

Missional Entrepreneurship
Immersion Program

Developing An Entrepreneurial Road Map

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Personal Finance Reimagined



Where Are You in Your Entrepreneurship Journey?

1. Which best describes your entrepreneurial status?

A) *Just daydreaming—my "business plan" is still scribbled on a napkin at the coffee shop.*

B) *Feeling the tug but still wondering, "Is this God's plan or just my hobby?"*

C) *Taking the leap—testing ideas and learning fast, though I still ask, "What's next, Lord?"*

D) *We're on a mission—clear vision, community need identified, and ready to roll!*

E) *All in—prayers said, sleeves rolled up, and the gears are turning toward launch!*



Where Are You in Your Entrepreneurship Journey?

2. How would you describe your venture's current stage?

- A) *Seedling—just sprouting ideas and waiting for divine sunlight.*
- B) *Bud—ideas are growing, but we're still nurturing and shaping them.*
- C) *Blossom—we're blooming with purpose and testing the soil in our community.*
- D) *Fruit-bearing—serving the community and beginning to see the harvest.*



Where Are You in Your Entrepreneurship Journey?

3. When it comes to business plans, where are you?

- A) *Plan? Does “we’ll see what happens” count?*
- B) *Thinking about a plan...maybe after one more brainstorming session.*
- C) *Drafting—it’s a work in progress, like me!*
- D) *Draft plan is done, but tweaking it with each prayerful step forward.*
- E) *Running with the plan, and the ink is still drying on the printed copies.*



Our Path Today



- 1 Entrepreneurship and Challenges**
- 2 The Successful Entrepreneur**
- 3 Faith-based leadership and Entrepreneurship**
- 4 The Entrepreneur's Flywheel**
- 5 The Entrepreneurship Roadmap**
- 6 Contact PFR**



Entrepreneurship: A Dynamic and Innovative Force



Innovation meets leadership



Solves unmet needs in a changing world



Creates value: economic, social, and cultural



Thrives by filling market gaps and adapting



Involves opportunity recognition and collaboration



The Start-up Challenge



The amount of money it takes to get started.



The amount of time it takes to get things off the ground.



The amount of energy it takes to keep things going.



The need to wear many hats and juggle multiple responsibilities.

