

TRUE FAITH • LIVING WATER

Concept Overview

Tagline: *Bible in a Bottle — spreading the Word one bottle at a time.*

01. Brand at a Glance

True Faith: Living Water is a premium bottled-water brand that pairs scripture and short-form teaching with a beautiful, collectible aluminum bottle.

Each bottle is:

- A **physical product** – cold, premium, matte-black water in a metallic-gold bottle
- A **spiritual touchpoint** – scripture on the bottle + a QR code that opens a video breakdown of that verse
- A **digital gateway** – a landing page with the verse, teaching video, and links to partners, ministries, and resources

Living Water sits at the intersection of **design, discipleship, and impact.**

02. The Core Idea: “Bible in a Bottle”

Most people grab a drink without thinking. We want that moment to become something more.

A Living Water bottle is:

- Scripture in your hand, not just on a page
- A short, modern teaching via QR scan
- A simple way to share faith content with friends and family

The bottle becomes a quiet evangelist: **every sip is an invitation.**

03. The Product: Matte-Black Aluminum Bottle

- **Format:** 20oz+ aluminum bottle
- **Design:** Matte-black finish with metallic gold type and details
- **Scripture:** Rotating verses across SKUs (not just one verse repeated)
- **QR Code:** Gold-framed code that links directly to a verse-specific video
- **Keepability:** Resealable, refillable, designed to be kept and reused

This is a bottle that feels at home in a high-end fridge, a church lobby, a college locker room, or an arena suite.

04. The Experience: From Cold Drink to Living Story

1. **Encounter** – A guest notices the matte-black, gold-detailed bottle. It feels deliberate, not generic.
2. **Scan** – They scan the QR code. No app required.
3. **Listen** – A trusted voice (pastor, author, athlete, or creator) explains the verse in a 2–3 minute video.
4. **Share** – The landing page makes it easy to share the video, explore more scriptures, and connect with featured partners.

We are beginning with an initial set of **six verses**, each with a video breakdown by **Pastor Brian Hall**, ready to test and build on.

05. Three Pillars of the Brand

1. Spirituality – “Living water” for the soul

Living Water is first a spiritual project: scripture and teaching brought into the rhythm of everyday life.

“Whoever drinks the water I give them will never thirst...” – John 4:14

2. Service – Water where it’s needed most

We will direct part of our effort toward providing clean, fresh water to U.S. communities impacted by disasters (floods, wildfires, hurricanes, etc.).

“I was thirsty and you gave me something to drink...” – Matthew 25:35

3. Sustainability – Beautiful and responsible

Our infinitely recyclable aluminum bottles are designed to be refilled, reused, and remembered, reducing reliance on single-use plastic.

“The LORD God took the man and put him in the garden... to work it and take care of it.” – Genesis 2:15

06. Go-to-Market Vision

Start where faith is already gathered, then scale:

- Church lobbies & events (Sunday as our primary sampling day)
- Christian colleges, conferences, and camps
- Faith-based events, concerts, and gatherings
- Phase two: NIL and athlete-led collaborations, using the same “Bible in a Bottle” engine

Long term, we envision **national distribution**, anchored by authentic partnerships and measurable spiritual and social impact.

07. Where We Are & What We’re Building Toward

- Finalizing **bottle format and manufacturing partners** (aluminum bottle suppliers, co-packers, and water source)
- Developing the **initial library of verse-specific videos** and landing experiences
- Refining **distribution strategy** across churches, Christian education, and strategic partners
- Building a **digital hub** (this concept site) that serves as a living investor/partner deck

True Faith: Living Water is designed to be more than a product.

It's a platform for scripture, stories, and service — packaged as a bottle of water that people will actually want to pick up.