

BUSINESS PRACTICES FOR THE YOUNG BBLICAL ENTREPRENEUR





























BIBLICAL ENTREPRENEURSHIP TRAINING RESOURCES Patrice Tsague



BUSINESS PRACTICES FOR THE YOUNG BIBLICAL ENTREPRENEUR



Student Workbook
NEHEMIAH PROJECT INTERNATIONAL MINISTRIES



By Patrice Tsague

PRINCIPLES FOR THE YOUNG BIBLICAL ENTREPRENEUR

© 2021 Nehemiah Publishing. All rights reserved. No portion of this work may be reproduced in whole or in part, electronic or otherwise, without first obtaining written permission from NPIM, Inc.

NEHEMIAH PUBLISHING

A division of Nehemiah Project International Ministries, Inc. 303 E 16th St, Suite 110, Vancouver, WA 98663, USA.

PHONE 1-877-916-1180

Printed in the U.S.A.

FIRST EDITION

By Patrice Tsague. Edited by Kindell Welker and Ruben Lai. Cover Design and layout by Miky Tan and Chloe Ui.

Scriptures taken from the Holy Bible, New International Version®, NIV®. Copyright © 1973, 1978, 1984, 2011 by Biblica, Inc.™ Used by permission of Zondervan. All rights reserved worldwide. www.zondervan.com The "NIV" and "New International Version" are trademarks registered in the United States Patent and Trademark Office by Biblica, Inc.™

Scripture taken from the New King James Version®. Copyright © 1982 by Thomas Nelson. Used by permission. All rights reserved.

ISBN: 978-1-940083-28-5

LIBRARY OF CONGRESS CONTROL NUMBER: 2021947738

For more information: NehemiahPublishing.com

SPECIAL THANKS to our Staff, Board of Directors, Volunteers, Interns, Founders, Charitable Investors, Nehemiah Certified Trainers and Coaches, Regional & Country & Center Directors, License Partners, BE alumni, and all of our strategic partners for their support and contribution, which made this material possible.

Letter From the Author

Congratulations on choosing to continue your YBE journey with **YBE II - Business Practices For The Young Biblical Entrepreneur.** Through YBE
I - Principles For The Young Biblical Entrepreneur, your heart and worldview concerning business was challenged and transformed to be more aligned with biblical principles and truths. That in itself is great, but as followers of Christ, we always aim for excellence.

Psalm 8 reminds us about the excellence of God and how He has given us dominion over the works of His Hand. We, who are in Christ, cannot exercise the dominion mandate in the marketplace without a clear understanding of best business practices. YBE II builds upon the existing foundation that has been laid by YBE I and grants you a clearer understanding of how to build a Kingdom business.

YBE II takes the next step to explore the biblical application of business concepts that are taught in business school and used every day in business. The goal of YBE II is to equip you with the best business practices that will surely benefit you as Christ's ambassadors in the marketplace.

Looking back, as an individual who was once a Young Biblical Entrepreneur like yourself, I would have greatly benefited if I was aware of and applied the business practices present within YBE II. I am certain that if you diligently learn these practices and faithfully carry out the ideas that God has placed in your heart, doing it His way, you will do even more than I have done. Even if business is not for you, this course will prepare you to be a better steward in whatever field the Lord directs you to.

I pray that your business and life will continue to thrive as you commit yourself to always bring glory to the Kingdom of God as a Young Biblical Entrepreneur.

In the Service of the Great Commission,

Patrice Tsague

Poloricessague

Co-Founder and Chief Servant Officer Nehemiah Project International Ministries

Table of Contents

	BIBLICAL ECONOMICS	1
	Define Biblical Economics	3
쓴	How Man Received the Right to Develop Economic Systems	5
H	The Two Types of Worldly Economic Systems	8
CHAPTER	Going Beyond Capitalism	12
	Compare Micro and Macroeconomics	15
	Seven Principles to Operate Biblically in Today's Economy	19
2	ALIGNING YOUR BUSINESS IDEA WITH YOUR CALLING	27
HE I	Understanding Vision	29
CHAPTER	The Origin of Ideas	33
t	Developing Your Idea in Line with Your Calling	37
	BIBLICAL INNOVATION & INVENTION	47
	Define Biblical Innovation & Invention	50
<u>ო</u>	State the Seven Purposes and Power of Innovations	53
Ä	The Danger of Human Innovations and Inventions	57
CHAPTER 3	Seven Steps to Cultivating the Gift of Innovation	67
	How to Develop Your Own Invention	70
	Protecting Your Innovations and Inventions	74
	COSTS OF OPERATING A KINGDOM BUSINESS	85
4	Understanding Cost	87
TER	Startup Costs	89
CHAPTER	Costs of Goods and Services Sold	93
ᇰ	Operating Costs	96
	Understanding How to Keep Good Records	99

UNDERSTANDING FINANCIAL STATEMENTS	109
The Purpose of the Financial Statement	112
Understanding the Income Statement	115
Understanding the Cash Flow Statement	119
Understanding the Balance Sheet	123
Using Financial Statements to Make Business Decisions	127
PERFORMING MARKET RESEARCH	137
Understanding Market Research	140
The Purpose of Market Research	143
Types of Market Research	146
Five Ways to Satisfy a Market Need	148
Market and Industry Analysis	151
Determining Your Price	154
The Five Ps of Marketing and Marketing Research	158
UNDERSTANDING KINGDOM BUSINESS PLANNING	171
The Purpose of a Kingdom Business Plan	173
The Four Types of Plans	176
7 Questions a Well-Developed Kingdom Business Plan Must Answer	179
Components of a Kingdom Operational Business Plan	181
How to Develop a Successful Business Plan	185
Common Kingdom Business Plan Deficiencies	189

