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March 3, 2025

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457.845

Via U.S. Express Mail

Pastor Ray Moore
CrossPointe Church
2600 East Fire Tower Road
Greenville, North Carolina 27858

Re: Now about this

Good Morning Pastor Ray,

Wait, what... it's February??!! Two bouts of the flu and then the California wildfires (where our five kids and Julie's parents live) absorbed our January and February.

And then something great happened. Microsoft has eaten up all of February, at least to date. Coincidentally (just like you and I connected), I was introduced to the head of MSOffice (you know, Word™, Excel, Office, etc) and Microsoft Copilot™ - which is their artificial intelligence offering.

Pastor Ray Moore
CrossPointe Church

I am asking Microsoft to waive and/or donate about \$16.5 million in licensing fees for software that NewCo43 will need over the next 38 months. My thing is always 3 years start to finish. If I am there longer, I will get board (my ADHD) and screw something up.

I don't invent things or create new products. I am not that smart.

Rather I look for an opportunity (usually I trip over them) where another company has already proven the market. Then we target that market and focus on doing it better, cheaper or faster than they do it.

My goal is to get to least \$100. million in annual revenue and then sell the company to a larger company that will pay for it on their publicly traded stock. Ironically some of the buyers are very same companies we improved upon their idea.

My last company was in telecommunications. Our growth was crazy, I still find it hard to believe. In just 37 months we opened 55 offices nationwide, hired 550+ people and booked over \$3.3 Billion in annual revenue.

At Month 38, we sold to MCI Telecom in an all stock deal. It was my biggest deal. Three years later MCI and a smaller company named WorldCom Telecommunication agreed to a merger. Six months after that, an accounting scandal took the company (and my payments) into bankruptcy.

**Pastor Ray Moore
CrossPointe Church**

The stock went to \$0. and Bernie Ebbers, the WorldCom CEO took prison. person – in what became the largest accounting scandal in history (even eclipsing the Enron Energy debacle).

We went from:

\$0 to \$3.3 Billion in annual revenue, they at months 26m I sold it t9i MCI.

WorldCom admitted to nearly \$3.9 billion in accounting misstatements and on July 22, 2002, it filed for bankruptcy.[22]

Barabra – the coincidence – is responsible for the entire Microsoft Office Copilot A.I. Her unit booked about \$20 Billion for Microsoft in their last fiscal year.

So, sorry we missed your Christmas Eve Services in person. Julie slipped and fell early that afternoon with the rain. However, we did watch it online.

I got a kick out of your BMX story. So true. I remember not only not wearing any helmets but building a ramp (with bricks and scrap plywood – with Dad's help) Christmas day so my younger brother and I could 'jump' with our brand-new bikes – in the street, no less.

**Pastor Ray Moore
CrossPointe Church**

After New Years, Julie came down with a severe flu, including a trip to Vidant. I thought I had escaped it but turns out, nope.

Staying isolated as I did not want to be around anyone for a few weeks.

Julie is now in California with the Red Cross to help in the California Wildfires.

She is incredible.

She did the same thing after Hurricane Katrina.

She dropped everything, was quickly trained by the Red Cross, and then flown into the middle of the chaos that was New Orleans.

And that was before that second hurricane – Hurricane Ida – hit.

OK... so I have been thinking – which is a miracle for one with brain damage.

Duke, Vanderbilt, Stanford, UCLA, Loma Linda and others... keep telling me they cannot medically explain my survival, let alone my brain function. They cannot believe I am starting another company.

Pastor Ray Moore
CrossPointe Church

Or even how I survived). But I know how... **GOD**. Or as I tell them **GOD Duh!!** (I think I should make and sell bumper stickers).

MULTIPLY. I LIKE it.

And the three W's – **Walk - Worship – Witness** even better.

If I put my 'marketing hat on'... I would call it "W Cubed" or "W to the Third Power a/k/a **W³**"

But however you say it, it is great... Simple and memorable.

And, of course, it works with all of your examples. Take a random number, say 5. As you know, in 'math speak' **five cubed** is simply 5 times 5 times 5. As in five (5) times five (5) which is 25 and then times 5 which is 125.

Your three (3) 'W's is super powerful and leverages each individual 'w'.

And as 'math dictates' that with your three Ws. If someone only does two of the three, the math is only 25 (5 x 5)

Say a person does only two of the three, assume they walk and worship but they skip the witness part (the hard part – as you say, and I think most agree) the math is only **25**.

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However, if one does all three, that 5 magically turns into 125 -
5 x 5 x 5.

As you know, the real leverage / power - as with any exponential formula, are the third or fourth multipliers (let's call them efforts, in this situation). I.E. 5 x 5 x 5.

With your three W's (worship, walk and witness), each are exponential to each other.

The same point you were making on January 5th. I have the transcript right here:
<https://go.mcknight.co/cp-t105>

I think the conversation I would like to have with CrossPointe will line up with that.