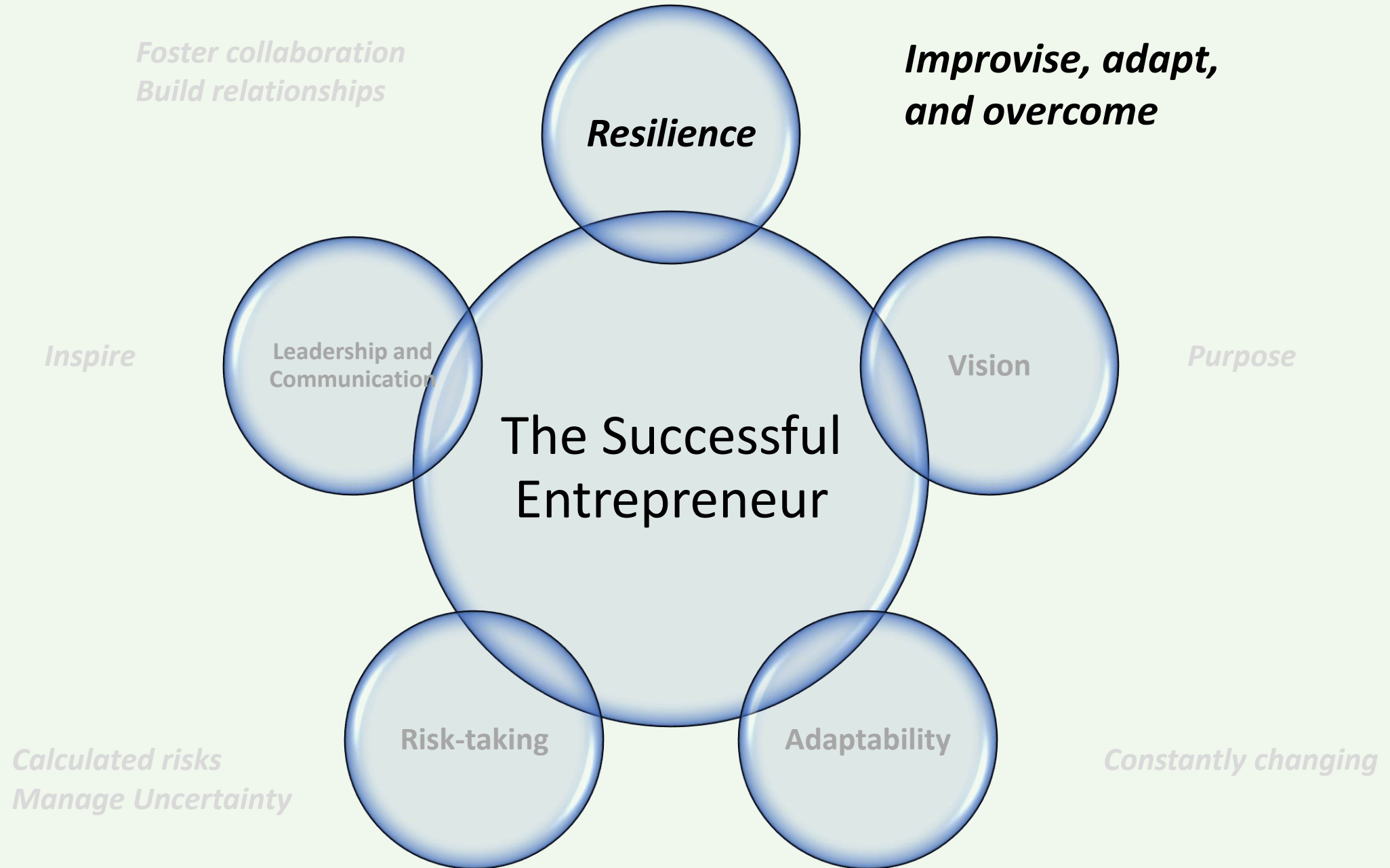


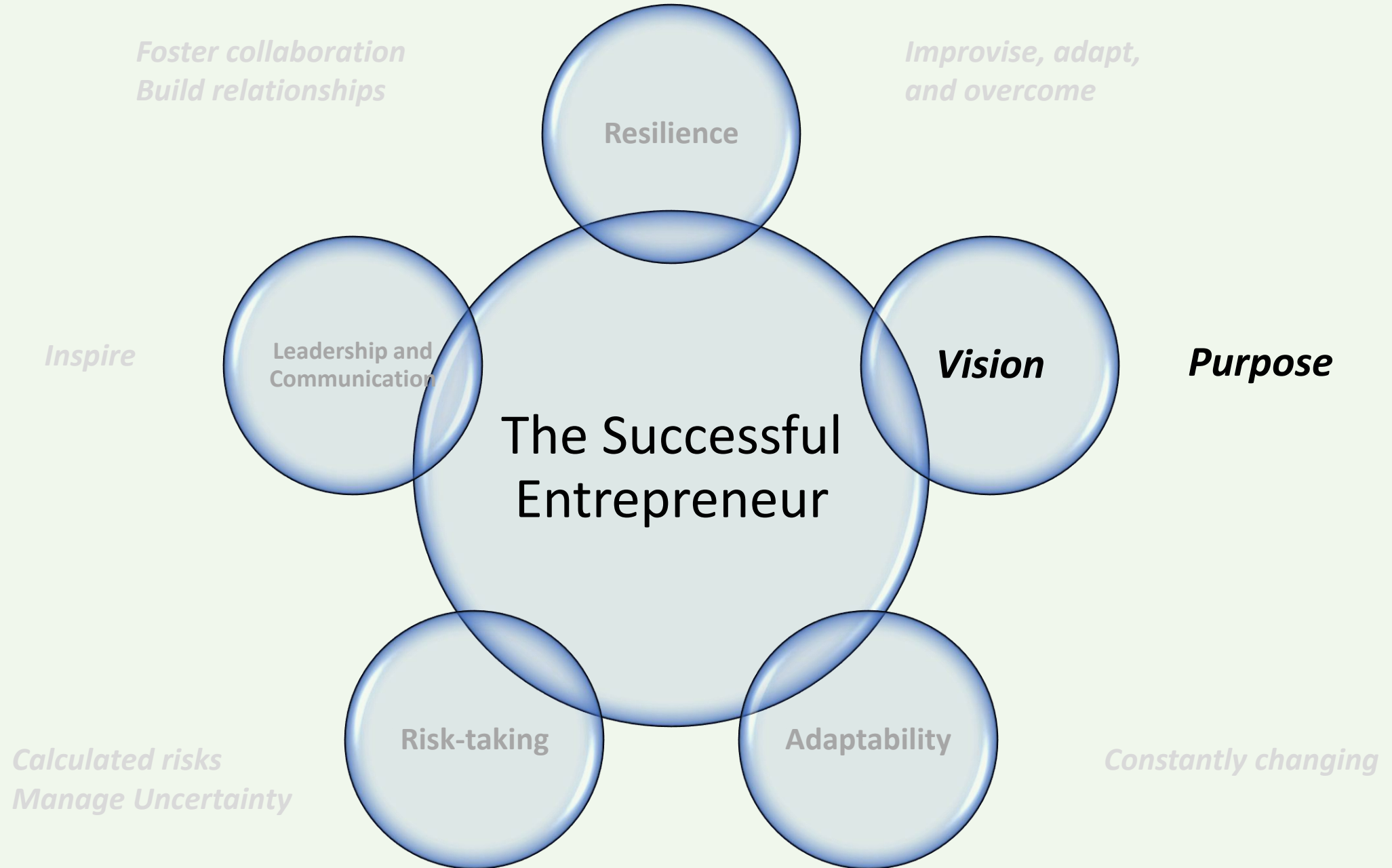
The risk of failure and the possibility of losing everything you've put in.

