



7 MOUNTAINS
COALITION

Welcome!!!

Agenda

Welcome Message

Open in Prayer

Introduce Meeting Host(s) and 7MC Core Team

About 7 Mountains Coalition

7MC Resources Provided

Reminders

7MC Christian Online Business & Ministry Directory

Upcoming Topics for 2025!!!

Today's Topic: Damien Corona, Owner of Spearhead
Strategies, LLC

Business Model Generation Canvas (BMGC)

Next Steps

Introduce 1st time attendees (if time permits)

Our Contact Information

Introduction of Hosts

Damien Corona of
Spearhead Strategies, LLC

Lesia Craft of Integrity
Accounting CPA, LLC

Core Team Members

What is 7MC?

1 Corinthians 12:12-27

“Just as the body, though one, has many parts, but all its many parts form one body, so it is with Christ”

- A Unified Coalition of Christian organizations seeking to advance the Kingdom of God within the 7 Mountains of Influence
 - (Religion, Family, Business, Education, Media, Art & Entertainment, and Government)
- Promoting unity within the Body of Christ with regular Christian Fellowship & Networking
- Provide Resources, Tools, Business Advertising & Promotion to strengthen your business or ministry



7MC Resources

- Business Referrals
- Christian Business Networking & Fellowship
- Provide Business Consultation & Advising
 - Non-Profits (501c3 & Compliance)
 - Design Website & Logos
 - Taxation and Accounting
 - Setup Accounting Structure
 - Setup Business Entities
 - Grow & Scaling your business
 - Free Christian Business & Ministry E-Directory – Advertise & Promote YOUR business
 - AND SO MUCH MORE!!!



Reminders

- In person and online events are recorded & posted on our website: 7MountainsCoalition.com
- 7MC meets in person the 2nd Saturday each month in Woodland Park at 9:30am at Charis Family Church FREE FOOD, FUN, & FELLOWSHIP
 - Join Us!! Next in person meeting is Saturday, March 8, 2025
- Remain on schedule
 - Hold questions until the end for Q&A



7 MOUNTAINS
COALITION

[Business](#)

[Blogs](#)

[Events](#) ▾

[About](#)

[E-Directory](#)



What is your Sphere of Influence?

Business

7MC Christian Business & Ministry Directory

To Advertise and Promote your business & ministries
To build unity and collaboration within the Body of Christ
FREE TO JOIN!!!

[Home](#)[Listings](#)[Events](#)[Classifieds](#)[Articles](#)[Deals](#)[Blog](#)[Advertise](#)[Contact us](#)

