

1. The idea behind **creedle**

creedle comes from a simple, but deep belief:

At **creedle** we believe in Jesus Christ and his example of love for others and that this should still be visible today. This truth belongs right in the middle of our digital world where people are searching for guidance more than ever.

Every day, millions of people ask questions about meaning, identity, hope, and truth. These questions can be measured—they're being asked online, in search engines, on social networks, and to AI systems.

Christian answers are often scattered, hard to find, or not thought through well enough. Many great resources co-exist without complementing or strengthening each other.

creedle.io tackles this exact problem not as a standalone platform, but as a digital infrastructure that connects Christians, churches, ministries, universities, Bible schools, organizations, and individuals. Everyone pools their content, experiences, and influence to reach the whole world together. Together we can show what the Christian faith has to offer our society and every person.

The platform is:

- **interdenominational and welcoming** ('All for All')
- **responsible in content** with a clear Christian foundation
- **technically modular**, so it's sustainable, scalable, and usable internationally
- **developed based on data** to spot real needs and tackle them effectively

Instead of one big, rigid solution, we're building a system made up of individual apps called "**creedlec**". Each makes sense on its own. Together they are way more effective. **creedle** is deliberately being developed in Germany, with high standards for quality, data protection, and responsibility. At the same time, the project has been international from the very start.

What makes **creedle** special isn't just the technology, it's the approach:

- **Building together.**
- **Sharing responsibility.**
- **Making a lasting impact.**

The developments, partnerships, and milestones so far show that this vision is realistic, sustainable, and well-connected.

creedle invites you to be part of a project that isn't about chasing short-term attention, but about creating widespread digital visibility for the Christian faith – today and in the future. We truly believe that it takes this kind of content to inspire our society in a fresh, new way with faith, hope, courage, and confidence.

Creedle gGmbH

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The Vision – Key points

All for All

creedle sees itself as an open platform that connects Christians, churches, and organizations regardless of their size, background, or fame. It's not about individual players, but about the shared witness every player can bring to the table.

The platform is designed to be welcoming whether you're searching, questioning, believing, or doubting.

creedle operates like a big expo center where each building and booth exhibits what everyone has to offer.

Each building focuses on a specific topic to address different needs.

The individual **creedlec** (applications) also provide useful content and offerings in their respective areas of everyday life. All providers and participants are clearly visible to all visitors.




Making **Jesus** visible together online

At the heart of **creedle** isn't an organization, but a person, Jesus Christ.

The platform brings together **content, answers, resources, and opportunities to connect**, all aimed at making Jesus clearly, credibly, and relevantly visible in the digital world.

It's not about being loud, but about depth, clarity, and truth – guided by biblically sound doctrine.



Imagine landing a plane at night... only because the lights are organized in a structured way can you see the runway and the safe paths to take for landing.

If every light were to shine randomly, they wouldn't make a path to guide the way.

creedle provides a structure where existing resources and players are realigned and can work effectively, efficiently, and holistically.

The Vision – Key points

Made in Germany – available to the whole world

creedle is developed in Germany on purpose – with high end standards for data protection, quality, theological care, and technical sustainability. At the same time, the platform is designed from the start to be usable internationally. It's multilingual, scalable, and culturally adaptable.

To stick with our previous example: the "Digital Expo Center" is being built in a safe place – modular, careful, sturdy, and well thought out.

This modularity allows providers in other countries to adapt the concept to their needs and culture.

It's kind of like a LEGO[®] building set, where you have lots of pieces available, but you don't have to use them all.

Open. Connected. Sustainable.

creedle combines three basic principles:

- **Openness** to people and questions
- **Connecting** Christians with content and possibilities
- **Stability** through clear structuring and responsible financing

creedle invites you to be part of something bigger:

a shared foundation capable of blessing the whole world.

2. What came about **technically**

creedle isn't just "thrown together".

The implementation follows clear principles that show up in the tech, content, and organization.

Two of them are essential:

1. **First listen**, then act

creedle is developed based on data. A lot of Christian resources give answers to questions that hardly anyone asks. We want to do it differently.

Before new features or content are created, we look at what questions people are actually asking, where there's confusion or uncertainty, and what content actually helps people on their journey to faith in Jesus Christ. These insights go straight into further development.