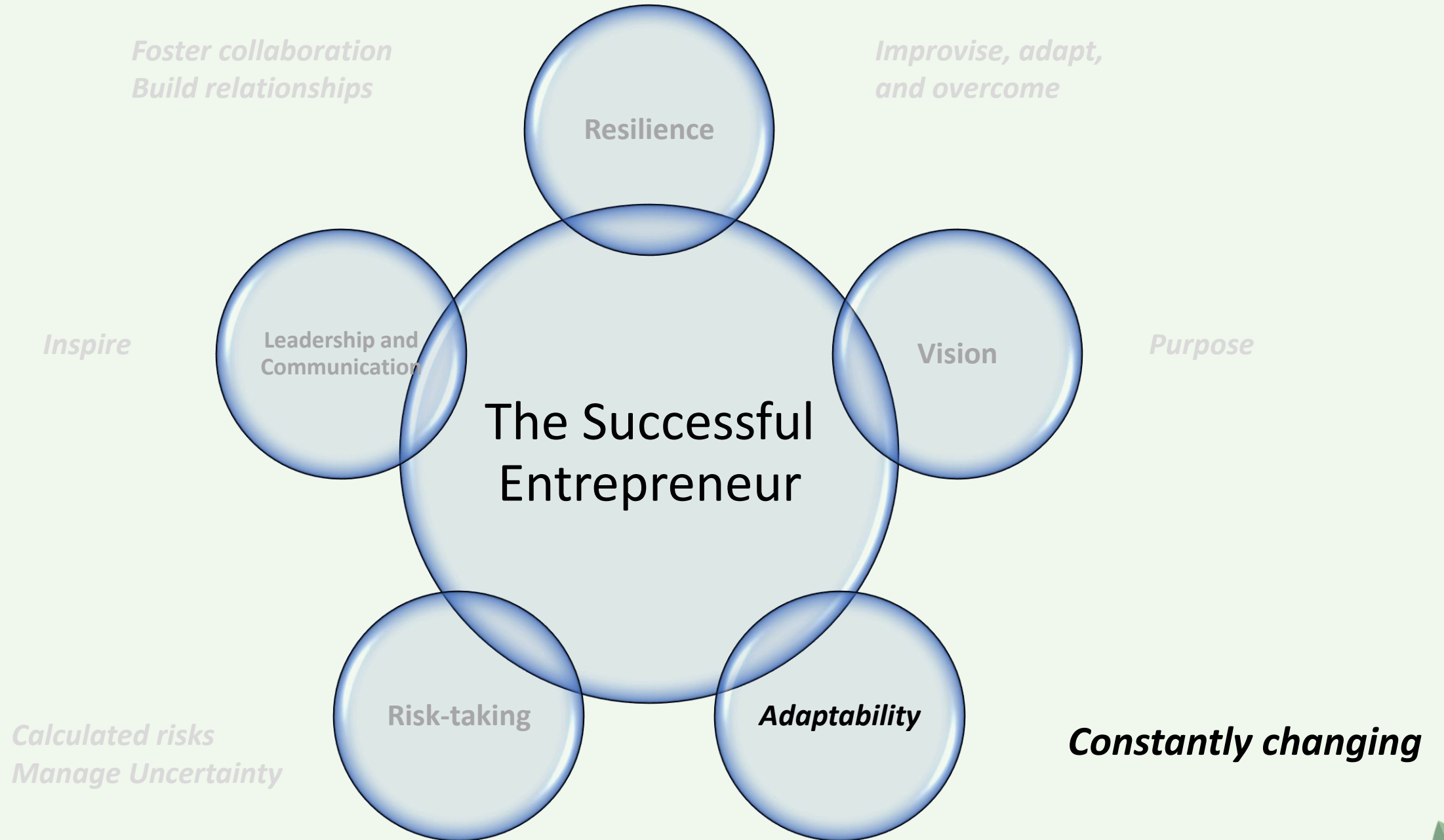


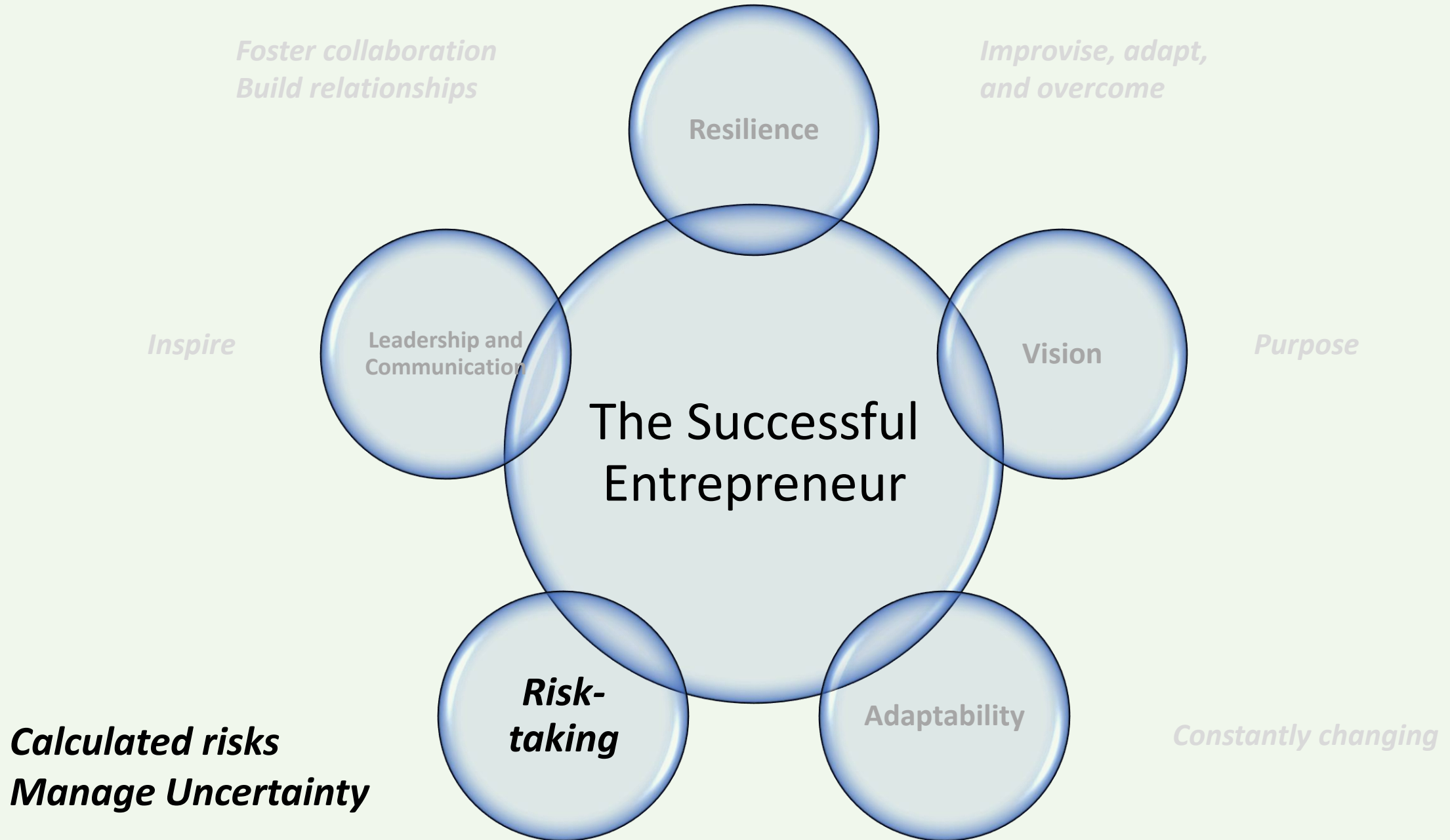
The Successful Entrepreneur











***Foster collaboration
Build relationships***

*Improvise, adapt,
and overcome*

Inspire

***Leadership &
Communication***

Resilience

Vision

Purpose

**The Successful
Entrepreneur**

*Calculated risks
Manage Uncertainty*

Risk-taking

Adaptability

Constantly changing



Activity – Strengths and weaknesses of a faith-based leader

1. Resilience

Strength	Weakness
<ul style="list-style-type: none">• Ministers are typically well-versed in resilience, as they navigate personal, congregational, and spiritual challenges regularly.• Their faith often provides a strong foundation for persevering through trials, such as church conflicts, societal upheavals, or personal crises among congregants.• They're often motivated by long-term spiritual outcomes.	??



Activity – Strengths and weaknesses of a faith-based leader

2. Vision

Strength	Weakness
<ul style="list-style-type: none">• Ministers often have a strong vision for their congregation's spiritual growth and the community's well-being.• They may feel guided by divine purpose, which can give their vision deep significance.• They also often think long-term, focusing on generational spiritual development and moral leadership.	??



