

We build because we believe this is one of those works. Not because we are certain — certainty is not required. We build because we feel the weight of what it means for millions of people across the world to have no consistent, quiet, communal place to encounter Scripture. We build because we believe the Word of God is alive and active, and that proximity to it changes people.

*"For the word of God is alive and active. Sharper than any double-edged sword, it penetrates even to dividing soul and spirit, joints and marrow; it judges the thoughts and attitudes of the heart."*

HEBREWS 4:12

We are not building a content business. We are not building an audience. We are building infrastructure — like roads between cities — so that people can travel more easily toward God.

We build because loneliness is an epidemic and the church is the answer — but the church needs tools to reach its scattered members. We build because a believer in rural Mozambique and a believer in Seoul can read the same verse on the same morning and both be changed by it, and right now there is no shared space where that is visible to either of them.

*"There is one body and one Spirit, just as you were called to one hope when you were called; one Lord, one faith, one baptism; one God and Father of all."*

EPHESIANS 4:4-6

One body. Scattered across every nation, language, and tradition — but one body. Koinon exists to make that oneness visible. Not to manufacture unity, but to reveal it. It is already there, in Christ. We are only building a window.

We also build because we have been recipients of grace ourselves. We know what it is to come to the Word in desperation and find it sufficient. We know what it is to read a passage for the hundredth time and be undone by it. We are building the tool we wished existed.

# Why Free — Always

*This is not a marketing decision. It is a theological one.*

*"Freely you have received; freely give."*

MATTHEW 10:8

Jesus said this to his disciples as he sent them out. He had given them authority, healing, power — and his instruction was not to monetise it. Freely received. Freely given. We have received much. The Word of God was given to us without cost. The grace of God was given without condition. What we build in response to that must reflect the same posture.

A paywall on Scripture is a contradiction in terms. A subscription fee to access community prayer is a barrier to the very thing Jesus died to make accessible. We will not build that. Not because it is bad business — it might be fine business. But because it is not who we are trying to be.

*"Come, all you who are thirsty, come to the waters; and you who have no money, come, buy and eat!"*

ISAIAH 55:1

The invitation in Isaiah is remarkable: come without money. The thing on offer — living water, the bread of life — is explicitly not behind a price barrier. God's economy does not work like ours. We want our platform to reflect that economy.

Every user — whether they are a student in Lagos with a \$40 phone or a pastor in London with a MacBook — receives exactly the same Koinon. The same Bible. The same prayer wall. The same community tools. The same presence. No tier. No badge. No premium access. In the kingdom of God there is no first class.

*"For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life."*

JOHN 3:16

"Whoever." That word is the whole vision. Not whoever can afford it. Not whoever is in the right denomination. Not whoever has the right translation. Whoever. We are building for whoever.

We will find ways to sustain this that do not compromise the person using it. We will accept support from people who believe in the mission. We will never show an ad inside a moment of prayer. We will never sell data from the prayer wall. We will never charge for what should be freely given.

# The Problem We Are Solving

Digital tools for faith have generally done one of two things: replicate social media mechanics inside a Christian wrapper, or deliver polished content from a central source. Neither of these is what the church needs.

Social mechanics — likes, follower counts, trending content — are corrosive to the interior life. They train the soul toward performance, comparison, and the approval of strangers. Discipleship cannot grow in that soil.

*"Do not conform to the pattern of this world, but be transformed by the renewing of your mind."*

ROMANS 12:2

The pattern of this world, in 2026, is the feed. The scroll. The notification. The dopamine loop. We are building something that looks nothing like that — not because we are afraid of technology, but because we believe the formation of a human soul requires a different kind of attention.

Content platforms have also failed the church in a different way. They have made the congregation passive — recipients of someone else's encounter with the Word. But the Word is alive. It speaks to the individual. The annotation left by an anonymous believer on a passage about grief will reach further into the heart of another grieving person than any produced devotional ever could.

*"Let the message of Christ dwell among you richly as you teach and admonish one another with all wisdom through psalms, hymns, and songs from the Spirit."*

COLOSSIANS 3:16

"Among you." Not delivered to you. Not broadcast at you. The Word dwells in the community — it moves between people, it is carried in testimony and confession and question. Koinon is built to make that possible at scale, across languages, without manufacturing it or controlling it.

# What Koinon Is Not

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These are not temporary constraints. They are permanent decisions, made before launch, to be held to long after launch. If Koinon ever becomes any of these things, it has lost its way.

## **Not a social media platform**

There are no feeds, no follower counts, no likes, no trending content. The architecture does not permit comparison or performance. You will never know how many people read your annotation. You will never see who prayed for you.

## **Not a content platform**

Koinon does not publish devotionals, commentary, or branded spiritual content. We are not a voice in the room. We are the room. The content is the Word of God and the responses of the community. That is enough.

