



7 MOUNTAINS
COALITION

Welcome!!!



Agenda

Welcome Message

Open in Prayer

Introduce Meeting Host(s)

About 7 Mountains Coalition

7MC Resources Provided

Reminders

Upcoming Topics for 2025!!!

Today's Topic:

Business Model Generation Canvas (BMGC):
Revenue Streams, Cost Structures, and Budgets

Next Steps

Introduce 1st time attendees (if time permits)

Our Contact Information

Introduction of Hosts

Lesia Craft of Integrity
Accounting CPA, LLC

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
- Remain on schedule
 - Generally, we hold questions until the end for Q&A

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

7MC CHRISTIAN BUSINESS COMMUNITY



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. 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.

BMGC:
Cost Structures, Revenue
Streams, and Budget

By: Lesia Craft, CPA

Sowing and Reaping

“Like a wise farmer prepares the field before planting, a Kingdom entrepreneur prepares their business with strategy. The BMGC is your strategic tool for a faithful harvest.”



Proverbs 24:27 reminds us to “prepare your work outside” before building



Colossians 3:23 ~ “let all that you do be unto the Lord”



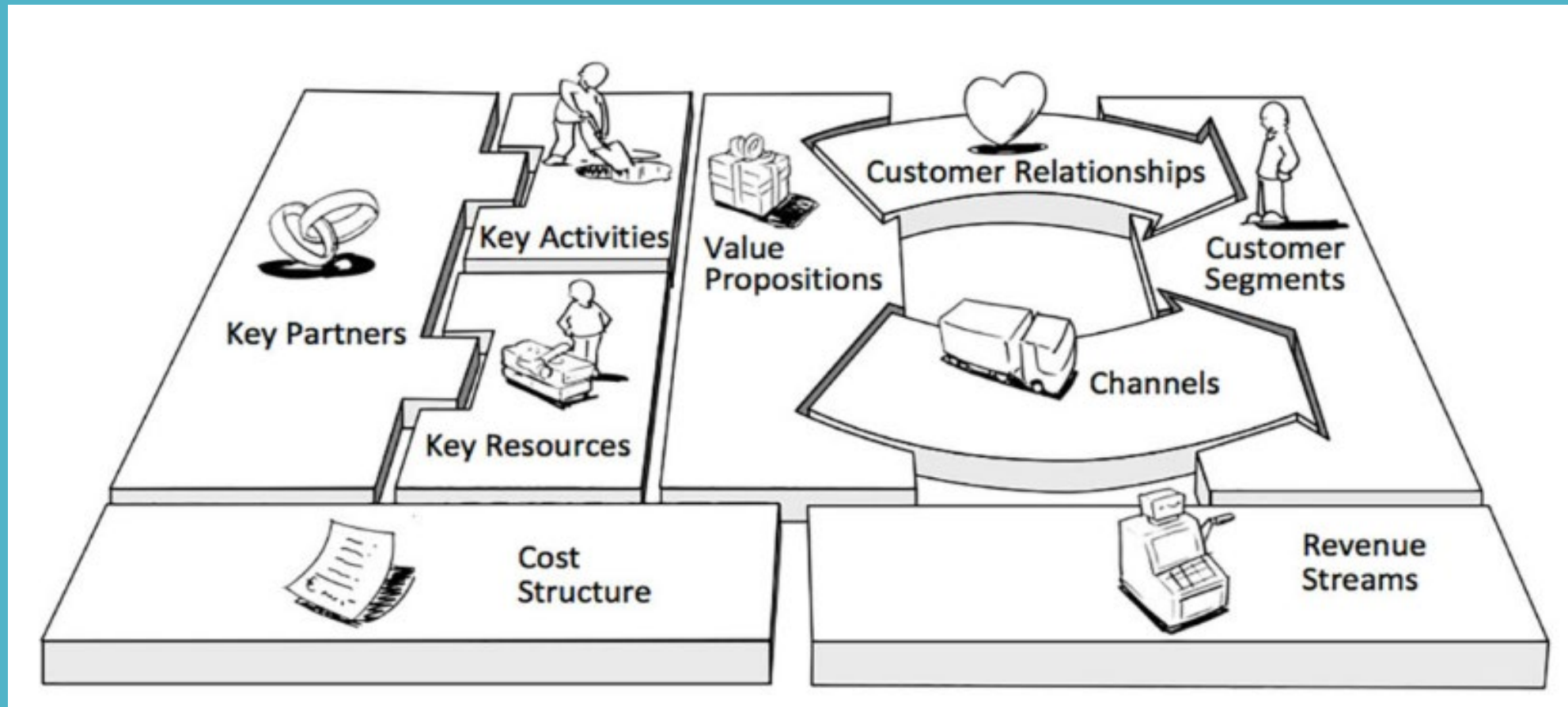
Let your heart’s motivation be to serve others through your business or ministry



Do not lean into your own understanding about your revenue and costs.

Kingdom-Mindset

Business Model Generational Canvas



Cost Structures

Luke 14:28 ~ “For which of you, desiring to build a tower, does not FIRST sit down and count the costs?”

