



**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 1<sup>st</sup> 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](http://7MountainsCoalition.com)
- Remain on schedule
  - Hold questions until the end for Q&A



7 MOUNTAINS  
COALITION

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[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

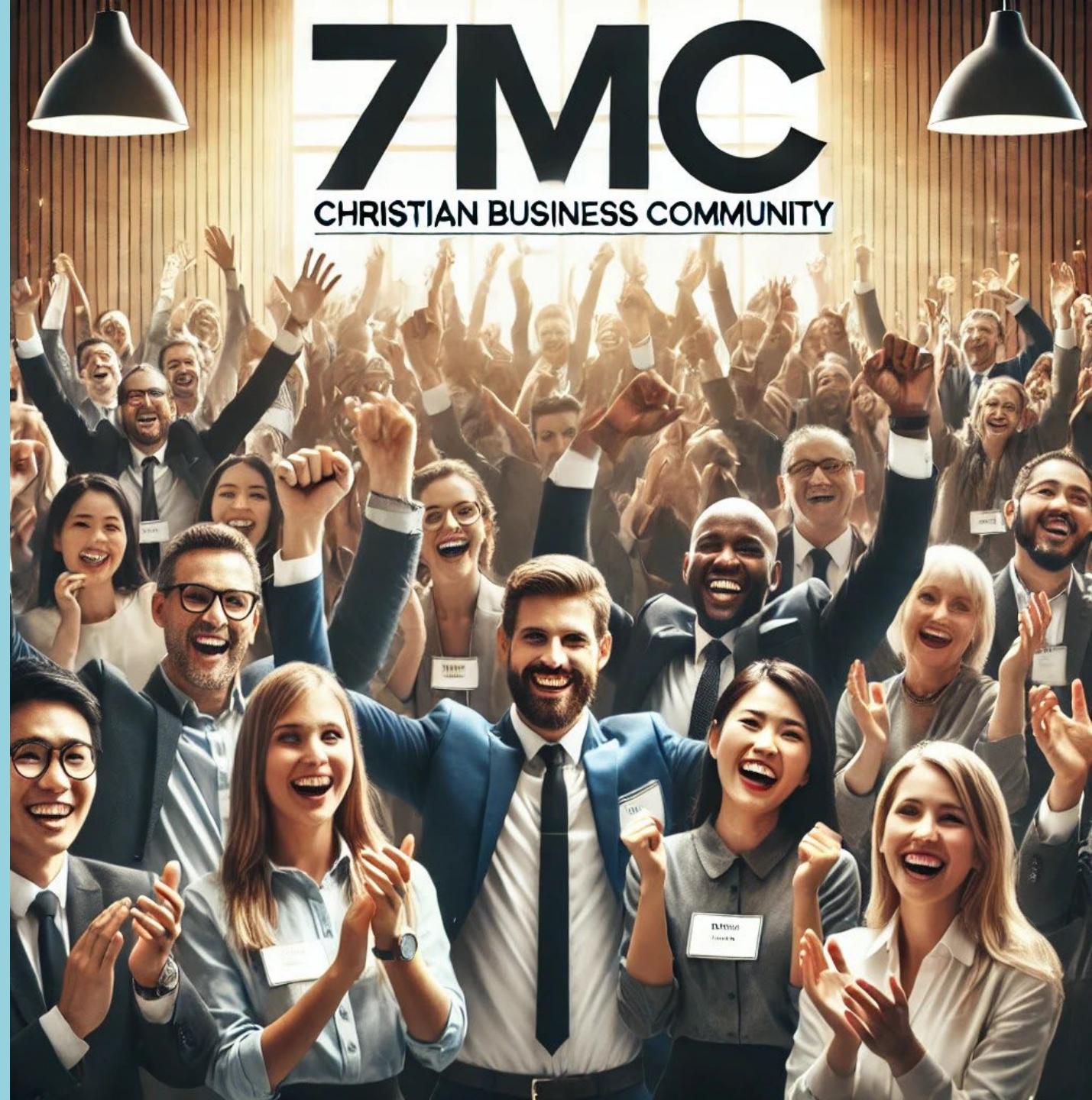
What are you looking for?





# Upcoming Topics for 2025!!

- 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.

