

# 2.5 Brief - SoulShine

## Platform Capabilities Brief

### Executive Summary

The SoulShine Platform is an integrated, omnichannel "System of Intelligence" designed to solve the operational chaos of modern ministry. Powered by a Faith-Based AI Engine and specialized agentic AI (Grace and Levi), the platform unifies digital communications, automates administrative noise, and scales personalized discipleship. Built on the "High-Tech for High-Touch" philosophy, SoulShine gives ministry teams an estimated 10–20 hours back each week, empowering them to focus on the human-centered pastoral care and relationship building that matters most.

### Core Capabilities

- **Pastoral Agentic AI (Grace & Levi)**
  - **Grace (Front-Office):** Acts as the community-facing digital assistant, providing 24/7 answers to routine inquiries, managing the intake of prayer requests, and offering immediate, compassionate spiritual support.
  - **Levi (Back-Office):** Serves as an internal strategic partner for ministry staff, focusing on theological research, sermon ideation, and transforming single messages into a week's worth of curriculum and content.
- **Omnichannel Communication Hub**
  - Unifies a fragmented digital landscape by bringing website chat, SMS/text messaging, in-app chat, and email into one cohesive conversation.
  - Provides a single, centralized dashboard for staff to manage all inbound and outbound community engagement without constantly switching platforms.
- **The SoulShine AI Engine (Dual Architecture)**
  - **The Living Stone Core (Truth):** Ensures theological stability. By ingesting a ministry's specific sermons and foundational documents, it creates a unique "Digital DNA," restricting the AI to the church's exact doctrinal voice and mitigating "rogue AI" hallucinations.
  - **Rhema Engagement (Heart):** Ensures emotional intelligence. It uses real-time sentiment analysis to read the emotional context of a user's message, delivering a timely, personalized response or instantly routing severe crisis situations (like despair or self-harm) to human staff.
- **The Branded Digital Campus (Soul 247 App)**
  - A fully branded mobile application that serves as a 24/7 personal spiritual companion for the congregation.
  - Extends the church's reach beyond Sunday through daily inspirations, personalized growth plans, interactive Bible study tools, and thriving small group chat hubs.

## Key Features

### 1. Unified Inbox & AI Triage

- **Intelligent Routing:** Grace automatically sorts incoming messages across all connected channels (web, text, app, email).
- **Drafting & Flagging:** She drafts proposed replies for routine questions for staff approval and immediately flags high-urgency pastoral care items for human review.
- **Centralized Campaign Management:** Staff can initiate, schedule, and track outbound communications—like event reminders or newsletters—from the same unified dashboard.

### 2. Ministry-Adjustable Guardrails

- Gives leadership explicit control over the conversational boundaries of the AI.
- Administrators can choose preset levels (e.g., Administrative Only vs. Full Support) or use granular toggles to turn specific topics (like Theology, Family & Youth, or Pastoral Care) ON or OFF.
- If a topic is blocked, the AI gracefully delivers a pre-written custom message directing the user to the appropriate human staff member.

### 3. The 15-Minute "Ministry Multiply" Workflow

- **The Sermon Vault:** Staff can upload video, audio, or text of Sunday's message. Levi instantly transcribes and tags it.
- **Automated Repurposing:** Within minutes, Levi generates over 20 unique assets, including small group discussion guides, daily devotionals, social media captions, blog posts, and volunteer "Cheat Sheets."
- Eliminates the manual drudgery of the "content hamster wheel" and seamlessly distributes content to close the mid-week "Tuesday Gap."

### 4. Personalized Discipleship & Evangelism

- **Personalization Q&A:** Users can "tune" their app experience by sharing their beliefs, passions, and goals, ensuring the AI delivers highly relevant content.
- **Daily Inspiration Packets:** Delivers a daily, customized feed featuring a Bible verse, short devotional, prayer prompt, and reflection question.
- **Actionable Growth Plans:** Users can set specific spiritual goals (e.g., "Deepen Prayer Life"), receive step-by-step guidance, track progress, and get intelligent resource recommendations.

## Primary Benefits & ROI

Benefit Area	The Relief	The Value / ROI
<b>For the Ministry</b>	Replaces fragmented communication tools with a single Omnichannel Hub.	Reclaims 10–20 hours per week for core staff by automating low-level admin tasks, allowing focus on deep ministry.
<b>For the Pastor</b>	Levi acts as a Theological Research Assistant and Content Generator.	Significantly reduces study prep time and turns a single Sunday message into a week-long discipleship engine.
<b>For the Staff</b>	Grace screens messages, drafts replies, and acts as a digital gatekeeper.	Cures the "burnout epidemic" by removing the stress of managing multiple inboxes and constant context-switching.
<b>For the Congregation</b>	The Soul 247 App provides a 24/7 personal spiritual companion.	Eliminates the "Tuesday Gap" by providing daily rhythms of faith, private prayer support, and seamless access to church resources.
<b>Theological Safety</b>	The Living Stone Core and Ministry Guardrails lock down the AI's knowledge.	Gives leadership absolute confidence that every automated interaction is 100% aligned with their unique doctrine, voice, and policies.