

The logo features the word "axis" in a bold, sans-serif font. The letter "x" is a teal color, while the letters "a", "i", "s", and the dot on the "i" are black. The logo is centered within a circular area that has a soft, multi-colored rainbow gradient background.

axis

BUILD LIFELONG FAITH

One Conversation Model

**QUESTION:
WHERE ARE YOU?**

DISCUSS! TELL A STORY! TALK! EXPLAIN!





**QUESTION:
WHAT WAS
YOUR FIRST WORD?**

DISCUSS! TELL A STORY! TALK! EXPLAIN!





JESUS' FIRST WORD



Sh'ma?

If he is able to speak,
his father must teach him
Torah and the reading of

the Sh'ma

Babylonian Talmud | Seder Mo'ed | Sukkah 42a

The Mishnah, the first part of the Talmud [the Jewish oral law], was written around 200ad. It was the written version of the oral traditions dating from Pharisaic times around 536bc to 70ad.

Sh'ma Yisrael, Adonai
Eloheinu, Adonai Echad
Ve'ahavta et Adonai, Elohecha.
Be'chol levac'cha uv'khol
naf'sh'kha uv'khol m'odekha

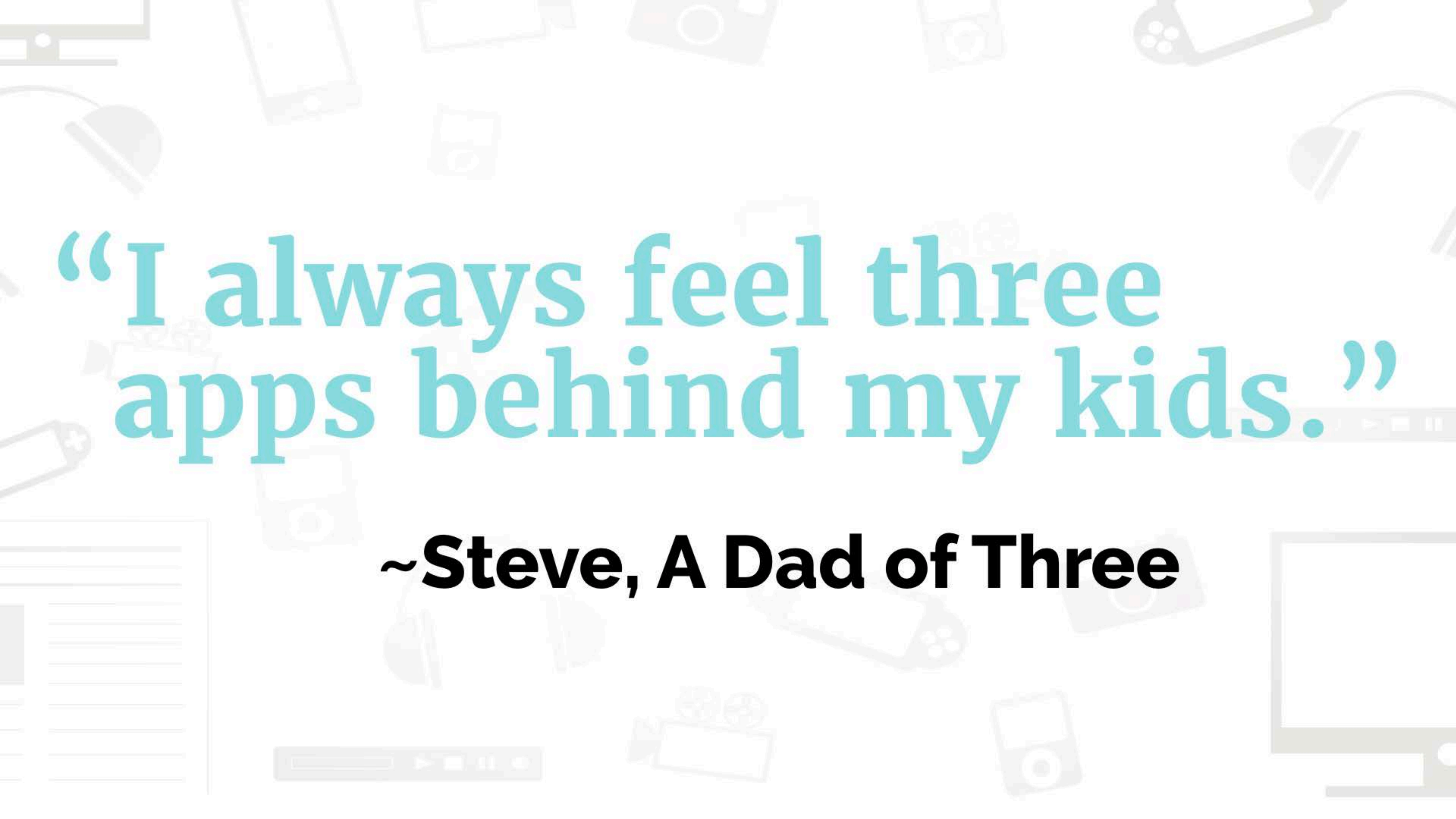
Hear, O Israel: The Lord our
God, the Lord is one. You shall
love the Lord your God with all
your heart and with all your
soul and with all your might.

And these words that I
command you today shall be
on your heart. You shall teach
them diligently to your
children, and shall talk of
them when you sit in your
house, and when you walk by
the way, and when you lie

the way, and when you lie down, and when you rise. You shall bind them as a sign on your hand, and they shall be as frontlets between your eyes. You shall write them on the doorposts of your house and on your gates.

A minimalist illustration of a smartphone frame. The status bar at the top left contains icons for cellular signal strength, Wi-Fi, and battery level. The time '9:41' is displayed in the bottom left corner. The word 'Smartphones' is centered in a large, bold, black sans-serif font.

Smartphones

A light gray background featuring a collage of various icons related to technology and gaming. These include a desktop monitor, a computer mouse, a smartphone, a tablet, a video game controller, a camera, a document with a magnifying glass, a film strip, a game console, a CD/DVD, a laptop, and a pair of headphones. The icons are scattered across the background, some overlapping, creating a subtle pattern.

**“I always feel three
apps behind my kids.”**

~Steve, A Dad of Three

A background collage of various technology-related icons in light gray, including smartphones, tablets, cameras, headphones, a computer mouse, a laptop, a game controller, a document, a video player interface, and a desktop monitor.

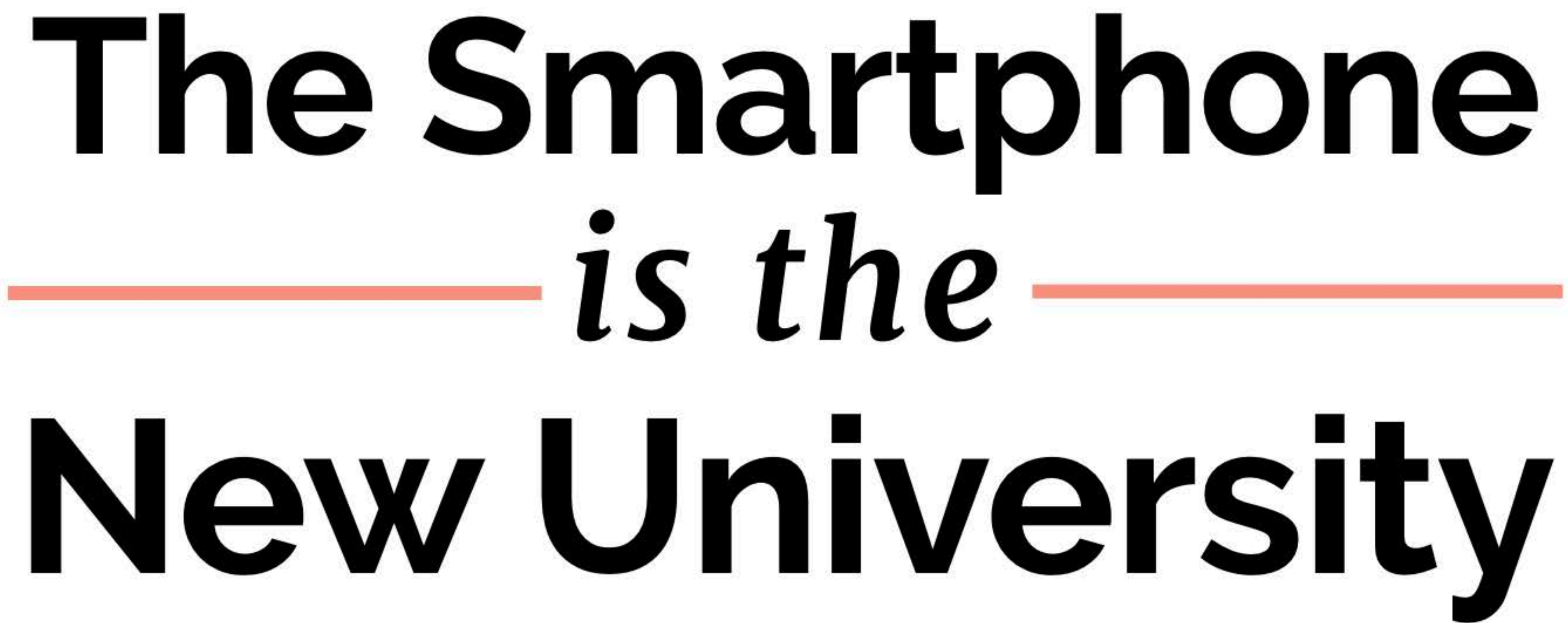
**“I always feel three
apps behind my kids.”**

~Steve, A Dad of Three



Axis was Born
— *the year the* —
Smartphone was Born




A graphic of a smartphone screen with a black border. The screen displays the text 'The Smartphone is the New University'. The words 'The Smartphone' and 'New University' are in a large, bold, black sans-serif font. The words 'is the' are in a smaller, italicized black serif font, positioned between two horizontal red lines. In the top-left corner of the screen, there are icons for signal strength, Wi-Fi, and battery. In the bottom-left corner, the time '9:41' is displayed. The background of the entire image is white with faint, light gray icons of various electronic devices like smartphones, tablets, and game controllers scattered around.

The Smartphone
is the
New University



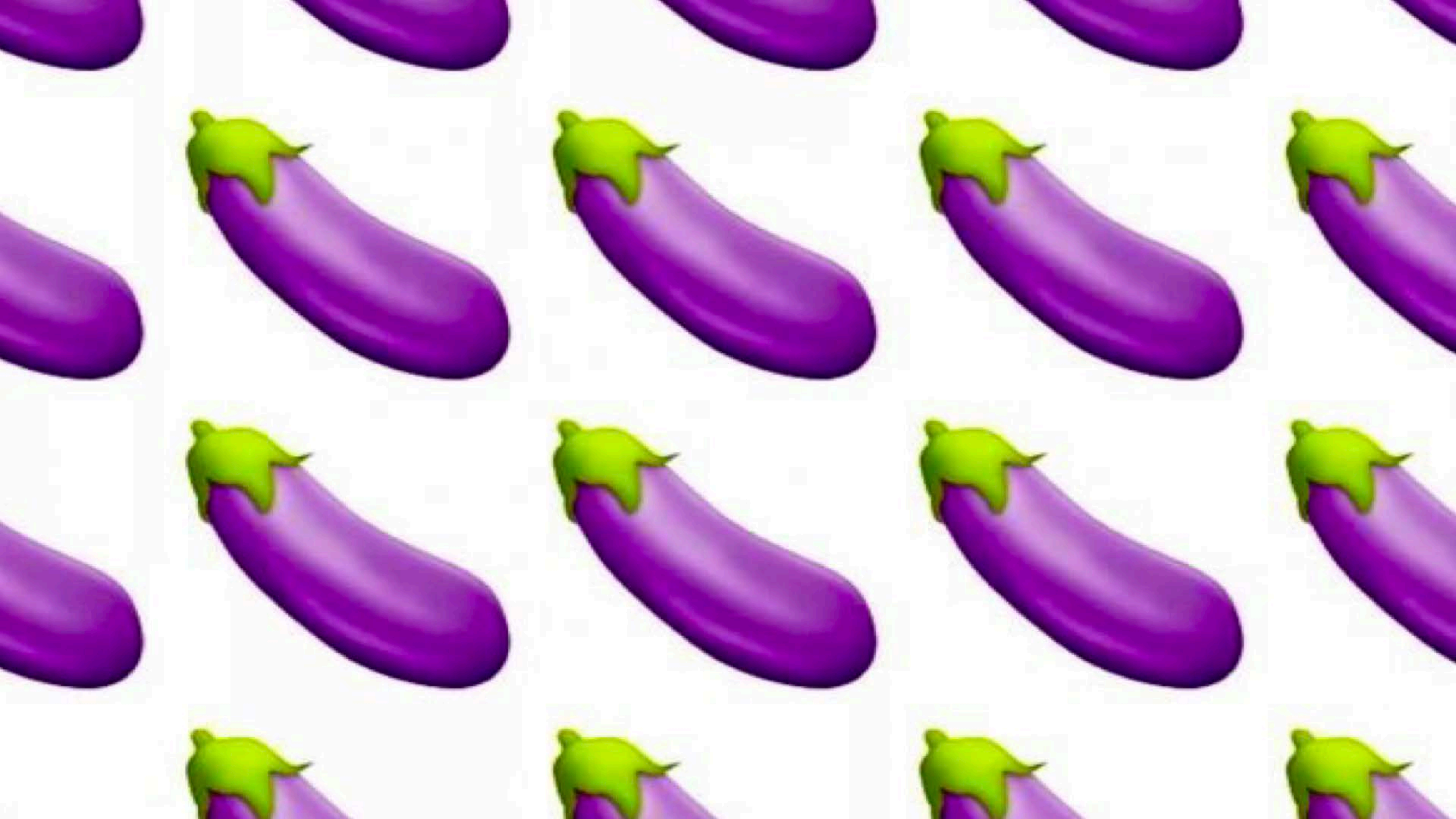
trends



slang

BROCCOLI







topics



social

Ana & Mia



ALL LGBTQIAA



Home



About

Overview

Work and Education

Places You've Lived

Contact and Basic Info

Family and Relationships

Details About You

Life Events

Gender

Female

Male

✓Custom

Friends ▼

????

What pronoun do you use?

Male: "Wish him a happy birthday!"

Your pronoun is Public. [Learn more.](#)



teachers

The image shows a smartphone screen with the word "teachers" written in a blue, cursive script font. The phone's status bar at the top left shows a full battery icon, signal strength bars, and a Wi-Fi icon. The time "9:41" is displayed in the bottom left corner of the screen. The background of the entire image is white and filled with faint, light gray icons of various electronic devices including smartphones, tablets, cameras, and game controllers.



experts



Teen Smartphone Addiction National Survey 2018

them to respond immediately to notifications

41% of teens feel overwhelmed every day by the quantity of notifications they receive

36% of teens witness someone being bullied online every week

89% teens find it upsetting when they witness someone being bullied online

31% of teens have seen online bullying result in physical violence

73% of teens feel that social media use contributes to conditions that can result in school shootings

45% of teens witness online drama every day

38% of teens witness online gossip every day

57% of teens are disturbed when they witness someone being gossiped about online

smartphones

REDUCING SMARTPHONE USE

65% of teens wish they had a greater ability to self-limit the amount of time they spend on their phone

68% of teens have attempted to reduce the amount of time they spend on their phone

69% of teens succeeded in reducing the amount of time they spent on their phone

26% of teens wish that someone - for example, their parents, their school -- would help them reduce their screen time by imposing some reasonable time limits

37% of teens have tried to persuade a friend to spend less time on their phone



themes



sexuality

9:41

Porn  **hub**

9:41



A white smartphone with a black screen is centered against a dark background filled with faint, grey icons of various electronic devices like cameras, speakers, and game controllers. The phone's screen shows a large black number '28,500,000,000' and the text 'Visits Per Year' in orange below it. The phone's status bar at the top shows signal strength, Wi-Fi, and battery icons. The time '9:41' is visible in the bottom left corner of the screen.

28,500,000,000
Visits Per Year

9:41





**“I wish boys would
ask me for nude photos.”**

~Jamie, 10th Grade



3 for \$10

9:41

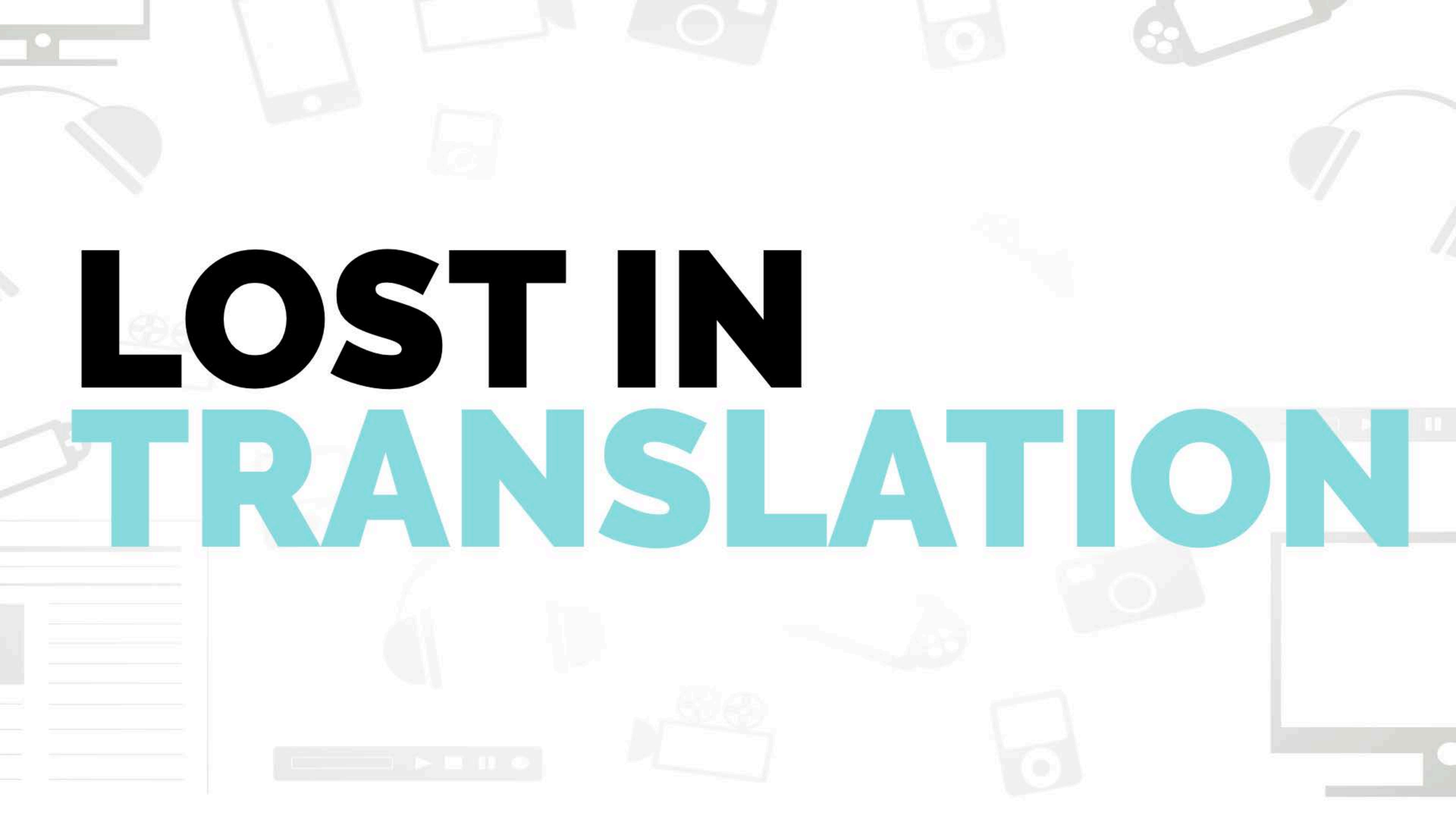
QUESTION:
WHAT CHALLENGES
DO YOU AND THE NEXT
GENERATION FACE
NOW MORE THAN EVER?