Activity – Strengths and weaknesses of a faith-based leader

3. Adaptability

Strength	Weakness
<ul style="list-style-type: none">• Ministers need to adapt to changing cultural contexts, social issues, and the evolving needs of their congregations.• They are often skilled at adjusting their leadership approach based on the times and can shift between tradition and innovation within their theological framework.	??



Activity – Strengths and weaknesses of a faith-based leader

4. Risk-taking

Strength	Weakness
<ul style="list-style-type: none">• Ministers take moral and social risks, often advocating for justice and truth even when unpopular.• Their risks are rooted in spiritual conviction and a commitment to long-term community and individual transformation.	??



Activity – Strengths and weaknesses of a faith-based leader

5. Leadership and Communication

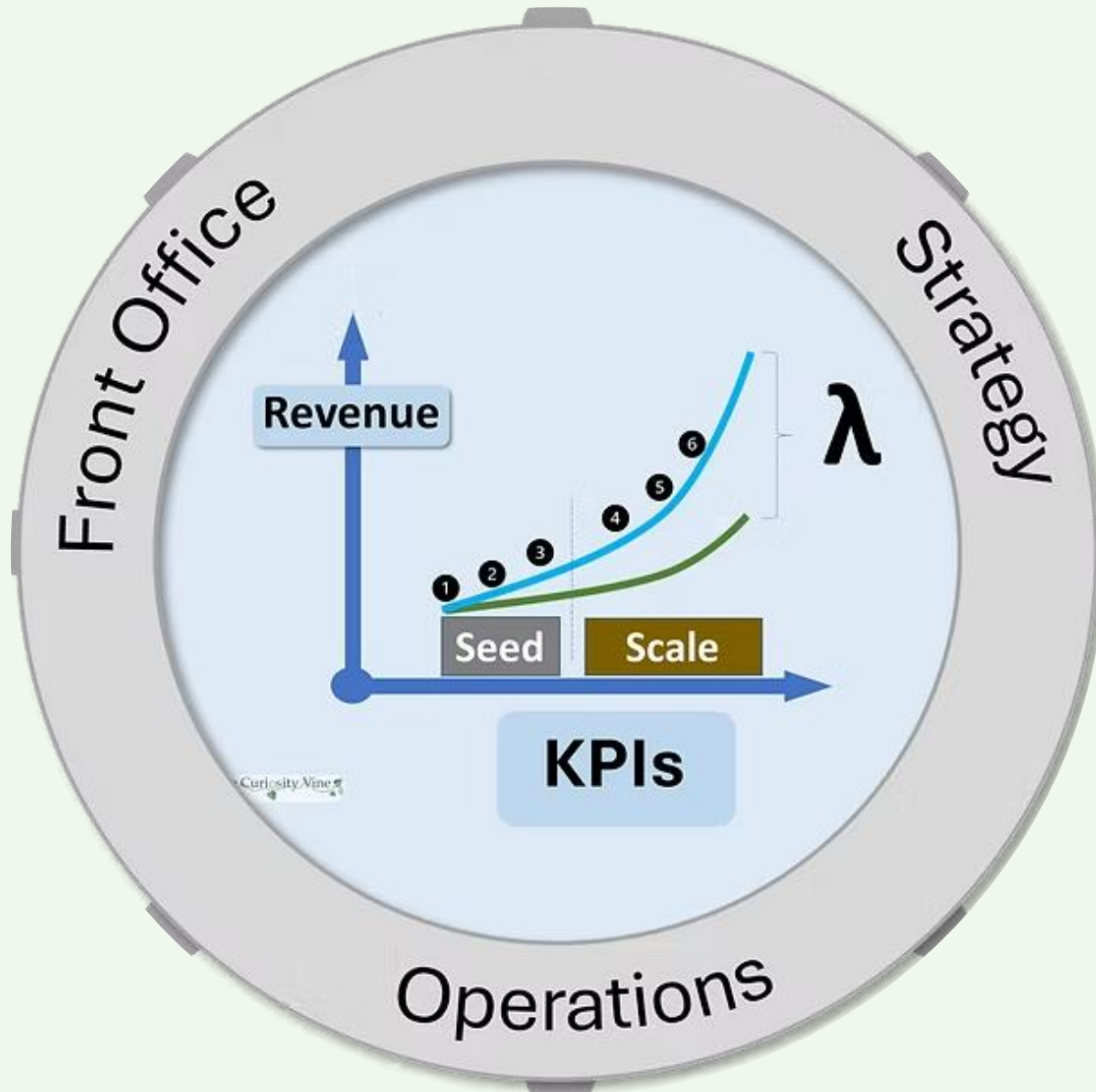
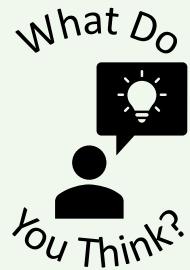
Strength	Weakness
<ul style="list-style-type: none">• Ministers are strong communicators, delivering sermons and providing counsel with clarity, empathy, and moral authority.• They lead by example, often inspiring their congregation through faith and character.• Ministers also foster a deep, personal connection with their community, which strengthens their leadership position.	??



The Entrepreneur's Flywheel

2 major stages of development:

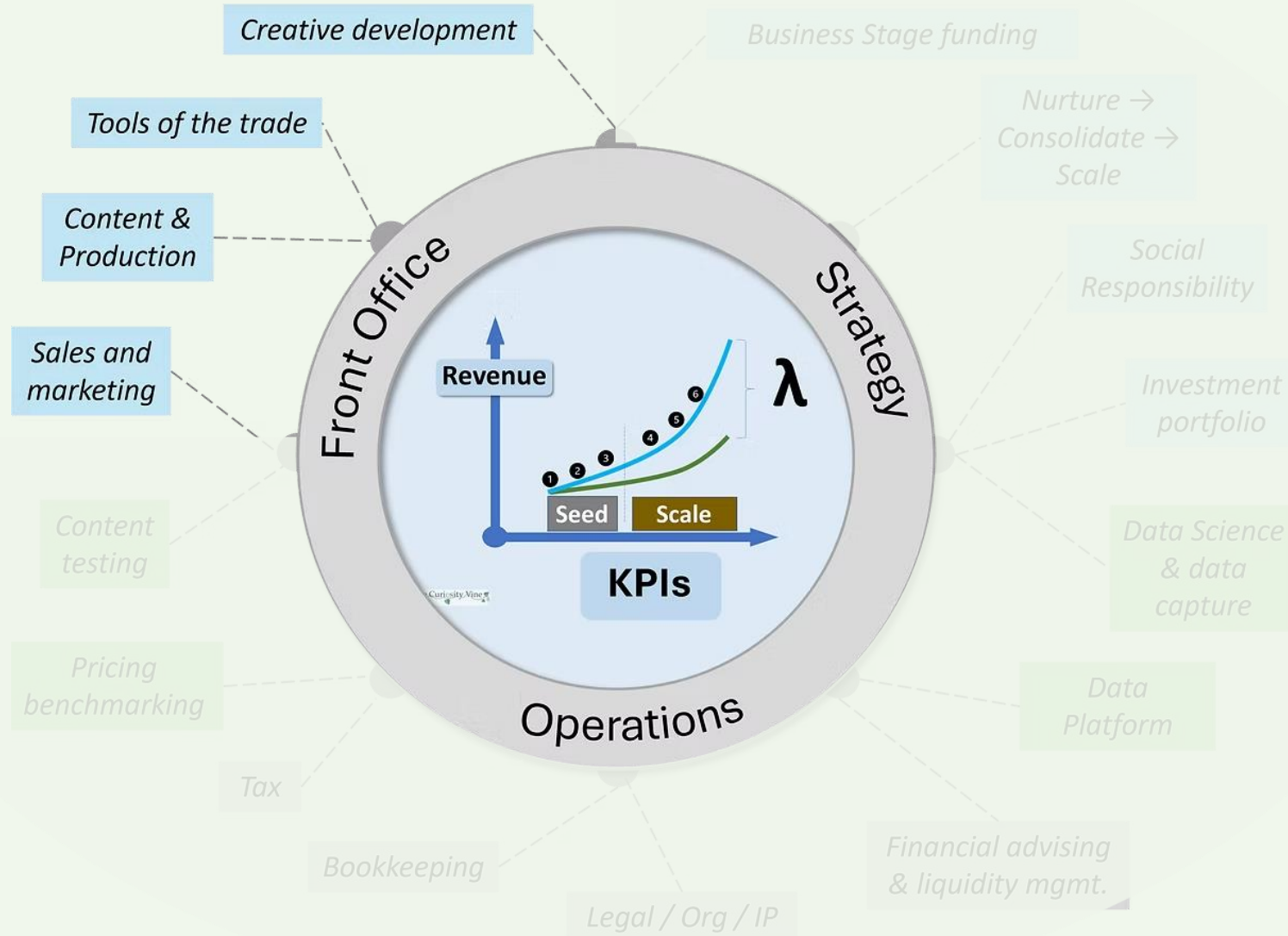
- Early Seed Stage (Pre-Revenue)
- Later Scale Stage (Post-Revenue Growth)



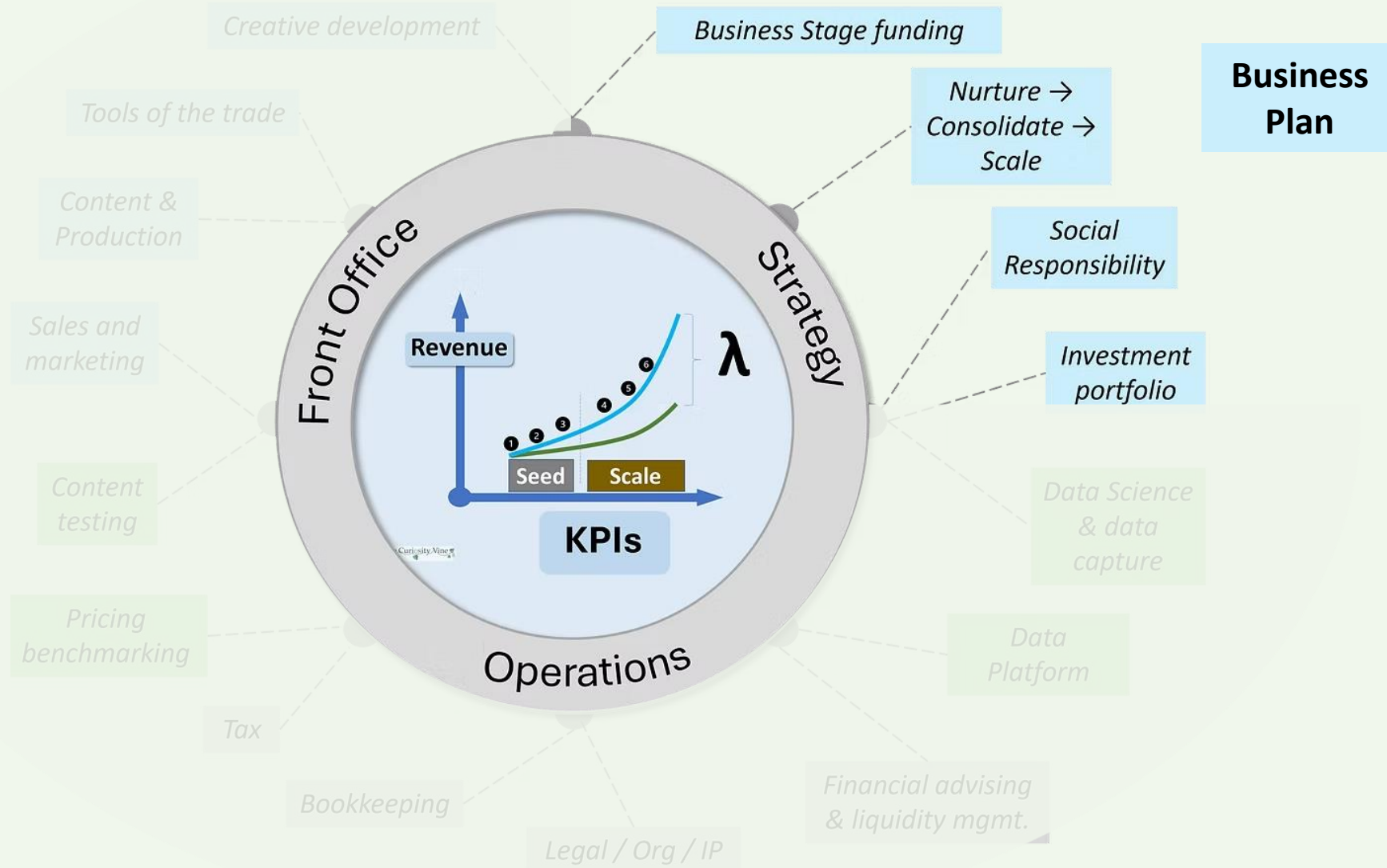
What are the major differences between each stage, from a Mindset and Needs standpoint?