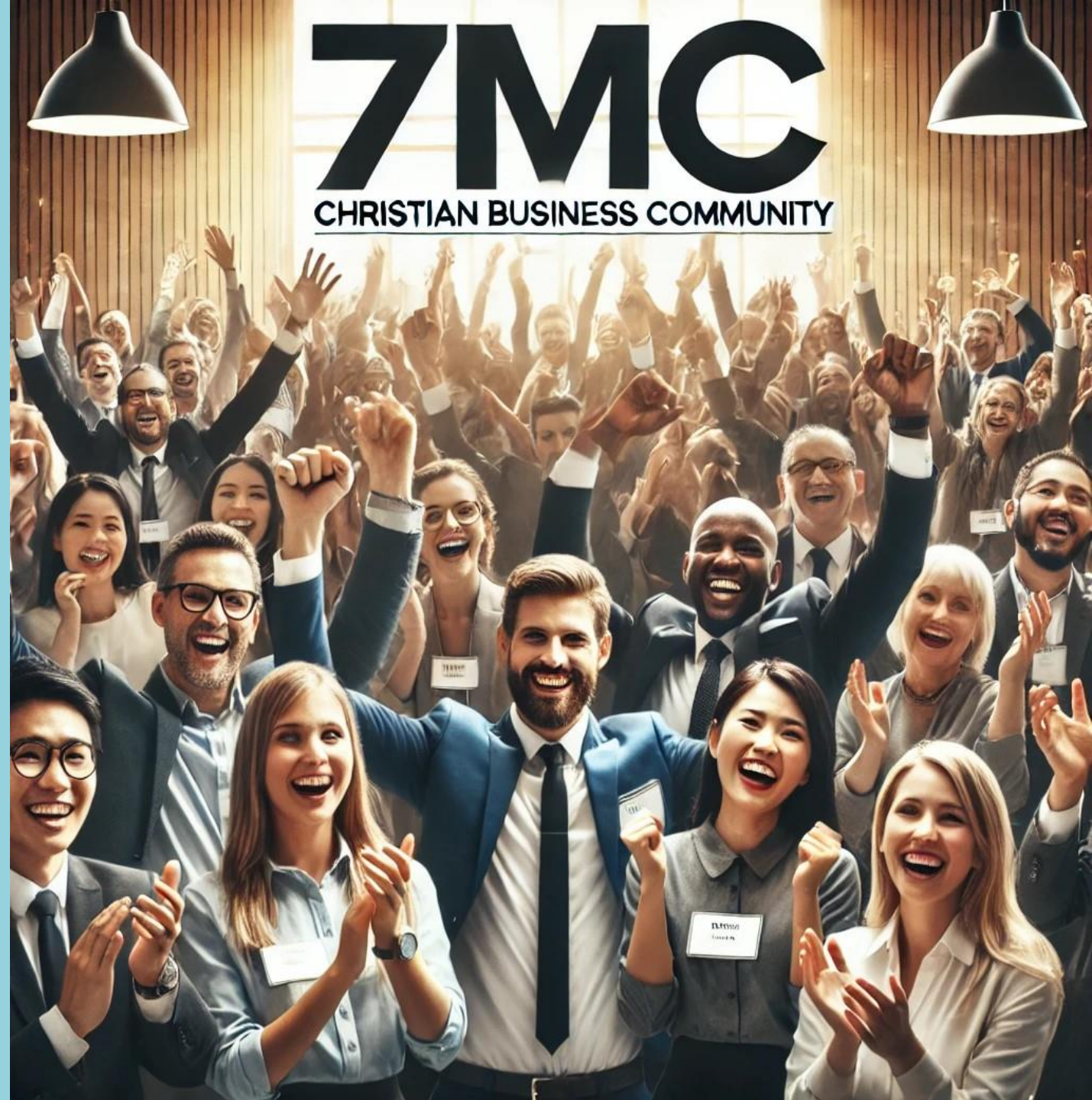
Start your search here

What are you looking for?



Upcoming Topics for 2025!!

- **Business Model Generation Canvas**
 - Customer Segments/Target Audience
 - Identifying Key Activities
 - Cost Structure & Revenue Streams
- **Growing & Scaling Your Business or Ministry**
- **Marketing**
 - How to Market on a Budget
 - Social Media Marketing
 - Leveraging Partnerships & Networking
- **Finance/Tax**
 - Counting the Costs
 - Business Checklist/Compliance
 - Business Financial Analysis
 - Different Tax Structures (S-Corp, C-Corp, 501c3.)
 - Business Tax Deductions
- **Technology in Business**
 - Tools in Artificial Intelligence for Business



BMGC

By: Damien Corona

Disclaimer

The material is provided for general informational and educational purposes only. The content within is not intended to be, nor should it be considered as, specific business advice. The information presented may not reflect the most current developments and is subject to change without notice.

Attendees are strongly encouraged to seek personalized advice who can consider the unique circumstances of their situation. Spearhead Strategies, LLC nor 7 Mountains Coalition, LLC assumes no responsibility or liability for any actions taken based on the information contained in the material. Use of this material is at your own discretion and risk.

The Benefits of Humility, the Liabilities of Pride

Isaiah 10:1-6

Beware of treating followers unjustly! God reserves a stern condemnation for oppressive leaders.

In Isaiah 10, God speaks to both Assyria and Israel to declare the benefits of humility and the liabilities of pride. Later, God even models the leadership style He wants every leader to embrace by sending the Suffering Servant. The Messiah will come to serve, not to be served (Is. 52; 53; Mark 10:45). God perfectly illustrates servant leadership. Followers come when leaders serve. Look how often God calls His leaders "servants":

1. **Abraham:** called God's servant (Gen. 26:24)
2. **Moses:** called God's servant (Ex. 14:31)
3. **Joshua:** called Moses' servant (Ex. 33:11)
4. **Caleb:** called God's servant (Num. 14:24)
5. **Samuel:** called God's servant (1 Sam. 3:9)
6. **David:** called Saul's servant (1 Sam. 29:3)
7. **Elijah:** called God's servant (2 Kin. 9:36)
8. **Isaiah:** called God's servant (Is. 20:3)

Servanthood: Leaders Who Fail to Practice Servant Leadership Become Self-Serving

Micah 7:3, 4

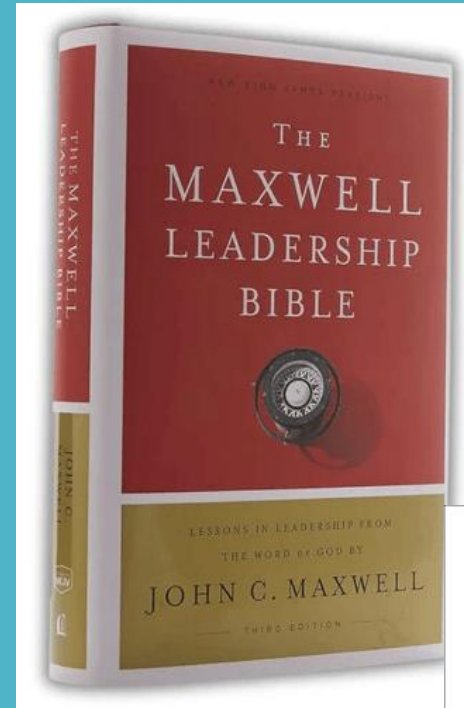
The final chapter of Micah paints a dim picture of Israel. The people couldn't be trusted, but lay in wait to use, abuse, and destroy each other.

Micah 7:3, 4 tells us why this happened: poor leadership at the top. The rulers, princes, and judges worked for kickbacks and bribes. They schemed how they could beat the system and better their own status. They expected the people to serve them instead of them serving the people.

The Law of Addition reminds us that leaders add value by serving others. When leaders fail to practice servant leadership, inevitably they become self-serving. Without a compelling cause to better mankind, all leaders find a cause to serve their own interests. This self-service eventually becomes a thorn in their leadership. Consider these other case studies in Scripture:

1. With a cause, Samson won many battles; without one, he couldn't beat the temptation posed by Delilah.
2. With a cause, Saul conquered the kingdom; without one, he could not conquer even his own jealousy.
3. With a cause, David conquered Goliath; without one, he could not conquer his own lust.
4. With a cause, Elijah prayed down fire from heaven and beat 450 prophets of Baal; without one, he ran in fear from a solitary woman, Jezebel.
5. With a cause, Simon Peter preached at Pentecost and 3,000 people were saved; without one, he denied he even belonged to the crowd that followed Jesus.