	BIBLICAL MARKETING AND SALES	199
	Understanding Marketing and Sales from a Biblical Approach	201
전 8	The Difference Between Marketing and Sales	204
CHAPTER	Biblical vs. Worldly Marketing	207
HA	Keys to Successful Marketing and Sales	209
	How to Develop a Marketing and Sales Strategy	212
	The Essential Elements to Effective Selling	216
	ORGANIZING YOUR BUSINESS	223
6	Different Types of Businesses	226
CHAPTER 9	Determine Your Business Legal Structure	229
¥	Registering Your Business	235
ਹ	The Four Parts of a Business	237
	Designing an Effective Organizational Chart	240
	FINANCING YOUR BUSINESS	249
10	God's Best Financing for Your Business	251
LE R	Understanding Equity Financing	256
CHAPTER 10	Understanding Debt Financing	259
동	Sources of Financing Your Business	262
	How to Finance Your Business	265
	BIBLICAL MANAGEMENT	273
7	Understanding Biblical Management	275
ER.	Biblical Management vs. Worldly Management	278
CHAPTER 11	The Four Principles of Effective Leadership	281
딩 딩	The Keys to Successful Hiring	285
	Seven Steps to Building the Right Team	288

	INTERNATIONAL TRADE	297
	The History of International Trade	299
7	The Most Successful International Trader that Ever Lived	302
CHAPTER 12	Understanding International Trade	307
APT	Key Facts About Import and Export	310
H	Reasons for International Trade	312
	The Dangers of International Trade	314
	How to Expand Your Business Internationally	318
(m)	KINGDOM PHILANTHROPY	329
₩ 7	Understanding Kingdom Philanthropy	331
CHAPTER 13	The Purpose of Kingdom Philanthropy	334
¥	Three Ways to Exemplify Kingdom Philanthropy	337
U	How to Develop Your Kingdom Philanthropy Plan	341
	BUSINESS SUCCESSION AND EXIT	351
4	Defining Business Succession and Exit	353
E S	Biblical Models of Succession and Exit	355
CHAPTER	Necessity of Succession and Exit Planning	359
H	Exit Options	362
	Developing a Succession and Exit Plan	365
	CLOSING PAGES	374

CHAPTER

BBLICAL ECONOMICS



[Genesis 1:1]

"In the beginning God created the heaven and the earth."

By the end of this chapter you will be able to:

- Define biblical economics
- Explain how man received the right to develop economic systems
- ☑ State the two types of worldly economic systems
- Go beyond capitalism
- Compare micro and macroeconomics
- State the seven principles to operate biblically in today's economy

BE VOCABULARY

- 1. **BIBLICAL ECONOMICS:** A biblical-based process of producing and distributing the resources of God.
- 2. **CAPITALISM:** An economic system that offers open competition in a free market in which the process of production and distribution is privately owned.
- 3. **COMMUNISM:** A system of government in which the state controls the process of production and distribution.
- 4. **DEMAND:** The amount of a good or service that people are prepared to buy at a given price.
- 5. **ECONOMY:** The system where resources are managed and developed.
- 6. **SUPPLY:** The amount of a good or service that businesses have available to sell at different prices.

Define Biblical Economics

"The earth is the Lord's and the fullness thereof; the world, and they that dwell therein." Psalm 24

Worldly economics is defined as the management of limited or scarce resources while biblical economics is a biblical-based process of producing, distributing, and consuming God's resources. Biblical economics begins with the idea that God is the owner of all things and He has set the guidelines on how to use His resources.

In spite of sin, God has given us abundant resources. Sin did not create lack but rather corrupted our ability to manage God's resources perfectly and changed how resources are developed. In order for there to be a biblical economy, there must first be Biblical Entrepreneurs that understand how to produce, distribute, and consume God's resources based on the guidelines of the Word of God. Biblical Economics focuses on three major questions:

- How do God's people produce products and provide services?
- How do God's people distribute those products and services amongst themselves and others?
- How do God's people consume the products and services they and others produce?



APPLICATION NOTES
INDEPENDENT ACTIVITY How has sin changed our economy? How would our economy look if sin did not exist?

How Man Received the Right to Develop Economic Systems

"And God said, Let us make man in our image, after our likeness: and let them have dominion." Genesis 1:26a

Economic systems are merely man's tools to exercise responsibility for our Godgiven dominion mandate.

In the beginning, God created the heavens and the earth with all-sufficient resources. He then created man in His image and likeness. God gave man dominion over His creation, giving him the right to develop an economic system to steward the earth's resources. Sadly, man violated God's command

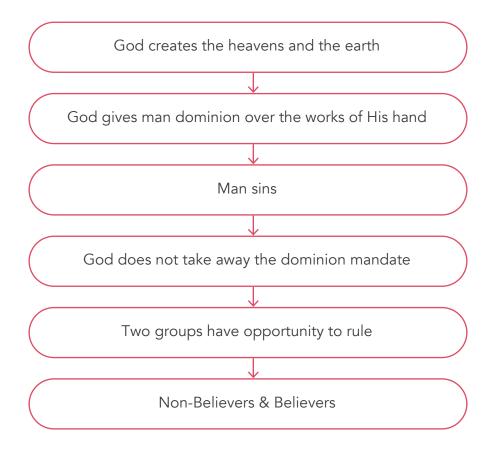
and sin entered God's creation. God did not take away the gift of dominion from man, but rather introduced the requirement of work as a condition of provision. This requirement is to protect man from being destroyed by a lack of fulfillment, idleness, and appreciation of the works of God's hands.