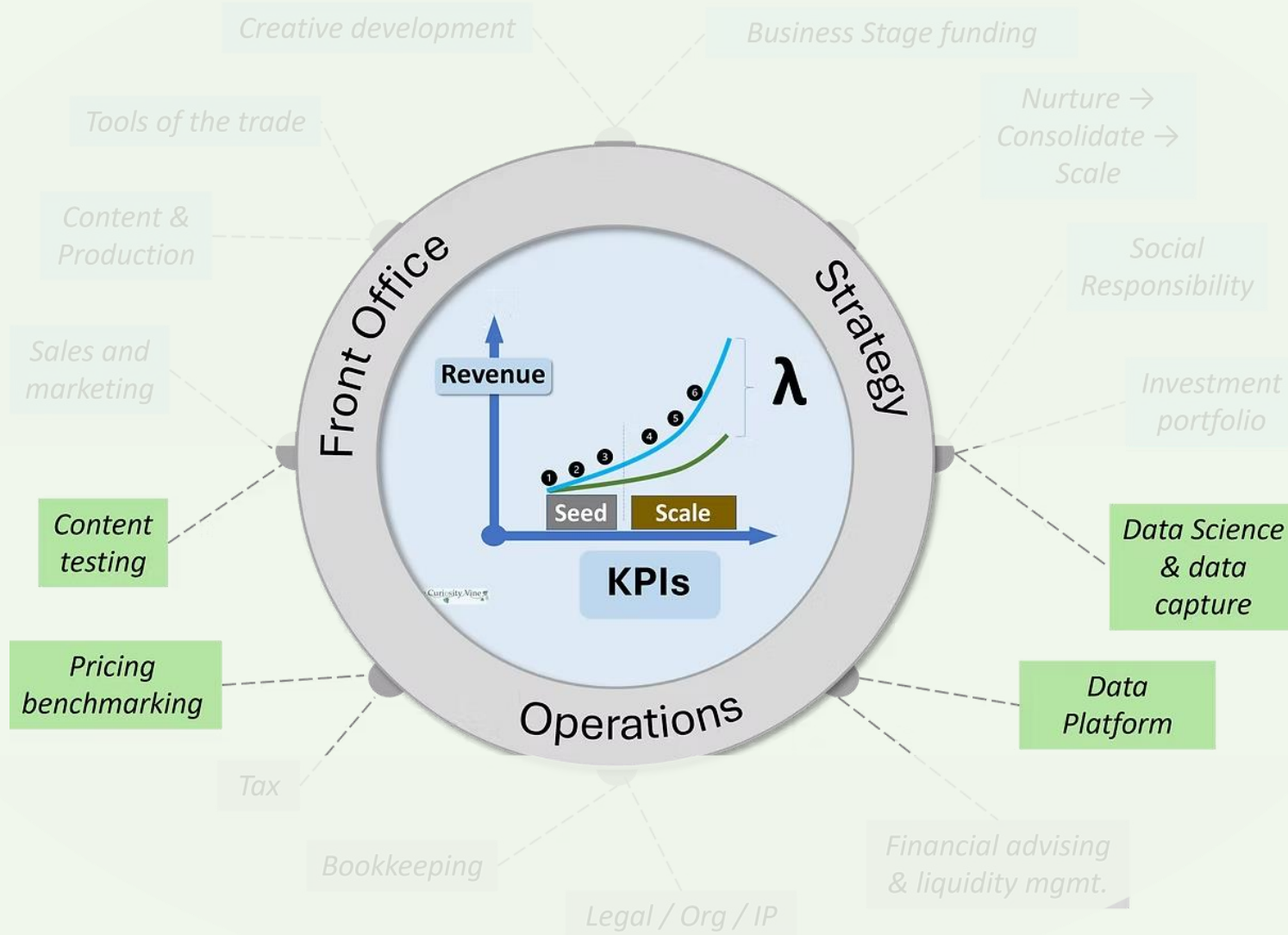
The Entrepreneur's Flywheel



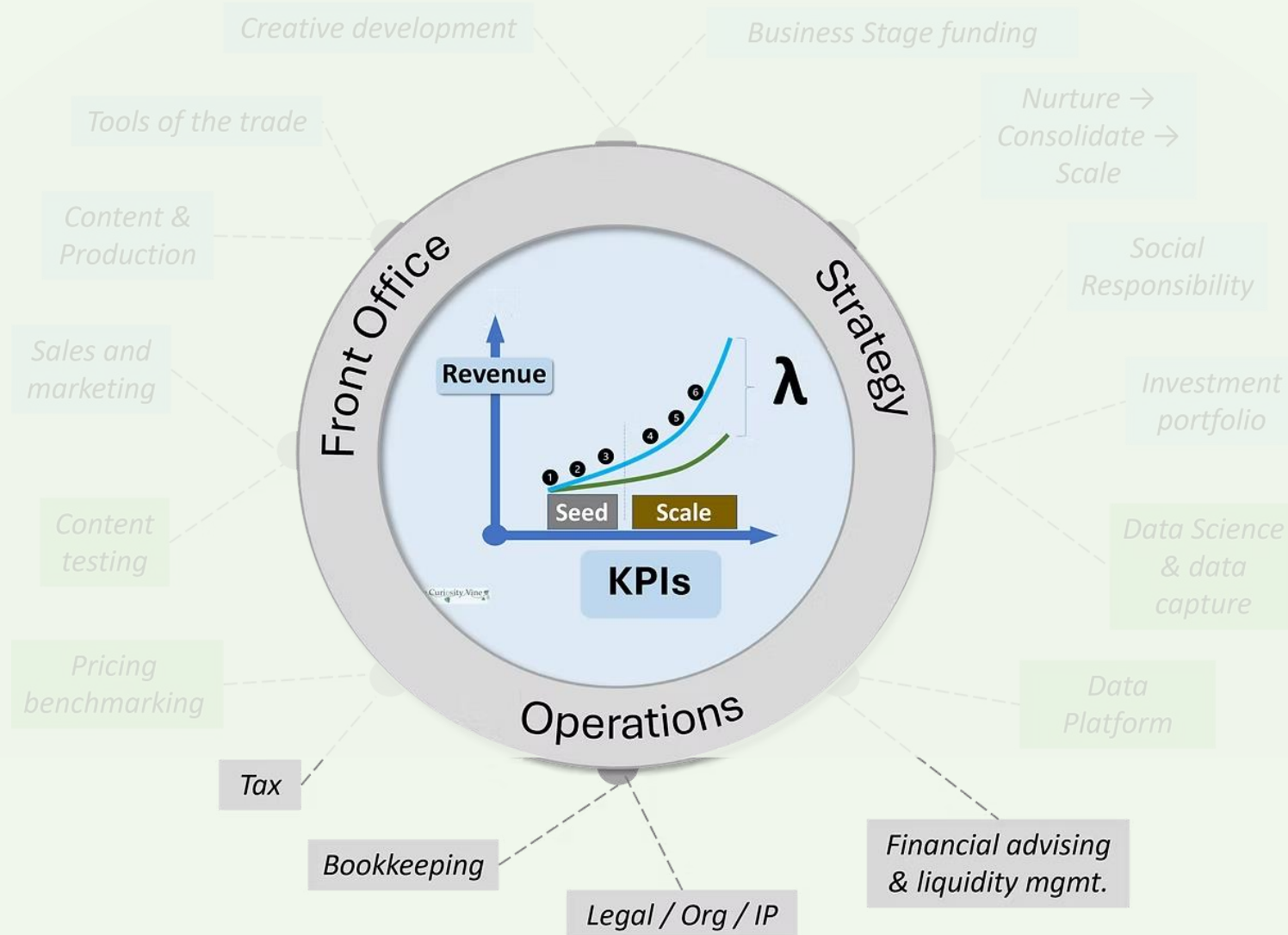
The Entrepreneur's Flywheel



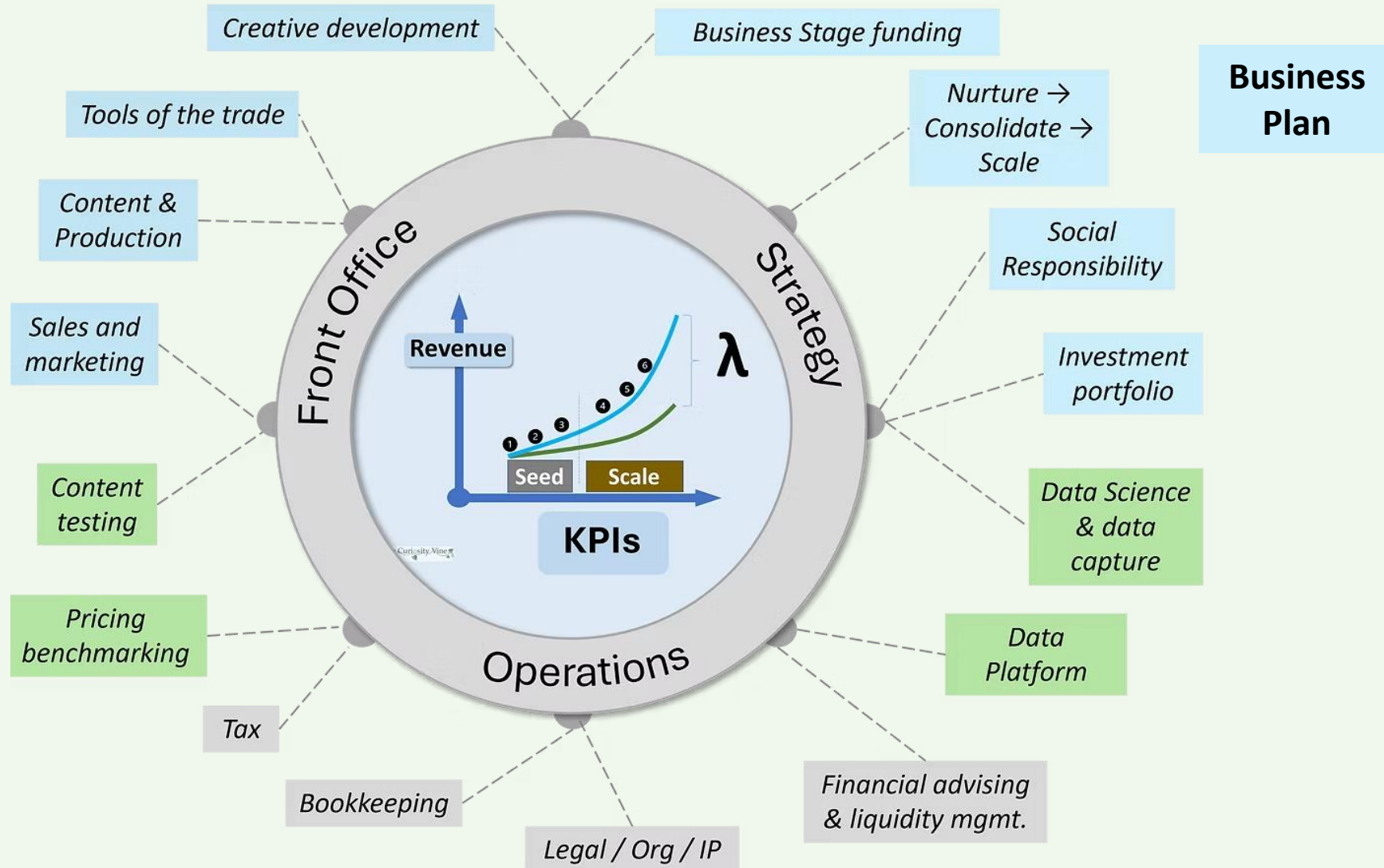
The Entrepreneur's Flywheel



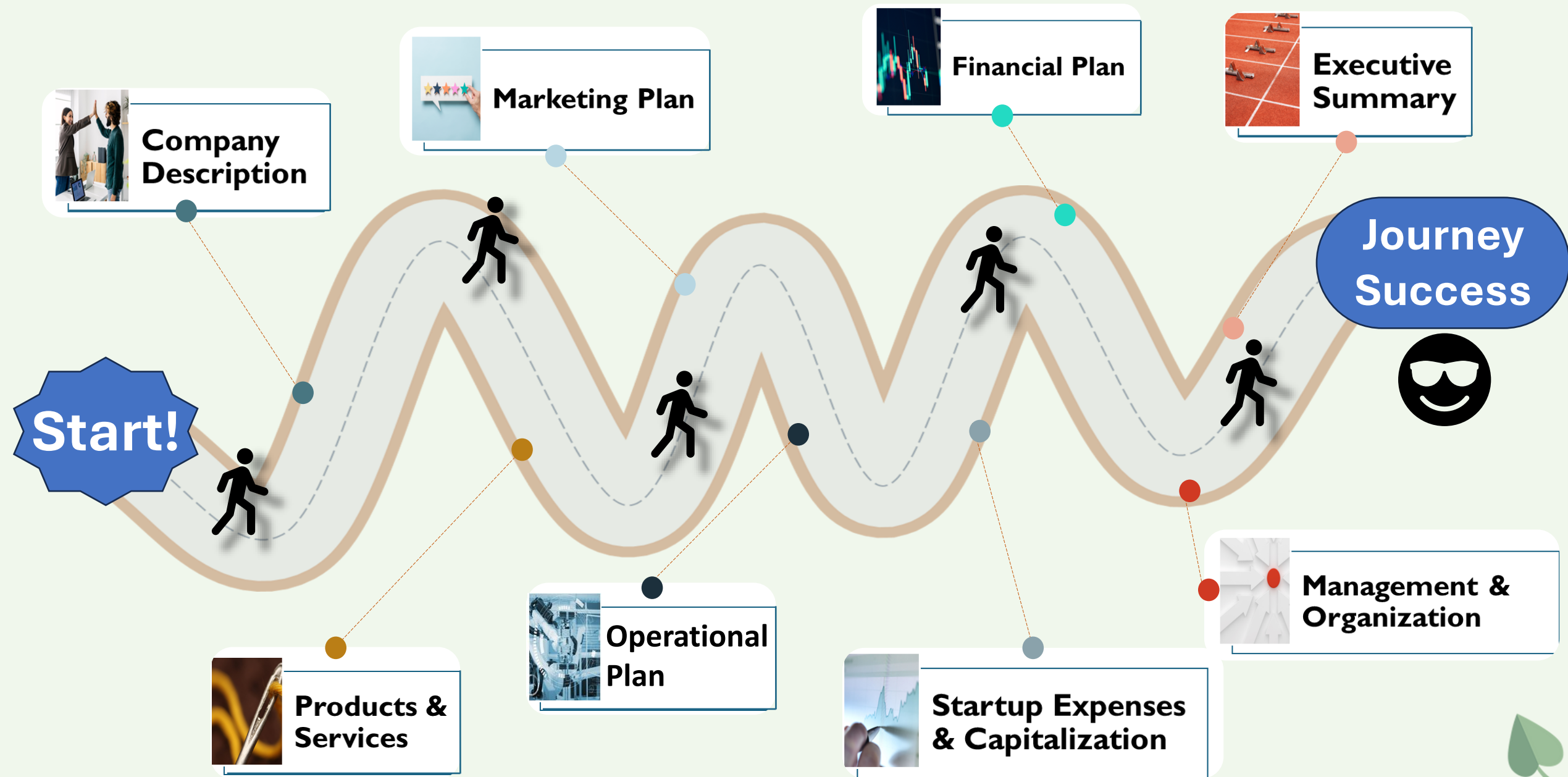
The Entrepreneur's Flywheel



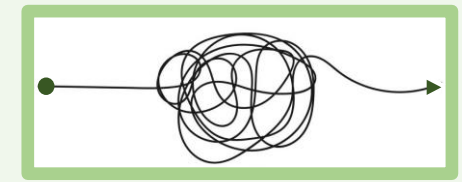
The Entrepreneur's Flywheel



The Entrepreneurship Roadmap: *Putting the flywheel in action!*



The Entrepreneurship Roadmap – NOT a straight line



Feedback Loop

1 Company Description

- Start by defining the mission, vision, values, and the basic (legal) structure of your business.
- This establishes a clear foundation for your idea, ensuring alignment with your goals and the needs of your target market.



2 Products & Services

- Articulate the specific problem your business will solve and how your offerings provide value to customers.
- This step forces you to refine your value proposition, which is essential for marketing and operational planning.



The Entrepreneurship Roadmap – NOT a straight line

Feedback Loop

3 Marketing Plan

- Conduct market research to identify your target audience, understand competitors, and develop a strategy for reaching and engaging customers.