Reading List



FOREWORD BY JOHN C. MAXWELL

NINE FIGURE MINDSET

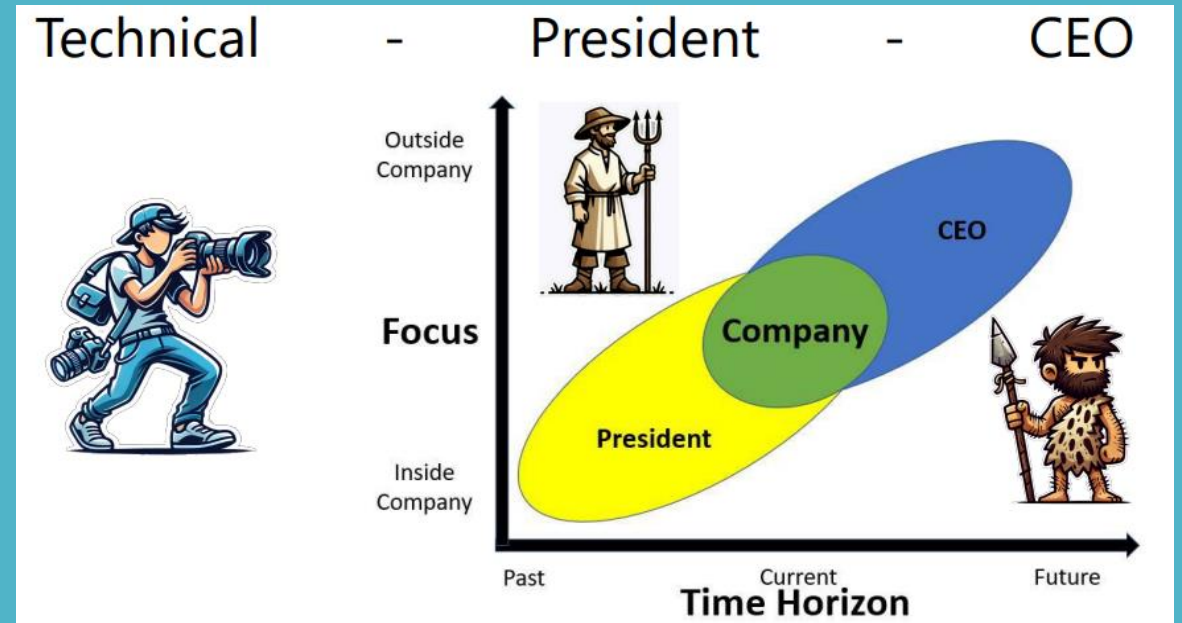
HOW TO GO FROM ZERO TO
**OVER \$100 MILLION
IN NET WORTH**

BRANDON DAWSON

RECAP

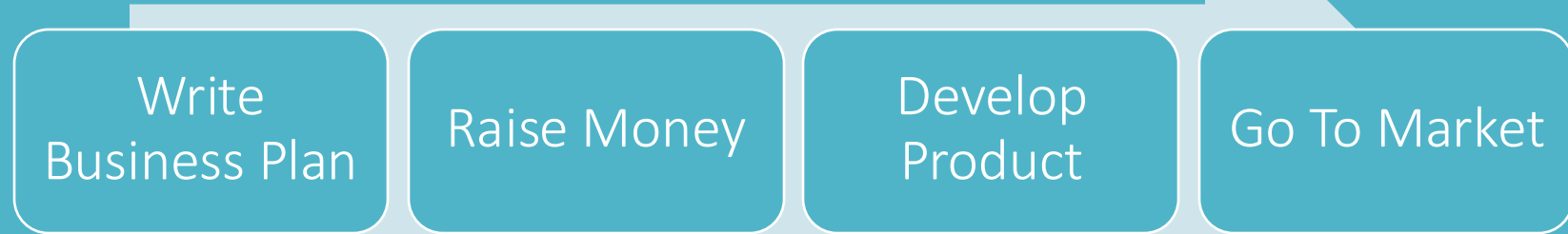
1. What is a Business
2. Planning for Corporate Structure
3. Corporate Structure Types
4. Why Incorporate
5. Entrepreneur Personas
6. Motives for starting your business
7. Requirements of Corporate Structure
8. Non-Profits
9. How to use Taxes to your advantage
10. Different Tax Strategies

	C Corporation	Subchapter S Corporation	LLC	General Partnership	Sole Proprietor
Owners have limited liability for business debts and obligations	X	X	X		
Created by a state-level registration that usually protects the company name	X	X	X		
Business duration can be perpetual	X	X	X		
May have an unlimited number of owners	X	100 max	X	X	Single
Owners need not be U.S. citizens or residents	X	U.S. citizen	X	X	X
May be owned by another business, rather than individuals	X	Privately Owned	X (CO)		
May issue shares of stock to attract investors	X	X (Common)			
Owners report business profit and loss on their personal tax returns		X	(X)*	X	X
Owners can split profit and loss with the business for a lower overall tax rate	X				
Not required to hold annual meetings or record meeting minutes				X	X
Employee Benefits: 401(k), pension, Tuition Assistance, extended insurance, etc. not taxed (operating expense)	X	Some	Some	Some	Some