DISCUSS! TELL A STORY! TALK! EXPLAIN!





ONLY ONE CONVERSATION



LOST IN TRANSLATION

A background collage of various light gray icons representing technology and media, including a laptop, smartphone, camera, game controller, mouse, headphones, film camera, video player controls, and a document.

WISDOM

— *and* —

WONDER

The logo features the word "axis" in a bold, sans-serif font. The letter "x" is a teal color, while the letters "a", "i", "s", and the dot on the "i" are black. The logo is centered within a circular background that has a soft, multi-colored rainbow gradient.

axis

BUILD LIFELONG FAITH



MISSION:
BUILD LIFELONG FAITH
ONE CONVERSATION
AT A TIME.






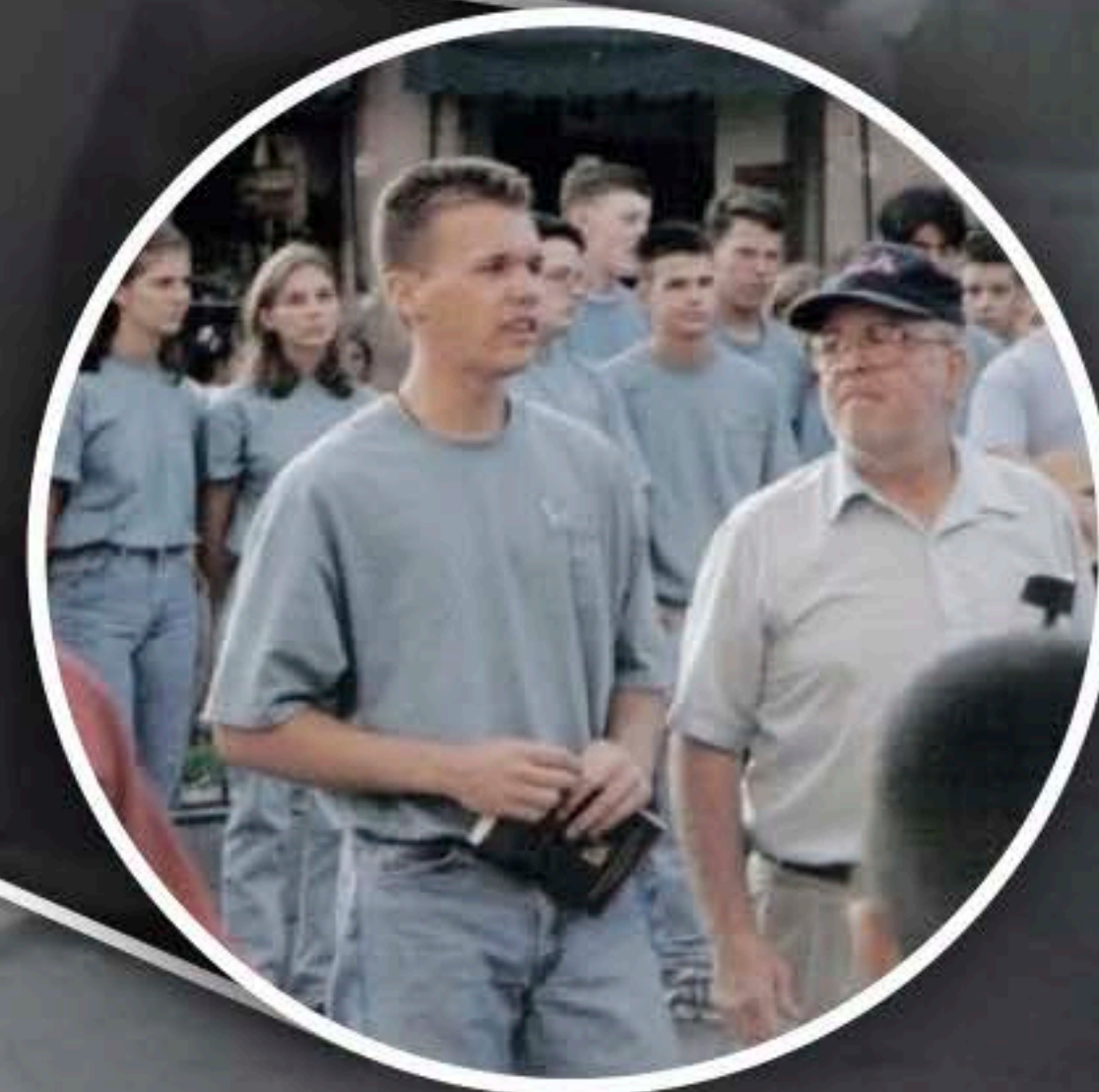
Josh
Teacher
in Arizona

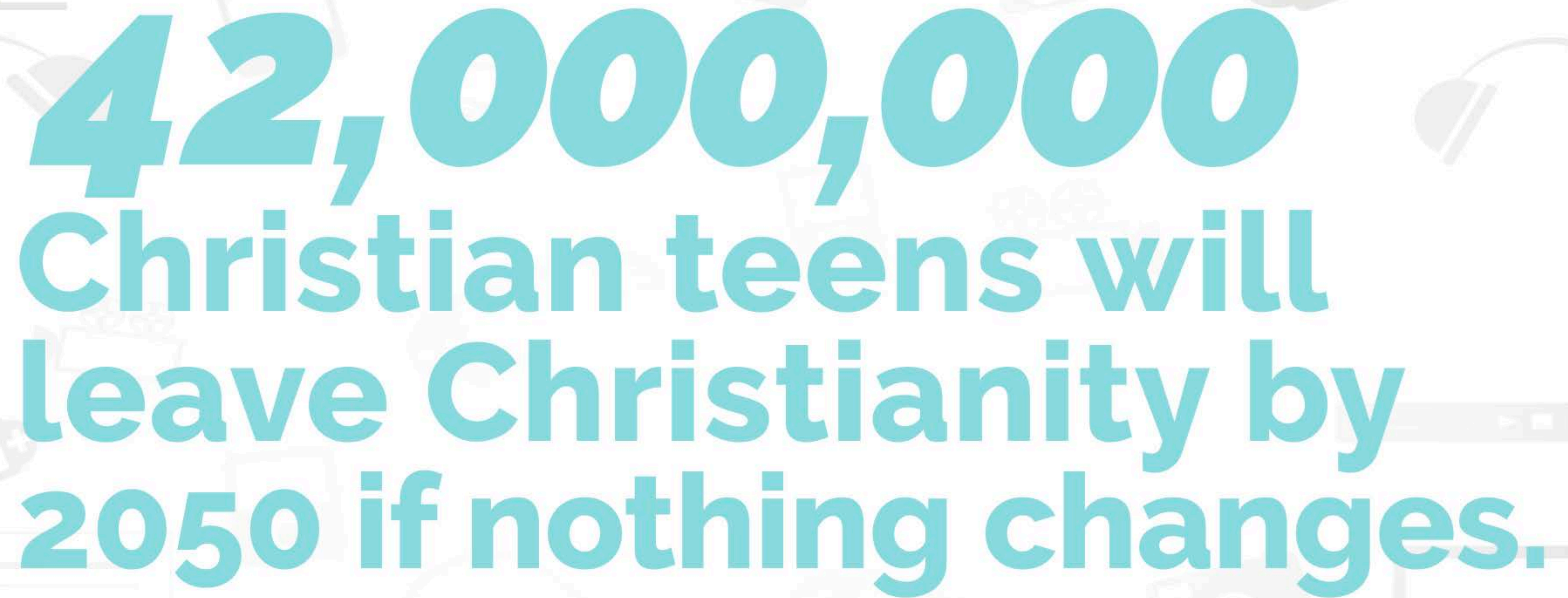


Chris
PhD Anthropology



Andrew
Lawyer in Seattle



The background of the slide is white with faint, light gray icons scattered across it. These icons include a laptop, a smartphone, a game controller, a computer mouse, a camera, a document with lines, and a play button. The main text is in a large, bold, teal font.

42,000,000
Christian teens will
leave Christianity by
2050 if nothing changes.

~Pinetops Foundation
Demographic Survey

According to the Fuller Youth Institute, that's at least 50%.

“I wish there were 100s
of groups like Axis.

We are *losing* the next
generation and we need
help from people like
Axis to reach teenagers.”

~**Timothy Keller, PhD**

“We are living in a world of such havoc.
How wonderful to see a bright light
beginning to shine in a dark place.

Axis' calling is to serve families.

So as Axis ministers to families,
may God give Axis the joy of seeing that
vision fulfilled, because it is pleasing
in God's eyes and glorifying to Him.”

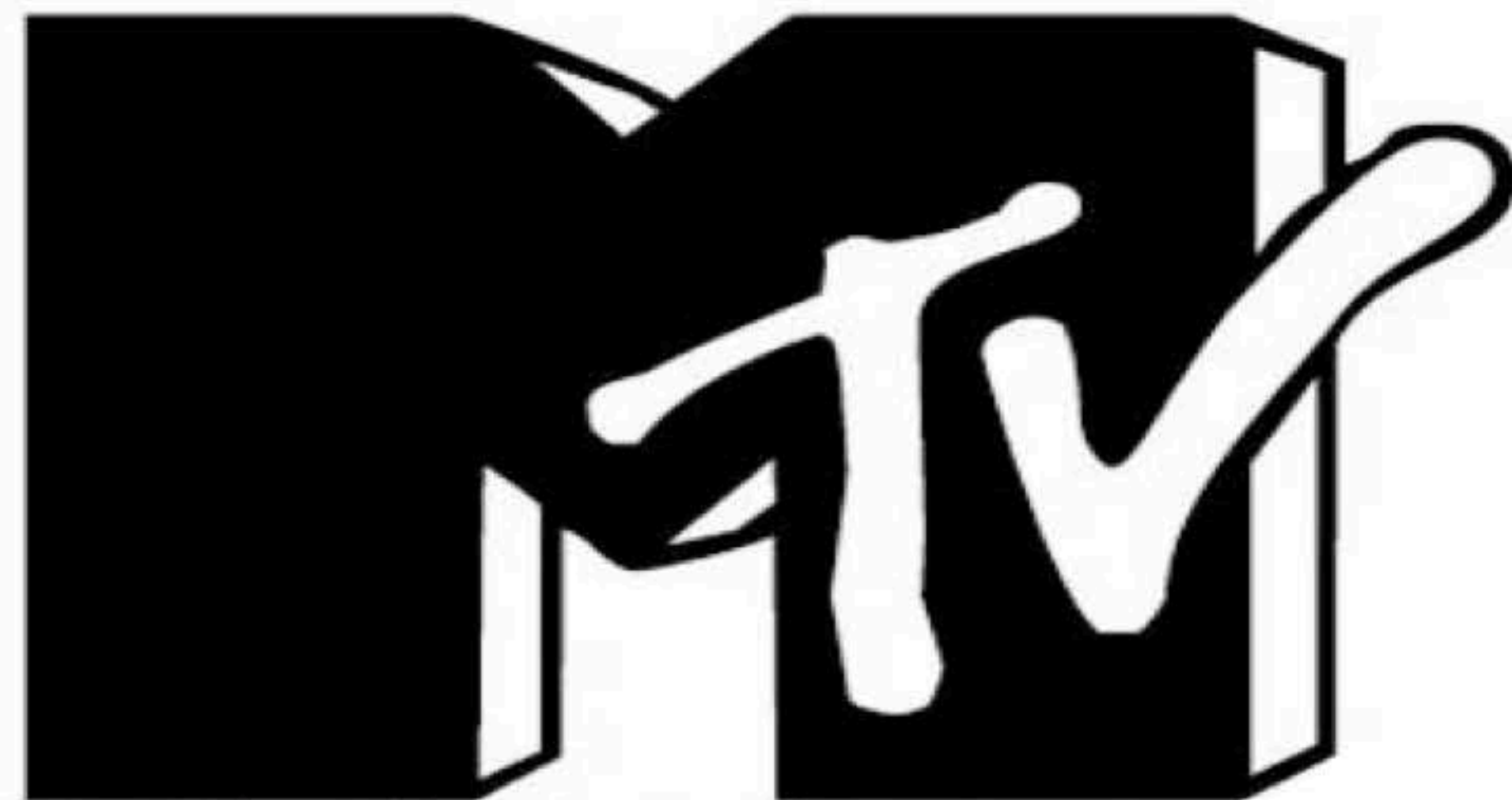
~Ravi Zacharias



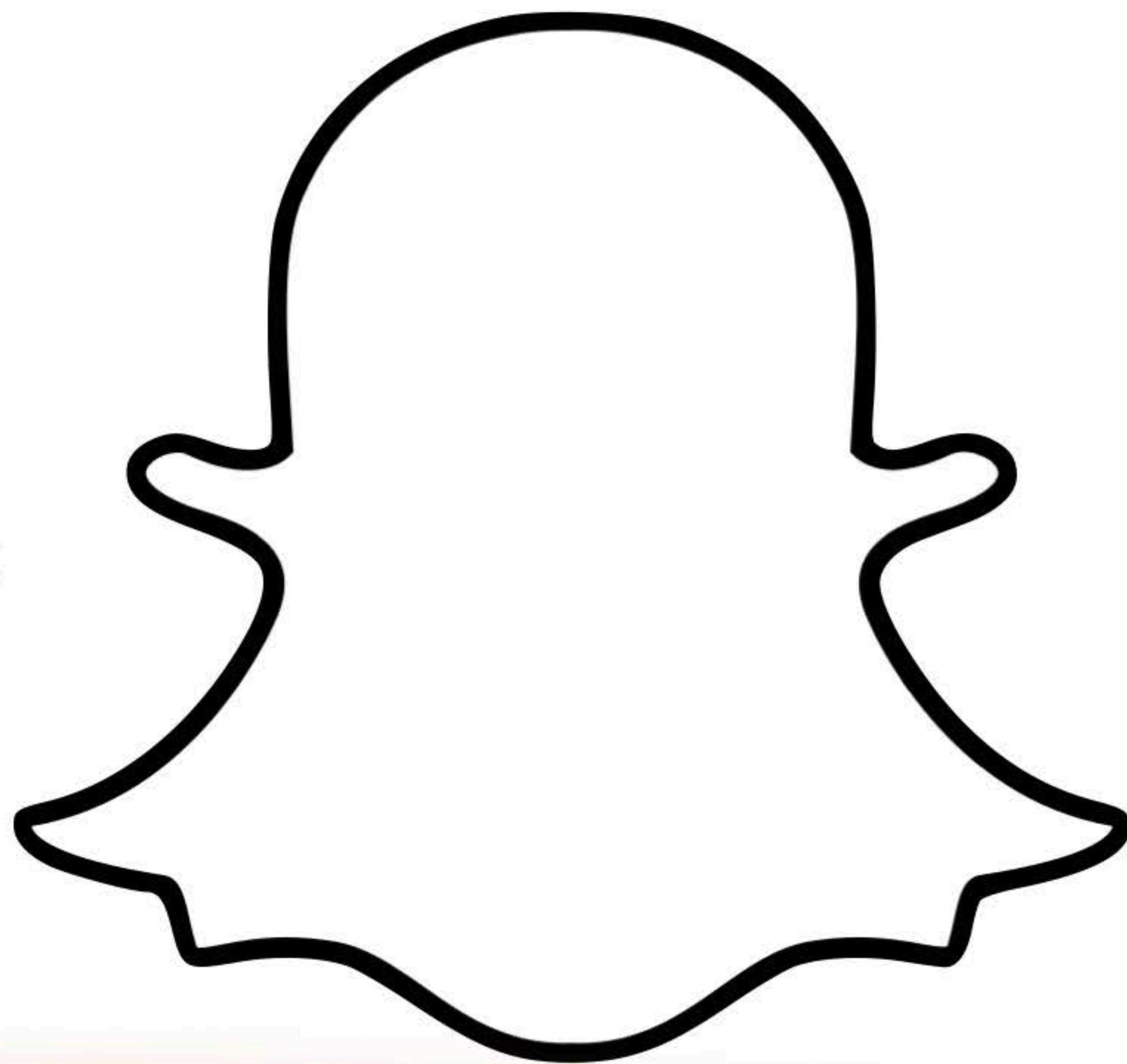
STRATEGY: CULTURE TRANSLATION



+



Think about it. But not too much.



Think about it. But not too much.





20,000+

We speak to over 20,000 students and parents a year.