- This step informs critical decisions about pricing, distribution, and branding.



4 Operational Plan

- Define how your business will function day-to-day, including production, quality control, personnel, and logistics.
- With a clearer idea of your products, services, and target market, you can align operations with customer expectations.



The Entrepreneurship Roadmap – NOT a straight line

Feedback Loop

5 Startup Expenses & Capitalization

- With the operational and marketing plans in place, estimate the costs required to launch and sustain the business initially.
- This ensures financial feasibility and helps identify funding gaps.



6 Financial Plan

- Use insights from the marketing and operational plans to create detailed financial projections, including profit and loss statements and break-even analysis.
- This section demonstrates how your business can achieve sustainability.



The Entrepreneurship Roadmap – NOT a straight line

Feedback Loop

7 Management & Organization

- Once the core business elements are defined, structure your team and identify advisory resources to execute the plan effectively.
- This step aligns leadership capabilities with operational needs.

8 Executive Summary

- Summarize the business plan only after all other sections are complete.
- This ensures the summary reflects the latest and most accurate insights from each section.



Thank you and Good luck!



- ***Entrepreneurship thrives on resilience and adaptability.***
- ***Focus on solving real problems with innovative solutions.***
- ***A clear vision and actionable roadmap are key to success.***
- ***Collaboration and opportunity recognition amplify impact.***
- ***Don't just plan—start, iterate, and keep moving forward.***

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Presentation resources



FUTURE – Potential feedback loop

Today		Company Description	Products & Services	Marketing Plan	Operational Plan	Startup Expenses & Capitalization	Financial Plan	Management & Organization	Executive Summary
1	Company Description								
2	Products & Services								
3	Marketing Plan								
4	Operational Plan								
5	Startup Expenses & Capitalization								
6	Financial Plan								
7	Management & Organization								
8	Executive Summary								