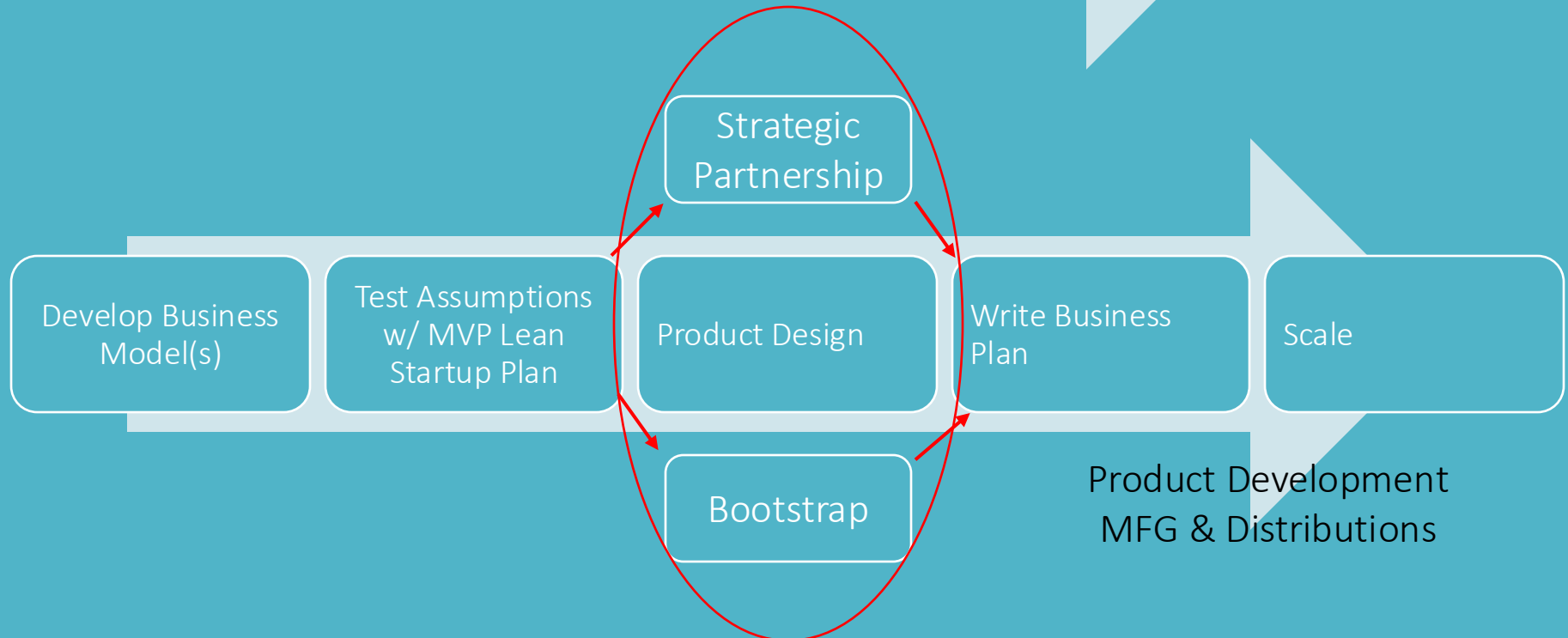
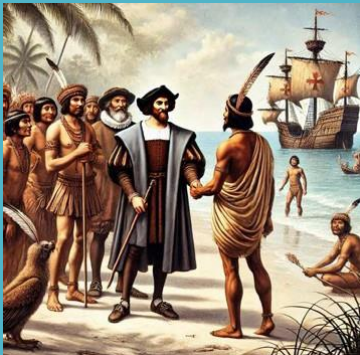


New Business Paradigm

Casual



Effectual



Business Plan

Format: Usually a detailed document (20-40 pages or more) that includes various sections such as an executive summary, market analysis, organizational structure, product/service description, marketing strategy, financial projections, and funding requirements.

Purpose: Provides a comprehensive overview of the business, its goals, and the strategies to achieve them. It is often used to secure funding from investors or banks.

Detail: Offers in-depth analysis and extensive details, including operational plans and financial forecasts.

Audience: Primarily aimed at investors, banks, and other stakeholders who require a thorough understanding of the business.

Business Model Generation Canvas (BMGC)

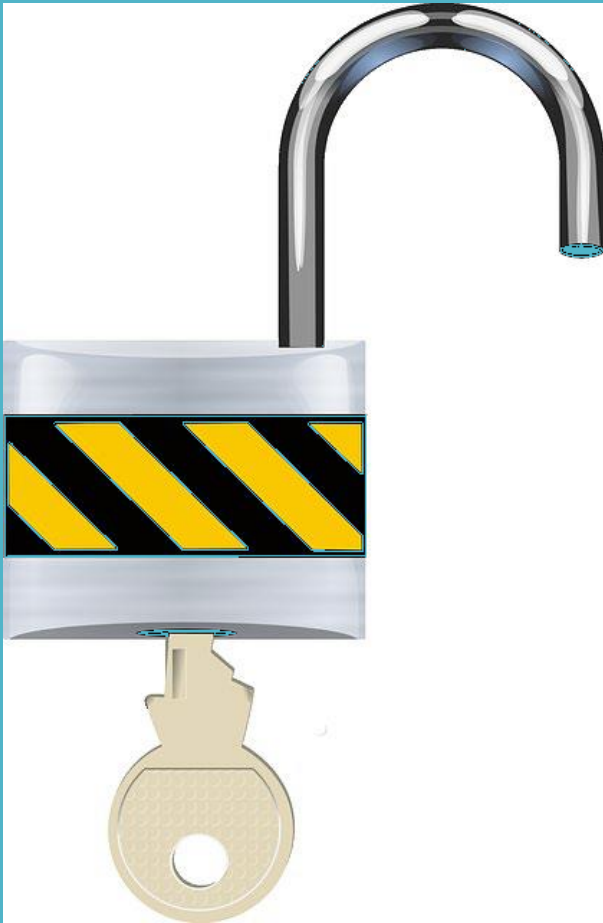
Format: A visual tool, typically presented on a single page, divided into nine key segments that outline the business model components — including value propositions, customer segments, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.

