



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, April 12, 2025
- Remain on schedule
 - Hold questions until the end for Q&A



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](#)

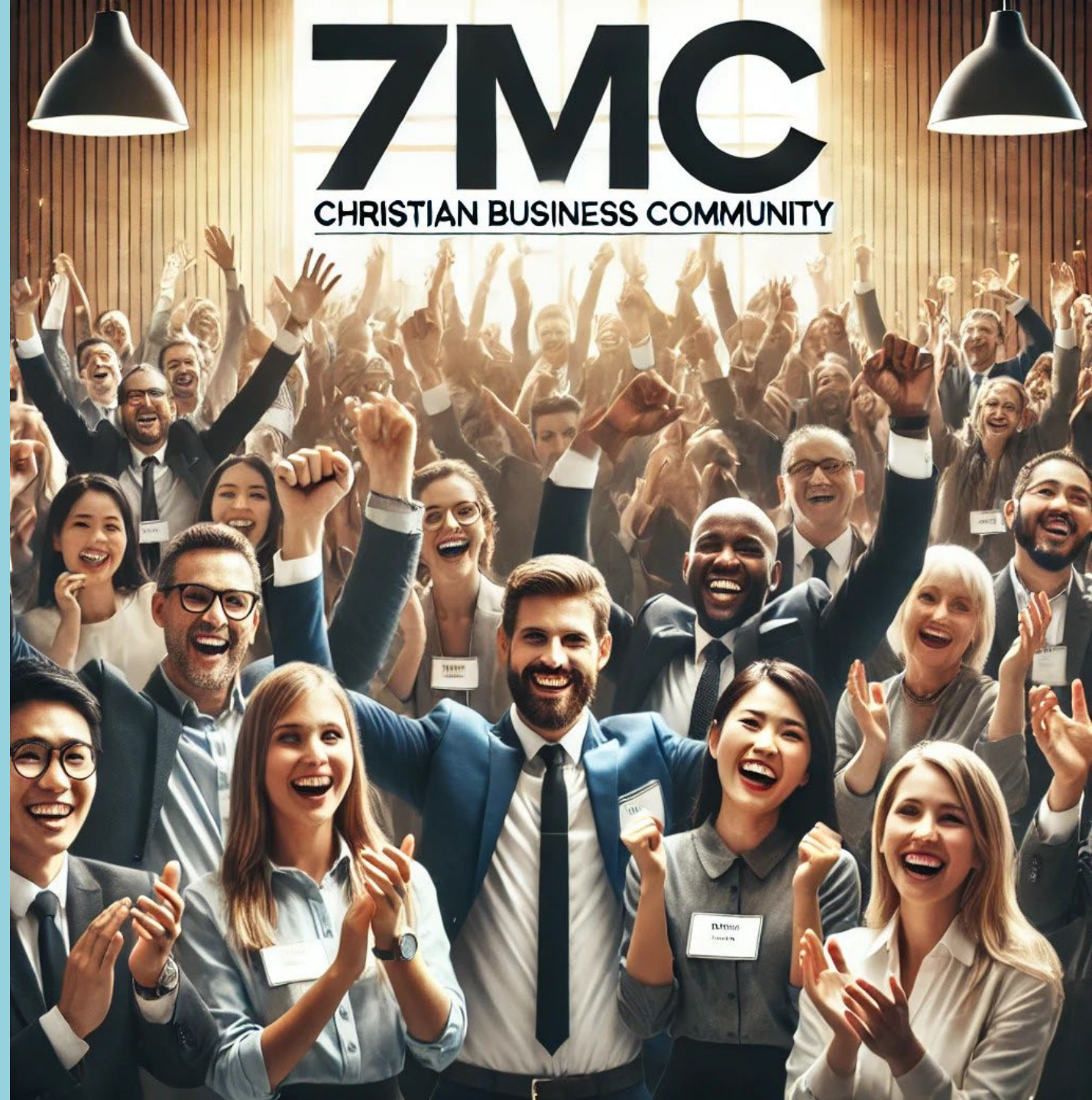
Start your search here

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

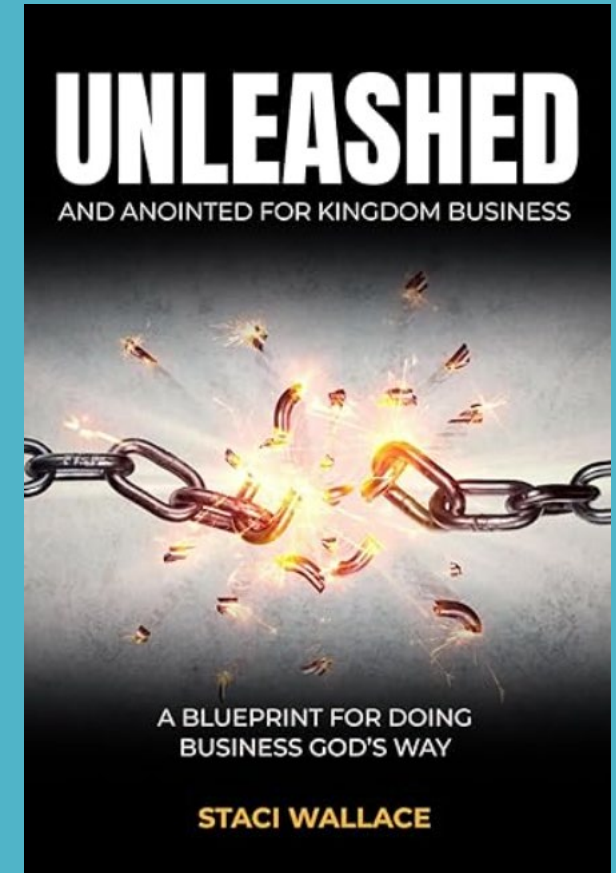
Disclaimer

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.

Reading List

"Unleashed and Anointed for Kingdom Business" urges readers to recognize their inherent power and divine purpose, equipping them with biblical strategies to unleash God's miracle-working power in all aspects of life, from workplaces to homes. In a world plagued by moral