As a result, there are now two groups that seek to take dominion over the works of God's hands. Those who reject God and continue to walk in disobedience and are in control of the macroeconomy and those who have repented of their sins and seek to honor God through the works of their hands and are able to influence the macroeconomy through the microeconomy.

A macroeconomy is the overall national economic system while a microeconomy is how we govern our homes, our businesses, and the industries we establish. Man has developed economic systems

to exercise the gift and responsibility of the dominion mandate, but due to sin, those who reject God are the ones who are in control of the macroeconomy, while those who are obedient to God have the opportunity to develop microeconomies that model God's intent and influence the macroeconomy. This is illustrated in Genesis 4 where Cain overcomes and kills Abel due to envy and jealousy. Cain, though disobedient to God, is allowed to live and continue to thrive.

"I will no longer talk much with you, for the ruler of this world is coming, and he has nothing in Me." John 14:30



APPLICATION NOTES
INDEPENDENT ACTIVITY own words, describe how man got the right to develop economic systems.

The Two Types of Worldly Economic Systems

"For you, brethren, have been called to liberty; only do not use your liberty as an opportunity for the flesh, but through love serve one another." Galatians 5:13

In the world, there are two main types of economic systems: capitalist systems and socialist systems. However, before we break down the difference between the two, let's establish a firm understanding of an economic system.

An economic system is a system of production, distribution, and consumption of all goods and services. It is composed of individual people, businesses, and institutions within a certain geographic region. Each economic system helps answer economic problems like the allocation of national resources.



As an economic system, **capitalism offers open competition in a free market in which the process of production and distribution is privately owned.** Overall, the exchange of wealth is done between private enterprises. Therefore, it takes on a bottom-up approach since it values the economic activity of specific households

instead of whole governments.

Adam Smith, the father of capitalism and author of *Wealth of Nations*, envisioned capitalism as being free from most government restrictions. This is called laissezfaire economics and includes the freedom of distribution, consumption, and production.

Although this economic system is great on paper, it is often criticized for leaving a minority of the population extremely wealthy while the working majority is exploited for the benefit of the wealthy. Many believe that capitalism contradicts the Bible because it seemingly promotes greed.

Examples of capitalist countries are New Zealand, Switzerland, and Australia.

Despite the weaknesses of capitalism it has been used by God as an instrument to advance the Gospel because:

- It recognizes God as creator although it has no allegiance to any particular god.
- It promotes individual freedom although it does so without any godly constraint.
- It promotes charity as a virtue although it does so for selfish reasons.



As a whole, socialism is completely different from capitalism. **Socialism is an economic system where all property is held collectively instead of individually.** Nonetheless, the decisions on how resources should be allocated are not made collectively but in turn, by a small group of government officials.

Socialists often believe that socialism would fairly distribute a country's goods based on a person's involvement in society, instead of basing one's wealth on their Individual production. In their minds, this would create a more fair society, making it clear that socialism revolves around the idea of social equality.

Still though, from the start, there are obvious problems with this system. Socialism ignores the Bible's idea that one should rejoice in the fruits of their labor (Ecclesiastes 5:18–19). Comparably, socialism promotes greed in a more severe form than capitalism. Since all economic power is put in the hands of such a few individuals, it is hard for those individuals to not become greedy and selfish.

An example of a socialist country is the People's Republic of China and Cuba.



Lastly, we will examine an economic system that joins capitalism and socialism together. Countries that do this have mixed economies.

In a mixed economy:

- Private and public corporations exist together
- There is a combination of free-market and state intervention
- There is a combination of a market economy and a planned economy.

Countries that use a mixed economy include Iceland, Sweden, France, and India.

APPLICATION NOTES
INDEPENDENT ACTIVITY
Compare and contrast capitalism and socialism. Explain how both contradict piblical teachings.

Going Beyond Capitalism

"Again, the devil took Him up on an exceedingly high mountain, and showed Him all the kingdoms of the world and their glory. And he said to Him, 'All these things I will give You if You will fall down and worship me." Matthew 4:8

In the last section, we identified the moral disadvantages of capitalism and communism. So what economic system should we advocate for? Well, it is important to realize that any man-made economic system will be inherently flawed. So, in turn, we should stop focusing on creating macroeconomic solutions and focus on using our biblical understanding of economics to model microeconomic answers.

In all that you do, remember how we defined biblical economics. God has given us abundant resources and has configured a plan for us to use them. Sin has diluted His plan and has allowed economic processes to become un-Godly. As a Biblical Entrepreneur, it is your job to reverse these effects and absorb God in all you do to eventually become salt and light to whatever economy you are in.

BIBLICAL ECONOMIES

- Administered by servants of the Lord, Jesus Christ
- Production is directed by the Lord based on need
- Has sufficient supply of goods and services
- ✓ Individuals work in a coorperation
- Function in, with, and by love
- ✓ Works to influence the macroeconomy

WORLDLY ECONOMIES

CAPITALISM

- Operates through owners
- Has less restrictive government regulations (supply and demand)
- ✓ Has limited supply
- Has competition
- ✓ Is profit-driven

COMMUNISM

- ✓ Government-owned
- ☑ Government-directed
- ✓ Has limited supply
- Operates through monopolies
- ✓ Is control driven



APPLICATION NOTES	
Give two to three examples of how we can promote biblical principles of that may serve as redemptive tools to any dominant economic system and then model them in our microeconomic activities.	