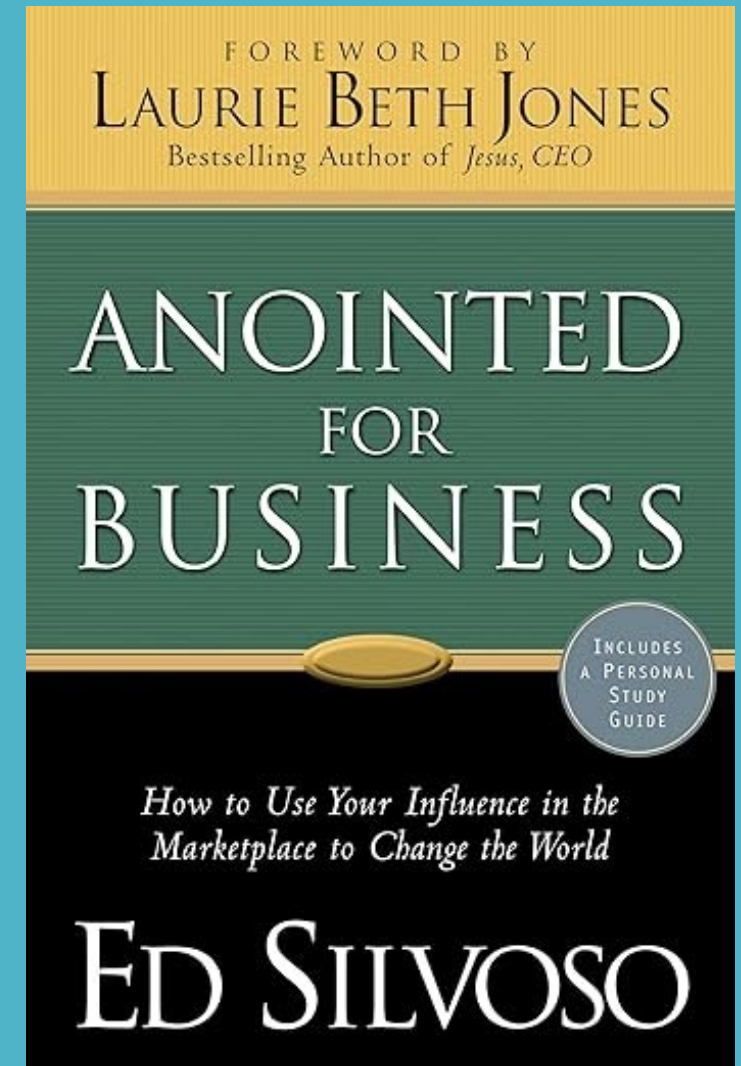


# RECAP

- Revenue Streams
- Cost Structure

The notion that labor for profit and worship of God are now, and always have been, worlds apart, is patently false. The Early Church founders were mostly community leaders and highly successful businesspeople. The writing of the Gospels was entrusted to Luke, a medical doctor; Matthew, a retired tax collector; Mark, the manager of a family trust; and John, a food supplier. Lydia was "a dealer in purple cloth." Dorcas was a clothes designer. In this expanded version of the bestselling *Anointed for Business*, Ed Silvoso focuses on the heart of our cities, which is the marketplace. Yet the perceived wall between commercial pursuit and service to God continues to be a barrier to advancing His kingdom. Silvoso shows Christians how to knock down that wall--and participate in an unparalleled marketplace transformation. Only then can we see God's kingdom invade every corner of our world. Readers will appreciate Silvoso's passionate call to men and women in the workplace to rise to their God-appointed positions.

## Reading List





Spirit of Familiarity – As Business leaders  
we can all fall into this.



