

FRONTLINE MESSENGER TRAINING

BUSINESS PLAN INFORMATION SHEET



INTRODUCTION:

This information document is just a summary of some of the items that need to be included in your missional business plan. It will be your job to research online through webpages and youtube tutorials how best to write up a business plan. The following items are things that are specific for an evangelistic business or center of influence. **It is not an exhaustive list of things to include**, but will help get the wheels in your mind turning. You will probably need to add more things than here.

A business plan is not set in stone and may need to be adjusted based on what challenges and opportunities you meet in real life. Try though to make your business plan as realistic as possible.

We have had experience in running escape rooms/escape games (mobile/static) and a vegan food truck. While there may be other options that are viable, these are things we know have had success. During the training we will also help you with the project, but this work of writing a business plan yourself will be very valuable for your success in business evangelism!

FINANCIAL INFORMATION

Local Situation: What are the demographics of the local area in which you will be working? (if your business is mobile make sure to take into account the various regions your plan to be working in)

Competition: What other businesses do the same kind of work as you? How will you stand out?

Capital: What methods do you have for raising the necessary funds to start your project? (ASI, private savings, crowd-funding, donors, etc.) Think outside of the box.

MISSIONAL INFORMATION

What will be your mission goal for the business: Explain this thoroughly, what goals you have.

How will you get mission materials for your business: Books, flyers, cards, videos, etc. What resources do you have available to you in the country you are located? If you are targeting an area that is multicultural or a touristic area with many different foreign citizens how will you get materials for different languages? Which are the main groups of tourists there?

VERY IMPORTANT!!! **Do you have someone who you can partner with in som form:** Being alone in mission is not only difficult, but it is not to be encouraged. Do you have someone who can partner with you? This is not something minor, but demands much considerate thought and prayer!

LEGAL INFORMATION

What regulations are in place in the location where you will be working: Do you need special permission, training, certifications, permits? Can I legally do this kind of work in my target country, region, town? (Take into consideration that some towns or cities have extra or special rules that go beyond the country laws)

How does it work with taxes where you will be?: Make sure this is clear from the beginning to not get into problems.

Evangelism: What are the local laws for sharing your faith in the marketplace? Are there laws in place? If there are still laws how can you still share your faith in an intelligent way without unnecessarily breaking those laws?