decay and spiritual darkness, the book calls for a rising of God-fearing individuals to actively combat evil, utilizing spiritual authority and divine wisdom to transform their environments. It aims to disrupt complacency, ignite passion, and empower readers to become influential leaders, making God's name known through their actions and impact in the marketplace, ultimately fulfilling their divinely ordained potential.



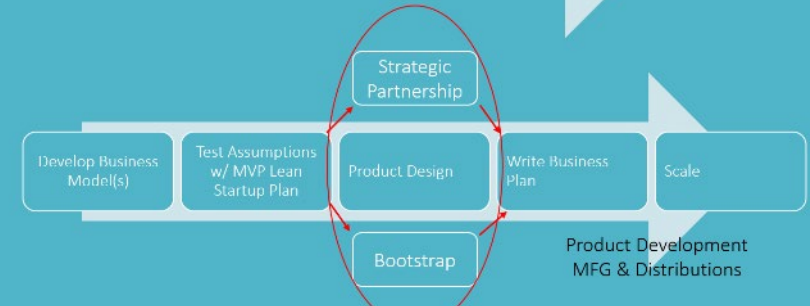
RECAP

1. New Business Paradigm
2. Business Plan vs BMGC
3. Contents of a Business Plan
4. Layers of the BMGC
5. BMGC sections
6. VP -> CS
7. Ideal Client – Quality over Quantity
8. Using AI to HELP find ideal client
9. Using AI to HELP writing VP