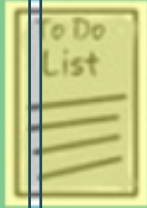




**Who helps you from outside your immediate organization**

KA

**What you do**



KR

**Who you are and what you have**

VP

**How you help**



CR



**How you interact & Keep your customer**

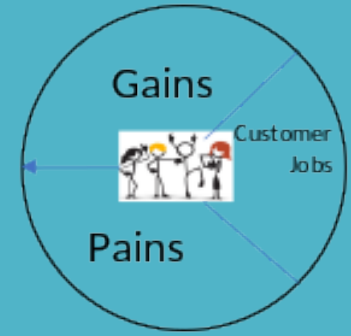
CH



**How they know you & how you deliver**

CS

**Who you help**



C\$

**What you give**

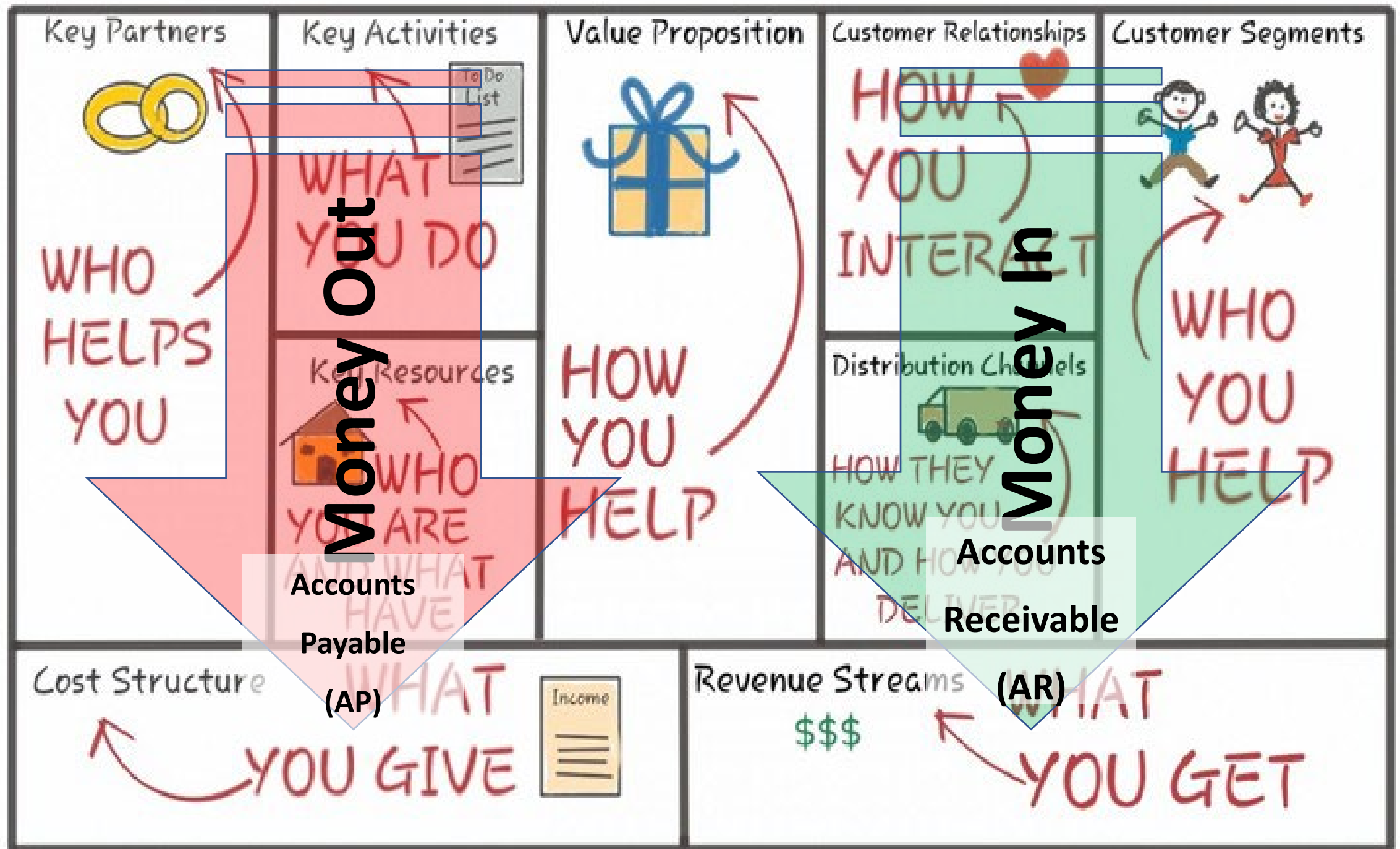


R\$

**What you get**



<number>



## 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?*

9

## Cost Structure

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

## 6 Key Channels

1. What channels do we use to reach our customers?
2. What are the most effective areas of your business requiring attention?
3. Production, Problem Solving, networks, financial, etc.

