

THE PLAN, IN THE OPEN

Roadmap

What's finished, what's underway, and where it's headed.

Nothing here is hidden. This is the whole journey — the work already done, the steps in front of us right now, and the vision for the years ahead — laid out plainly so anyone can see the progress and hold us to it.



Done



Underway now



Planned ahead

A roadmap usually lives behind closed doors. We're putting ours in the open because this work isn't ours to keep — it's an effort to share the goodness of Jesus Christ the way He shared it: *meeting each person where they are, and giving something back instead of taking*. Every box below is a real promise. The checked ones are kept. The empty ones are coming, planned well in advance so nothing surprises us late.

BUILT CAREFULLY · MEANT TO BE TRUSTED · POINTING TOWARD CHRIST

THE FOUNDATION

BUILT & WORKING

The app itself

Before anyone can be met where they are, the thing that meets them has to exist — and be built the right way. This part is finished and running.

HOW IT MINISTERS

- ✓ **Story first, never a survey.** The app opens with a short, scripture-grounded story from the life of Jesus and one honest question — not a form asking your religion.
- ✓ **It listens, then meets you there.** It reflects your answer back in your own words, and quietly shapes what it shows you next — no labels, no gates, no "you haven't qualified yet."
- ✓ **A new story on every return.** Each time you come back, a different story — never repeating one you've seen — building a personal record of what you've experienced.
- ✓ **A Profile that remembers you gently.** The stories you've seen, the answers you gave, and what the app has learned — all visible to you, and removable any time.
- ✓ **Milk before meat.** Everyone receives the goodness of Jesus first. Those drawn toward the restored gospel are met with a deeper path — without ever being quizzed or sorted.
- ✓ **A real person, always one tap away.** From any screen you can reach a human being instead of the app. Never buried, never gated.
- ✓ **Honest about what it is.** It says plainly it is not God and not the Church — only a helper that points toward Christ, and admits what it doesn't know.

HOW IT'S BUILT

- ✓ **Works on your phone, privately.** Most of it runs without an account, with your words kept on your own device.
- ✓ **A companion that listens any hour,** with a careful, Christ-centered voice — and a gentle fallback when there's no internet.
- ✓ **A ministry console** where connection requests and conversations are received and watched over, ready to grow into a team.



A **promotional website** at milk4meat.org, with privacy and support pages — and this roadmap.

PHASE 1

HAPPENING NOW

Into people's hands

The first phase: one steward (Cameron) watching over every conversation while the app does the ministering, and getting it onto the app stores so real people can begin. Most of this is done — a few honest steps remain.

WHERE IT IS RIGHT NOW — IPHONE PUBLIC, ANDROID FINISHING ITS TEST



iPhone is public; Android is still in testing. The iPhone app is live on the public App Store for anyone to install. On Android the app remains in a closed, invite-only internal test while Google's required testing period runs its course.



Testers are asked to critique as hard as they can. Honest, unsparing feedback is the whole point of this phase — it's how the app becomes genuinely good at its one main job: ministering the way Christ did. Nothing is too small to flag.



Try every kind of experience — including as a non-member. Testers who belong to the Church are warmly invited to also walk through the app as someone who doesn't — anonymous, no faith background — to see how it meets a seeker and help test that path too. Settings can always be changed back afterward.

THE ACCOUNTS & THE STORES — SET UP



Apple, Google Play, and build accounts created, paid, and verified.



iPhone version APPROVED by Apple and live on the public App Store — free for anyone, worldwide.

Approved July 2026 · available in 175 countries



Android publishing pipeline live — new builds push to testers automatically, proven and working.



Store listing written — name, descriptions, app icon, and feature graphic done.



milk4meat.org connected to the live website (apex + www).

THE FEW STEPS IN FRONT OF US



Finish the Android store screenshots so the listing turns fully green.

Files ready · final upload step



Security clean-up. Rotate the keys and change the admin password off its placeholder before sharing widely.