Casual



Effectual



Business Model Canvas □ Lean Startup Plan □ Business Plan

Uncover Blue Ocean
Growth/Sustainability

Validation/Launch

KP



Who helps
you from
outside
your
immediate
organization

KA

What you do



KR

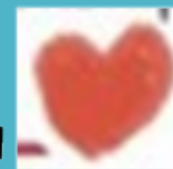
Who you are
and what
you have

VP

How you
help



CR



How you
interact &
Keep your
customer

CH



How they
know you &
how you
deliver

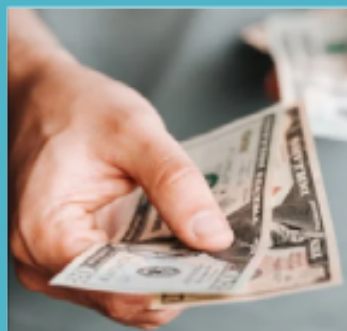
CS

Who you
help



C\$

What you give

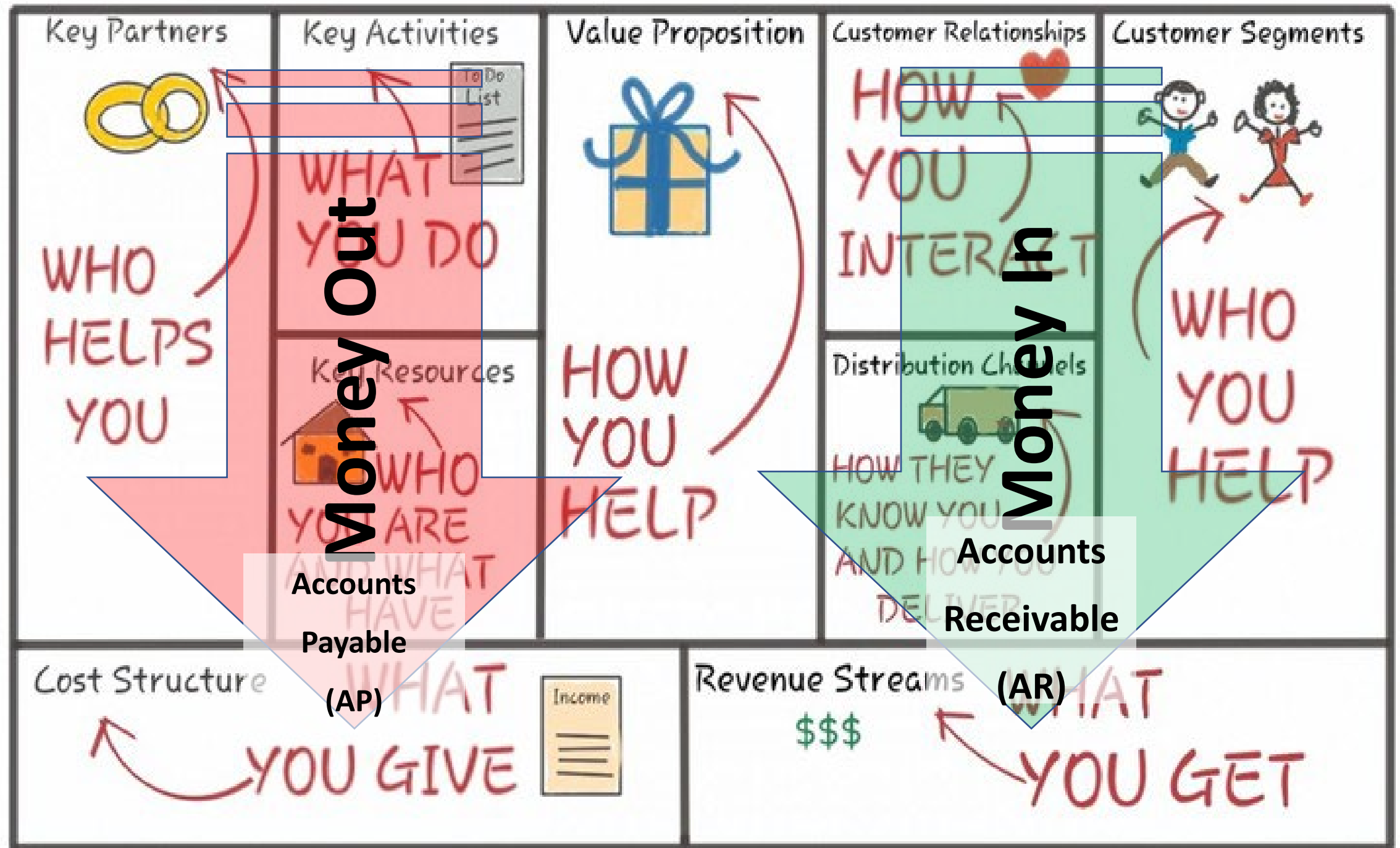


R\$

What you get



<number>



<div>8</div> <div>Key Partners</div> <div>Look at who your current suppliers are.</div> <div><div>1. Can they become your partners?</div><div>2. Are they really important enough to become a partner?</div><div>3. Are they really the best option?</div><div>4. <i>Can my team deliver value to our customer segments without this supplier?</i></div></div>	<div><div>6</div><div>Key Activities</div><div><div>1. What activities does our value proposition need?</div><div>2. What activities do all areas of you business require?</div><div>3. Production, Problem Solving, platforms, networks, financial, etc.</div></div></div> <div><div>7</div><div>Key Resources</div><div><div>1. What is it that I must do <i>in our office</i> to make the all pieces of the business work?</div><div>2. Resources can be physical, human, financial, etc.</div></div></div>	<div><div>1</div><div>Value Proposition(s)</div><div><div>1. <i>What value do we deliver?</i></div><div>2. <i>What problems do we address?</i></div><div>3. <i>What product/service is the vehicle of our value?</i></div><div>4. <i>What am I offering the customer that is either different or better than the competition?</i></div></div><div>EXAMPLE</div><div>We provide <product or service> to <target customer segment.> Unlike <next best competitor,> we offer <measurable differentiation/benefits/e xperiences> at <cost or price.></div></div>	<div><div>4</div><div>Customer Relationship(s)</div><div><div>1. What sort of relationship do your customer segments want?</div><div>2. Customer Service: friendly, professional, distant, close, phone support, chat support, etc.</div></div></div> <div><div>3</div><div>Channel(s)</div><div><div>The vehicle of reaching and delivering service to your customer is called a <i>channel</i>.</div><div>1. Where are your customers going to meet you?</div></div></div>	<div><div>2</div><div>Customer Segment(s)</div><div><div>1. Who is benefiting from the usefulness of my value proposition?</div><div>2. Who are the important customers?</div><div>3. Demographics, geography, income level, psychographics, personality, etc.</div></div><div>Everybody is NOT your customer.</div></div>