## 7 Key Resources

1. What resources do we need to make our business work?
2. Resources: physical, financial, human, etc.

## Value Proposition

### 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.

## Customer Segments

## 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.

## Revenue Stream(s)

How much are customers willing to pay?  
What are the costs needed to operate?  
What is the revenue stream (POS)?  
What is the revenue stream?  
What is the customer segment calling for?  
What are the revenue streams?

## Key Activities (KA)

- A list (7-9 things) of things you need to do to deliver the Value Proposition (VP) to customers.
- Derived from the other building blocks
  - VP, CS, CH, CR, R\$, KR, KP, C\$
- As in other building blocks, pivot your model by asking “What if?”
- Optimize for efficiency and value.

# What are Key Activities?

- Start with your Value Proposition and ask, “What must I do to create and deliver value?”
- Key Activities are those ***“critical” pieces you must do.***
- What creates your “Uniqueness”?



# How Key Activities ties to other segments

- Customer Segment: What things must I do to attract my Customers?
- Channels: What must I do to create, establish, or transform my Channels?
- Customer Relationships: What systems must I put in place to create and maintain relationships with my target customer segments?
- What must I do to establish Revenue Streams (capture mechanisms)?
- What must I do to use Key Resources?
- What must I do to identify and establish relationships with Key Partners?
- What must I do to establish cost control measures?



# Types of Activities

- Purchase, display & sell
- Manage promotional channels
- Manage complex logistics
- Maintain production
- Keep operations safe
- Reduce cost
- Improve productivity
- Create or maintain production equipment



# Start with what you know!

- For a supermarket → stocking shelves
- For a dairy farmer → feeding and milking cows
- For Google → improving its code base
- For IKEA → optimizing its logistics chain
- For Space X → designing and manufacturing rockets
- For a lawyer → consultations and case law review

## 8 Key Partners

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## 6 Key Activities

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

## 7 Key Resources

1. What is i do in our make the of the bu work?
2. Resource physical, financial,

## 1 Value Proposition(s)

## 4 Customer Relationship(s)

## 2 Customer Segment(s)

1. Who is benefiting from the usefulness of my value proposition?
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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 v
4. Have you looked for other supplier

# Key Resources

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

## Stream(s)

ing to pay?  
to operate?  
OS)?  
eam?

customer segment calling

for different revenue streams?

# Key Resources (KR)

- These are your most important assets!
- Key resources help do the Key Activities to develop your Value Proposition and earn revenues... but they often cost money.
- Without these Key Resources... you don't have a business or Non-Profit Organization (NPO).-