Purpose: Provides a quick, high-level overview of how a business creates, delivers, and captures value. It's often used for brainstorming, ideation, and strategic discussions.

Detail: Less detailed than a business plan; focuses on the big picture and interrelationships between components of the business model.

Audience: Suitable for entrepreneurs, managers, and teams looking to develop or refine their business model without extensive documentation.

Lean Startup Plan



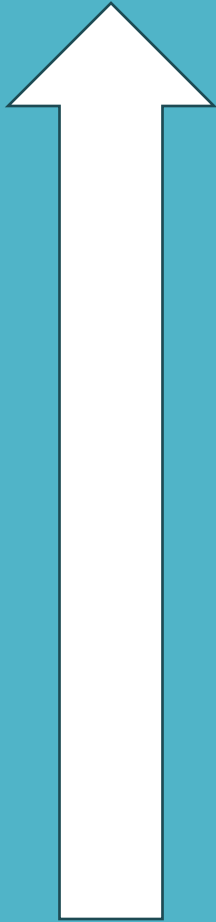
“It makes no sense to make a key and then look for a lock to open, and that the only productive solution is to find a lock and then create a key”

Seth Godin

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

Contents of a Business Plan (Living Document)



Operating Plan

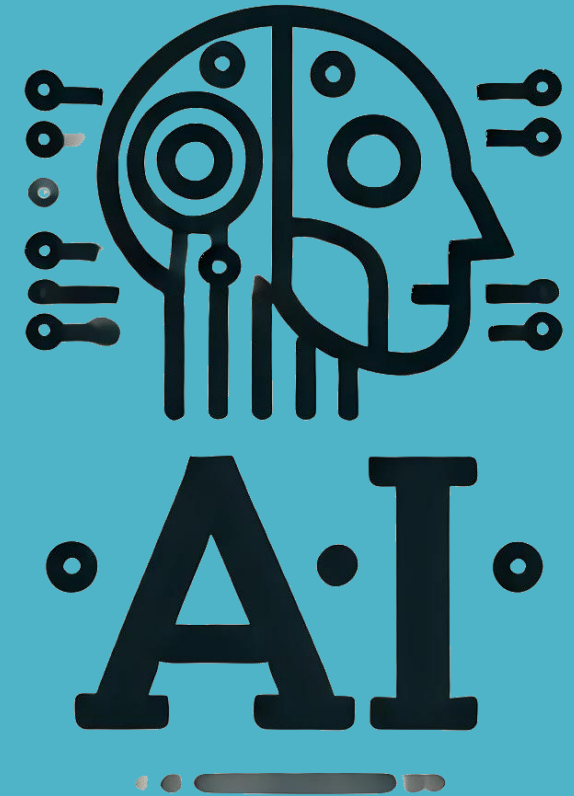
Business Structure, Management & Personnel & Operating Controls

Marketing Plan

Products/Services, Market Analysis, Strategies

Financial Plan

Financial Statements, Cash Flow Projections



Business Model Canvas □ Lean Startup Plan □ Business Plan

Uncover Blue Ocean
Growth/Sustainability

Validation/Launch

What is a Business Model Generation Canvas (BMGC)

A business model describes the rationale of how an ***organization*** creates, delivers, and captures value.

What is the Business Model Generation Canvas (BMGC)

- It is a tool
- A way of thinking, asking the right questions, and making decisions.
- It provides a common language for your business
- It is a one-page business plan
- BMGC is not a stand-alone tool, it exists within environments

Layers – Environment of the BMGC

- Foundation: Vision – Mission – Values – Goals
- Infrastructure: Organizational Management (Leadership), IT, Legal
- Walls: Forces & Trends

Foundational Layers

Vision – What has God said?

Goals – Must support vision

Values – Cannot conflict..

Mission – How to do it?

Macro Economic Forces

Legal

IT

Key Partners
(KP)

Key Activities
(KA)

Value
Proposition
(VP)

Customer
Relationships
(CR)

Customer
Segments (CS)

Operations

Key Resources
(KR)

Marketing

Customer
Channels (CC)

Cost Structure (CS\$)

Revenue Streams (RS\$)

Financials

Leadership

New Trends

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Key to the BMGC and the Order you work