This way, we don't end up with a 'platform just in case,' but one that stays relevant and meets people where they're actually looking.

Like a good doctor: He asks questions first, listens, checks carefully, and only then decides on the treatment.

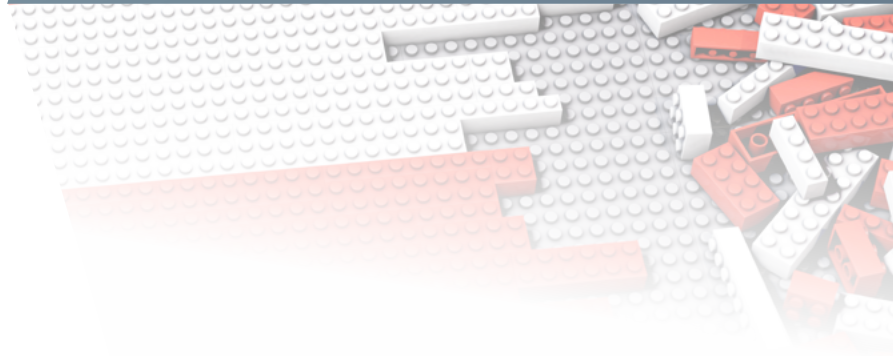


2. **Modular** – like a LEGO® Building Kit

creedle is made up of individual apps that work on their own and can also be combined.

This allows for growth, adaptation, and further development—even across different countries and languages.

Like a LEGO® Kit: Every piece has its shape and purpose. On its own, it makes sense – but together, something bigger comes to life. If and when needs change, you can keep building without starting over.