<div><div>9</div><div>Cost Structure</div><div><div>1. What are the most important costs?</div><div>2. What costs cannot be managed?</div><div>3. What resources and activities can we cost control?</div><div>4. Have you looked for other suppliers?</div></div></div>		<div><div>5</div><div>Revenue Stream(s)</div><div><div>1. What are your customers willing to pay?</div><div>2. What cash flow do you need to operate?</div><div>3. What is your Point of Sale (POS)?</div><div>4. How big is each revenue stream?</div><div>5. Do you have more than one customer segment calling for different revenue streams?</div></div></div>		

8 Key Partners

Look at who your current suppliers are.

1. Can they become your partners?
2. Are they really important enough to become a partner?
3. Are they really the best option?
4. *Can my team deliver value to our customer segments without this supplier?*

6 Key Activities

1. What activities does our value proposition need?
2. What activities do all areas of your business require?
3. Production, Problem Solving, platforms, networks, financial, etc.

7 Key Resources

1. What is it that I must do in our office to make all pieces of the business work?
2. Resources can be physical, human, financial, etc.

1 Value Proposition(s)

1. *What value do we deliver?*
2. *What problems do we address?*
3. *What product is the vehicle of value?*
4. *What am I offering customer that is different or better than the competition?*

EXAMPLE

We provide <product> to <target customer segment>. Unlike <next best competitor>, we offer <measurable differentiation/experiences> at <price>.

4 Customer Relationship(s)

1. What sort of relationship do your customer segments want?

2 Customer Segment(s)

1. Who is benefiting from the usefulness of my value proposition?

Channel(s)

The vehicle of reaching and delivering service to your customer is called a *channel*.

1. Where are your customers going to meet you?

9

Cost Structure

1. What are the most important costs?
2. What costs cannot be managed?
3. What resources and activities can we cost control?
4. Have you looked for other suppliers?

4. How big is each revenue stream?
5. Do you have more than one customer segment calling for different revenue streams?

Customer Channels (CH)

- How do our segments want to be reached?
- How do we reach them today?
- Which work best? Are most cost efficient?
- How well do they serve the customers total need?
- **Everything is not multimedia**

Channel Decisions can be Complex

- Own, Partner, Direct, Indirect
- “The Funnel” - Moving from awareness → evaluation → purchase → delivery → after sale support. Lifecycle!
- Different channels may be determined by industry or customer segment (How do you hunt a moose?)