VP – Value Propositions

CS – Customer Segments

CH – Channels

CR – Customer Relationships

R\$ - Revenue Streams

KA – Key Activities

KR – Key Resources

KP – Key Partnerships

C\$ - Cost Structure

KP



Who helps
you from
outside
your
immediate
organization

KA

What you do



KR

Who you are
and what
you have

VP

How you
help



CR



How you
interact &
Keep your
customer

CH



How they
know you &
how you
deliver

CS

Who you
help



C\$

What you give



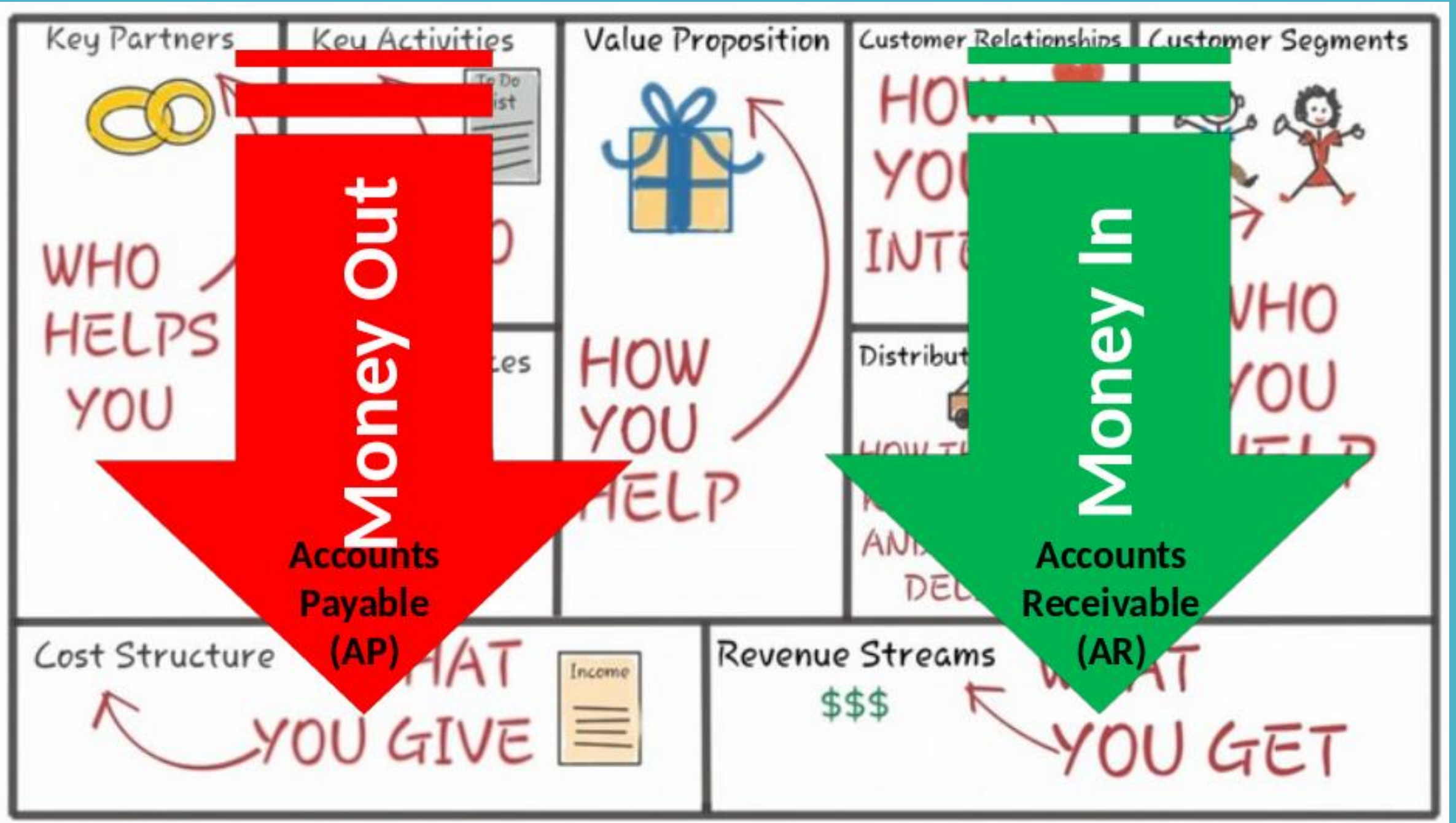
R\$

What you get



<number>

<div>8 Key Partners</div> <p>Look at who your current suppliers are.</p> <ol style="list-style-type: none"> Can they become your partners? Are they really important enough to become a partner? Are they really the best option? <i>Can my team deliver value to our customer segments without this supplier?</i> 	<div>6 Key Activities</div> <ol style="list-style-type: none"> What activities does our value proposition need? What activities do all areas of you business require? Production, Problem Solving, platforms, networks, financial, etc. <div>7 Key Resources</div> <ol style="list-style-type: none"> What is it that I must do <i>in our office</i> to make the all pieces of the business work? Resources can be physical, human, financial, etc. 	<div>1 Value Proposition(s)</div> <ol style="list-style-type: none"> <i>What value do we deliver?</i> <i>What problems do we address?</i> <i>What product/service is the vehicle of our value?</i> <i>What am I offering the customer that is either different or better than the competition?</i> <p>EXAMPLE We provide <product or service> to <target customer segment.> Unlike <next best competitor,> we offer <measurable differentiation/benefits/experiences> at <cost or price.></p>	<div>4 Customer Relationship(s)</div> <ol style="list-style-type: none"> What sort of relationship do your customer segments want? Customer Service: friendly, professional, distant, close, phone support, chat support, etc. <div>3 Channel(s)</div> <p>The vehicle of reaching and delivering service to your customer is called a <i>channel</i>.</p> <ol style="list-style-type: none"> Where are your customers going to meet you? 	<div>2 Customer Segment(s)</div> <ol style="list-style-type: none"> Who is benefiting from the usefulness of my value proposition? Who are the important customers? Demographics, geography, income level, psychographics, personality, etc. <p>Everybody is NOT your customer.</p>
<div>9 Cost Structure</div> <ol style="list-style-type: none"> What are the most important costs? What costs cannot be managed? What resources and activities can we cost control? Have you looked for other suppliers? 	<div>5 Revenue Stream(s)</div> <ol style="list-style-type: none"> What are your customers willing to pay? What cash flow do you need to operate? What is your Point of Sale (POS)? How big is each revenue stream? Do you have more than one customer segment calling for different revenue streams? 			