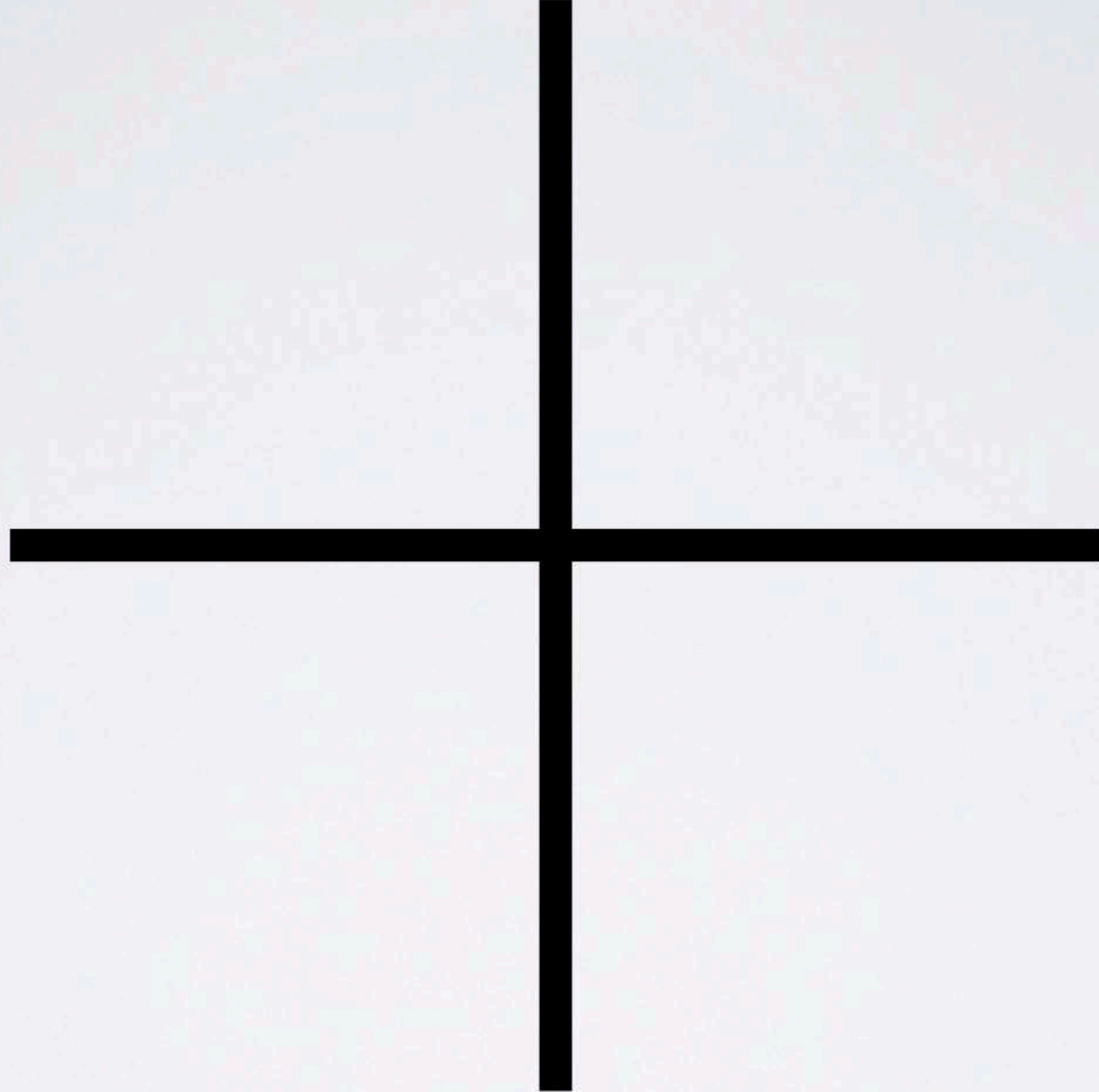
VALUE PROP: MISSIONARIES



METRIC: CONVERSATION



VISION:
20M FAMILIES BY 2030

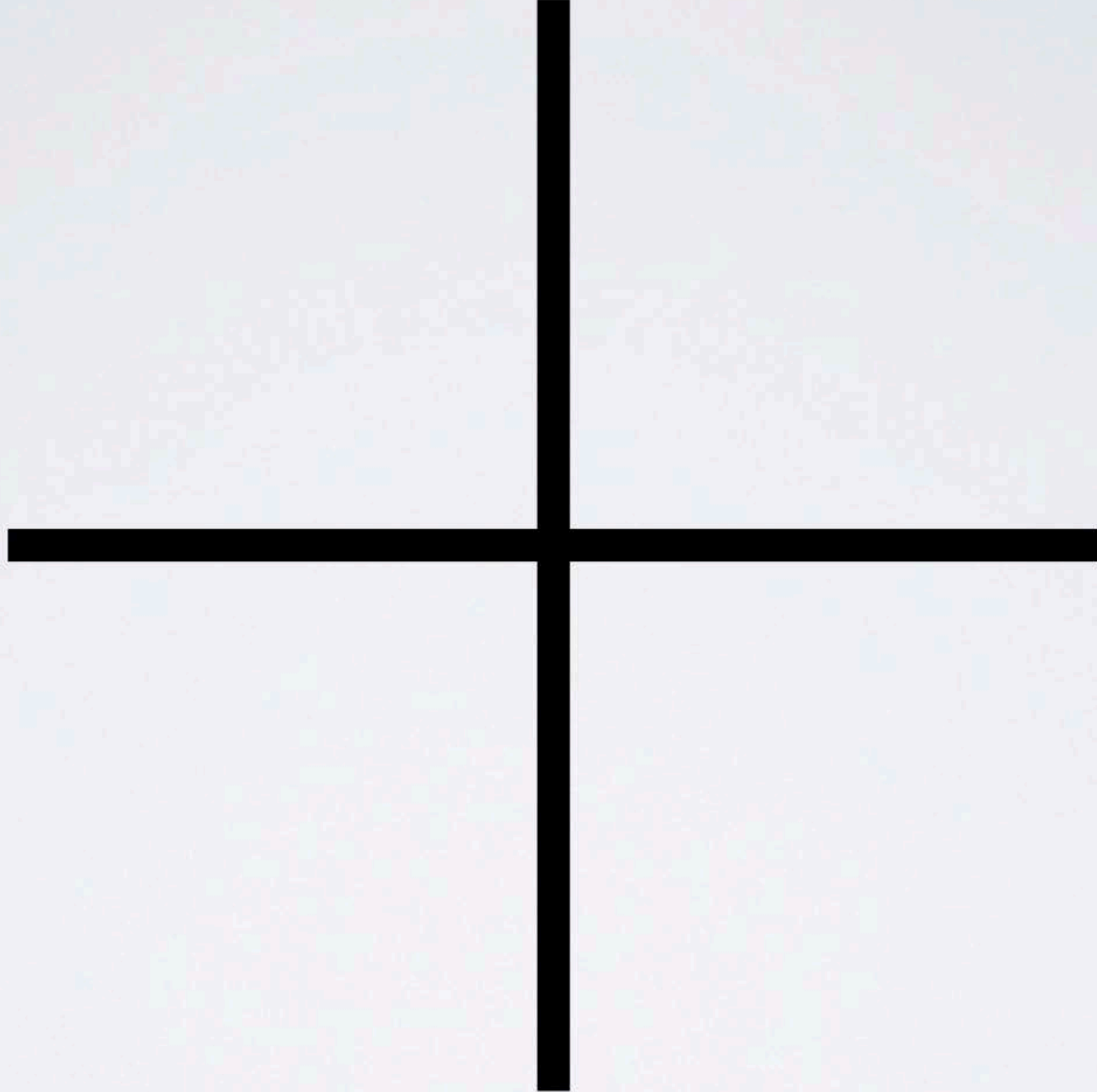


NOW



NOW

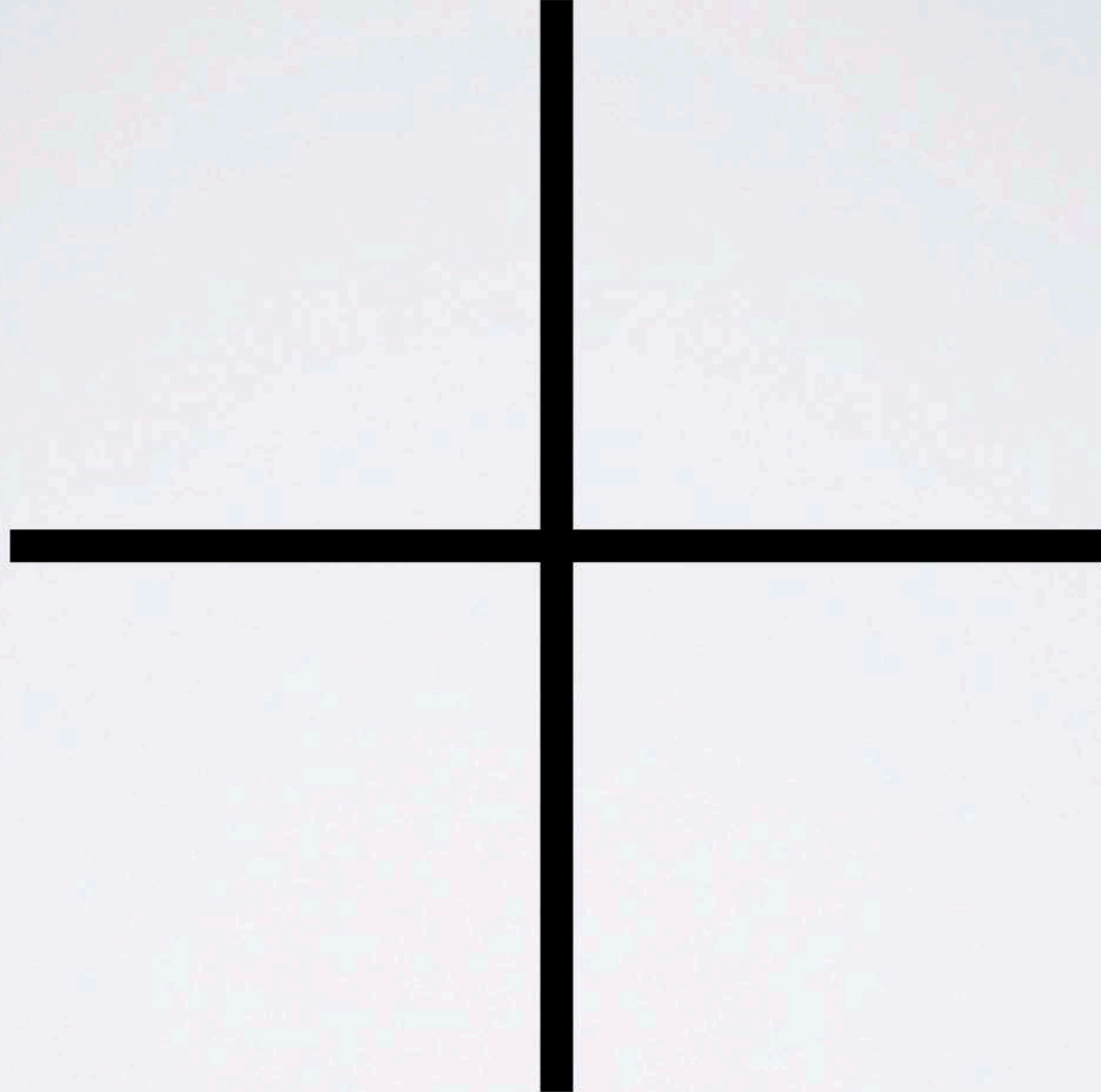
ALWAYS



NOW

ALWAYS

UNAWARE



NOW

ALWAYS

UNAWARE

AWARE



NOW

ALWAYS

UNAWARE

Trends

AWARE



NOW

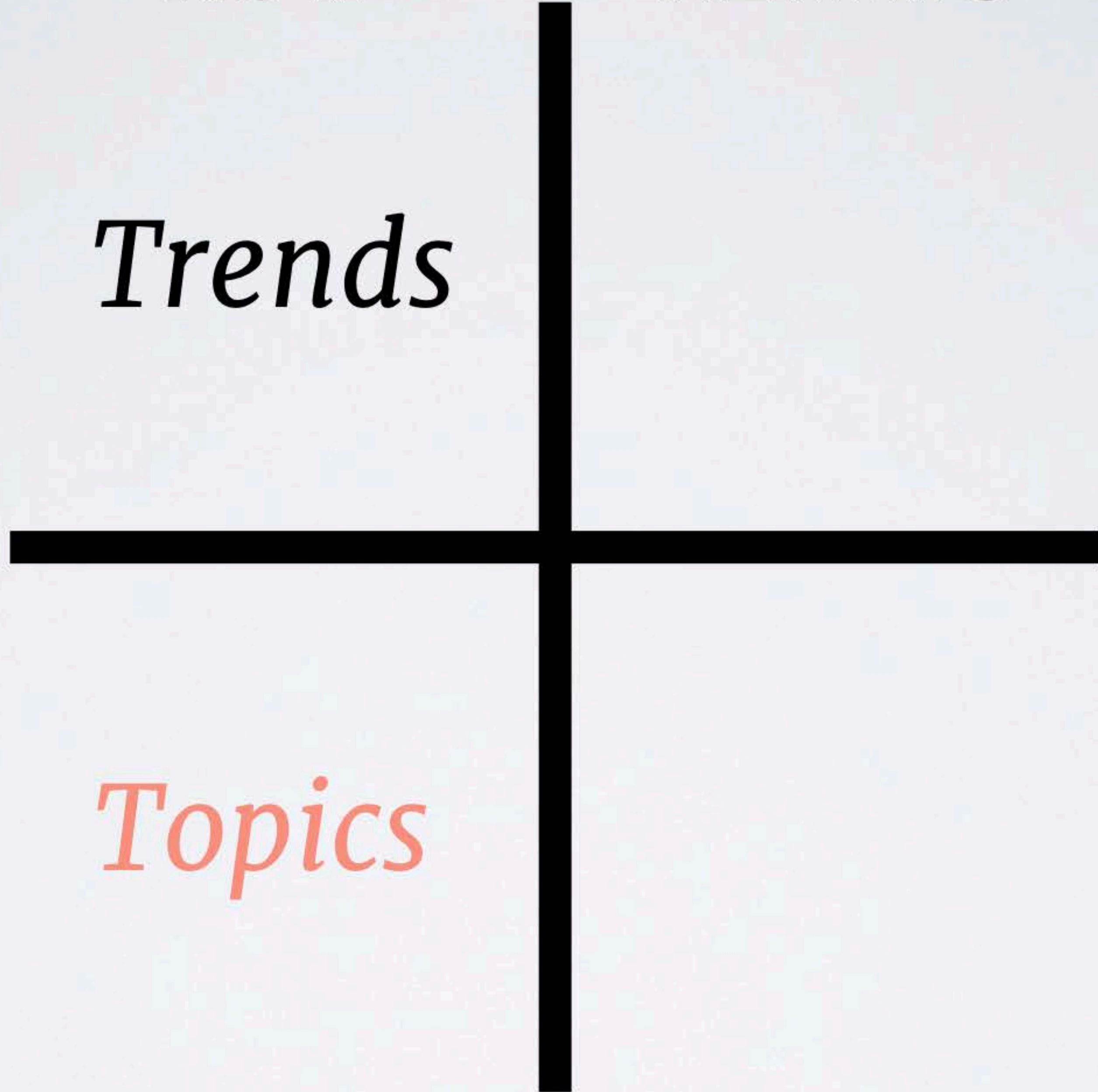
ALWAYS

UNAWARE

Trends

AWARE

Topics



NOW

ALWAYS

UNAWARE

Trends

Teachers

AWARE

Topics

NOW

ALWAYS

UNAWARE

Trends

Teachers

AWARE

Topics

Themes

NOW

ALWAYS

UNAWARE



Teachers

AWARE

Topics

Themes

The background is a light gray collage of various icons related to technology and media. These include a laptop, a smartphone, a camera, a game controller, a mouse, a film reel, a video player interface, a document, and a list of horizontal lines. The icons are scattered across the entire background.

[CULTURE] TRANSLATOR

Weekly Email

The Culture Translator

Three Things This Week

1. “Epidemic Proportions”

What it is: [The FDA is cracking down](#) on e-cigarette and vape sellers because their research shows that “e-cigs have become an almost ubiquitous—and dangerous—trend among teens.”

Why it's a reminder: In an undercover blitz, the FDA sent 1,300 warning letters and fines to retailers, saying it “might consider taking e-cigarettes off the market if makers don’t do more to stop exponential sales to teenagers.” CEO of nonprofit [The Truth Initiative](#) urged the FDA to move faster, saying, “The time for action is before a product is in every high school in the United

10 New Teen Slang Phrases

The power of teen slang lies in its newness or its irony. Here are ten new words or phrases that will upgrade your culture translation skills in the new year!

1. **Murk:** To kill or ["murder"](#).
2. **Sky Walker:** An indica-dominant hybrid strain of marijuana that inherits a staggering THC content from its parent strains. Made famous by the song Sky Walker by Miguel. 108,347,400 views on YouTube.
3. **Spill the Tea:** To gossip.
4. **CU46:** "See you for sex."
5. **Gucci:** Something that is cool, hip, or fresh.

A light gray background featuring a collage of various electronic and gaming items, including smartphones, tablets, a game controller, a computer mouse, and a laptop, all rendered in a faded, sketch-like style.

“Axis helps me join
the conversation
culture is already
having with my kids.”