Compare Micro and Macroeconomics

"Thou shalt be over my house, and according unto thy word shall all my people be ruled: only in the throne will I be greater than thou." Genesis 41:40

Usually, we divide economics into two main divisions of study: microeconomics and macroeconomics. Microeconomics looks at the decisions made by Individuals and entrepreneurs while macroeconomics examines the decisions made by governments. Though the two branches are studied separately, many of their characteristics overlap and complement each other.

MICROECONOMICS

As discussed above, microeconomics focuses on the economic conditions that influence the decisions made by individual consumers, companies, and industries. To make these decisions, individuals evaluate government regulations like taxes. It looks at the economy from the bottom-up by trying to understand individual human choices. Microeconomics focuses on a set of core economic variables like:



- SUPPLY AND DEMAND: Prices are usually determined by the quantity of a commodity and the number of consumers who wish to buy that product. When suppliers are able to offer the price the consumer demands, economic equilibrium is created.
- **COSTS OF PRODUCTION:** Microeconomics uses this theory to determine the price of a commodity based on the cost of production resources.

✓ **LABOR ECONOMICS:** This is the study of the labor force during a production process. Microeconomists can analyze the supply and demand of labor at an individual level. Normally, supply, or the hours one employee is willing to work, is going to increase as his or her wage increases.

However, unlike macroeconomics, microeconomics does not try to predict economic trends but in turn, studies what happens when these changes do occur.

For example, a small business owner would use microeconomics to decide how to allocate their funds and price their products while an investor would use microeconomics to make an investing decision since their decision is related to changes in economic variables like price and resources.

MACROECONOMICS

On the other hand, macroeconomics focuses on the condition of a national economy, such as income, labor, and production. Macroeconomics tries to answer questions that usually pertain to:



- NATIONAL OUTPUT: The number of goods and services produced by a specific business, industry, or country. These products are either consumed or are used in further production.
- ✓ UNEMPLOYMENT: When a person wants to work but is unable to find a job.
- **INFLATION:** The rise in prices of most goods that are used on a daily basis.

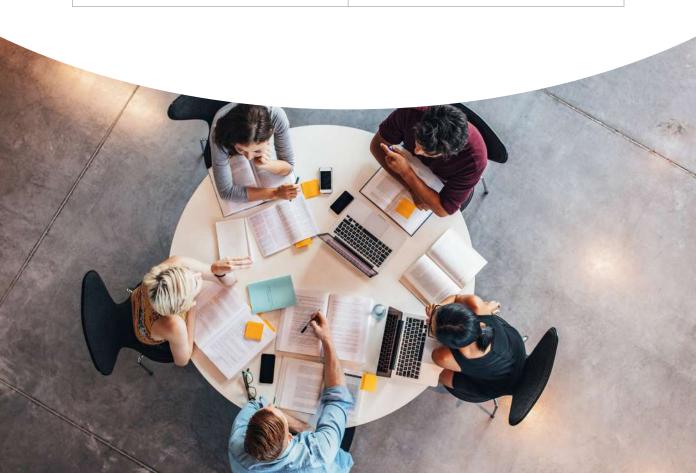
Again, macroeconomics focuses on econometric correlation which is the practice of applying statistical analysis tools to economic data. This formulates economic relationships. Because of this, governments rely on macroeconomics to create economic legislation and regulations.

MICROECONOMICS

- Influences decisions made by small businesses and individuals
- Studies supply and demand, costs of production, and labor economics.
- Focuses on economic forces and principles that determine price levels.
- Studies an individual's output and consumption
- Bottom-up approach.

MACROECONOMICS

- Influenced by government regulation and legislation
- Studies output, unemployment, and inflation.
- Looks at the economy altogether and tries to predict its course.
- Studies total or national output and consumption
- Top-down approach.



APPLICATION NOTES
INDEPENDENT ACTIVITY
INDEPENDENT ACTIVITY an example of a micro and macroeconomy that can be found in the Bible.

Seven Principles to Operate Biblically in Today's Economy

"And the multitude of them that believed were of one heart and of one soul: neither said any of them that ought of the things which he possessed was his own; but they had all things in common." Acts 4:32

In order to operate Biblically in today's economy, these are the seven things you need to keep in mind:

- Everything we have belongs to the Lord.
- Our career choices and business ideas must be based on our callings and not on our personal ambitions.
- 3 Products and services must be distributed based on need.
- The Lord determines the increase of wealth.
- Profits must be used to improve production, efficiency, and to benefit the Kingdom of God.
- 6 Production and distribution must be motivated by love.
- Production, distribution, and consumption must be based on the Word of God.

∟⊘	APPLICATION NOTES
	INDEPENDENT ACTIVITY It two of the seven principles to keep in mind when operating biblically in a scripture reference for them.
	two of the seven principles to keep in mind when operating biblically in
	two of the seven principles to keep in mind when operating biblically in
	two of the seven principles to keep in mind when operating biblically in
	two of the seven principles to keep in mind when operating biblically in
	two of the seven principles to keep in mind when operating biblically in
	two of the seven principles to keep in mind when operating biblically in
	two of the seven principles to keep in mind when operating biblically in



COMPANY: AndCo

COMPANY DESCRIPTION: And Co Consulting is an independent, SEC-registered institutional investment consulting firm based in Orlando, Florida with offices throughout the United States.