<div>Key Partners</div> <p>Look at who your current suppliers are.</p> <ol style="list-style-type: none">Can they become your partners?Are they really important enough to become a partner?Are they really the best option?<i>Can my team deliver value to our customer segments without this supplier?</i>	<div>Key Activities</div> <ol style="list-style-type: none">What activities must we perform to create our value proposition?What activities are most important to our business model?Production, Distribution, Logistics, etc. <div>Key Resources</div> <ol style="list-style-type: none">What is it that we do in our business that makes the difference?Resources (physical, human, financial, etc.)	<div>Value Proposition(s)</div> <ol style="list-style-type: none"><i>What value do we deliver?</i><i>What problems do we address?</i><i>What product/service is the vehicle of our value?</i><i>What am I offering the customer that is either different or better than the competition?</i>	<div>Customer Relationship(s)</div> <p>What type of relationship do you want with your customer segments?</p> <p>Customer Service: Online, professional, personal, close, phone, email, chat support, etc.</p>	<div>Customer Segment(s)</div> <ol style="list-style-type: none">Who is benefiting from the usefulness of my value proposition?Who are the important customers?Demographics, geography, income level, psychographics, personality, etc. <p>Everybody is NOT your customer.</p>
<div>Cost Structure</div> <ol style="list-style-type: none">What are the most important costs?What costs cannot be managed?What resources and activities can we control?Have you looked for other suppliers?			<div>Channel(s)</div> <p>How are you reaching your customer segments? What is the service to your customer called?</p> <p>Where are your customers going to buy from you?</p>	

Value Proposition Syntax

We Provide <Product or Service>

To <Target Customer Segment.>

Unlike <Next Best Competitor,>

We Offer <Measurable Differentiation/Benefits/Experiences,>

At <Cost or Price.>

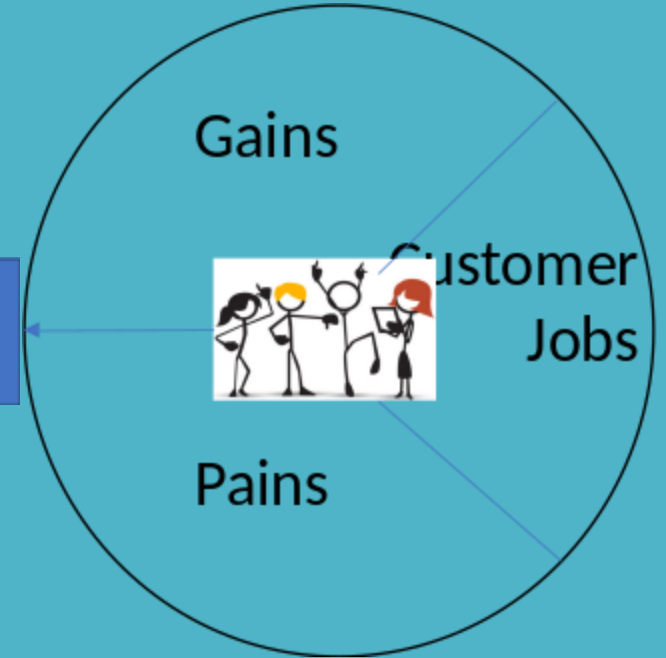
VP → CS

Value Map



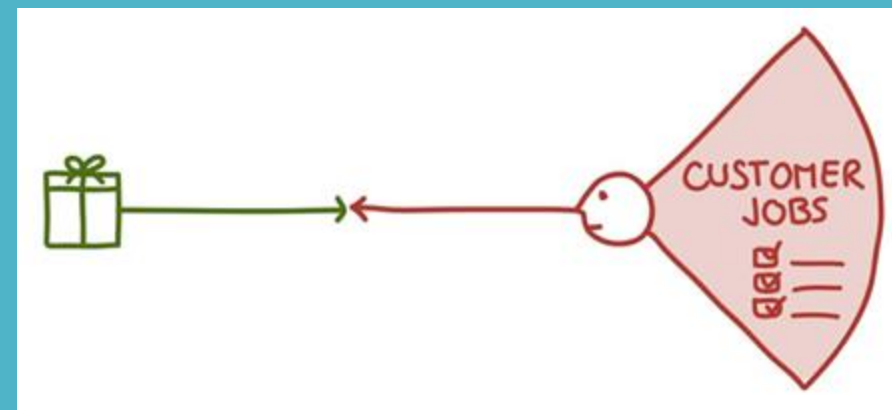
FIT

Customer Profile



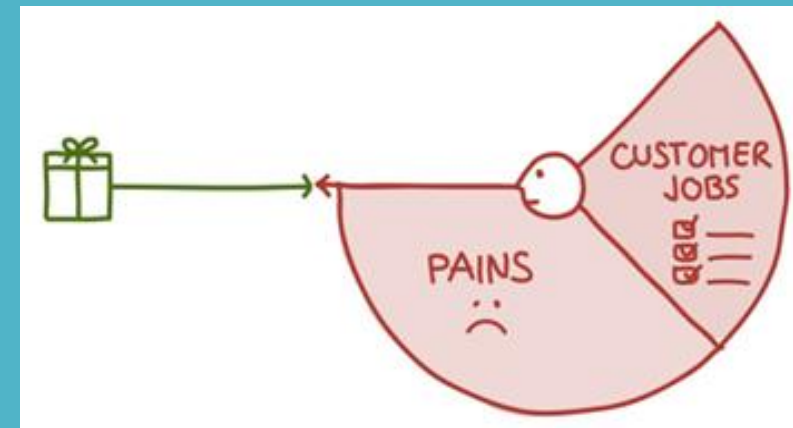
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<div>Cost Structure</div> <ol style="list-style-type: none">What are the most important costs?What costs cannot be managed?What resources and activities can we cost control?Have you looked for other suppliers?		<div>Revenue S</div> <ol style="list-style-type: none">What are your customers willWhat cash flow do you needWhat is your Point of Sale (PCHow big is each revenue streDo you have more than one c for different revenue streams		