~Jim, A Dad of Two

NOW

ALWAYS

UNAWARE



Teachers

AWARE

Topics

Themes

NOW

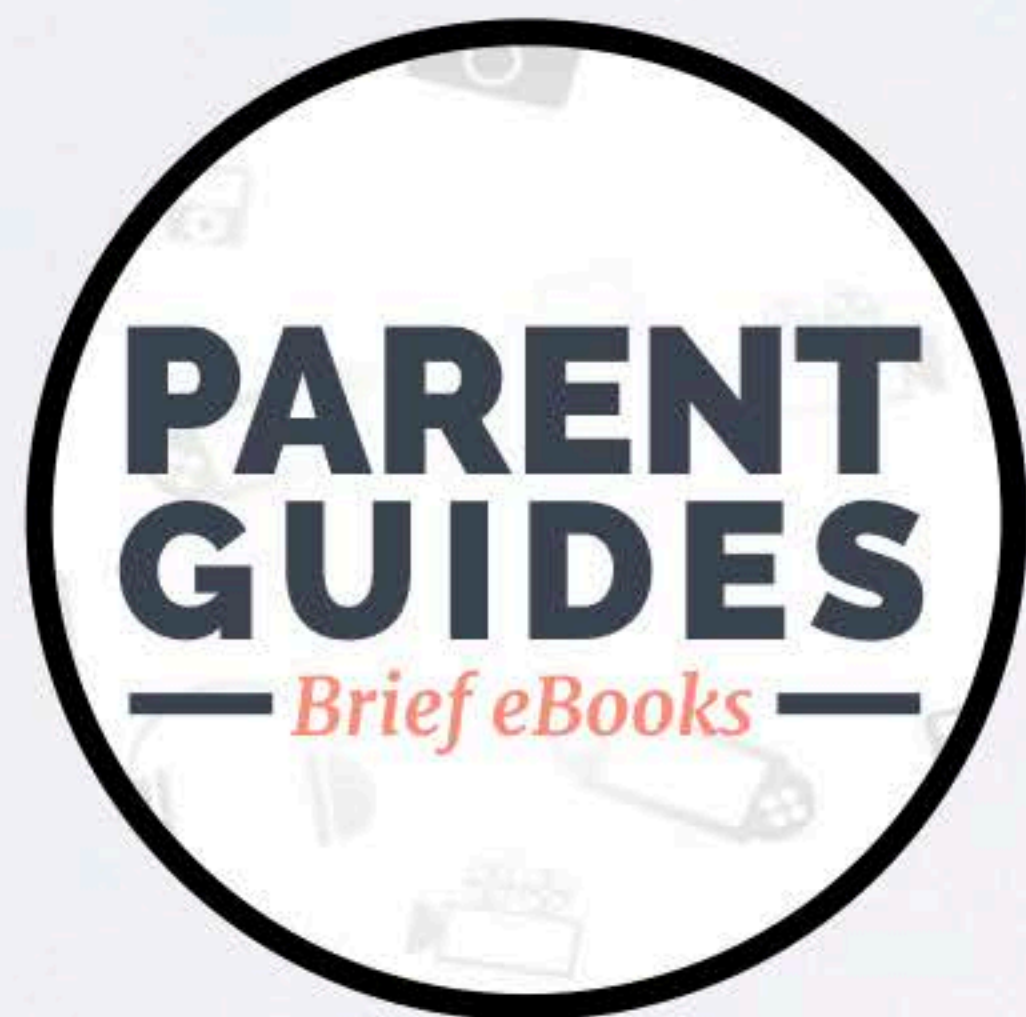
ALWAYS

UNAWARE

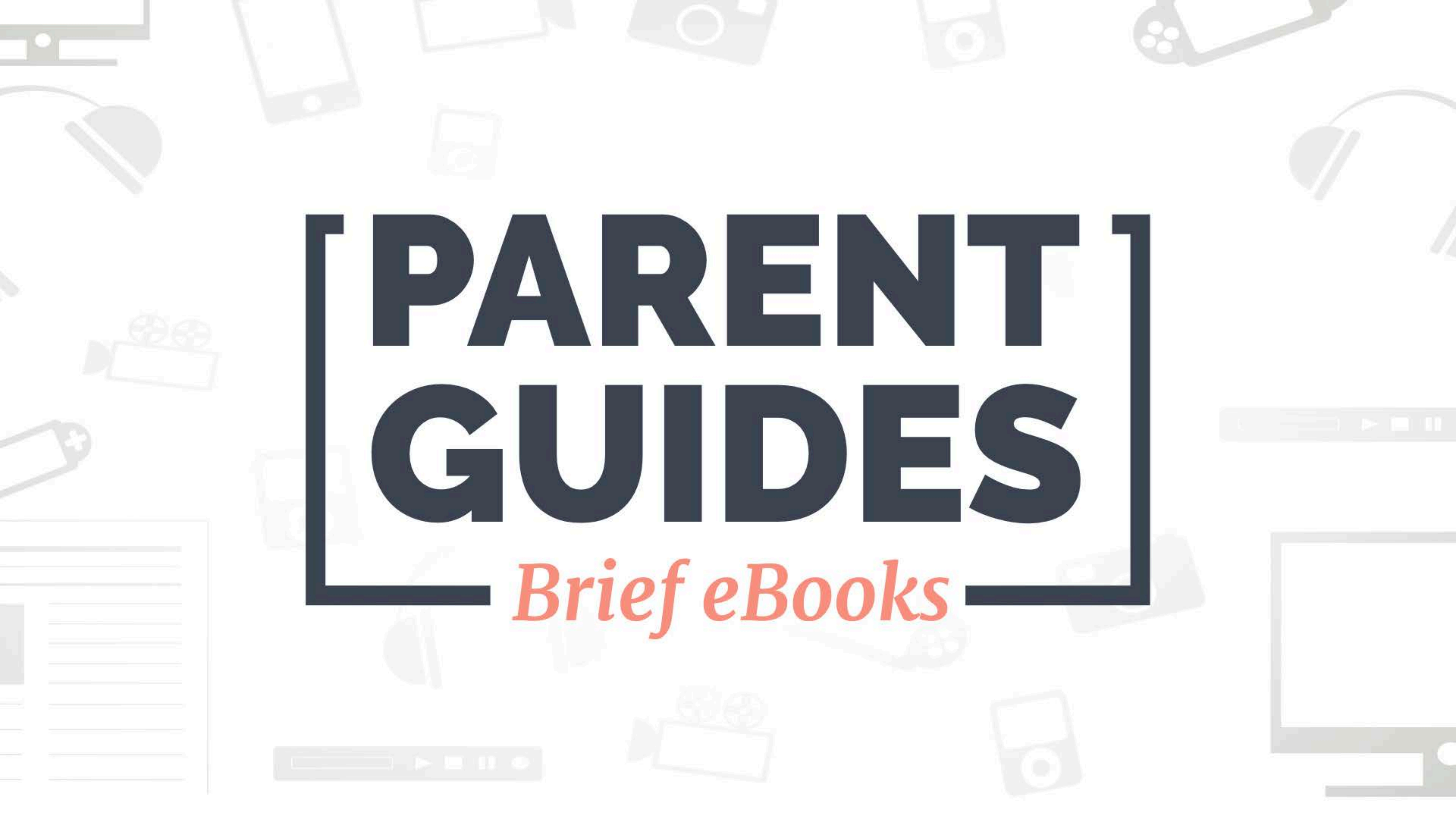


Teachers

AWARE

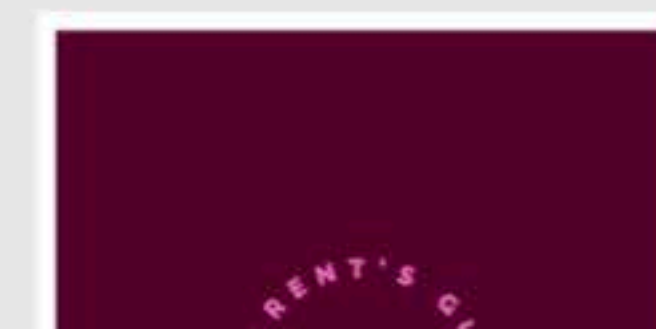
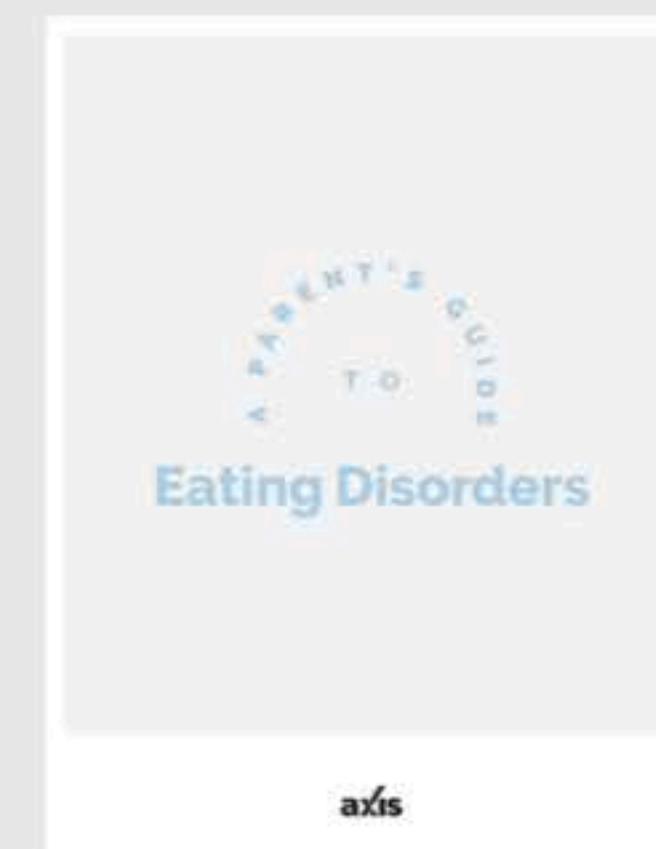
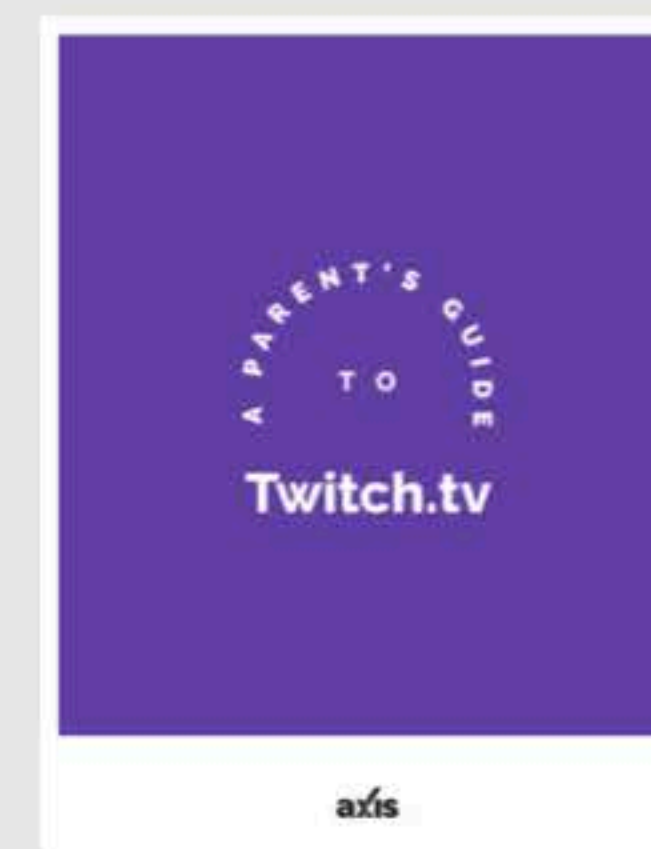
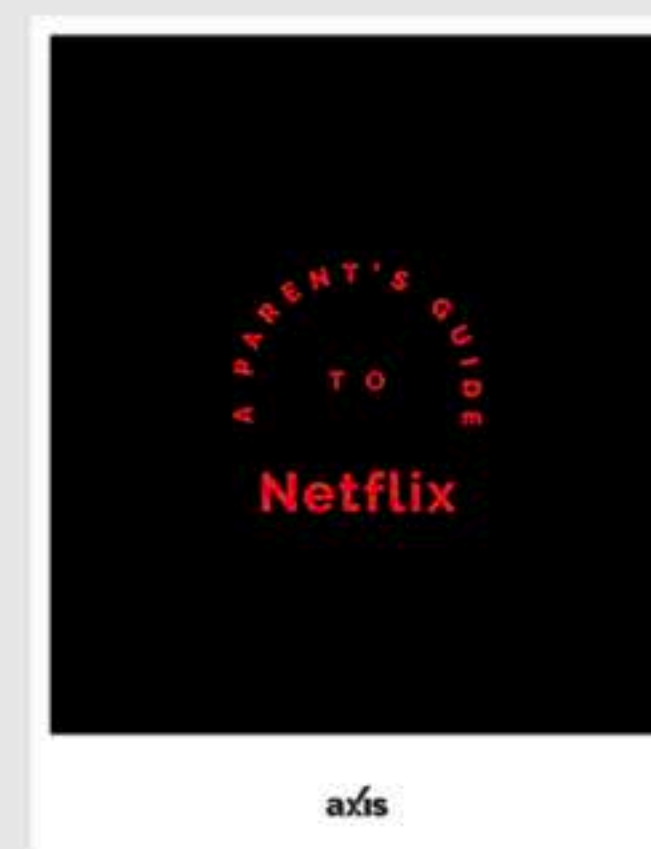
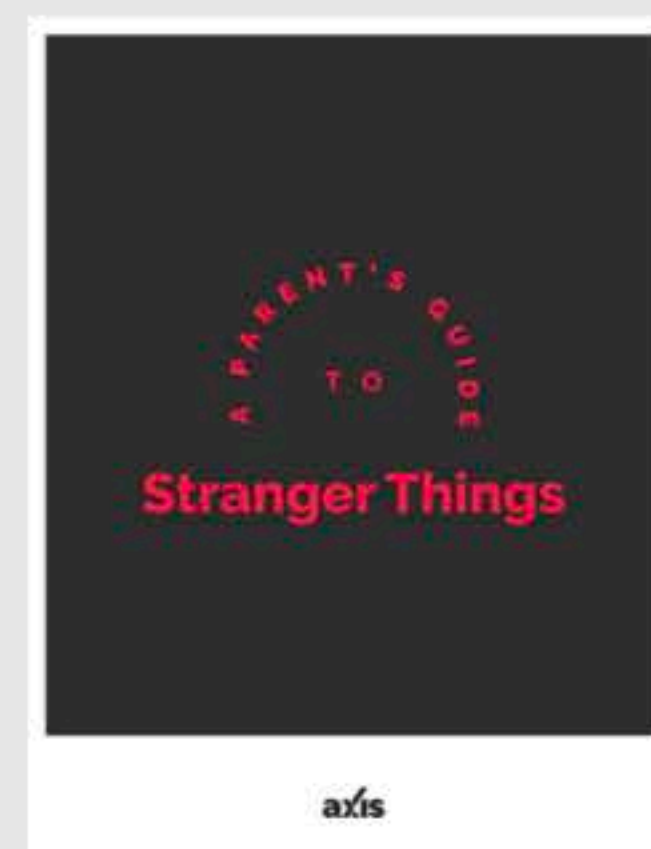
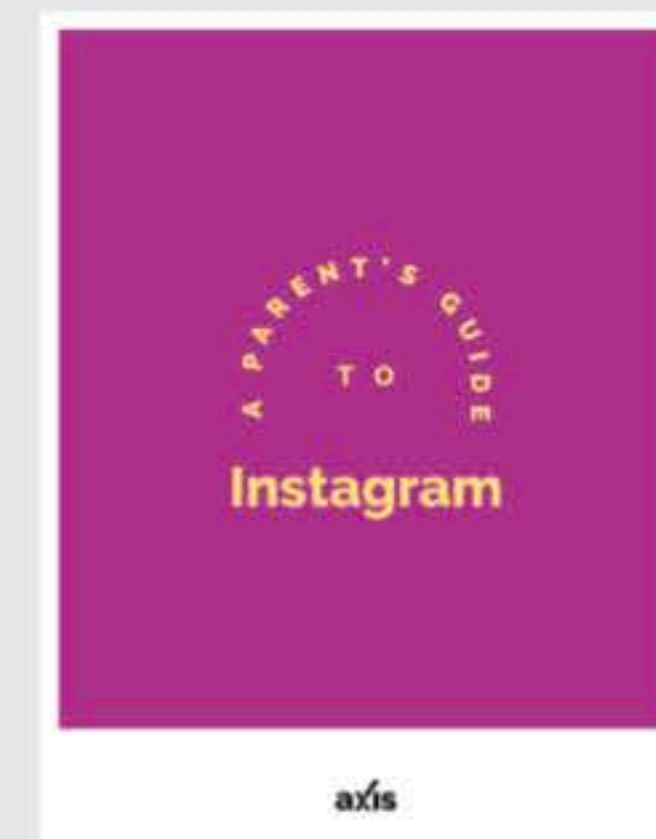
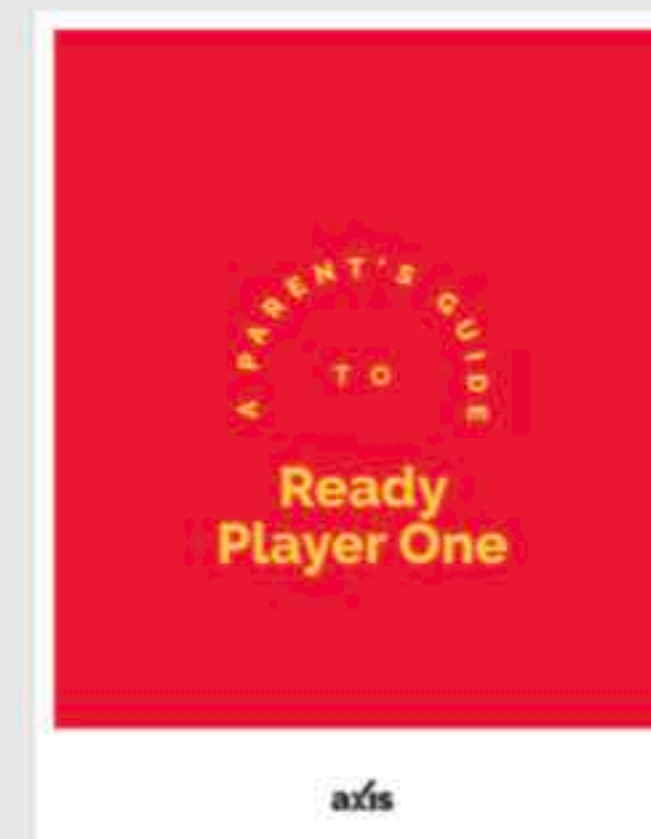
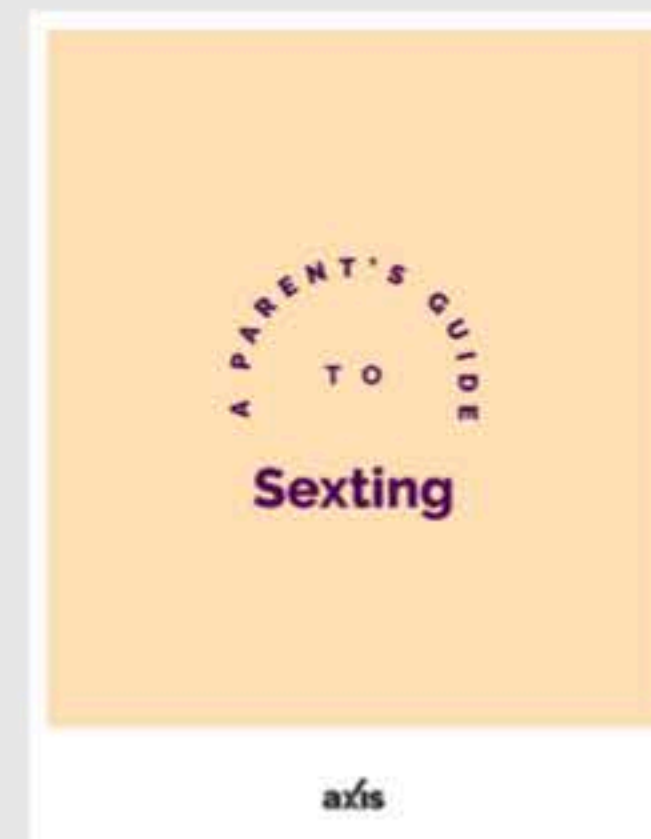


Themes

The background is a light gray collage of various technology-related icons, including smartphones, tablets, headphones, video cameras, and computer monitors, scattered across the entire page.