Channel Decision Matrix

- Define Evaluation Criteria:**
- Determine the factors that are important for your channel selection. Examples include:
 - Cost:** The financial investment required.
 - Reach:** The potential audience size.
 - Customer Preference:** How well the channel aligns with your target audience's habits.
 - Control:** The degree of control you have over the channel.
 - Integration:** How well the channel integrates with your other business operations.
 - Scalability:** The ability to expand the channel as your business grows.
 - Customer feedback:** How well the channel allows for customer feedback.

Channel Option	Cost (Weight: 4)	Reach (Weight: 5)	Customer Preference (Weight: 3)	Control (Weight: 3)	Total Weighted Score
Online Store	4 (16)	4 (20)	5 (15)	5 (15)	66
Retail Partners	3 (12)	5 (25)	4 (12)	2 (6)	55
Social Media Sales	3 (12)	3 (15)	4 (12)	4 (12)	51

This matrix provides a clear, data-driven approach to channel selection.

8 Key Partners

Look at who your current suppliers are.

1. Can they become your partners?
2. Are they really important enough to become a partner?
3. Are they really the best option?
4. *Can my team deliver value to our customer segments without this supplier?*

6 Key Activities

1. What activities does our value need?
2. What activities areas of your require?
3. Production Solving, p networks, etc.

7 Key Resources

1. What is it do in our make the of the bus work?
2. Resources physical, financial, etc.

1 Value Proposition(s)

1. *What value do we*

4 Customer Relationship(s)

1. What sort of relationship do your customer segments want?
Customer Service: professional, close, phone chat support, etc.

Channel(s)

How are you reaching your customer segments?
What service to your customer is called a channel?
Where are your customers going to you?

2 Customer Segment(s)

1. Who is benefiting from the usefulness of my value proposition?
2. Who are the important customers?
3. Demographics, geography, income level, psychographics, personality, etc.

Everybody is NOT your customer.

9

Cost Structure

1. What are the most important costs?
2. What costs cannot be managed?
3. What resources and activities can we control?
4. Have you looked for other suppliers?

Customer Relationship(s)

1. What sort of relationship do your customer segments want?
2. Customer Service: friendly, professional, distant, close, phone support, chat support, etc.

Revenue Stream(s)

1. How much are customers willing to pay?
2. What do you need to operate?
3. What is your Point of Sale (POS)?
4. How big is each revenue stream?
5. Do you have more than one customer segment calling for different revenue streams?

Customer Relationships (CR)

- What type of relationship does our segment want?
- Which ones exist, cost?
- Does this reflect the rest of our business model?

Relationships must reflect the customer's need

- Face to face verses automated, or both
- Changes by phase of the relationship
 - Aware, Evaluating, Purchase, Delivery...ongoing, Post sales, Retention, Repeat

Relationships are human

- Manage your face to the customer accordingly



Customer Relationships (CR)

- A Customer Relationship is established with each Customer Segment.
- Possible Types:
 - Self-service - you're on your own
 - Automated Services – multilayered
 - Communities – group problem solving (Anthology)
 - Personal Assistance – human in-the-loop, tiers
 - Dedicated Personal Assistance – premium
 - Co-creation – users included in solution creation

Low Touch

High Touch



Customer Relationships (CR)

- Define how customers are obtained (you found your moose), how you keep them, and how you grow sales within existing customers.
- With the right Value Proposition and the right Customer Relationship – existing customers are a tremendous source of repeat sales and referrals.
 - Discounts, coupons, special events, deals...

Low Touch

High Touch



Customer Relationships (CR)

- Customer acquisition
- Focused Web Content (relevant to the customer)
- Communications (email and messaging)
- Social Media
- F2F – Face-to-Face events

The value of metrics – customer analytics – What you MEASURE!