Customer Jobs



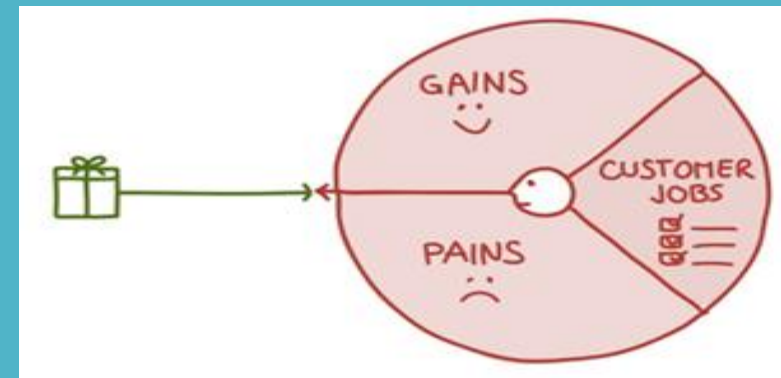
- What functional jobs is your customer trying get done? (e.g. perform a specific task, solve a specific problem, ...)
- What social jobs is your customer trying to get done? (e.g. trying to look good, gain power or status, ...)
- What emotional jobs is your customer trying get done? (e.g. esthetics, feel good, security, ...)
- What basic needs is your customer trying to satisfy? (e.g. communication, home, food, ...)

Customer Pains



- What does your customer find too costly? (e.g. costs too much, requires more recourses ...)
- What makes your customer feel bad?(e.g. frustration, headache, ...)
- How are competitors underperforming? (e.g. features, performance...)
- What are the main difficulties and challenges your customer encounter? (e.g. how things work, difficulty getting things done...)
- What negative social consequences does your customer encounter or fear? (e.g. loss of face, power, trust, or status...)

Customer Gains



- Which savings would make your customers happy? Time, \$\$\$, or Effort
- What do your customers dream about?
- What quality levels do they expect?
- Which specific features do they enjoy?
- What would make your customers' jobs or lives easier?
- Do your customers measure success and failure?

Ideal Client



- Demographics
- Psychographics
- Day-in-the-life-of...
- User Story Know thy customer!
- **Know who will not be your customer?**

Using AI for research

You are a business strategist and entrepreneur coach specializing in the Business Model Generation Canvas. I am launching a new business focused on [Insert business focus]. However, I feel overwhelmed by the many tasks involved—defining my target audience, and creating my value proposition. I need a clear, precise target audience for this business:

Here's what I currently know about my business idea:

- Business Name (if decided): [BUSINESS NAME]
- Main Services Offered: [E.G., SUSTAINABLE GRAPHIC DESIGN AND WEB HOSTING SERVICES, BUSINESS STRATEGY, ETC]
- Target Audience: [E.G., SMALL BUSINESS OWNERS, CONTENT CREATORS, COACHES, SPECIFIC INDUSTRIES]
- Current Skills & Resources: [E.G., PHOTOGRAPHY EXPERIENCE, AI TOOLS, EXISTING SOCIAL MEDIA PRESENCE]
- Challenges/Concerns: [E.G., GETTING FIRST CLIENTS, PRICING STRATEGY, TIME MANAGEMENT]

Ask any clarifying questions you need to formulate the ideal client.

Using AI for research

You are a business strategist and entrepreneur coach specializing in the Business Model Generation Canvas. I am launching a new business focused on A Unified Coalition of Christian organizations seeking to advance the Kingdom of God within the 7 Mountains of Influence, especially in the business influence. However, I feel overwhelmed by the many tasks involved—such as defining my target audience, and creating my value proposition. I need a clear, precise target audience for this business:

Here's what I currently know about my business idea:

- Business Name (if decided): [7 Mountains Coalition]
- Main Services Offered: [Promoting unity within the Body of Christ with regular Christian Fellowship & Networking, provide Resources, Tools, Business Advertising & Promotion to strengthen a business or ministry]
- Target Audience: [Christian small business owners, business start-ups, businesses looking to scale, small to medium business sizes]
- Current Skills & Resources: [Business Referrals, Christian Business Networking & Fellowship, Provide Business Consultation & Advising, Non-Profits (501c3 & Compliance), Design Website & Logos, Taxation and Accounting, Setup Accounting Structure, Setup Business Entities, Grow & Scaling your business, Free Christian Business & Ministry E-Directory – Advertise & Promote YOUR business]

Ask any clarifying questions you need to formulate the ideal client

Points to Ponder – Taking Risks

He who watches the wind [waiting for all conditions to be perfect] will not sow [seed], and he who looks at the clouds will not reap [a harvest].

- Ecclesiastes 11:4

Stepping into any business is a risk, but we won't know if it works unless we try!



Research at both the corporate and university levels suggests that the next generation of employees and consumers:

- > Will switch brands to one with a cause (9 in 10)
- > Will pay more for a product or service if the organization has a higher purpose
- > Would take a pay cut to work for a responsible company



Next Steps

- Complete and Submit Questionnaire
- Sign up for 7MC Christian Directory
 - 7MountainsCoalition.com
- Damien – www.SpearheadStrategies.com
- Lesia – www.IntegrityAccountingCPA.com



Tell Us About You!

Briefly Tell Us
2 Minutes, please!

Your Name

Business name or business industry

How long you been in business or just starting?



7 MOUNTAINS
COALITION

**THANK YOU
FOR
ATTENDING**

ContactUs@7MountainsCoalition.com

<https://7MountainsCoalition.com>