- Faith-based stewardship: knowing the Costs Behind Your Calling
- The left side of the BMGC = Where Costs Are Born
(Key Resources + Key Activities + Key Partnerships)

Key



Identifying with God the resources that are needed to serve and deliver value to customers

Examples: buildings, equipment, workers, and etc.

Isaiah 41:13 “...Fear not, I am the One who helps you.

Kingdom – mindset shift from costs being a burden to costs being an Investment!

Costs → Investments → Assets → Generate Income

What are your top 3 key resources needed right now?

Key Activities

Are the operations within the business or ministry and it directly drives costs.

Do not be fearful of costs or spending “God’s” money

Examples: manufacturing, develop internal system processes, and etc.

Kingdom – mindset is: Key Resources + Key Activities = Assets → Revenue

Deuteronomy 30:9 “...the Lord will bless the work of your hands...”

Key Partnerships

Who does God want our business or ministry to partner or connect with and how can we bless each other?

Examples: supply vendors, landlord of your building, joint ventures

Create Economies of Scale

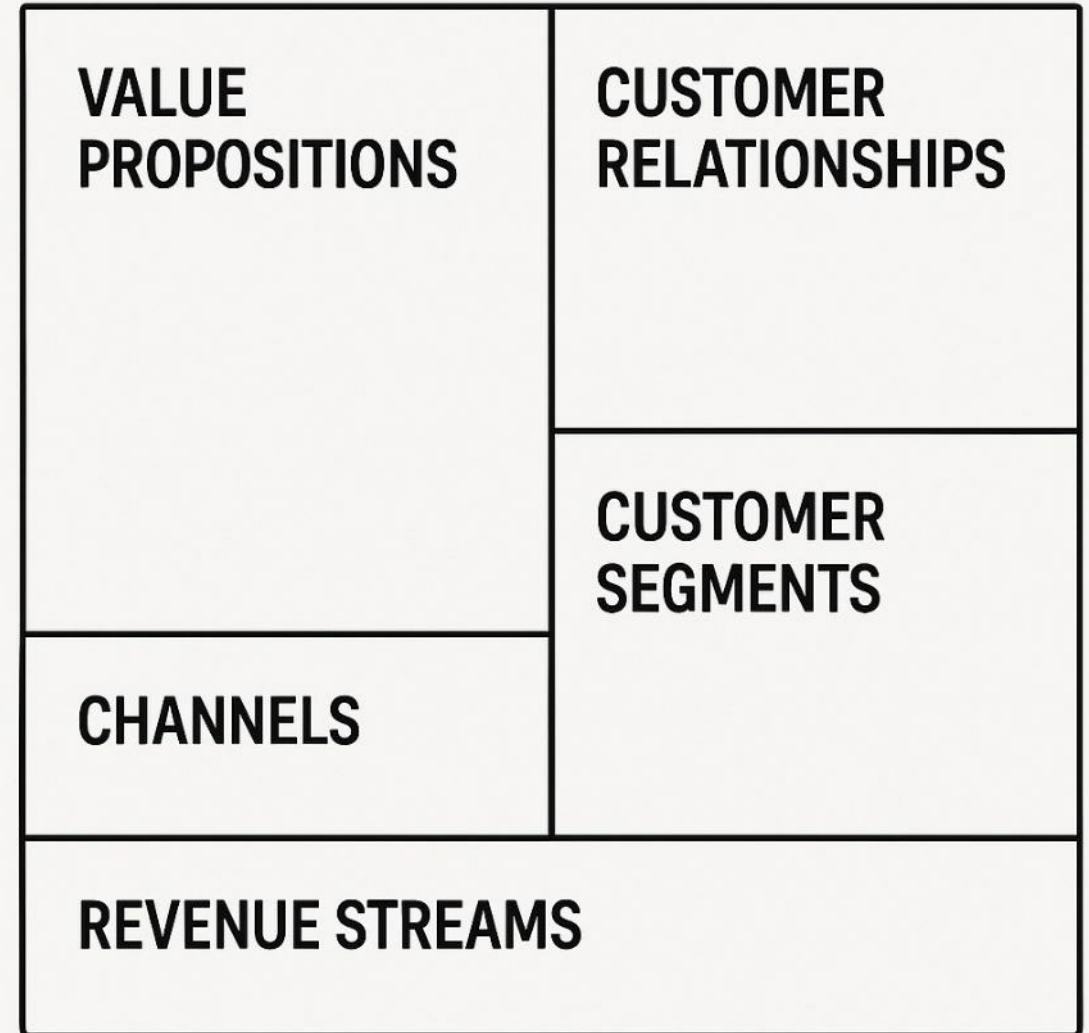
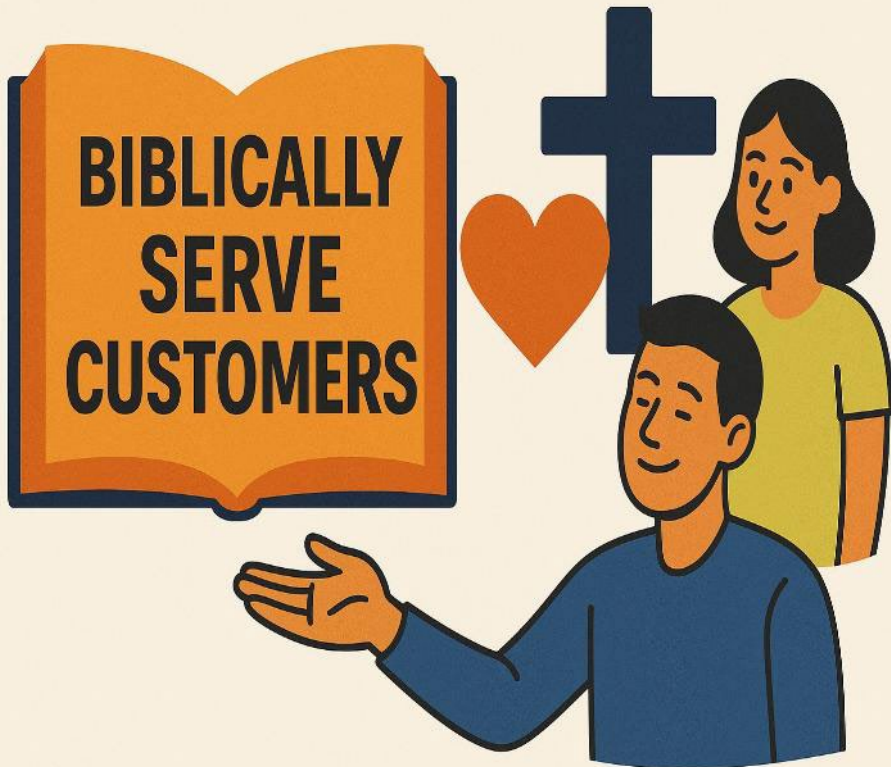
STRATEGIC CHRISTIAN PARTNERSHIPS