# Categories of Key Resources

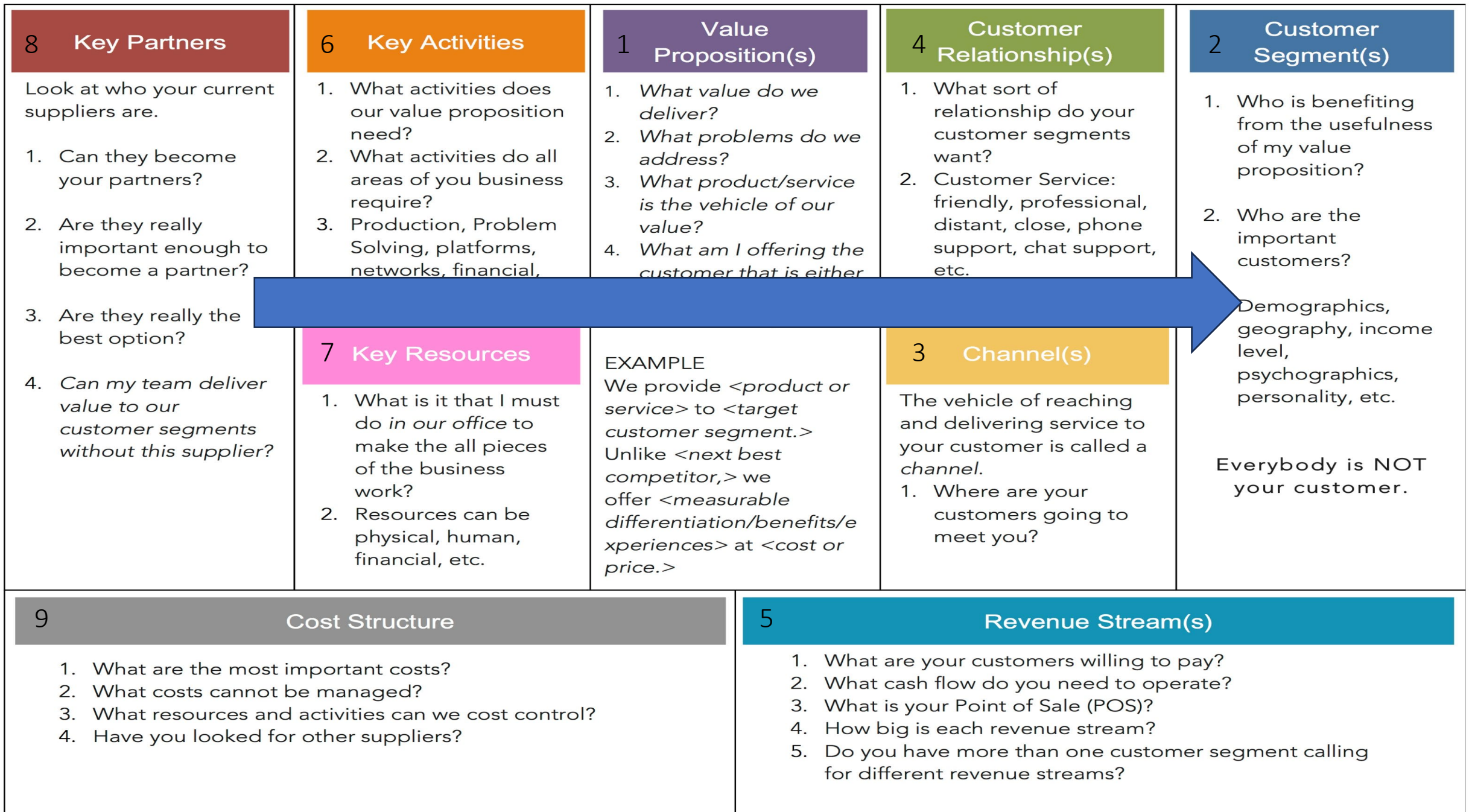
- Physical – buildings, offices, equipment, raw material
- Intellectual – Patents, copyrights, proprietary knowledge, Intellectual Property (IP)
- Human – SMEs, education, certifications, experience
- Financial – Bonds, stocks, cash, credit line, contracts-

# Finding Your Key Resources

More questions...

- What KR do we need for our VP?
- What KR does our CH need?
- What KR do we need to support CR?
- What KR do we need to establish and maintain R\$?

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



# Key Partners (KP)

- What Key Partners do we already have?
- What Key Partners do we need?
- Who are our key suppliers? Should they be partners?
- What Key Activities are performed by Key Partners?
- What Key Resources are provided by Key Partners?
- Who is in your Supply Chain?-



## Additional types of Key Partners (KP)

- Competitors, Yes I said Competitors!
- Non-competitors
- Strategic Partnerships