OWNER: Mike Welker

COUNTRY OR STATE: Florida, USA

BIBLICAL ENTREPRENEUR ALUMNI SINCE 2010

AndCo Consulting is an independent, SEC-registered institutional investment consulting firm based in Orlando, Florida with offices throughout the United States. They serve as a fiduciary to each of their clients, without exception or caveat, while assisting and guiding them in making important investment and plan design decisions. In 2000, Joe Bogdahn set out to find an investment-consulting firm built on the belief that providing independent, transparent, and completely objective advice was the best and only way to meet the increasingly complex needs of institutional clients. In 2002, Mike Welker joined Joe as a minority partner, eventually becoming CEO and then buying the company from Joe in 2015. Mike and his team changed the name of the company in January of 2017 from the Boghdan Group to AndCo simply to bring their commitment to clients even closer to the forefront of everything they do. Their name, quite literally, puts the client and their best interests first.





MISSION: To represent the sole interest of our clients by redefining independence.

VISION: To be a transformational organization viewed as the leader in our industry.

CORPORATE VALUES:

- Service Put the needs of our clients, co-workers, and community above our own.
- Excellence Always pursue perfection.
- ✓ Humility Demonstrate modesty, respect, and introspection.
- ☑ Integrity Be honest and ethical in all circumstances.
- Positive Attitude Disposition of optimism and encouragement.

AndCo is in the financial services industry, which is a thirteen trillion dollar industry globally. They work with institutional funds like corporations, public pensions, endowments, foundations, and hospitals, advising boards on how to manage and administer their pools of assets. The industry directly impacts the markets and the wealth of the entire country. AndCo is in the top 30 in the world with assets under advisement, currently advising approximately \$125 billion. In an industry full of greed and conflicts of interest, AndCo preaches transparency, objectivity, and accountability with zero conflicts of interest. The key to AndCo's success has been its service model and integrity, which is what has built trust and fostered enduring partnerships with its clients. The principles of their Christian faith drive all their business decisions and have also been an integral part of their success. With continued growth, AndCo is building a medium that will impact lives in their firm along with their local community and other communities around the world.



- ☑ Biblical economics is a biblical-based process of producing and distributing the resources of God.
- ☑ Biblical economics focuses on three major questions:
 - 1 How do the people of God produce products and provide services?
 - 2 How do the people of God distribute those products and services among themselves and others?
 - How do the people of God consume products and services produced by themselves and others?
- As a Biblical Entrepreneur, the Word of God must guide you as you produce and distribute products and services.
- Though God created the heavens and the earth, He gave man the rights to develop an economic system to manage His resources.
- There are two types of worldly economies: capitalism and communism. The differences between the biblical economy and worldly economy are:

BIBLICAL ECONOMIES

- Administered by servants of the Lord, Jesus Christ
- Production is directed by the Lord based on need
- Has sufficient supply of goods and services
- ✓ Individuals work in a corporation
- Function in, with, and by love

WORLDLY ECONOMIES

CAPITALISM

- Operates through owners
- Has less restrictive government regulations (supply and demand)
- Has limited supply
- Has competition
- ✓ Is profit-driven

COMMUNISM

- ☑ Government-owned
- ☑ Government-directed
- Has limited supply
- Operates through monopolies
- ✓ Is control driven



BE EXERCISES

Please answer the following questions:

- 1. Compare the way we define biblical economics versus the traditional definition of economics. What is the key difference?
- 2. Review the three major questions that biblical economics must answer and state an example under each question of how you may address these questions in your life or business.
- 3. What must be present in order to have a biblical economy?
- 4. How did the economic system originate in the Bible?
- 5. State one country today that operates under a communist system and one country that operates under a capitalist system. Compare and contrast the two countries.
- 6. From 1 to 10, how would you rate the macroeconomy of your country and why?
- 7. Among the seven things that you must keep in mind to operate successfully in today's economy, which one resonates with you the most and why?

BE VOCABULARY

Define the following words:

- 1. Biblical Economics 3. Communism 5. Economy
- 2. Capitalism 4. Demand 6. Supply

BE SCRIPTURE

On a separate sheet of paper, please write out the scriptures below:

- 1. Genesis 1:1 4. Galatians 5:13 7. Acts 4:32
- 2. Psalm 24:1 5. Matthew 4:8
- 3. Genesis 1:26 6. Genesis 41:40

BE APPLICATION

Complete the following application activities:

Are the current economic conditions in your country or in the world ideal to launch a new business? Why or why not?

BE WITNESS

Identify two to three people and share with them what you learned. Explain their reactions.

Young Biblical Entrepreneurship III (YBE III)

Planning a Kingdom Business

Write the vision and make it plain on tablets, that he may run who reads it. For the vision is yet for an appointed time; but at the end it will speak, and it will not lie.

— Habakkuk 2:2

Planning a Kingdom Business (YBE III) is the third and final course in the Young Biblical Entrepreneurship Certificate Program. This course help students in developing a comprehensive biblically based operational plan as well as a summary plan which they use to defend their business before a panel of judges. Topics covered in this course include:

CHAPTER 1: How to Develop a Kingdom Business Plan

CHAPTER 2: Strategic Operational Plan Overview

CHAPTER 3: Executive Summary

CHAPTER 4: What Was - Calling & Experiences

CHAPTER 4: What Is: Description of Company

CHAPTER 5: What Is: Kingdom & Community Impact

CHAPTER 6: What Is: Industry Analysis

CHAPTER 7: What Is: Market Analysis

CHAPTER 8: What Is: Description of Products & Services

CHAPTER 9: What Is: Marketing & Sales Plan

CHAPTER 10: What Is: Management & Administration

CHAPTER 11: What Is: Operational Plan

CHAPTER 12: What Is: Financial Plan

CHAPTER 13: What Is: Key Performance Indicators

CHAPTER 14: What Is To Come

CHAPTER 15: Vision & Long-Term Goals

CHAPTER 16: What Is To Come

CHAPTER 17: Succession & Exit Strategy

CHAPTER 18: Statement Of Faith

CHAPTER 19: Developing A Summary Business Plan

CHAPTER 20: Presenting A Summary Business Plan

ABOUT THE AUTHOR

Patrice Tsague



PATRICE TSAGUE is a Christian business trainer, entrepreneur, international speaker, preacher, author, and business coach. Patrice specializes in helping families incorporate their faith into their business practices, ensuring that their businesses are able to exist beyond the third generation.