Key Resources + Key Activities + Key Partnerships = Assets → Revenue

Ecclesiastes 4:9-10 “Two are better than one...if either of them falls down, one can help the other up.”

Right Side of BMGC



Revenue

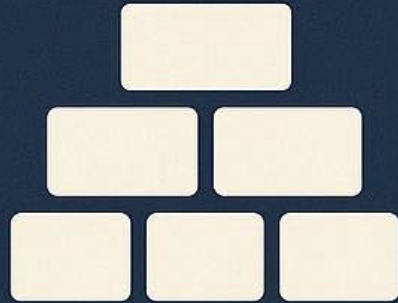


Focus Scripture: Matthew 16:26 “For what does it profit a man if he gains the whole world (money), but losses his soul?”

COSTS



ASSETS



**TO SERVE
& DELIVER
VALUE TO
CUSTOMERS**



**REVENUE
STREAMS**



Vision + Faith = Budget

To create a Budget you need to know the Vision for your business or ministry

- Budgets are a roadmap from God's vision
- Use your Faith to see beyond current resources
- Let your Budget be a testimony of Faith IN Action!
- Be flexible! Budgets are under constant construction



Categorize Your Costs

- Fixed Costs – remain the same (rent, salaries)
- Variable Costs – Change with activities (shipping, materials)
- Mixed Costs – blend of fixed & variable (utilities)



Budget Costs

Budget Costs		
Key Resources	Annualized Estimate	Categorized Costs
Building Rent	\$24,000	Fixed
Utilities	\$3,000	Mixed
Equipment	\$10,000	Fixed
Management Salary	\$7,500	Fixed
Workers (hourly)	\$5,000	Variable
Payroll Taxes	\$1,000	Variable
Software	\$2,000	Fixed
Accounting	\$4,000	Variable

Total Fixed	\$43,500
Total Variable	\$10,000
Total Mixed	\$3,000
Total	\$56,500

Reflection: What are your top 3 costs?

(Knowing this is critical to building a sustainable future).

Budget Revenue

Budget Revenue	
Revenue Streams	Annualized Estimate
Product Sales	\$50,000
Subscription Revenue	\$15,000
Licensing Revenue	\$30,000
Affiliated Revenue	\$45,000
Total	\$140,000

Reflection: What are the top 3 Revenue Streams?
(What vision has God given you?)

Budget Revenue	
Revenue Streams	Annualized Estimate
Product Sales	\$50,000
Subscription Revenue	\$15,000
Licensing Revenue	\$30,000
Affiliated Revenue	\$45,000
Total	\$140,000

Budget Costs		
Key Resources	Annualized Estimate	Categorized Costs
Building Rent	\$24,000	Fixed
Utilities	\$3,000	Mixed
Equipment	\$10,000	Fixed
Management Salary	\$7,500	Fixed
Workers (hourly)	\$5,000	Variable
Payroll Taxes	\$1,000	Variable
Software	\$2,000	Fixed
Accounting	\$4,000	Variable

Total Fixed	\$43,500
Total Variable	\$10,000
Total Mixed	\$3,000
Total	\$56,500

Net Profit	\$83,500
Profit Margin	60%

Annualized Budget



Next Steps

- 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?



**THANK YOU
FOR
ATTENDING**

ContactUs@7MountainsCoalition.com

<https://7MountainsCoalition.com>