

SINAPIS COURSE SYLLABUS

Week 1: Orientation, Opportunity Checklist & Intro to Kingdom Business

- Overview of how the Sinapis program works
- Opportunity for the participants to get to know each other
- Intro to Kingdom Business (history, relevance, Biblical foundations, and how Kingdom Business fits within traditional ministries)
- Introduces the opportunity checklist (holistic business opportunity checklist and investor readiness assessment that participants will complete throughout the course).

Week 2: Customer Development, Targeting the Right Customer, Kingdom Business Framework

- Introduces the revolutionary customer development process pioneered by Steve Blank and based on his book 4 Steps to the Epiphany as well as Eric Reis' Lean Startup
- Teaches market segmentation strategies: helps entrepreneurs determine highest priority segments
- Teaches the unique characteristics of a Kingdom Business as compared to normal businesses or even ethical businesses

Week 3: Understanding Customer Needs, Market Research, & Calling from the Creator

- Teaches how to do market research in order to complete the first step in the customer development process: customer discovery
- Explores in further detail the first criteria of the Kingdom Business Framework, which involves entrepreneur's unique spiritual calling

Week 4: Unit Economics & Personal and Vital Connection to Jesus

- Introduces the basics of unit economics – teaches entrepreneurs how to make smart operational decisions based on financial realities
- Dives deeper into Kingdom Business by exploring what it means to have a personal and vital connection to Jesus

Week 5: Making Your First Major Sale & Holiness, Justice & Love

- Walks entrepreneurs through key sales techniques required to make major sales
- Teaches entrepreneurs how to create a repeatable sales roadmap
- Introduces the Holy-Justice-Love Biblical Business Ethics framework that helps entrepreneurs learn how to make difficult ethical decisions by basing their decisions on the character of God

Week 6: Financial Accounting, Financial Statements & Holiness-Justice-Love Part II

- Introduces the basics of financial accounting including debits and credits, chart of accounts, accounting software, and how to create financial statements for investors
- Continues to explore what it means to have the courage to make ethical decisions based on God's character even in difficult circumstances

Week 7: Interpreting & Projecting Financial Statements & Writing Part I of Spiritual Integration Plan

- Teaches entrepreneurs how to understand and interpret financial statements
- Helps entrepreneurs create appropriate assumptions to project income statements for the next 3 years and also teaches them the basics of projection modeling
- Gives entrepreneurs the opportunity to start writing their spiritual integration plan for their business for the first component of the Kingdom Business Framework

Week 8: Finding the Right People, Governance and Christ-Centered Culture

- Teaches how to find the right people with the right skills and talents for every position in the organization
- Teaches how to monitor performance of employees and reward appropriately
- Provides an overview of good governance basics and boards
- Teaches entrepreneurs how to develop a Christ-centered culture in their organization

Week 9: Operations & Wise Stewardship of Resources

- Introduces entrepreneurs to the basics of lean operations including creating efficient and effective processes
- Teaches the entrepreneur about wise stewardship of resources & encourages them to recognize the fact that they are stewards of God's resources & that their company is owned & directed by God

Week 10: Building a Sales Funnel, Pricing & Writing Spiritual Integration Plan Part II

- Helps the entrepreneurs move from early visionary customers to building a robust and repeatable sales funnel that measures the effectiveness and costs of each marketing activity from awareness to closing customers
- Teaches the entrepreneurs the basics of pricing math and teaches how consumer psychology and competitive dynamics within the industry influence pricing
- Entrepreneurs are given the opportunity to work on their spiritual integration plans for the second component of the Kingdom Business Framework

Week 11: Working Capital & Disciple Making

- Teaches entrepreneurs the importance and elements of working capital, how these elements interact & how they can manage working capital to avoid taking loans and prevent cash crises
- Teaches entrepreneurs how to project the cash flow statement using a financial model in Excel
- Invites the entrepreneurs to develop a strategic plan for making disciples within the company's sphere of influence

Week 12: Company Identity, Key Performance Indicators, Performance Management & Measurable Fruit

- Helps the entrepreneur create a measurement system that contains key success factors for his/her enterprise & teaches him/her how to measure & track these throughout the stages of company growth in order to stay on course
- Teaches entrepreneurs how to conduct a community needs assessment in order to clearly identify the social impact they want the company to have

Week 13: Industry Structure & Dealing with Competition & Writing Spiritual Integration Plan Part III

- Teaches competitive dynamics through Porter's 5 Forces and uses a Harvard Business School case study on Apple to demonstrate how a company can respond to competitive pressures
- Gives entrepreneurs time to complete the final part of their spiritual integration plan

Week 14: Financing Decisions, Pitching to Investors & Spiritual Capital

- Helps entrepreneurs understand options for financing their businesses including from internal cash flows, loans, and equity and provides the entrepreneurs advantages and disadvantages of each source of capital
- Provides entrepreneurs useful approaches for how to pitch to investors including preparation of pitch decks and delivering pitch presentations
- Introduces the entrepreneurs to the concept of Spiritual Capital and the macro effect a lack of spiritual capital can have on an economy

Week 15: Leadership, Project and Time Management & Significant Other Covenant

- Provides entrepreneurs with key leadership principles they can use to lead the organization
- Provides the entrepreneurs useful tools for day-to-day project management to ensure timely outputs within their businesses
- Teaches a popular Harvard Business Review article that helps entrepreneurs learn to become proactive managers instead of constantly fighting fires
- Helps entrepreneurs create covenants with their family and significant others to ensure that they maintain a healthy balance between growing their business and meeting the needs of their families and communities

Week 16: Reflection of the Journey, Business Plan Preparation, and Identifying Focus Areas

- In this final session, we synthesize the contents and key lessons learned from the entire program, provide an opportunity for entrepreneurs to reflect on their journey thus far
- Entrepreneurs are taught how to recognize distinct stages of emotion associated with phases of the entrepreneurial journey and how to harness those emotions effectively in order to make them work for them instead of against them
- Entrepreneurs create a 6-month action plan
- Entrepreneurs spend time thinking about their business plan and what is left to do in order to compete in the Sinapis Business Plan competition
- End of class party to celebrate accomplishments!