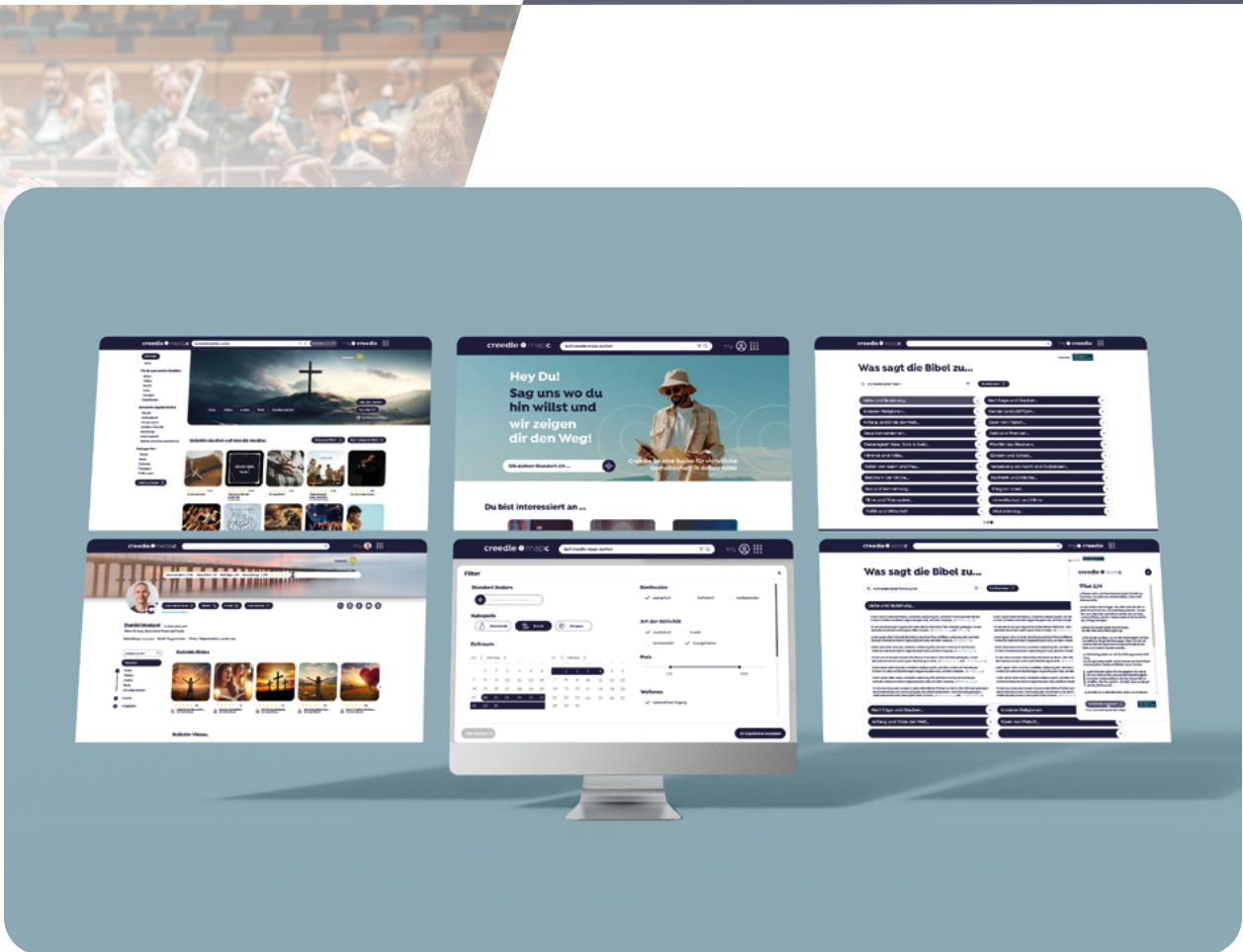


Unity in Christ Alone

creedle brings together different Christian traditions without trying to unify them. The common foundation is faith in Jesus Christ.

Building on this, space is created for differences.

Building on this, space is created for differences, like an orchestra, where different instruments combine to create a result that is far richer than any one instrument could produce on its own.



3. What **creedle** is now

creedle is the result of many encounters, conversations, and shared responsibility, not just a project developed by individuals.



**community
and cooperation
united in the body of Christ**

(Tobias Kley, Michael Oh, Stefan Walliser at Seoul Okt. 2024)

Michael Oh (CEO of the Lausanne Movement) describes three keys to making the Christian faith accessible to people in the future:

- **Digital** – Reaching people where they search
- **Polycentric** – together as Christians
- **Omnigeneration** – All generations are involved

creedle already embodies all of this today:

- approximately **200 volunteer theologians**
- more than **10 theological seminaries and Bible schools**
- a **growing network of churches and small groups**
- and an **impressive network of praying people** – from individual seniors, religious institutions, senior homes, prayer ministries, etc.

God has made **creedle** a place where unity, mutual support, and a **shared focus on Jesus** are lived out.

A spiritual leadership team ensures that content remains rooted in the biblical message without being narrow or exclusive.

creedle does not see itself as a focal point, but as **connecting infrastructure**.

This connecting infrastructure operates as a shared space where many, not just the individual, can become visible.

4. A selection of our Partners

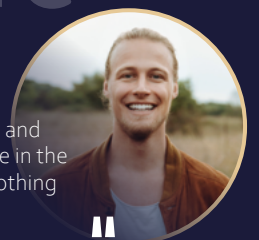


and many more...

my statement

Christopher Schacht

Bestselling Author | Life Lion Initiator



“ Why don't we Christians pool all our strengths and abilities? - **creedle** makes exactly that possible in the digital space. Personally, I currently know of nothing that could have a greater impact.

Maike Sachs

Study Director, Albrecht-Bengel House, Tübingen



“ Many people search the internet for answers, even when it comes to personal life questions. **creedle** helps them find good things, good and true things about Jesus, and a way to find Him. I am happy to support that.

5. So far...

creedle continues to progress toward its goals and is in the fourth year of a structured five-year development process.

1. First building blocks...

Several digital components (**creedlec** / applications) have been developed and tested. They already function independently and demonstrate the strength of the collaborative approach.

2. Reaching out...

The **creedle rockc** application aims to provide orientation for people on their online search for Jesus by answering the most frequently asked questions in a theologically sound way. In 2025, **creedle rockc** was played around 2 million times organically. Every month, tens of thousands of people who search for Jesus digitally are reading answers from Christians – instead of from highly visible platforms developed by Mormons, Jehovah's Witnesses, Wikipedia and other secular sources like "Planet Wissen" or the "Geo magazine".