Patrice is the co-founder and Chief Servant Officer of both Nehemiah Project International Ministries and PG & Associates, LLC, which he founded with his wife and best

friend, Gina Tsague. Patrice is also the co-founder of Nehemiah Enterprise Coaching as well as Kingdom Business Coaching International. Patrice has trained and coached over 15,000 individuals on how to start or expand their businesses using business training and coaching principles found in the Bible. Patrice is the author of several books and training curriculums. He also publishes a weekly e-devotional and podcast for entrepreneurs and business executives that is released to over 4,000 individuals globally. He also serves on the board of several organizations.

Patrice and his wife, Gina, have two beautiful children, Gabrielle and Danielle Tsague. The Tsague family resides in Vancouver, Washington.



A Ministry of Nehemiah Project International

ABOUT THE PUBLISHER

Nehemiah Publishing is an exclusive full-service publisher operated by Nehemiah Project International Ministries. Our mission is to produce and distribute Kingdom-caliber content that enables us to build Kingdom businesses globally.

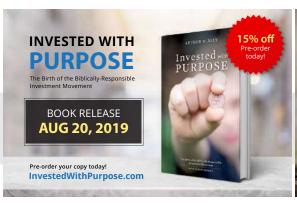
Our services include:

- Author consultation and coaching
- Writing and editing
- Cover design and illustrations
- ISBN and copyright registration
- · Book layout and design
- · Book marketing
- Printing
- · Order fulfillment and distribution
- Translation

Book formats:

- Paperback
- Hardcover
- E-Book
- Audio Book
- · Flash Drives

Weareanexclusivepublisher, hence, we only take on authors whose work is consistent with our mission and vision. To be considered for our services, please visit us at **Nehemiah Publishing.com** or contact us at info@nehemiahproject.org.







ABOUT NEHEMIAH PROJECT

Nehemiah Project International Ministries, Inc. (NPIM) is a nonprofit 501c3 business development and support organization. Our mission is to build Kingdom businesses globally through the Nehemiah Entrepreneurship Community Online platform and by partnering with locally owned Nehemiah Entrepreneurship Community Centers around the world. We also publish and distribute biblically-based inspirational and educational business and leadership content through a network of retail outlets and licensees.

MISSION

To build Kingdom businesses globally.

VISION

To transform the marketplace with the gospel of the Lord Jesus Christ one entrepreneur at a time.

We accomplish this through our three pillars:







COACHING



ACCESS TO CAPITAL

For more information, visit us at **NehemiahECommunity.com**.

JOIN US

Become a member and let's transform the world together



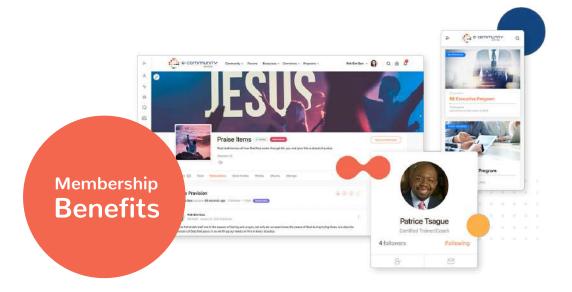
Membership has its privileges! For as low as \$15 a month, you can become a member of one of the fastest-growing diverse faith-based entrepreneurial networks with members in five regions of the world: Africa, Asia, Europe, Latin America, and North America. Membership benefits include connecting with other members, accessing quality educational and coaching resources, and even accessing financing from like-minded Kingdom Impact Investors. The platform also includes language-specific sites. Check it out today for free and begin taking advantage of a world of benefits. Membership in the online Entrepreneurship Community also gives you access to our physical centers around the world for support, training, and resources.

VISIT US

Visit one of our physical E-Community Centers for in-person support

Our state-of-the-art E-Community Centers give you access to high quality, live business training and coaching support, discounts on specialized services, promotional opportunities for your business, use of meeting space, co-working spaces, and physical incubators with business support. Our goal is to have physical E-Community Centers in multiple cities in five regions of the world – Africa, Asia Pacific, Europe, Latin America, and North America.





- Discounts
- E-Community Life Groups
- Connect Meetings
- Members Directory
- Seminars
- Networking
- Advocacy
- Exclusive Offers
- Devotionals
- Promotions
- · Forum Discussions
- · Monthly Learning Forums

- Online Access to Annual Conference Content
- · Business Directory
- Resource Center
- Ask a Kingdom Business Coach Forum
- e-Books
- Lifetime Access to Completed Courses
- 30-Minute Monthly Business Coaching
- Investors Network

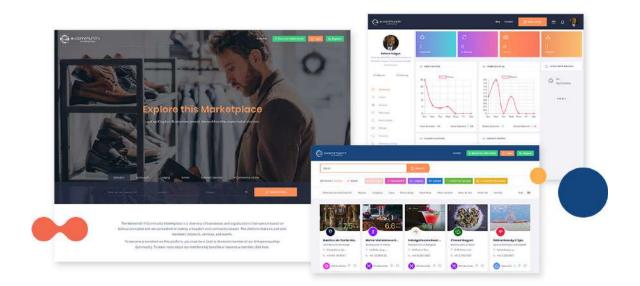
Access to benefits depends on your membership level.