The 90% Directive Mindset

I believe that ninety percent plus (90% plus) of what we all refer to as 'life's coincidences, flukes, chance, luck (dumb or otherwise), lucky breaks or even serendipity ARE ANYTHING BUT.

What if most of those

The 1 in 330 Million story. Tell the story without mentioning church or religion.

**Pastor Ray Moore
CrossPointe Church**

They what I an thinking about

And I am sure there are many more questions.

Digest all these papers and give it some thought. If you are interested and / or intrigued, let me know. I'll buy us lunch, or a coffee and we can talk about it together.

Not sure of your schedule. But to be safe, let's wait another week – just to be sure I am safe with that flu bug. I have not had a fever or any symptoms since Saturday, January 18, three weeks ago since this past Saturday.

And, I have a binder for you! I will give it to you when we meet... I know, yeah, more reading from that '*California Guy*'? Most of the same stuff. Table of contents is attached.

Call me (805.610.6197) when you can as I do not have any phone numbers for you.

/s/ Will

Will McKnight

Direct: +1.252.417.7575

Pastor Ray Moore
CrossPointe Church

Office: +1.844.381.1100 Ext.1111

will@mcknight.co

Encl: Binder TOC by TABS:

1. This letter
2. Contact List [Pastor Ray / Will / Will's Team]
3. My Goals via Wiki / Web Page
4. Revised Dec 16 Letter
5. Red Line of Revised Letter vs Original Letter dated Dec 16
 - a. Original Letter
6. New How to Thrive During a Death Sentence by McKnight
 - a. Revised McKnight BTN
7. Red Line of Revised McKnight BTN vs Original McKnight BTN dated Dec 16
8. The math on ONE in 330 Million via 1in330million.com
9. Intro Text of Conversations with Congregation.
10. How I Think you should Pray when you are sick
11. Trascit of Ws- Highlight
12. FAQs
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
20. 9-18? Double Pack

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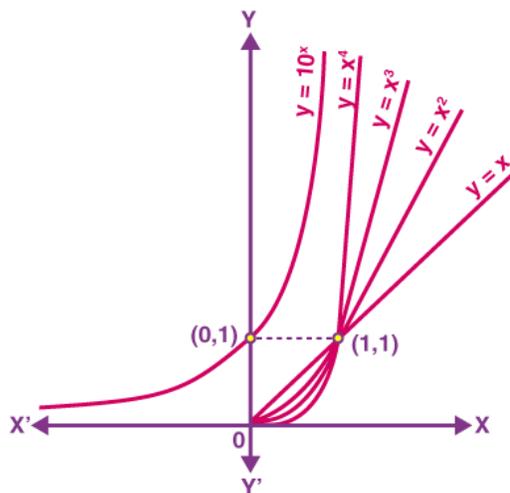
Exhibit A

I. What is Exponential Function?

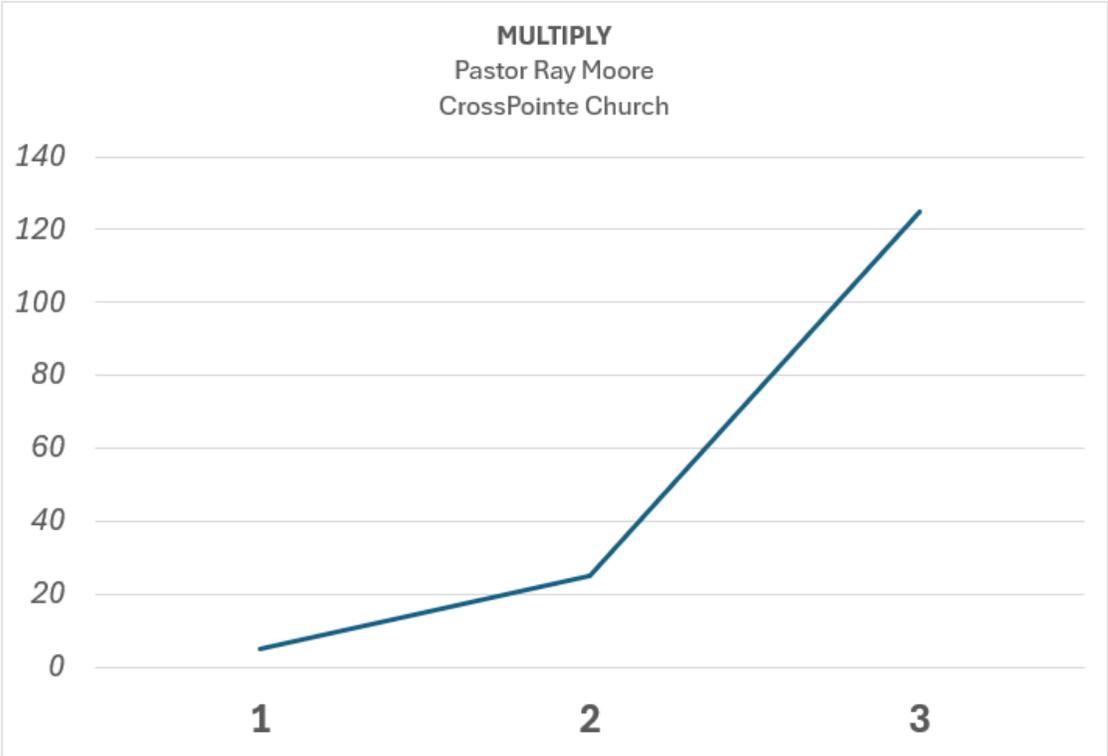
An exponential function is a Mathematical function in the form $f(x) = ax$, where “x” is a variable and “a” is a constant which is called the base of the function and it should be greater than 0. The most commonly used exponential function base is the transcendental number e, which is approximately equal to 2.71828.