Over 1.9 million
impressions*

*We reached almost 2 million people who were searching for Jesus online



You are welcome to enter test examples directly on Google...

- „... War Jesus ein Prophet?“... (Was Jesus a prophet?)
- „... Kann man Jesus erleben?“... (Can you experience Jesus?)
- „... Welchen Beruf hatte Jesus?“... (What was Jesus's job?)

creedle achieves **topical authority** (especially in AI-based searches) with these questions and ranks alongside or even ahead of AI answers. Over 2,000 of these searches reach around 2 million people.

The creedlec – Experiential Applications

3. Direct results of **creedle mapc**

The application **creedle mapc** aims to connect seekers with local Christians and what they have to offer. With **creedle mapc** there is always a real person on the other end.

According to Alex Kampmann (responsible for [Kleingruppe.de](#)), an average of 8 people find their way to a church or small group each week through **creedle mapc**.



4. Other applications that are already online

mediac

Goal: **Makes digital materials available.**
In seconds, you can find the best materials that have been created on a topic.

wordc

Goal: **Links Bible passages with the results of seekers in a topic-related way.** This allows everyone to access the Bible – even if they don't know "Christian language" or "biblical terms".

my **creedle** (User Account Management)

Goal: **Gives the user personalized, optimized experiences.**
Opens the way for individual users to become part of the **creedle ecosystem**.

sharec

Goal: **Reaches millions of people in their social network** with content from **creedle**.

6. The **potential** of our digital ecosystem

People choose resources in the digital space that are easy to use and meet the needs of their search. This is exactly what **creedle** is based on.

By the end of 2026, we're planning to introduce a central user interface using modern search technologies and artificial intelligence. This will allow users to quickly switch between applications and find relevant content. Access is deliberately intended to be simple. As a rule, no more than two clicks should be needed to find answers and connect seekers directly with suitable offerings.

my  creedle



creedle  chatc

creedle  apologetic

creedle  helpc

creedle  streamc

creedle  campusc

creedle  teqc

creedle  music

creedle  GITc

creedle  eventc

creedle  wordc

creedle  jobc

creedle  pic

creedle  travelc

creedle  cripc

creedle  prayerc

creedle  bootcampc

creedle  commerc

creedle  mediac

creedle  sharec

creedle  mapc

creedle  rockc

Fig. Excerpt of planned or in-progress applications

The larger an expo center becomes and the more diverse offerings it includes, the more difficult it becomes for visitors to find their way around. In the analog world, one quickly reaches their limits here. In the digital world, a new possibility opens up.

By using a well-trained, internal artificial intelligence, a dialogue-based access is created. Visitors can express their questions and needs and are guided specifically to the appropriate offerings. Instead of laboriously clicking through a lot of content, they are accompanied personally.

Digital navigation takes on the role of an experienced advisor, showing the way and establishing contact with the appropriate exhibitor. In this way, a large variety of content and resources does not become an obstacle, but a real added value for each individual.

How is a platform/application created?

A new **creedle application, or platform**, is created only when two conditions are met:

- **suitable partners** for the respective field of interest must come together.
- there must be a **shared willingness to invest** time and financial resources into the development of the platform/application.

An example of this is **creedle prayerc**, a digital prayer house that is open around the clock. This module involves, among others, the Round Table for Prayer of the Evangelical Alliance Germany, the international 24/7 prayer movement, as well as the Prayer House Augsburg, and many more.

creedle only works together!

Thanks to many people who were willing to take on responsibility, **creedle** is what it is today. These people contributed time, expertise, and resources, often behind the scenes and with an eye on the bigger picture.

At the same time, we are at a point where it will be decided whether what has grown so far can become a sustainable digital infrastructure. We are praying for an infrastructure that keeps Christian values and faith in Jesus Christ visible in the future, in a context where opinions, worldviews, and truths are increasingly shaped by algorithms, social media, and artificial intelligence.

For **creedle** to take this next step, it needs partners who think ahead. People and companies who recognize that the question of digital spaces is also a question of the values that shape our society have an opportunity to impact the world – in a completely new way, with faith, hope, courage, and confidence.