[PARENT GUIDES]

Brief eBooks



Lent

Emancipator

Android

iOS

A Doubting Teen

Snapchat

A PARENT'S GUIDE
TO

Snapchat

axis

A PARENT'S GUIDE
TO

Instagram

axis

A PARENT'S GUIDE
TO

Discord

axis

A PARENT'S GUIDE
TO

Amino Apps

axis

A PARENT'S GUIDE
TO

**LGBT+ and
Your Teen**

axis



axis

“

*[Y]ou don't have to label your sexuality; so many kids these days are not labeling their sexuality, and I think that's so cool... If you like something one day, then you do, and if you like something else the other day, it's whatever. You don't have to label yourself because **it's not set in stone. It's so fluid.***

—Lily-Rose Depp (Johnny Depp's daughter)

A light gray background featuring a collage of various icons related to technology and gaming. These include a computer monitor, a smartphone, a laptop, a camera, a game controller, a mouse, a document with a checklist, a video player interface, and a tablet. The icons are scattered across the background, some overlapping, creating a subtle pattern.

**“Axis is a
cultural bridge.”**

~Sonja, A Mom of Two

NOW

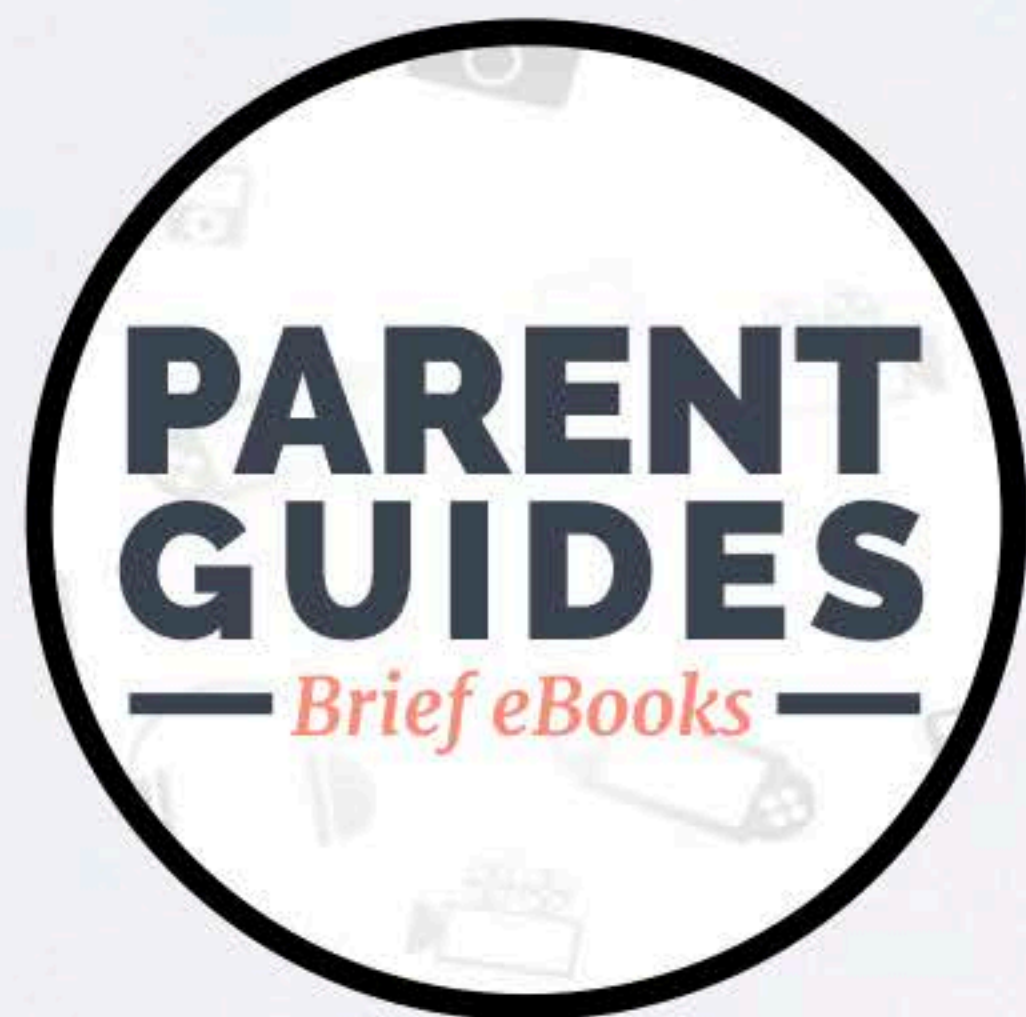
ALWAYS

UNAWARE



Teachers

AWARE



Themes

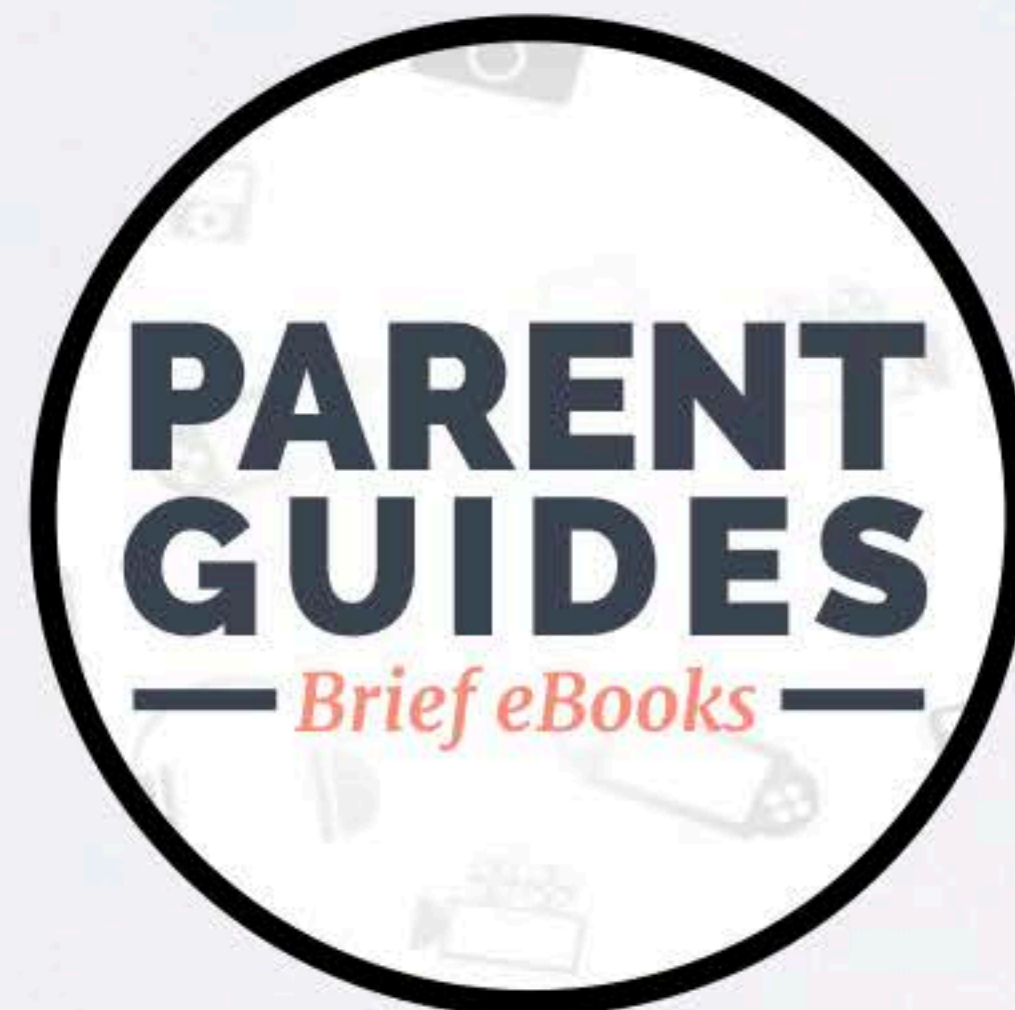
NOW

ALWAYS

UNAWARE



AWARE

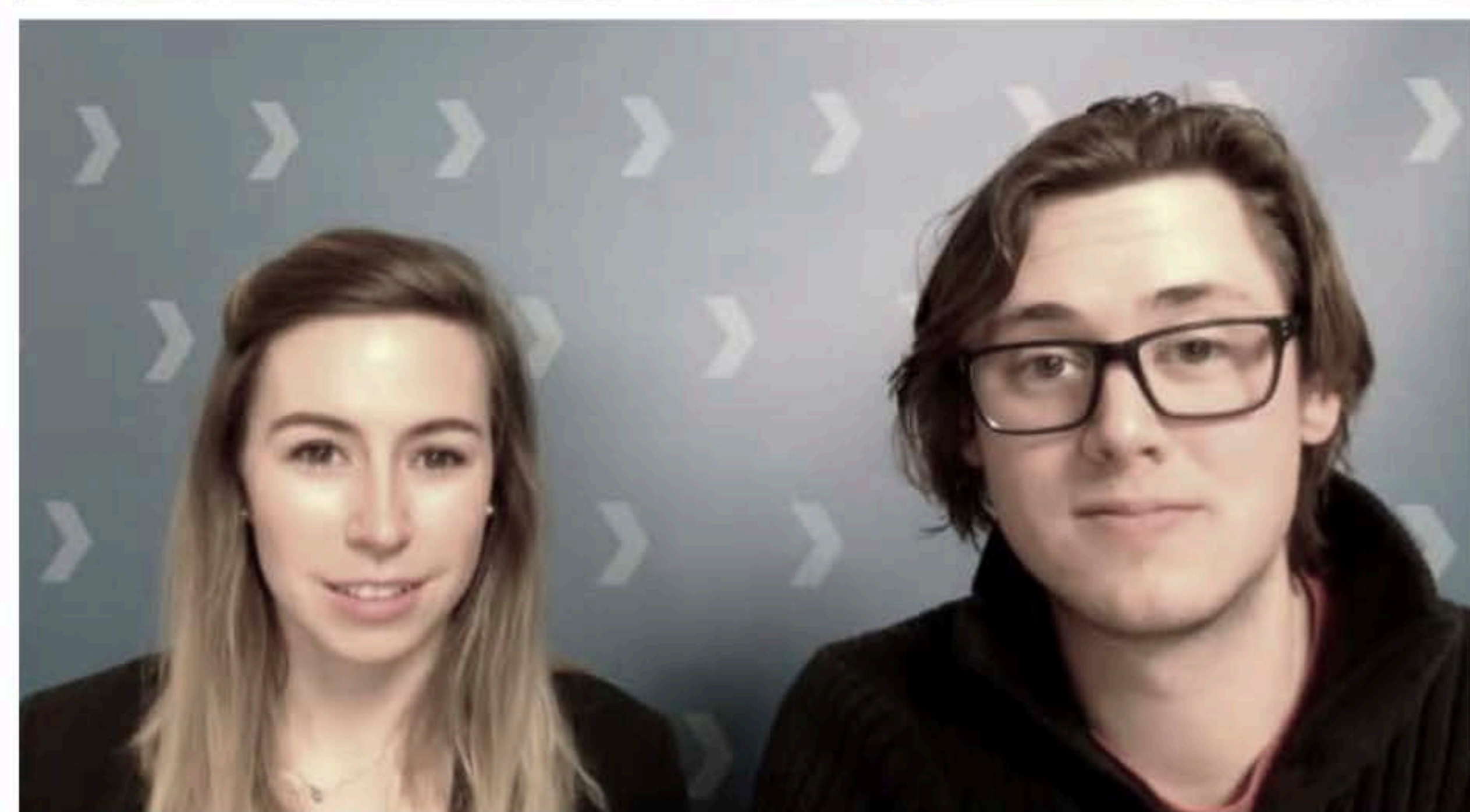
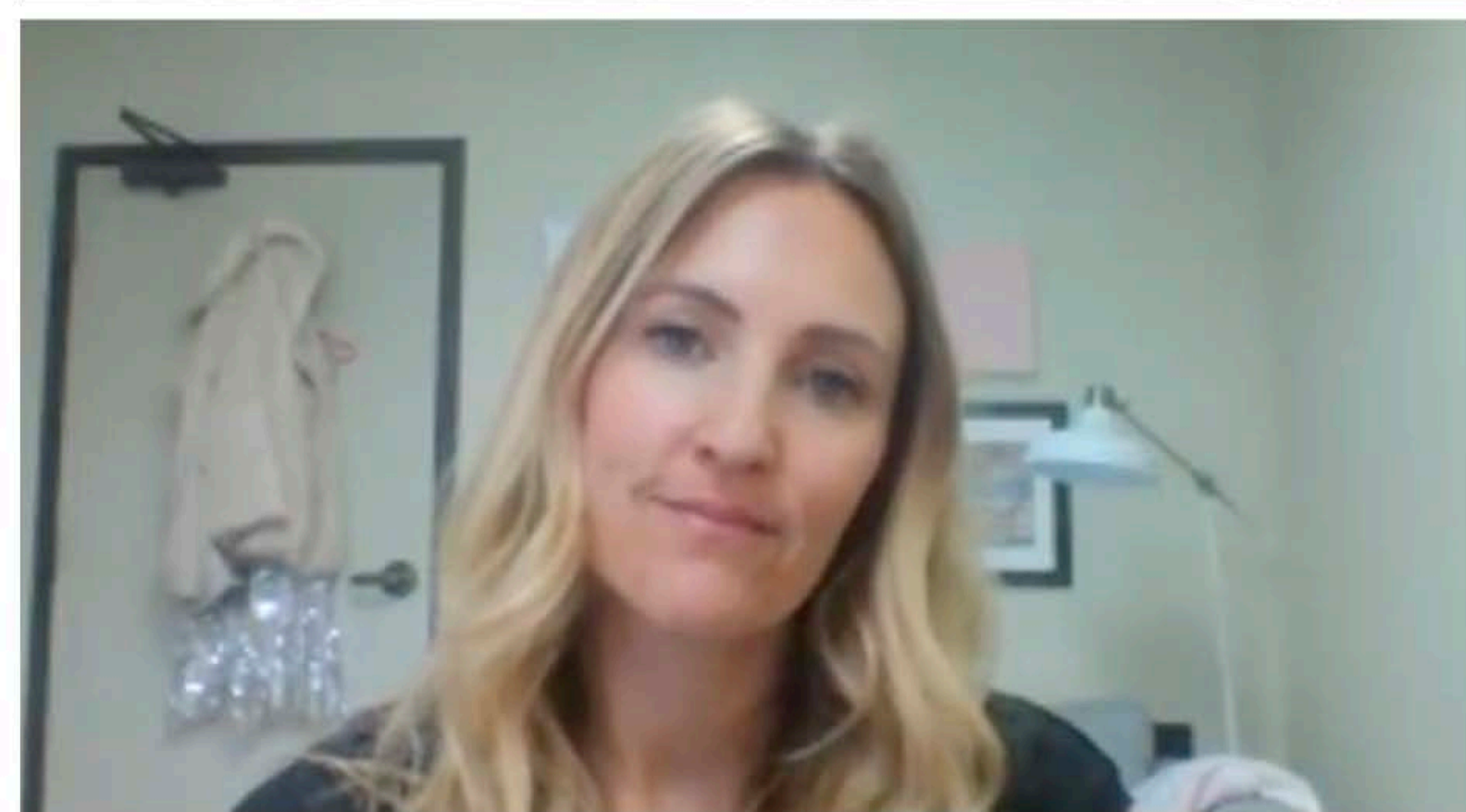
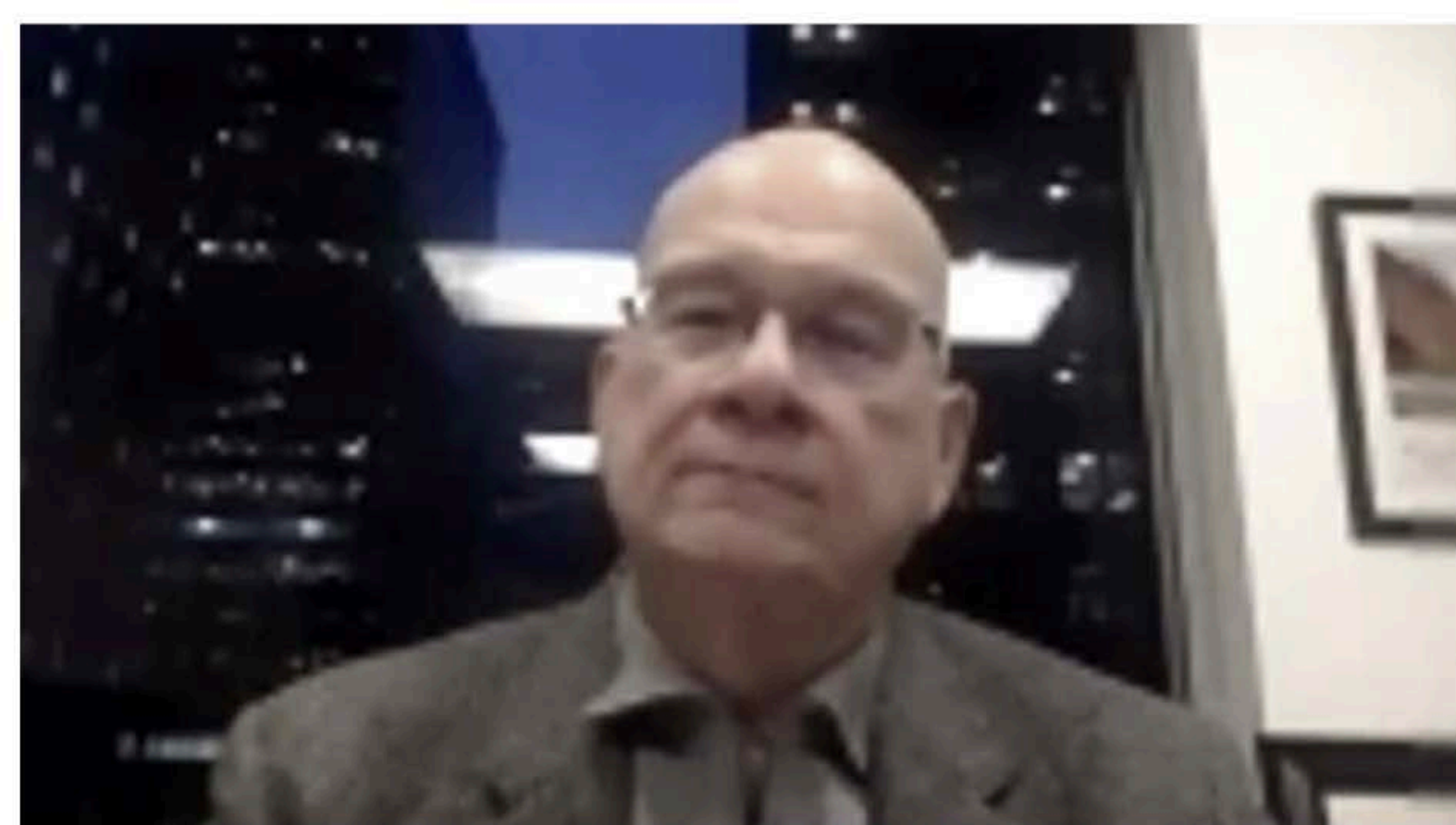