~30 minutes · do before a wide push



Gather about 15 Android testers and start Google's required 14-day closed test — the last gate before Android can go fully public.



Ship the next build carrying the latest improvements to every phone (a fix in the code only reaches people in a new build).

BEFORE A WIDE, PUBLIC PUSH



Speak with the Church's Intellectual Property Office, describe the app honestly, and add a trademark attribution to the footer.



Set a hard spending cap on the AI usage and decide on the paid hosting tier so nothing breaks at scale.



Counsel with a bishop or stake president before inviting the world in.

MAKING THE MINISTRY BETTER (NEXT BUILDS)

- ☐ **Smarter conversations.** Route the hardest moments — someone in crisis, a sharp question — to the strongest help, and everyday moments to a lighter touch.
- ☐ **A way to testify, not just doubt.** Add a genuine, well-framed "I believe" option to questions so a believer is never cornered into unbelief.
- ☐ **Stronger offline answers,** behind a quality gate, so a weak answer never ships when the internet is gone.

PHASE 2

DESIGNED & READY TO SLOT IN

A small team to walk alongside

When more people arrive than one person can answer, the work opens to a small team of volunteers and supporters — built so it slots in without rewriting a thing. The console already anticipates this.

- ☐ **Invite trusted volunteers and supporters** to receive and answer "talk to a real person" conversations — not just one steward.
- ☐ **Route conversations to the right helper,** with care and oversight, so no one waits alone.
- ☐ **Gentle guidance for helpers** so every reply stays in the spirit of how Jesus ministered — never pushy, never shaming.
- ☐ **Listen to what's landing.** Quietly learn which stories and answers help most, and refine — sending small improvements over the air.

Hand in hand with the Church

The furthest horizon. The app doesn't need the Church's endorsement to do its work — so everything below is offered only as a *possibility*, for the Church's own council and leaders to weigh and decide, if and however they ever see fit. Held humbly, never assumed.

- ☐ **Real missionaries in the conversation**, integrated into the chat and the "connect with a person" pipeline.
- ☐ **A gentle missionary-referral path** — a simple, respectful way to connect a ready person with missionaries near them — only if the Church approves it.
- ☐ **A genuine partnership** that keeps the app a humble helper, always pointing past itself to Christ and His restored Church.

What we're building toward

The dream behind every step above: that the same care the world's biggest platforms pour into keeping you scrolling could instead be poured into drawing you closer to Jesus — freely, beautifully, and without taking anything from you.

☐ RICHER STORIES

Stories you can watch, hear, and read along with

Handheld video, gentle sound, and read-along scripture — the stories of Jesus told with real beauty and warmth, not flat text. Worth coming back to.

☐ THE GOOD ALGORITHM

Personalization that only ever feeds your soul

The same kind of learning that powers a social feed — but pointed at one thing: recommending only good, true, Christ-centered content, tuned to exactly what you need next.

☐ FREE, AND FOR EVERYONE

A free way for anyone to get closer to Jesus

No account required, no ads, nothing sold. A place where someone with no church and no background can simply begin — and be met with kindness.

☐ MILK AND MEAT

Depth for those who are ready for more

For members and those drawn toward the Church, discipleship that keeps pace with living prophets and the scriptures — the meat, given to those ready to receive it.

☐ A PLACE TO GATHER

A real social presence

A genuine page — the kind people already follow — carrying the stories of Jesus and only-good content out where the world already is, and drawing people gently back toward a quieter place to breathe.

[Download the printable roadmap \(PDF\)](#)

Milk Before Meat

Questions? admin@milkb4meat.org

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This app and website are an independent effort and are not officially affiliated with or endorsed by The Church of Jesus Christ of Latter-day Saints. The app is a helper that points toward Christ — it is not God, it cannot answer a prayer or know you the way He does. Take what you feel here to God, and to people who love you, and let the Spirit — not an app — tell you what is true.