

# Becoming God's Entrepreneur

## Discovering your witty inventions and what to do with them when you find them

Presented by Jeffrey Robinson, Ph.D.  
www.jeffreyrobinsonphd.com

### **I. Discover your gifts, talents, abilities. These will help you understand your purpose for your life**

Jeremiah 1.5 – God knew you before you were formed in your mother's womb

Matthew 25:14-28 – The Parable of the Talents

#### *How do I discover my gifts?*

- a. Remember what your dreams were when you were growing up (what did people tell you that you were good at)
- b. Remember the events during your life when you were the most fulfilled
- c. Consider what skills, gifts and talents you have developed through jobs, church, and school
- d. Do not limit yourself to jobs you have held but think about the skills you have developed along the way

### **II. Discover opportunities for businesses or social ventures**

Proverbs 8:12 – God gives us “witty inventions”

What are some of the types of opportunities?

- i. New inventions
- ii. Retailing
- iii. Manufacturing
- iv. Service
- v. Brokerage
- vi. Consulting
- vii. Social Ventures

### **III. Writing down the Vision**

Habakkuk 2:2 – Write it down!!

- a. Describe your business
- b. Write out a mission statement
- c. Write out the values of your organization
- d. Describe how people will be affected by your business
- e. Tell someone you trust about your business and let them read it

### **IV. Count the Cost**

Luke 14:28 – The Parable of the Builders

Write a Business Plan

- i. The Opportunity
- ii. Business Description
- iii. Business Model
- iv. Marketing
- v. Management and Operations
- vi. Financial Projections
- vii. Executive Summary

### **V. Connect to the Resources**

- a. Who are the people you need to be connected to (Proverbs 31:23)
  - i. A business mentor
  - ii. A person that is already in your business line or a related business
  - iii. A banker
  - iv. A source of customers
  - v. Other business owners
  - vi. A new business owner or entrepreneurship program
  - vii. A champion

# Business Plan Outline

## **The Opportunity**

Describe the opportunity. What is the purpose of this business? What is the basic idea of the business? Why is this the time for it? (This is your chance to make a strong statement about the potential for this opportunity to make the impact your desire.)

## **Business Model**

A business model describes how this business (initiative/program) will be structured to achieve the objective. It answers the questions, how will this program work and How does it sustain itself?

## **Product/Services/Programs**

Describe the product, service, or program that you will provide in terms of benefits to the customers, clients, communities, etc. This is different than describing them in terms of the features or marketability. Put yourself in the consumer's or client's shoes and write why they will benefit from what you will provide.

## **Market Analysis**

Describe the trends and the patterns you see in the community, the neighborhood, the population or the city. Describe your target audience, client, customer, community, etc.

Describe the other companies, non-profit organizations, or agencies that are doing something similar or selling something similar. What opportunities for partnerships and alliances exist? Answer the question, what makes this product, service or program different from others?

## **Market Strategy**

Answer this important question: How do we let our clients, customers, communities know about us? Your marketing campaign is critical to the success of this program/initiative/ business.

## **Management & Operations**

Describe the company or organization management philosophy and determine what human resources are necessary to get it done. Provide a brief operations plan of how this will be done.

## **Financial Plan and Projections**

Describe your basic financial assumptions about funding, staffing, usage, etc. What financial resources are needed? How do we get this money? Prepare a financial analysis of the budget (income projection) and cash flow.

## **Executive Summary**

Summarize your business case for pursuing this opportunity. (Try to keep this to 1 page!) Do this last but place it first.

For more information

[www.jeffreyrobinsonphd.com](http://www.jeffreyrobinsonphd.com)