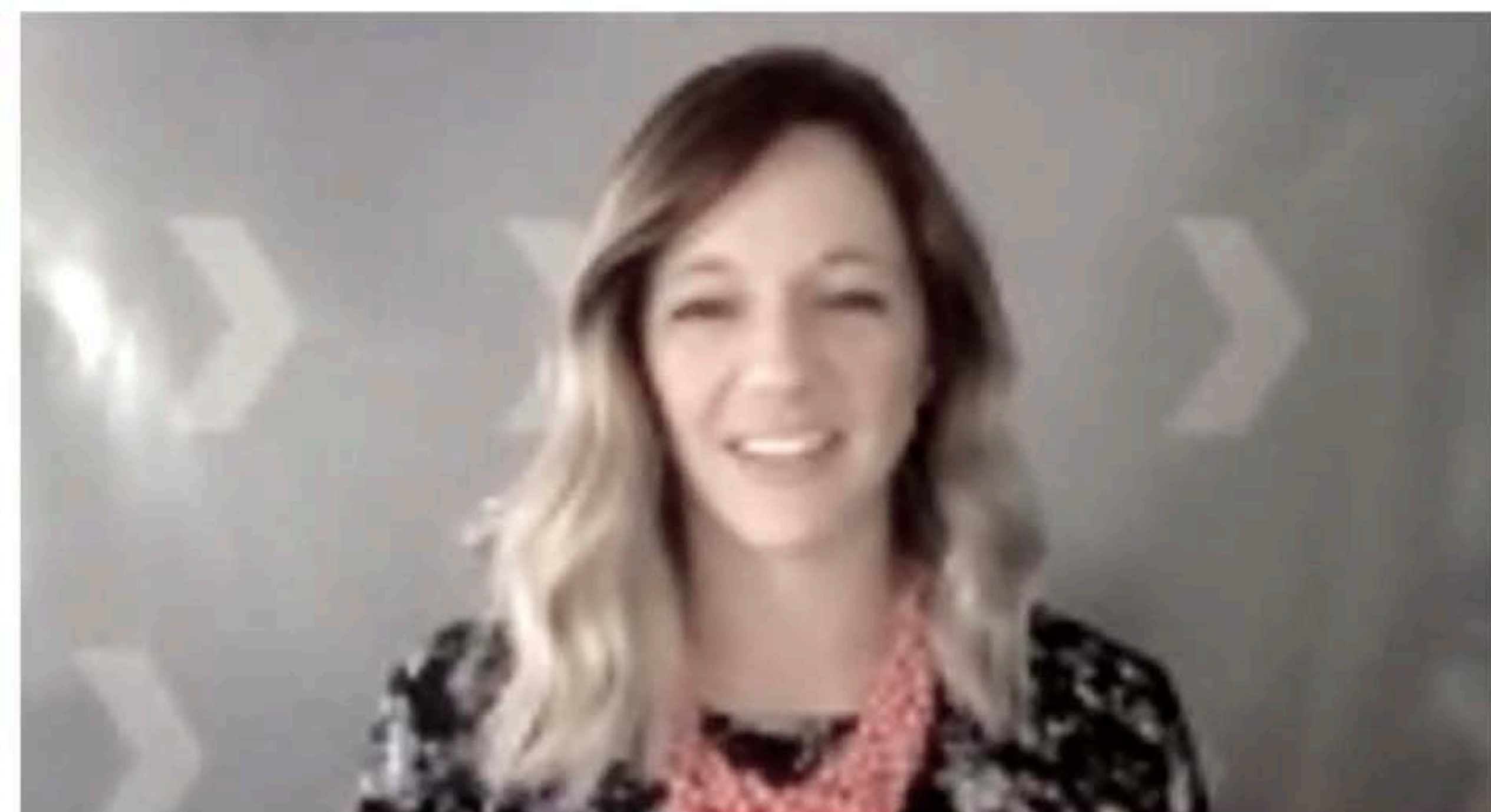
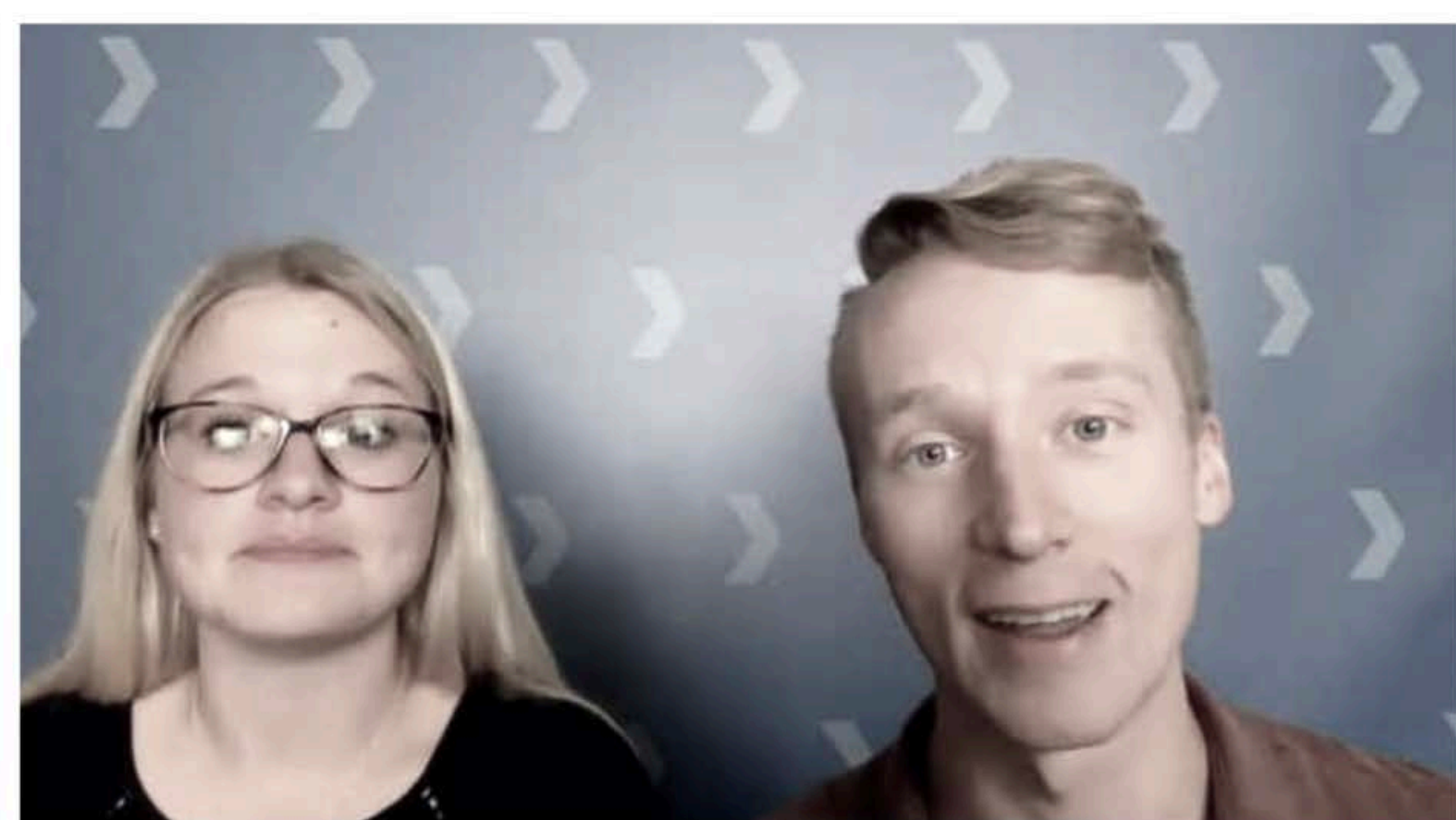
Themes

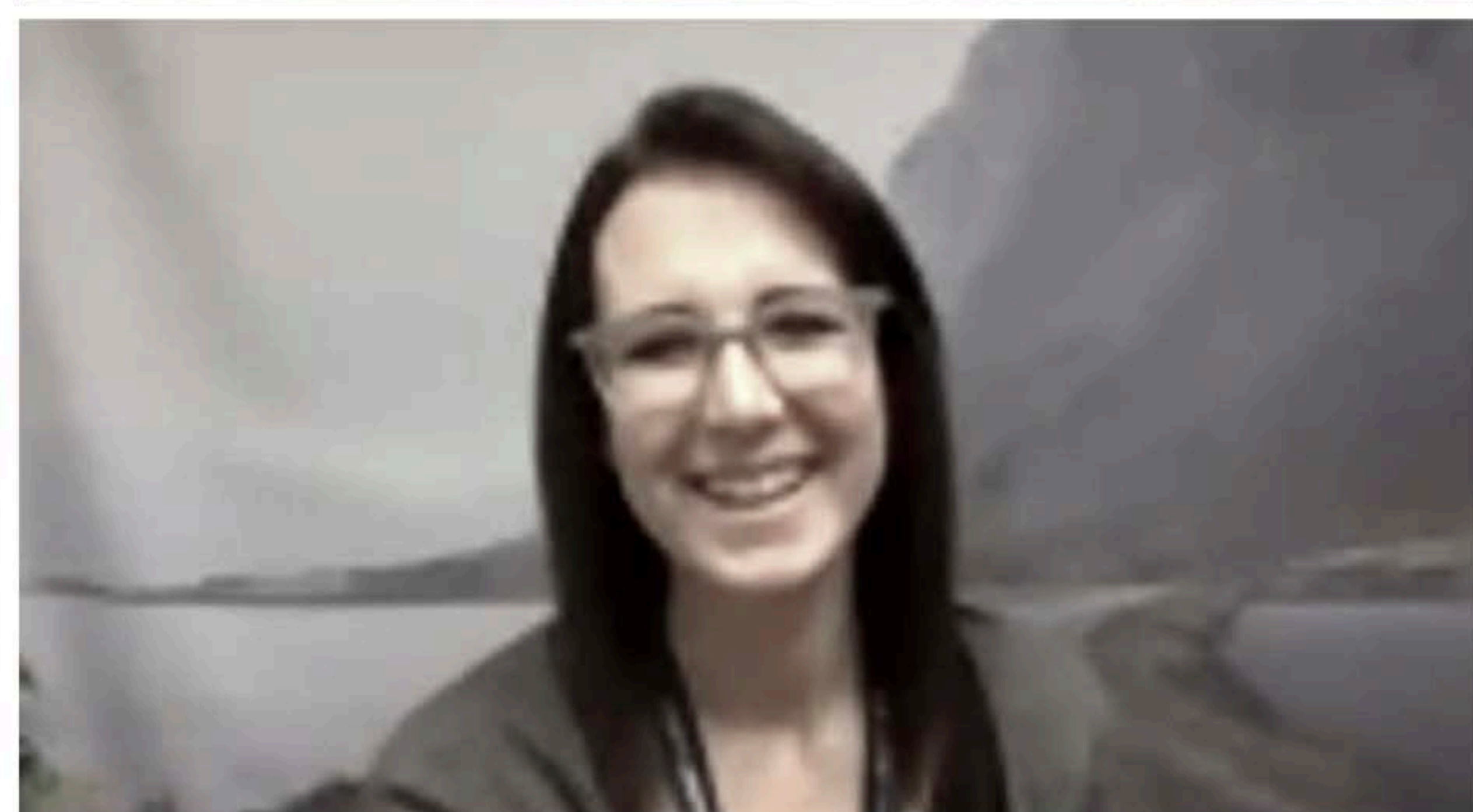
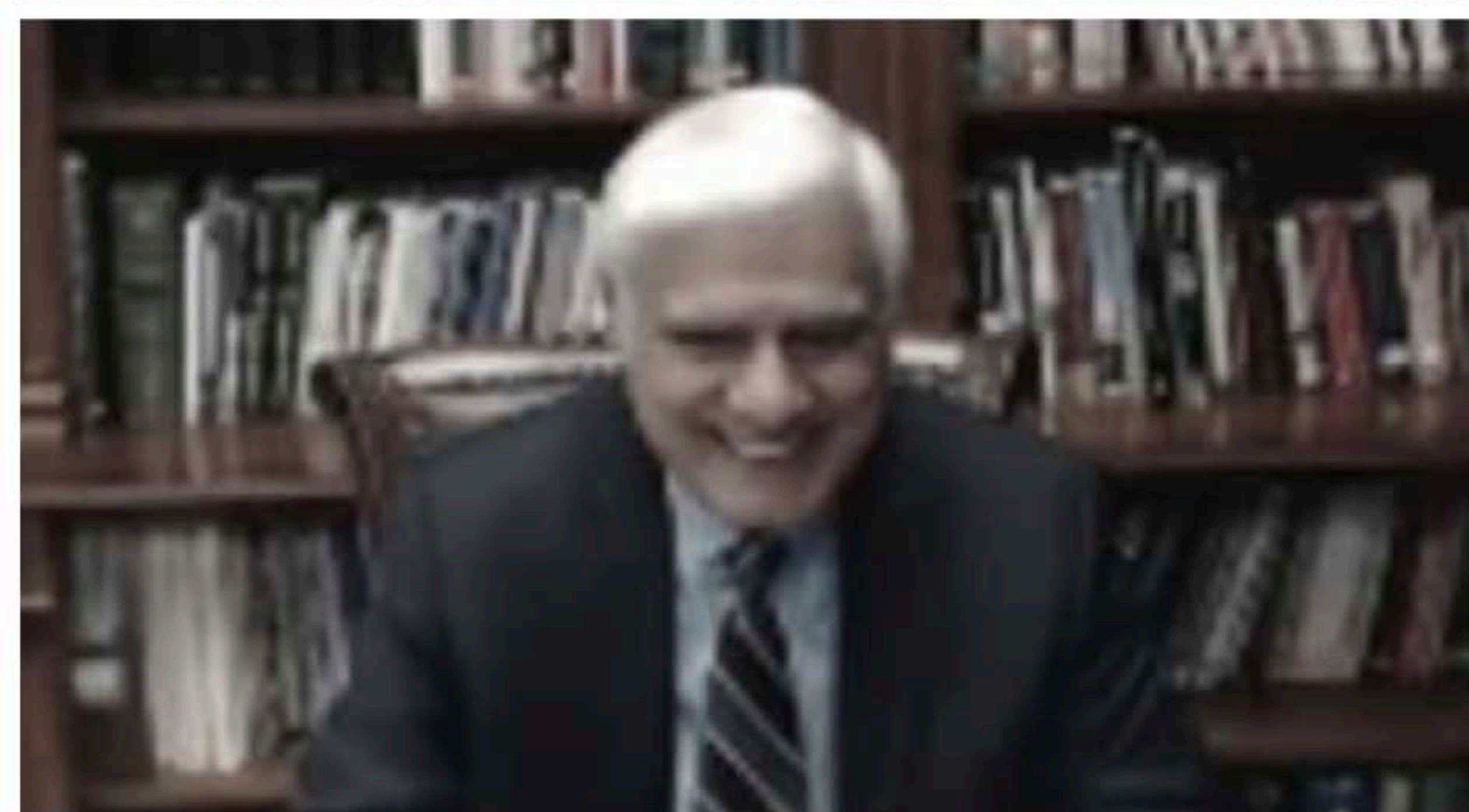
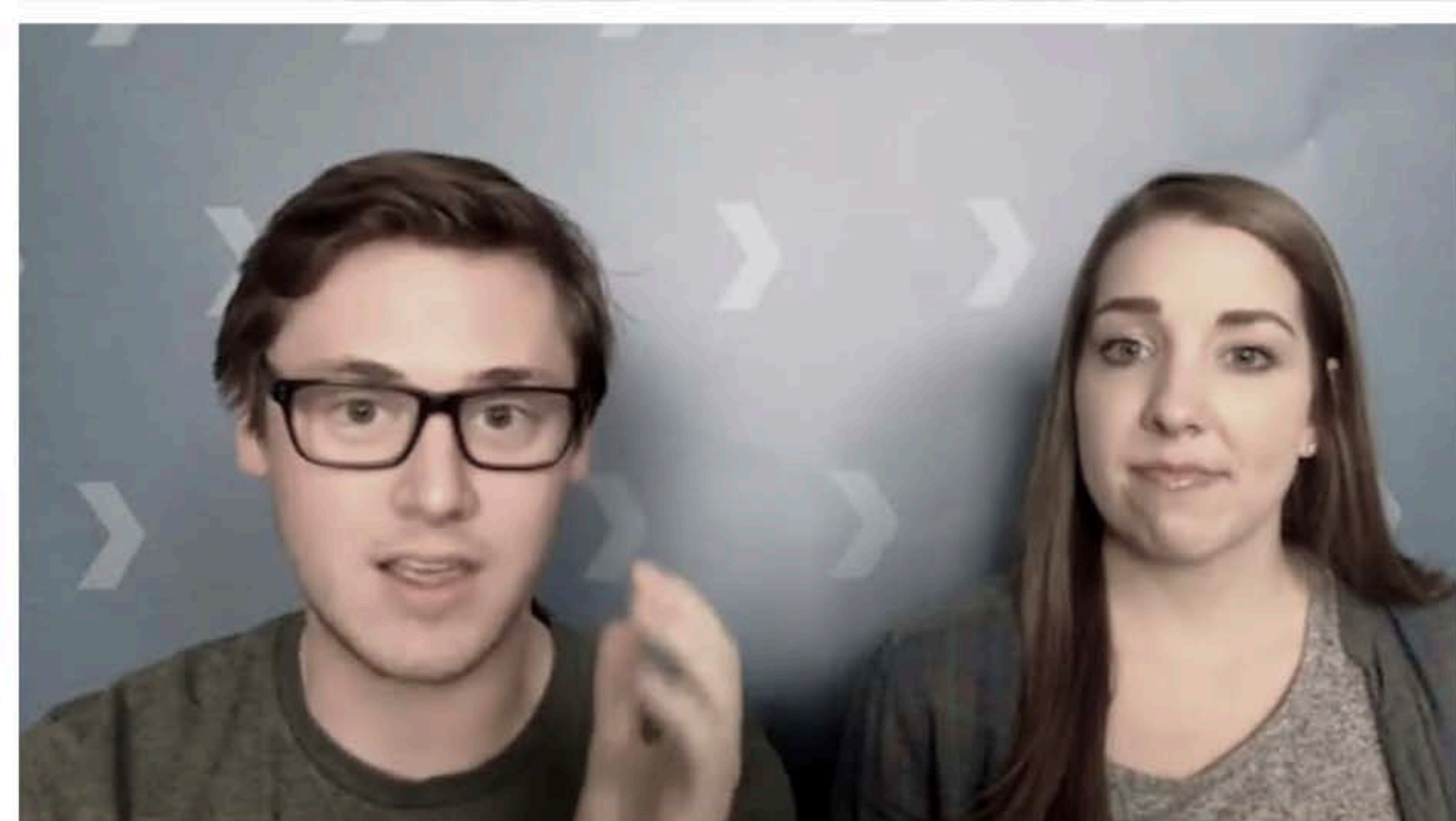
A background collage of various grey icons representing technology and media, including smartphones, cameras, headphones, video game controllers, film reels, and video player controls.

