

KIBIR Consultants | SIM Canada Biblical Entrepreneurship Course

Live and Virtual - 2022

Primary Details

When: Quarterly Modular Courses (6 weeks ea.)

- **Q1: Feb. 8-Mar. 15**
 - “Developing a Theology of Work & Faith Driven Entrepreneurship”
- **Q2: Apr. 4-May 16**
 - “Building A Kingdom Impact Business Model”
- **Q3 Aug. 8-Sep. 12**
 - “Launching Kingdom Impact Businesses”
- **Q4: Oct. 3-Nov. 14**
 - “Developing an Entrepreneurial Operating System (EOS)”

Sessions: 2 hour weekly gatherings (Zoom), covering 2 Sessions each, for 6 weeks/module, 10-12 teaching sessions total, with possible extra working weeks for final projects.

Brief Description of Each 2 Hour Virtual Session:

- Welcome.
- Review of what was learned from completing last session’s assignment.
- The Biblical basis for the current session (devotional/testimonial) with **guest speakers**
- Introduction to key concepts for the current session.
- Session video/media that goes through the key concepts.
- Review of what was learned through the video/media.
- Discussion of session topics and how to apply to a business.
- Action Planning based on what was learned.

Course Objectives: These modular courses will work on breaking down the sacred vs. secular divide as we develop a Biblical worldview of business and the basic skill sets on identifying sustainable business models for the potential of launching. We will combine both the theory and practice of business planning, testing, and development. Students will advance their abilities to assess market needs and develop a process for testing profitable and innovative solutions to those problems. Finally, students will also develop basic skills in pricing, costing, money management, marketing, and other operational management skills required in the discipline of entrepreneurship.

Specific Course Outcomes

After successful completion of this course the student will be able to...

A. Understand the Biblical basis for integrating both Business and Mission in the marketplace
B. Demonstrate the ability think innovatively and creatively, expressing the image of God that has been placed within every person
C. Evaluate and identify segments in the a local marketplace (among neighbors) that have needs, and how solutions to those needs may have a profitable return
D. Develop a business model and strategy that has a quadruple bottom line return
E. Understand competitive positioning and customer service, and how that relates to building a brand for a unique product or service
F. The basics of money management and how handling finances with integrity can be a witness to a community and bring glory to God

G. Develop the necessary skills to research, record, and arrange components to building a business plan

Demonstration of Learning

Course Assignments	Course Outcome	Possible Points	Percent of Grade
<i>Class Participation:</i> Each week contains a large section of teaching & instruction, as well as various assignments which reinforce and test on this instruction. Students are required to participate actively in the teaching portions and small group discussions with feedback for the cohort/class	all	70	15%
<i>Weekly Assignments:</i> In addition to the classroom instruction, each week also contains a number of assignments and practical application of the key components and lessons. All assignments and instruction must be completed in the week provided	all	100	21%
<i>Opportunity Assessment Presentation:</i> Demonstration of a market for the proposed product/service is made, a target customer has be identified and assessed, and proposed value to the customer is relevant both qualitatively and quantitatively.	all	100	21%
<i>Final Business Plan & Investors Pitch:</i> Demonstration of all course concepts and primary concepts of the materials covered will be shown through a comprehensive business plan that covers the people, the opportunity, the context, and the risk and reward that this venture will incur	all	200	43%

Modular Courses Outlines & Schedules

MODULE #1 | DEVELOPING A THEOLOGY OF WORK & FAITH DRIVEN ENTREPRENEURSHIP

Q1: Feb. 7-Mar. 2

Week 0

Intro. 1: "Brief History of BAM/B4T/Missional Business" & "Find your Identity in Christ"

Intro. 2: FDE Video #1, "Our Call To Create"

Week 1

Session 1: "The Design of Work" & "The Dignity of Work"

Session 2: FDE Video 2, "God Owns My Business"

Week 2

Session 3: "Work as Cultivation" & "Work as Service"

Session 4: FDE Video 3, "Don't Worship Work"

Week 3

Session 5: "Work Becomes Fruitless" & "Work Becomes Pointless"

Session 6: FDE Video 4, "Excellence Matters"

Week 4

Session 7: "Work Becomes Selfish" & "Work Reveals our Idols"

Session 8: FDE Video 5, "Faithful vs. Willful"

Week 5

Session 9: "A New Story for Work" & "A New Conception for Work"

Session 10: FDE Videos 6-7, "Ministry in Word" & "Ministry in Deed"

Week 6

Session 11: "A New Compass for Work" & "New Power for Work"

Session 12: FDE Video 8, "Global Movement"

MODULE #2 | BUILDING A KINGDOM IMPACT BUSINESS MODEL

Q2: Apr. 4-May 16

Week 0

Intro. 1: "Calling to Business" & "What is In Your Hands Analysis"

Week 1

Session 1: "Discipleship in the Marketplace"

Session 2: "Primary Market Research" & "Customer Development"

Week 2

Session 3: "Innovative Process and Prototyping"

Session 4: "Market Segmentation, Select a Beachhead Market" & "Building an End User Profile"

Week 3

Session 5: "Calculate the Total Addressable Market (TAM)" & "Full Life Cycle Use"

Session 6: "ID Your Next 10 Customers"