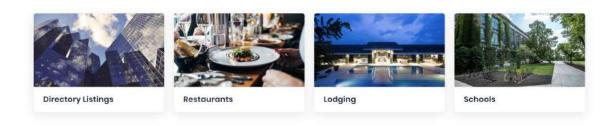
To learn more about membership, or to enroll today, visit **NehemiahECommunity.com**.

EXPAND YOUR ONLINE PRESENCE

Join our global directory and online marketplace of Kingdom businesses



The Nehemiah E-Community Marketplace is one of the fastest growing online Christian Business databases. This directory promotes businesses and organizations that operate based on biblical principles and are committed to making a Kingdom and community impact. The platform also features and sells members' products, services, and events.



To add your business to the listing or to look up Kingdom businesses around the world who share your values visit **ECommunityMarketplace.com**.

GET TRAINED



A proven system used by thousands of entrepreneurs around the world, to align their business with biblical values and increase their top and bottom line while making a Kingdom impact. Our Biblical entrepreneurship program utilizes our proprietary course materials supplemented with some of the most current and effective business resources available. Classes can be taken in person, via online classes, or by self-study.

PRINCIPLES	PRACTICES
Ground your	Best business
business in	practices for
biblical truth	efficiency and growth

- Identifying Opportunities
- Taking Calculated Risks
- Biblical Profit
- Biblical Economics
- Marketing and Sales from a Biblical Approach

PLANNING

Develop a growth plan that aligns your mission, values, and goals with your kingdom impact

- Innovation
- Biblical Management
- Business Financing
- Succession and Exit
- Developing a Kingdom Business Plan



For more information or to enroll, visit us at **BE-Executive.com**.

OTHER COURSES

Enroll in one of our proven training programs to gain the foundation and elevation your business needs













For more information, visit us at **NehemiahECommunity.com**.



Our Kingdom business coaching and consulting uses a proactive 360-degree coaching approach using various strategic tools. Our experienced coaches help clients build healthy God-honoring relationships and Kingdom companies that align with their values as they grow their top and bottom line with Kingdom impact.

COACHING SYSTEM

Business Life Cycle	Scorecard	Success Keys	Team Development
Strategy	Marketing & Sales	Systems &	Financial
Development		Innovation	Development

OUR SERVICES







For more information or to schedule a free initial consultation, visit us at **NehemiahECommunity.com**.

GET FINANCING. BEGIN INVESTING.

Our E-Community Investors Network™ connects potential to opportunity



The **E-Community Investors Network™** is an online investor matching service accessible to members of the Nehemiah Entrepreneurship Community™ This network has been established to match vetted Biblical Entrepreneurs with vetted Kingdom impact investors.

The goal of this network is to connect Biblical Entrepreneurs to Kingdom impact investors and Kingdom impact investors to quality, Kingdom impact deals.

If you are an entrepreneur looking for investors or an investor looking for impact opportunities - this network was designed for you! If you are interested in becoming a member, visit our website: **ECommunityInvestment.com**.



GET BUSINESS SUPPORT

Full-service support to help you achieve your objectives







AVAILABLE SERVICES

BizTech Concierge

- BizTech Audit
- BizTech Strategy
- BizTech Implementation
- BizTech Maintenance & Support

Marketing Services

- Strategy
- Graphic design
- Web development
- Social media

Virtual Support

- Admin support
- Bookkeeping and virtual CFO
- Project management

Q BizTech Audit

Have your technology platforms audited to review how well they serve your mission and facilitate your service objectives. We will then provide a report and recommendations on how to improve.

A BizTech Strategy

Based on our recommendation, we develop a strategy that seeks to help you implement the defined objectives based on your business model with the goal to improve your organization's efficiency and productivity.

BizTech Implementation

Executing the strategy and integration across the organization. Includes organizing and training your team and vendors to then implement the strategy, set up technology platforms and link them together, set up processes and SOPs, teach and coach the team to use it, and routine maintenance of technology and training.

BizTech Maintenance & Support

Maintaining technology and processes.

SPECIAL INITIATIVES

Connect with others in similar demographics



URBAN IMPACT

Our vision is to transform the urban marketplace with the gospel of our Lord Jesus Christ, one urban leader and entrepreneur at a time. The goal is to create a community of Urban Impact Business Stewards that provide God-honoring products and services in a God-honoring way. This contributes to fulfilling the Great Commandment and the Great Commission.







WOMEN IN BUSINESS

The Women in Business group is designed to inspire, educate, and help women grow their business and relationship with God. This group of international Christian Women in Business come together locally and virtually to support, encourage, and build sustainable business with one another.

GET CONNECTED

Our annual entrepreneurship conference will empower and inspire as you connect with other faith-based entrepreneurs

Nehemiah Week starts off with a **Kingdom Business Tour** that provides a wonderful "up close and personal" opportunity to see how Kingdom business owners and leaders are conducting businesses and making a difference to their employees, communities, and to the Kingdom of God.

Following that, our **three-day conference** features prolific speakers from around the world on the topics revolving around the conference theme. This conference promises to challenge you for transformation in your life and how you do business.