[PARENTING] SUMMITS

Online Conferences







“I feel motivated, inspired, & excited by these interviews.

Thank you for making this possible for me to participate from my home in Otjiwarongo, Namibia.”

~Jolani, A Mom of Four

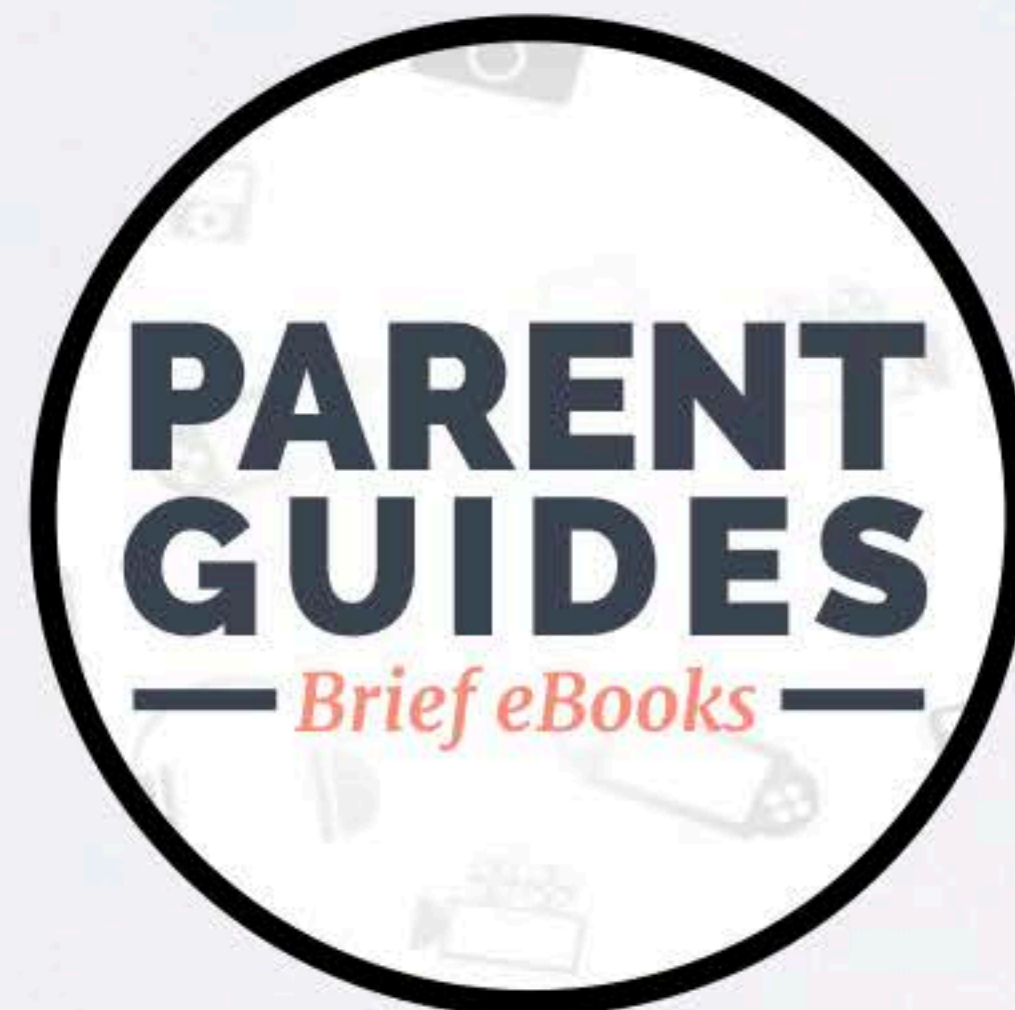
NOW

ALWAYS

UNAWARE



AWARE



Themes

UNAWARE

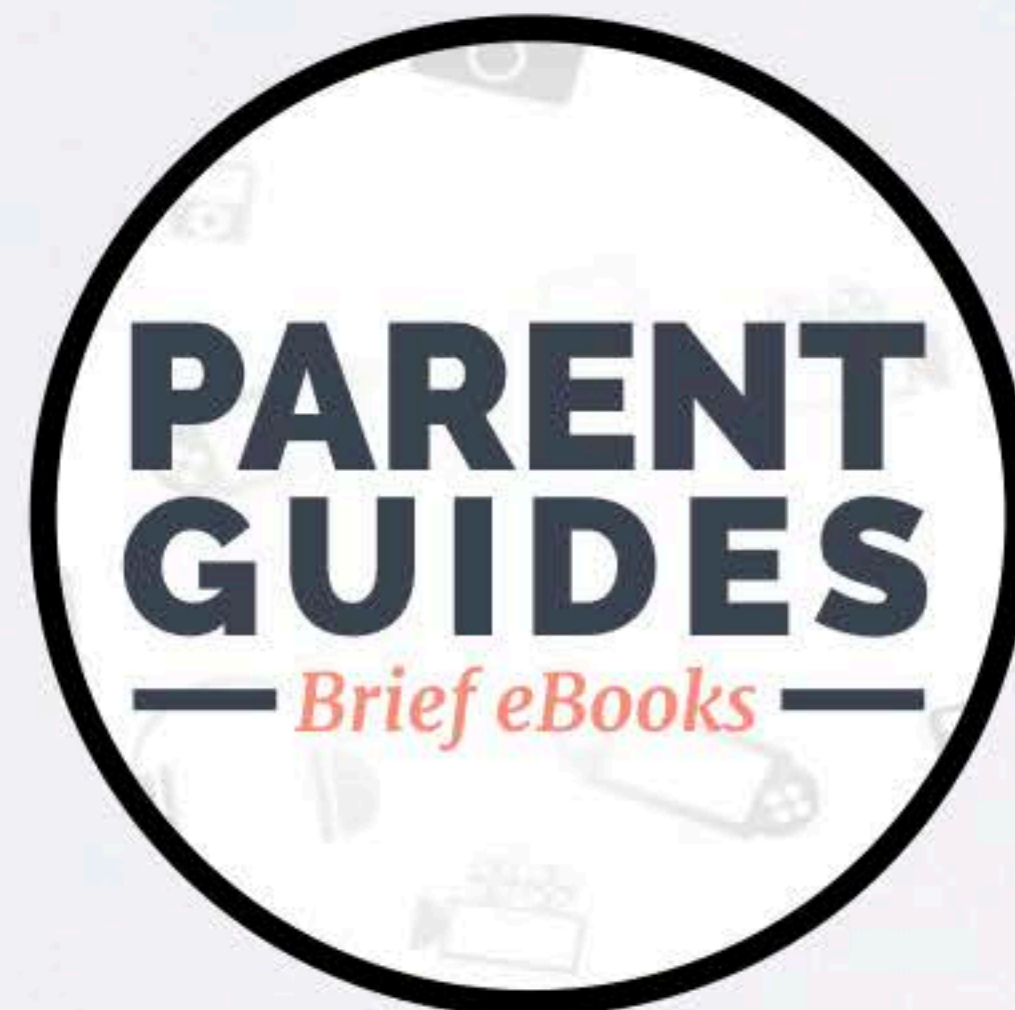
NOW



ALWAYS



AWARE




The background is a light gray collage of various technology-related icons, including smartphones, tablets, cameras, headphones, a video game controller, a film camera, a laptop, and a document with lines of text. The central text is framed by large, dark blue brackets.

CONVERSATION KITS


Video Trainings

Drugs


IDENTITY

 Watch a preview


Prayer

 Watch a preview

EVANGELISM


 Watch a preview

 Watch a preview


 Watch a preview

 Watch a preview

GENDER

 Watch a preview

Bible

 Watch a preview


Drugs

 Watch a preview

Gossip

 Watch a preview


 Watch a preview

 Watch a preview

dating




IDENTITY

 Watch a preview


Prayer

 Watch a preview

EVANGELISM


 Watch a preview

 Watch a preview


 Watch a preview

 Watch a preview


GENDER

 Watch a preview


Gossip

 Watch a preview


dating

 Watch a preview


IDENTITY

 Watch a preview


Bible

 Watch a preview


PORN

 Watch a preview


LEADERSHIP

 Watch a preview


Prayer

 Watch a preview


Drugs

 Watch a preview

LIFE

 Watch a preview

Suicide

 Watch a preview

EVANGELISM

 Watch a preview

“I discovered earlier this year that my son had been ***habitually viewing pornography***, so I jumped at the chance to go through a Conversation Kit with him. Having you present the information made it ***more credible*** to him. It was very helpful and gave us a ***context for the conversation***. It caused us both to think through the topic from a biblical perspective.”

~Mary, Mom of One

UNAWARE

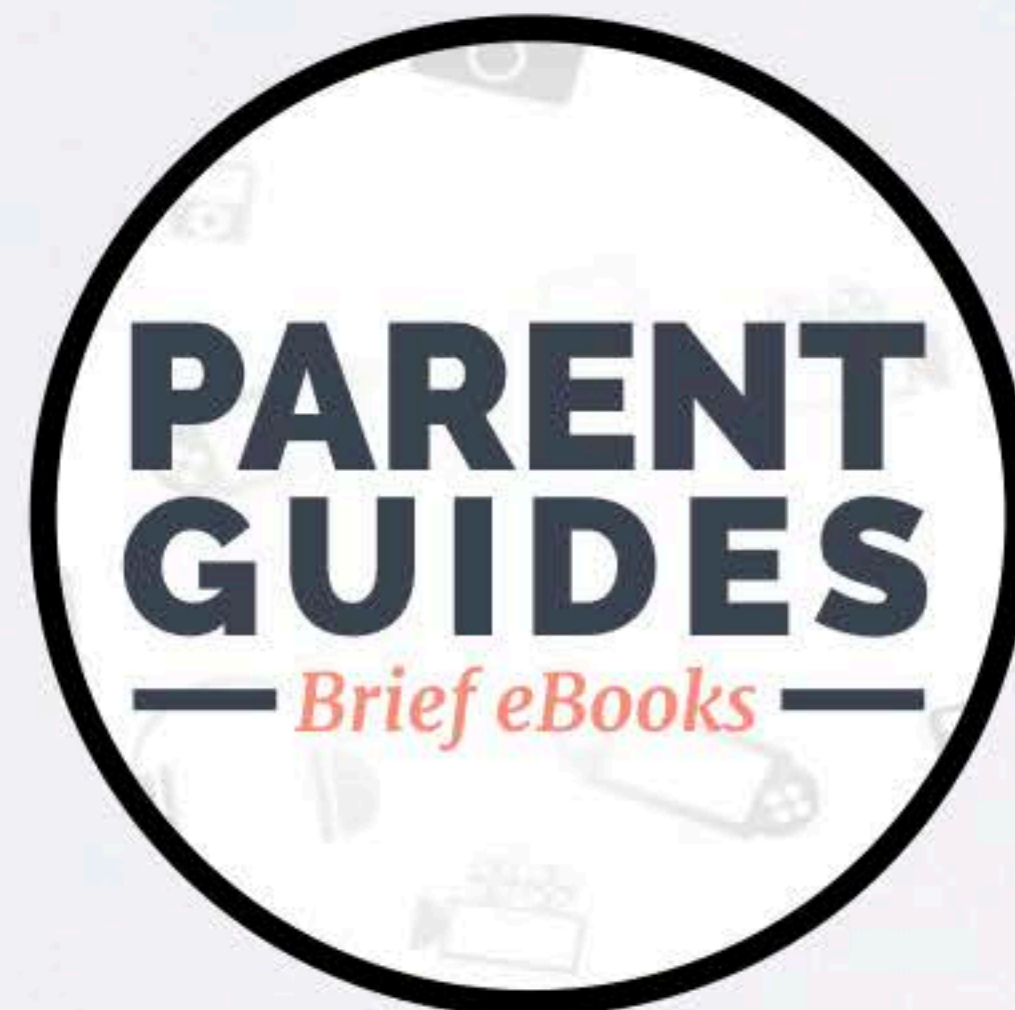
NOW



ALWAYS



AWARE



UNAWARE

NOW

ALWAYS

**CULTURE
TRANSLATOR**

— *Weekly Email* —

**PARENTING
SUMMITS**

— *Online Conferences* —

LIVE

AWARE

**PARENT
GUIDES**

— *Brief eBooks* —

**CONVERSATION
KITS**

— *Video Trainings* —

UNAWARE

NOW

ALWAYS

**CULTURE
TRANSLATOR**
— *Weekly Email* —

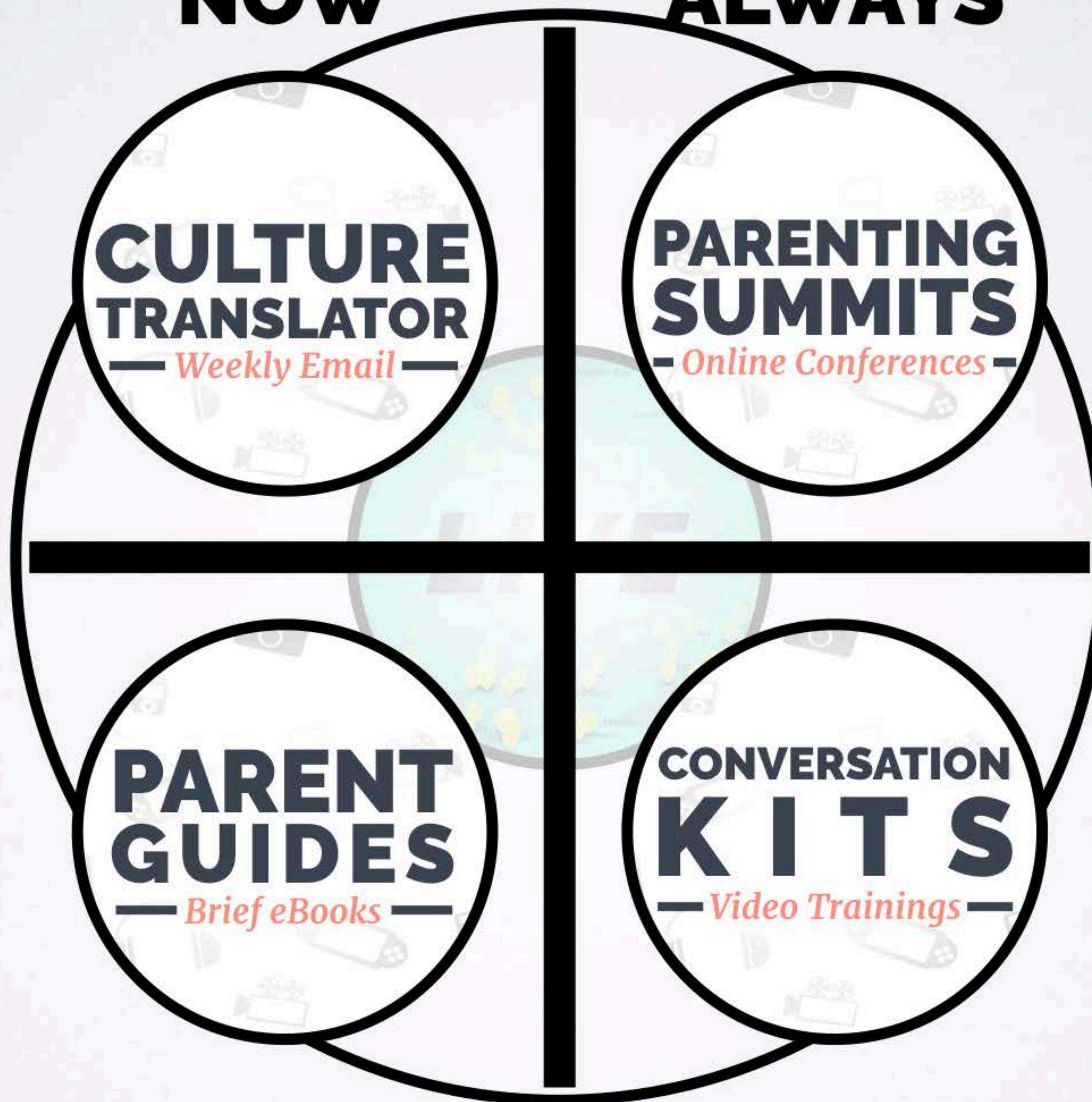
**PARENTING
SUMMITS**
— *Online Conferences* —