I. Exponential Function Graph

The following figure represents the graph of exponents of x. It can be seen that as the exponent increases, the curves get steeper and the rate of growth increases respectively. Thus, for $x > 1$, the value of $y = f_n(x)$ increases for increasing values of (n).



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CrossPointe Church



<hr/> Walk or Worship or Witness 1 of the 3	<hr/> Walk Works or <hr/> Walk Witness 2 of the 3	<hr/> Walk and Worship and Witness 3 of the 3
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From the above, it can be seen that the nature of polynomial functions is dependent on their degree. The higher the degree of any [polynomial function](#), the higher its growth. A function which grows faster than a polynomial function is $y = f(x) = a^x$, where $a > 1$. Thus, for any of the positive integers of the function $f(x)$ is said to grow faster than that of $f_n(x)$.

Thus, the exponential function having base greater than 1, i.e., $a > 1$ is defined as $y = f(x) = a^x$. The domain of exponential function will be the set of entire real numbers R and the range are said to be the set of all the positive real numbers.

Source: <https://byjus.com/maths/exponential-functions>

Source: [Exponential Functions - Definition, Formula, Properties, Rules](#)

Pastor Ray Moore
CrossPointe Church

To Print / Reprint:

Pastor Ray Moore
CrossPointe Church

Cover: Table of Contents + Quick Note

1. Contact List

1.1. Ray:

1.1.1. Email for Ray: ??

1.1.2. Cell Phone: +1.252.560.1918?

1.1.3. Office Phone: ??

1.1.4. Web: <https://crosspointenc.com/>

1.1.5. Church Email: info@crosspointenc.com

1.1.6. Address: 2600 E Fire Tower Road, Greenville, NC
27858

1.1.7. Church Social Media:

1.1.7.1. Facebook

<http://www.facebook.com/crosspointenc>

1.1.7.2. Instagram

http://www.instagram.com/crosspointe_nc

1.1.7.3. Pintrest

<http://www.pinterest.com/crosspointenc>

1.1.7.4. Twitter / X

<http://www.twitter.com/crosspointenc>

Pastor Ray Moore
CrossPointe Church

1.2. Will McKnight:

1.2.1. Email: will.mcknight@mcknight.co

1.2.2. Cell Phone: +1.805.610.6197

1.2.3. Office Phone: T/B/D

1.2.4. Web:

1.2.4.1. <https://mcknight.co>

1.2.4.2. <https://1in330million.com>

1.2.4.3. <https://iepcoach.org>

1.2.4.4.

1.2.5. Address: 4432 Marthas Village Lane Ayden,
NC 28513

2. WTM Goals

2.1. Wiki Page: ?

Pastor Ray Moore
CrossPointe Church

3. Revised Dec 16 Letter

4. Original December 16th Letter (including typos)

5. **Red Line** of Dec 16 Letter (revised letter [Tab 3] vs Original Letter dated Dec 16 [Tab 4])

6. **New** ”How to Thrive During a Death Sentence” by McKnight.

7. McKnight: How to Survive/Ignore a well-meaning but misguided Doctor’s Death Sentence *circa 2019*

8.

9. Revised “McKnight - By the Numbers” dated Jan 2, 2025

10. Original McKnight By The Numbers - December 16

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CrossPointe Church**

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~~SCRAP~~

Mrs. Mollar, my fourth-grade math teacher was always getting after me to show my work... so here it is: <https://go.mcknight.co/math>

And **Two**, to help a portion of the 7.5 million children in our public schools with autism. So, some details below and more here:

<https://go.mcknight.co/why>

[Two Goals - NewCo 43 > \[MCH-USA > NewCos\]](#)

<https://newco.mch-usa.com/nc43/goals/start>

More details on my evolving Goals are here:

<https://newco.mch-usa.com/nc43/goals/start>

Pastor Ray Moore
CrossPointe Church

10.1.1. Office Phone: +1.888.111.2222 (setup via Voice -
Local No vs 888?)

10.1.2. Auto Attendant: (setup via AI)

8 Tabs Binder

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**Pastor Ray Moore
CrossPointe Church**