# Contracts Make Good Neighbors

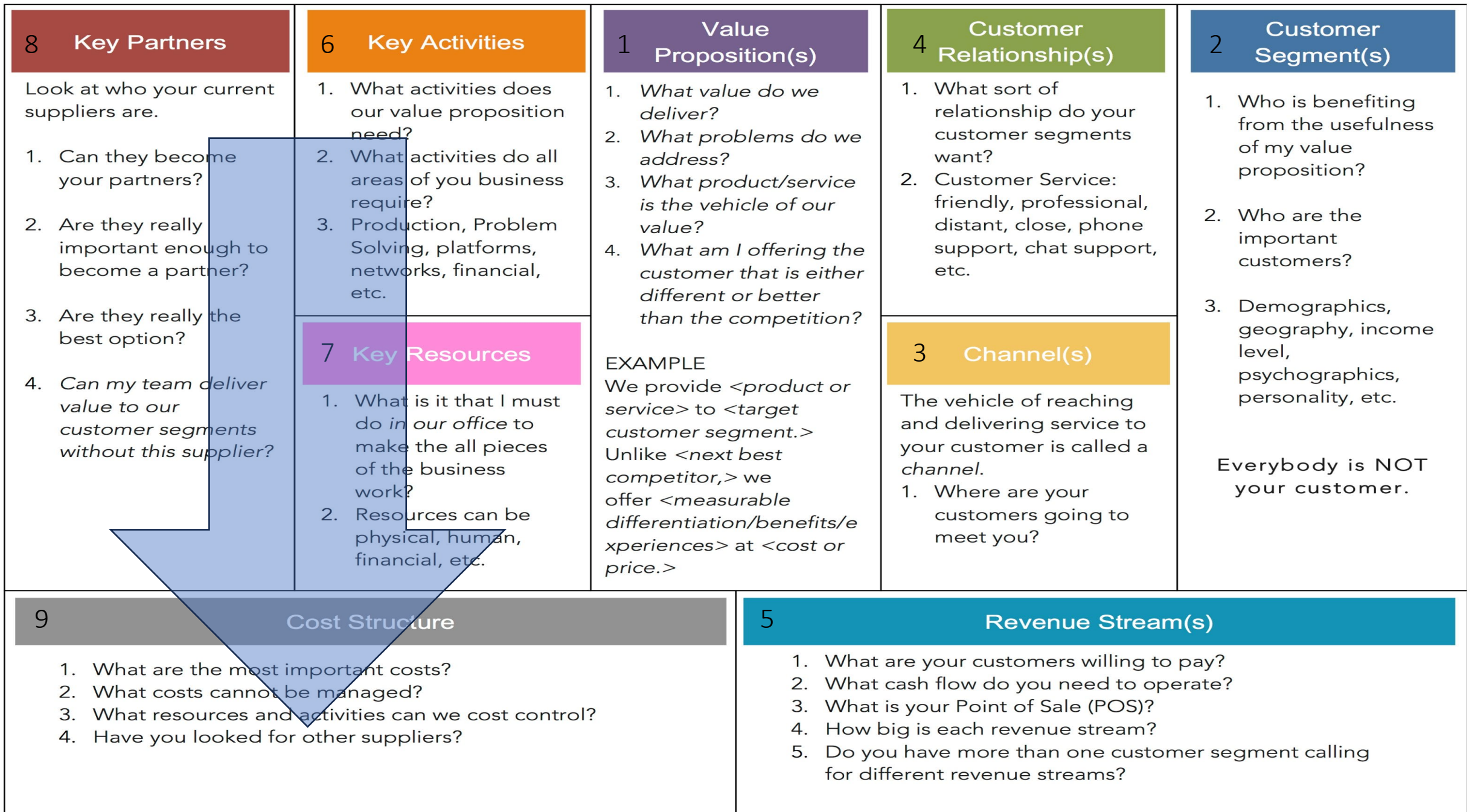
A **Contract** is a mutually binding agreement that obligates the seller to provide the specified product, service, or result and obligates the buyer to pay for it.

- Offer & Acceptance
- Legal Capacity
- Mutual Consideration
- Mutual Understanding
- Lawful/Legal (part of the triangle)-



# Terms & Conditions

- Describes rights & responsibilities of buyer (or user) & seller.
- Part of a purchasing contract describing what the seller is to perform or provide
- Defines General Conditions common to most contracts
- Defines other Special Conditions unique to the contract, such as:
  - Requesting payment
  - Payment schedules
  - How performance issues (or penalties) will be resolved
  - Describes conditions for early termination-





# Next Steps

- Complete and Submit Questionnaire
- Sign up for 7MC Christian Directory
  - [7MountainsCoalition.com](http://7MountainsCoalition.com)
- Damien – [www.SpearheadStrategies.com](http://www.SpearheadStrategies.com)
- Lesia – [www.IntegrityAccountingCPA.com](http://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](mailto:ContactUs@7MountainsCoalition.com)

<https://7MountainsCoalition.com>