Week 4

Session 7 "Quantified Value Proposition" & "Charting Competitive Position"

Session 8: "Define your Core" & "Blue Ocean Strategies"

Week 5

Session 9: "Pricing and Cost Analysis" and "Cash Flow"

Session 10: "Business Model Selection"

Week 6

Session 11: "Shaping Your Brand: Business Name, Vision, Mission, Goal Setting"

Session 12: "When Love Leads" & "Managing with LOVE"

Final Project- Opportunity Assessment Presentations

MODULE #3- LAUNCHING KINGDOM IMPACT BUSINESSES

Q3 Aug. 8-Sep. 12

Week 0

Intro. 1: Revisit Your "Inspirational Why" Statement (M1) and Opportunity Assessment (M2)

Intro. 2: Watch Video FDE Video 8 "Global Movement"

Week 1

Session 1: "Determine the Customer's Decision-Making Unit (DMU)"

Session 2: "Map the Process to Acquire a Paying Customer" and "Map the Sales Process to Acquire a Customer"

Week 2

Session 3: "Marketing and Sales"

Session 4: "Cost of Customer Acquisitions (COCA)"

Week 3

Session 5: "Identifying and Testing Key Assumptions" & "Building an MVP"

Session 6: "Why Organizations Fail" & "Learning from Kingdom Impact Case Studies"

Week 4

Session 7: "General Management" & "Growth and Scaling"

Session 8: "Writing Business Plans & Pitch" & "Business Model Canvas"

Week 5

Session 9: "Money Management: Recordkeeping, Accounting, Metrics" (part 1)

Session 10: "Money Management: Recordkeeping, Accounting, Metrics" (part 2)

Week 6

Session 11: "Collaborating with the Church" & "Keeping the Bottom Line the Bottom Line"

Session 12: Cohort Reflections and Final Q&A

Final Project- Investors Pitch Presentations & Business Plan Submission

MODULE #4 | DEVELOPING AN ENTREPRENEURIAL OPERATING SYSTEM (EOS)

Q4: Oct. 3-Nov. 14

Week 0

Intro. 1: An Introduction to EOS

Week 1- Vision

Session 1: "Develop An Communicate a Strong Vision" & "Core Values and Core Focus"

Session 2: "3 Year Picture" & "1 Year Plan, Rocks, and Issues"

Week 2- People

Session 3: "Get the Right People in the Right Seats"

Session 4: "Accountability Chart"

Week 3- Data & Issues

Session 5: "Safety in Numbers"

Session 6: "Successful Companies Solve Their Issues"

Week 4- Process

Session 7: "Finding Our Way: A"

Session 8: "Finding Our Way: B"

Week 5- Traction

Session 9: "How to Bridge the Gap Between Vision and Execution"

Session 10: "The Meeting Pulse"

Week 6- Go

Session 11: "Getting an EOS Started"

Session 12: "3 Step Documenter" & "Everyone Has a Number"

***Note: This is a combination of curriculum from Discipling Marketplace Leaders (DML), the Massachusetts Institute of Technology (MIT) Disciplined Entrepreneurship process, Global Disciples "What is in Your Hands" tentmaking trainings, and the Traction EOS process.*

Primary Reading Materials & Books

"Every Good Endeavor: Connecting Your Work to God's Work" by Timothy Keller and Katherine Leary Alsdorf. Published by Penguin Books, 2016.

Discipling Marketplace Leaders "Basic Business Principles" Training manual, by Renita Reed-Thomson, International Christian Ministries, Bakersfield, CA.

“Disciplined Entrepreneurship: 24 Steps to a Successful Startup” by Bill Aulet, Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

“Traction: Get a Grip on Your Business” by Gino Wickman, Published by BenBella Books, 2011.

Implementation Methods

According to the “Entrepreneurship Education and Training Programs around the World—Dimensions for Success” publication by The World Bank, entrepreneurial success or development of the start-up of secondary education institutions were more linked to social influences in the micro-social environment (pg. 71). The most important indicators for one institution included:

1. **Entrepreneurs surrounding the start-up**
2. **Innovative orientation**
3. **Experience in leadership and organization**
4. **Team-oriented instruction methods**

With this in mind, KIBIR Consultants desires to address these observations in the implementation of our own programs:

1. Provision of pastor education/vision casting to home churches and business/entrepreneurial leaders
2. Begin with an orientation on the creative expression of God and our reflection of value creation in him through the innovative process
3. Provision of opportunities to lead and work with a team to implement market analysis and business planning
4. Integration of multiple teachers into this course so there is a variety of experience sharing and expertise expressed throughout our time

Figure 4.2 Entrepreneurship Education—Higher Education



Core Values

- **Humble Learners**
 - seeking first to understand before being understood
- **Genuine Mentorship/Discipleship**
 - real business people doing real mission for Christ
- **Educational Excellence**
 - trainers and materials are above industry standards & always getting better
- **Multiplying**
 - like the rest of creation, healthy things continue to grow and reproduce

****Education Excellence Includes:** Creating problem solvers for the world through supporting our students to be their best selves as women and men of **integrity, creativity, promise** and **potential**. Bringing their ideas, dreams and energy to our trainings and workshops that we might aid in unleashing their God-given potential. (McGahan, A., 2012, p.27)