## **Not freemium**

There is no paid tier. There is no feature locked behind a subscription. Every person who opens Koinon receives the same experience as every other person. This is not a growth strategy. It is a conviction.

## **Not denominational**

Koinon holds no theological position beyond the authority of Scripture. We serve Catholics and Pentecostals and Presbyterians and Baptists. The Word is sufficient to bridge those traditions. We will not add to it.

## **Not gamified**

There are no streaks. No leaderboards. No badges for consecutive days of reading. Life interrupts. Grace does not reset. A person returning after six months of silence is received exactly as they left — without penalty, without lost progress, without a guilt-inducing gap in their streak.

## **Not a church replacement**

We are a complement. The physical gathering of believers — the Lord's table, the laying on of hands, the embodied community — cannot be digitised. We know this. We serve the church. We do not replace it.

# Formation Philosophy

Every product decision in Koinon is made through a single filter: does this help form the person, or does it distract them?

*"Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus."*

PHILIPPIANS 4:6-7

That peace — the peace that transcends understanding — requires a kind of quiet that most digital environments actively destroy. Koinon is designed to protect that quiet. Nothing in the app competes for attention. There is no notification badge on the prayer wall. There is no "you have unread annotations." There is the Word, and there is today.

*A user returning after months of absence is received, not penalised. Grace does not reset.*

This principle shapes every feature. The presence counter on today's passage shows you how many people have paused here today — not to create social pressure, but to remind you that you are not alone. The number is quiet. It does not pulse. It simply tells you: others were here.

The prayer wall is anonymous by architecture, not just by policy. The system does not store the connection between a prayer and the person who submitted it. This is not a privacy feature. It is a formation feature. When you know you cannot be identified, you can be honest. And honest prayer is where encounter happens.

*"The Spirit helps us in our weakness. We do not know what we ought to pray for, but the Spirit himself intercedes for us through wordless groans."*

ROMANS 8:26

We do not know what we ought to pray for. The prayer wall is a space for that honesty — for the prayers that cannot be spoken aloud, for the grief that has no words, for the need that is too raw to name in a Sunday service. We protect that space with every architectural decision we make.

# The Daily Rhythm

*"Your word is a lamp for my feet, a light on my path."*

PSALM 119:105

Not a floodlight. A lamp. Enough for the next step. The Daily Rhythm in Koinon is built on this image. The entire platform reads the same passage on the same day. One passage. One body. One day at a time.

There is no algorithm selecting passages for you based on your history. There is no personalisation. This is a deliberate theological choice: we trust that the Word, encountered sequentially and communally, is sufficient to address whatever a person brings to it. God is not constrained by our curation.

*"Man shall not live on bread alone, but on every word that comes from the mouth of God."*

MATTHEW 4:4

Every word. Not the words we choose. Not the passages that feel relevant today. The whole counsel of Scripture, read together, in sequence. The psalms of lament read alongside those of praise. The difficult passages held alongside the tender ones. This is what formation looks like over a lifetime.

# The Global Church

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*"After this I looked, and there before me was a great multitude that no one could count, from every nation, tribe, people and language, standing before the throne and before the Lamb."*

REVELATION 7:9

This is the eschatological picture — every nation, tribe, people, and language. Not represented by a single tradition. Not filtered through one culture's expression of faith. Every tongue. Every people. Together.

Koinon launches in seven languages. Not because seven is a spiritual number, but because the Body of Christ is not English-speaking, and we want to make that clear from day one. English, Spanish, Portuguese, French, Mandarin, Swahili, and more to come. The Scripture in each language is not a translation of our content — it is the Word of God in the tongue of the reader. That is the design.

A pastor in Sao Paulo and a student in Nairobi and a grandmother in Seoul will read the same passage on the same morning. They will never meet. They may never know each other's names. But they are members of the same body, and Koinon exists to make that real in a way that feels true rather than sentimental.

*"For just as each of us has one body with many members, and these members do not all have the same function, so in Christ we, though many, form one body, and each member belongs to all the others."*

ROMANS 12:4-5

# The Commitment

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We do not know how many people will use Koinon. We do not know whether this will grow or whether it will remain small. We are at peace with either outcome, because the work is not ours. We are not building for scale. We are building for faithfulness.

*"Unless the Lord builds the house, the builders labour in vain."*

PSALM 127:1

We have written this document before launch so that it cannot be revised for convenience later. These words are the standard we will be held to. If Koinon one day charges for access, this document will be the evidence of our failure. If Koinon one day adds social mechanics that cause comparison, this document will name what was lost.

We write it publicly because accountability requires witnesses.

*"And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through him."*

COLOSSIANS 3:17

*This is what we are trying to do. In his name. For his church.  
Freely received. Freely given.*

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[koinon.org](http://koinon.org)