Low Touch

High Touch



Customer Relationships-Keeping Your Customer

- Testimonials
- Stay engaged!
- Don't loose touch! Customer analytics will help you understand the degree of touch to stay in front of the customer without loosing them.
- Training resources

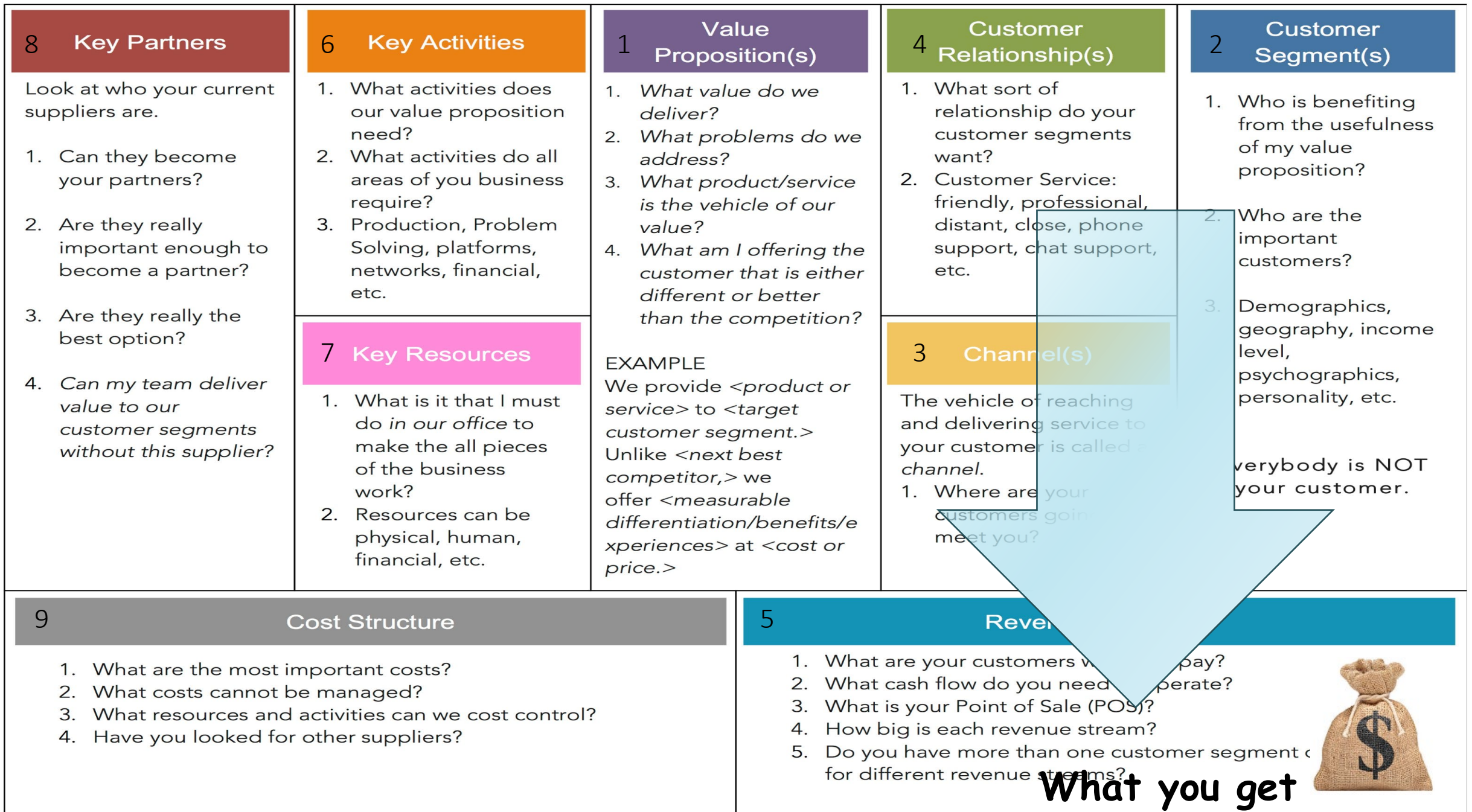
Low Touch

High Touch



Getting Your Customer to Buy More

- Deals
- Discounts
- Coupons
- Excellent, responsive service
- Loyalty rewards
- Create an environment that keeps them coming back for more
- ****Quality over Quantity****





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>