Don't miss our **E-Community Investors Forum**, a Shark-Tank-type of event where entrepreneurs from around the world can present business plans and pitch for funding from our investor judges.

Join in the heat in our **International Business Plan Competition**. With real cash prizes at stake, competitors from 5 different regions of the world come together to present their business plans in hopes of being judged to have the best one in the competition.

For more information, visit us at **NehemiahWeek.com**.

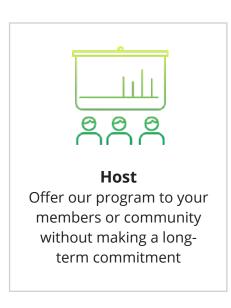


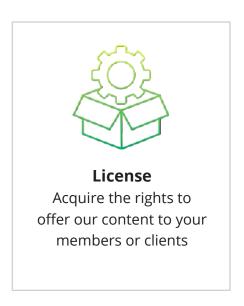
EQUIP YOUR COMMUNITY

We'll bring our content and business systems to you

Are you a business training organization, marketplace ministry, a church, or a professional association looking for a proven training and support system to equip your entrepreneurs and leaders to fulfill their purpose in the marketplace? Are you looking for a turnkey system to complement your current program and fulfill your mission?

We have partnered with organizations of various sizes in the United States and around the world who have benefited from hosting our programs, or purchasing our licensed content in order to serve their business leaders, entrepreneurs, and those who desire to better integrate their faith in their business or vocation.





Connect with us today at **info@nehemiahproject.org** to learn more about our Host or License program.

BECOME A CERTIFIED COACH/TRAINER

Our Certification Program will equip you in only 12 months

Are you a trainer or coach looking for a sustainable biblically-integrated training or coaching system that produces results? Are you looking for training or coaching resources to enhance your mission and vision without reinventing the wheel?

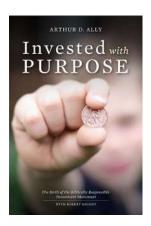
Since 1999, we have helped thousands of entrepreneurs around the globe to start or grow existing Kingdom companies using proven biblically-integrated training and support systems. We have also certified hundreds of trainers and coaches who are operating a part-time or full-time practice while making a Kingdom impact. Whether you are an existing coach or a professional trainer, looking for a certification or a biblically-integrated curriculum, in only 12 months, you can complete our Certification Program with demonstrated client impact and additional revenue using our proven business system.

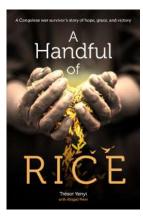
- Improve your training and coaching skills
- Learn biblically-integrated approach to training and coaching entrepreneurs that produce results
- Learn a turnkey system and start generating revenue immediately
- Become part of a global training and coaching network
- Learn proven methods of generating results as a trainer and coach
- Get access to various success tools and ongoing support
- Supplement your current income

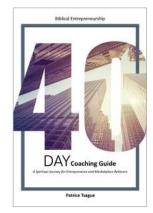
Visit **NehemiahECommunity.com** to learn more about our Certification Program.

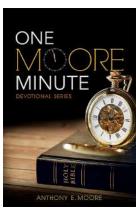
GET RESOURCES

Our online store has Kingdom-calibre resources to educate and inspire













To support your educational journey, we'd like to offer you:

15% off

when you purchase books from

Store.NehemiahECommunity.com with this special code:

NHPB15FF

GIVE THE GIFT OF BUSINESS

Become a financial partner to help us create 100K jobs around the world

Nehemiah Project has been giving the gift of business globally for the last 20 years by training over 20 thousand entrepreneurs in over 38 countries globally. By giving the gift of business, you will be sponsoring entrepreneurs around the world who are not able to afford our training and coaching to help them build kingdom businesses and create jobs.

Here are 20 reasons why the gift of business is essential:

- 1. Business brings hope
- 2. Business reduces crime
- 3. Business reduces poverty
- 4. Business reduces the threat of terrorism
- 5. Business creates income
- 6. Business reduces dependency
- 7. Business minimizes the threat of war
- 8. Business builds community
- 9. Business creates wealth
- 10. Business helps families
- 11. Business solves problems
- 12. Business creates jobs
- 13. Business helps communities and churches
- 14. Business advances the Gospel and funds the great commission
- 15. Business can be passed on from generation to generation
- 16. Business helps turn a receiver into a giver
- 17. Business turns a consumer into a producer
- 18. Business pays taxes
- 19. Business brings dignity
- 20. Business brings innovation

Give the gift of business today. Visit **Give.NehemiahECommunity.com** to sponsor a business or job for someone who needs your support!

BUSINESS PRACTICES FOR THE YOUNG BIBLICAL ENTREPRENEUR

THE YOUNG BIBLICAL ENTREPRENEUR II (YBE II) builds upon the biblical foundation and worldview of business that was introduced in YBE I. Topics such as Biblical Economics, Biblical Innovation and Invention, Biblical management, International Trade, Kingdom Philanthropy, and Understanding Financial Statements are among the 14 topics covered in this course. The course is designed for teens and young adults ages 12 to 18 and it explores the biblical application of business concepts and equips students with the best business practices to build a Kingdom business.

According to the **U.S. DEPARTMENT OF LABOR**, nearly "80 percent of would-be entrepreneurs in the United States are between the ages of 18 and 34."

A 2005 poll from **JUNIOR ACHIEVEMENT (JA)** found that 68.6 percent of the teenagers interviewed wanted to become entrepreneurs, even though they knew that it would not be an easy path. In spite of this overwhelming interest, however, youth rarely receive any information about entrepreneurship as a career option.