AWARE

**PARENT
GUIDES**
— *Brief eBooks* —

**CONVERSATION
KITS**
— *Video Trainings* —

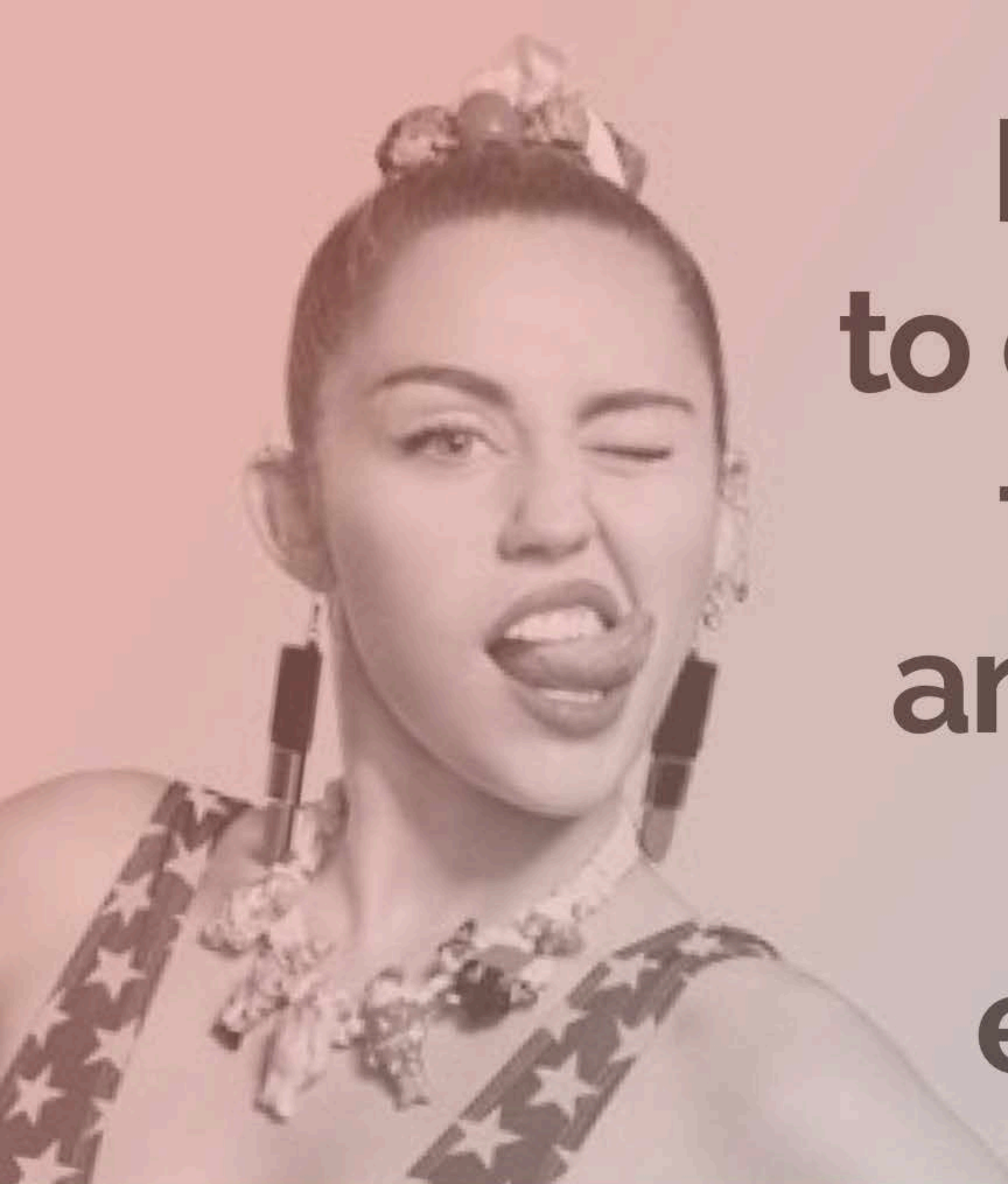
**ALL
AXIS
PASS**



What is our
500
year plan ■



LOST IN TRANSLATION



**I am literally open
to every single thing
that is consenting
and doesn't involve
an animal and
everyone is of age**



ONE

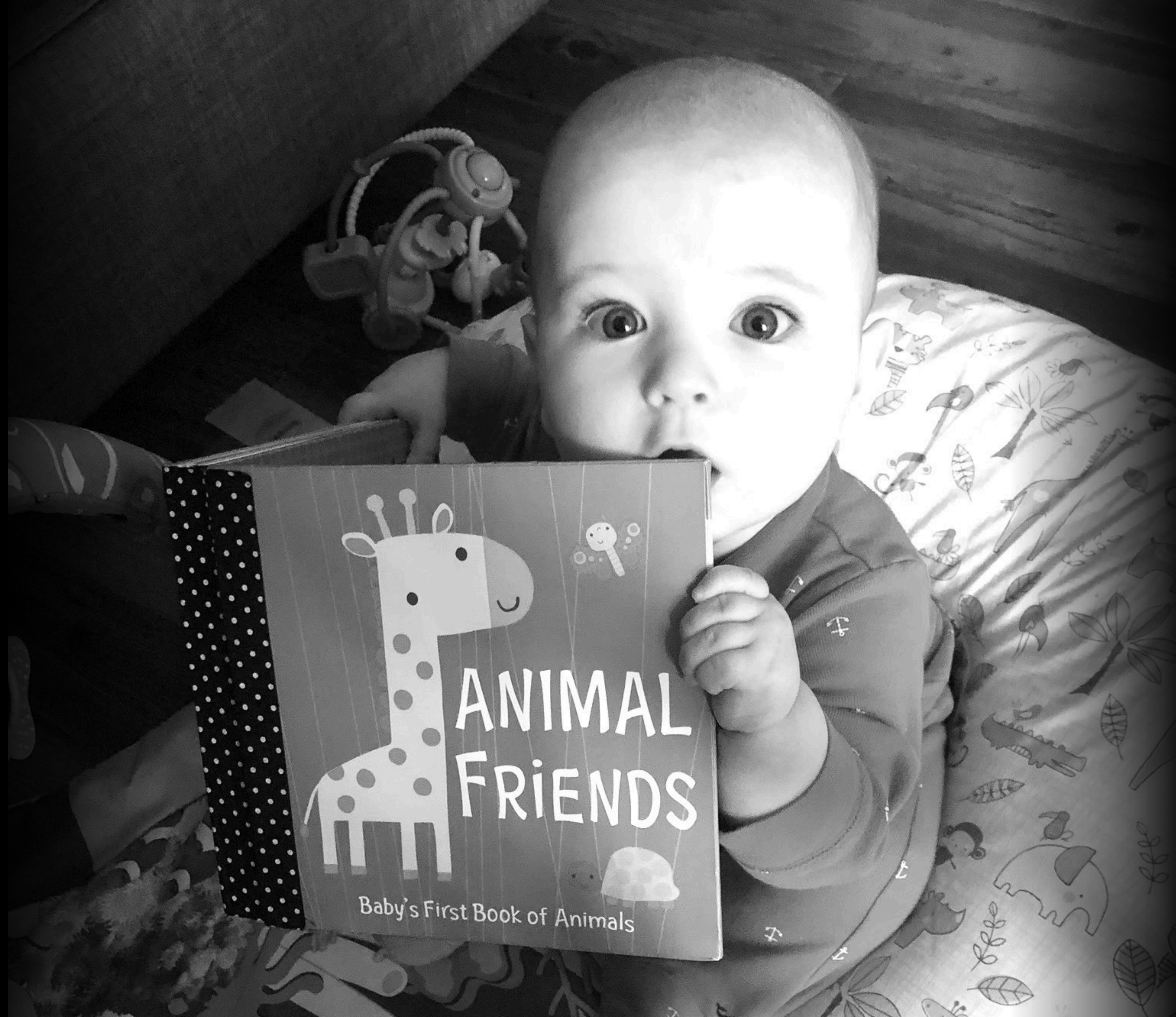
CONVERSATION



ONE
CONVERSATION
THAT LASTS
A LIFETIME



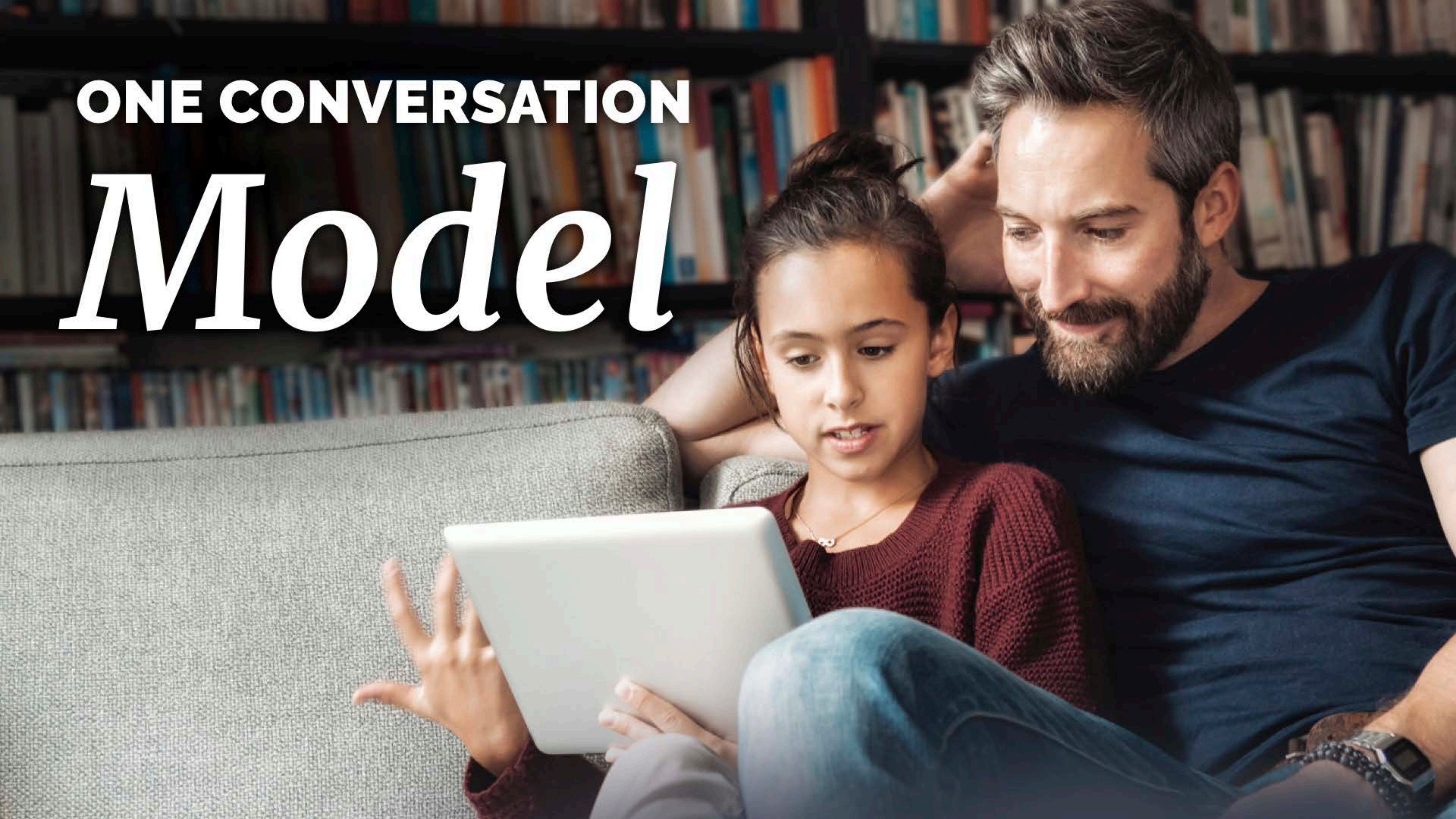




Hear, O Israel: The Lord our
God, the Lord is one. You shall
love the Lord your God with all
your heart and with all your
soul and with all your might.

And these words that I
command you today shall be
on your heart. You shall teach
them diligently to your
children, and shall talk of
them when you sit in your
living room, and when you
drive in a taxi to market, and

Message, and when you are late to school. You shall have them be the backdrop of your homescreen, and they shall be in your profile on Facebook. You shall place them on your wall and hang them from your frontdoor.



ONE CONVERSATION *Model*

UNAWARE

NOW

ALWAYS

**CULTURE
TRANSLATOR**

— *Weekly Email* —

**PARENTING
SUMMITS**

— *Online Conferences* —

AWARE

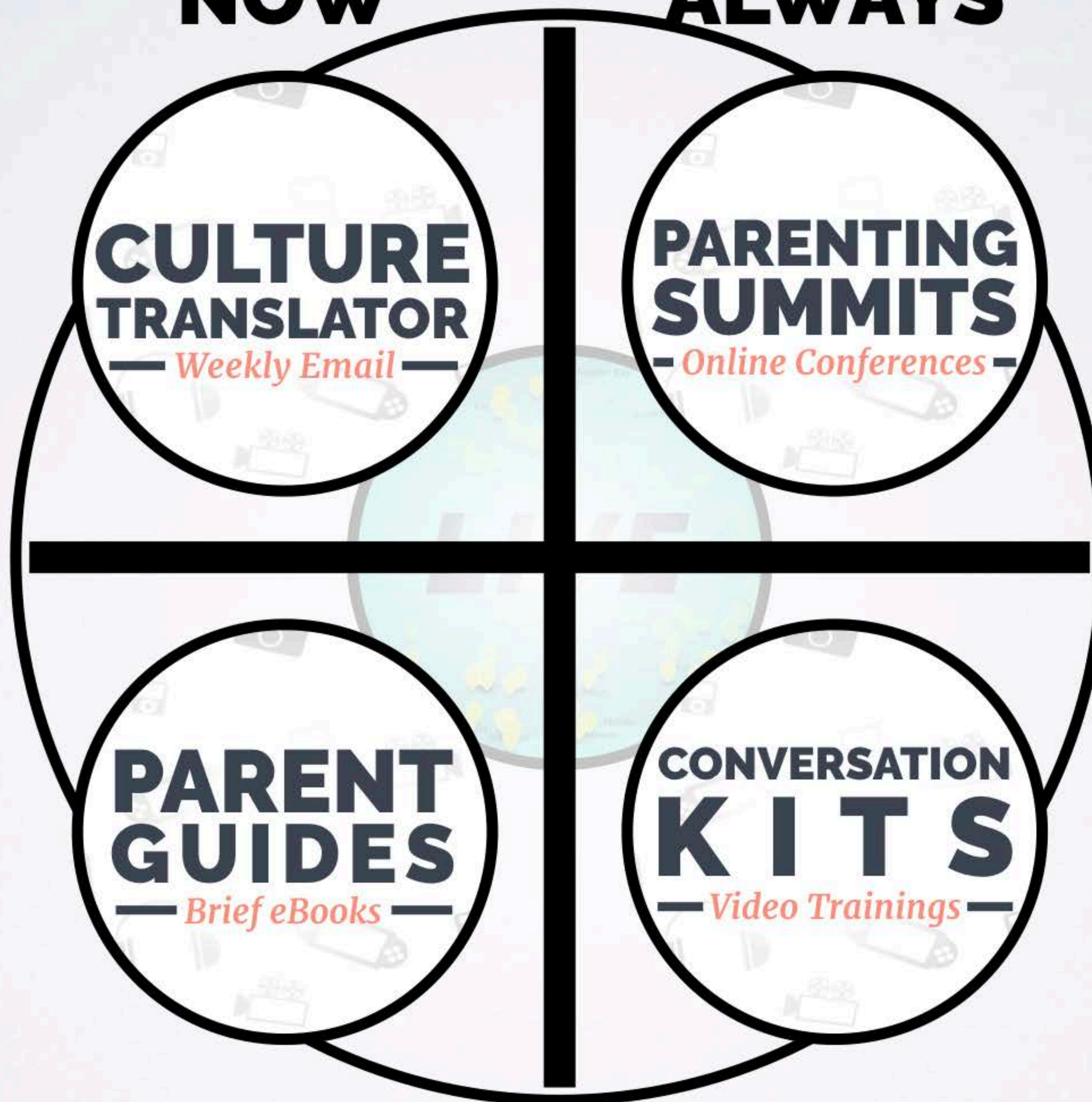
**PARENT
GUIDES**

— *Brief eBooks* —

**CONVERSATION
KITS**

— *Video Trainings* —

**ALL
AXIS
PASS**



axis

ONE CONVERSATION