

Welcome to FiveTwo Network's StartNew Digital process. We're excited to be working with you as you launch a new creation for Jesus' lost people!

1. **Read the attached pages of this document thoroughly.**
 - Highlight the new insights you gain or concepts you like.
 - Make note of questions the document raises in your mind.
2. **YOU MAY WISH TO PRINT THIS DOCUMENT AND HAVE IT READY FOR OUR NEXT COHORT MEETING.** We will discuss this information as well as your personal insights you gained.

SACRED STARTER

LAYING THE FOUNDATION: GOAL, EXPECTATIONS, & DEFINITIONS

THE STARTNEW GOAL:

Create excellent Sacred Starters whose creations thrive.

The journey to this goal began with you listening to what Jesus placed on your heart. Depending on which option you chose, you may be on your own and self-paced, you may have a one-year cohort you will journey with, or you may start with an in-person bootcamp.

A key ingredient in your development is the camaraderie and encouragement you receive from others going through this same season. Thus, the relationships you bring here and build here will be crucial as you do the hard work of launching new starts.

Throughout your journey, however, there are three items we will refer to time and time again that will especially contribute to the goal of forming you into an excellent Sacred Starter.

THE ABCS OF BECOMING AN EXCELLENT SACRED STARTER:

a. Awareness

Jesus-Aware

Who is Jesus, and specifically, what do we learn about Him in His interactions with the community? For this we will focus on Mark 6, and the feeding of the 5000. This story from Jesus' life is the seminal story for our network. We pray the learnings from that story mold you as a sacred starter.

Self-Aware

Who am I in Jesus? What does the presence of Jesus look like in me and through me? Which of Jesus' values do I value? What particular strengths and abilities has He created in me? We will spend numerous activities exploring your strengths and values and how they impact the team you need and the community you will form.

Community-Aware

Who is the community I am called to? What do they like? What do they look like? What do they hate? Why do they hate that?

Perhaps you've already done homework on your community. Your continual task once you begin this journey is to become an expert on your community. To exegete your community – understand it's every nuance and tick. Learn its history. Get to know it like Jesus already knows it.

You only get to know your community by getting to know the people in your community. You need to know a lot of people.

If you have not already availed yourself of the MissionInsite tool, (<http://missioninsite.com/>) you need to.

b. Baptisms

You're here because you want to launch a startup. The look and feel of that startup will differ in nuances from person to person. And the initial bridge it forms into the community will differ as well. Some will meet sports needs; others, health needs; still others, entertainment or educational or worship needs.

But regardless of what your startup looks like on the outside, we want all of the startups launched through FiveTwo to have the same heart inside. Namely, a heart for seeing more baptized followers of Jesus walking this earth.

In FiveTwo, all of the ministries we work with commit to a common outcome: **More baptized people in Jesus' kingdom.**

Ultimately, everything we do in FiveTwo is about Jesus. It's all about Jesus and making Him known, introducing Him to people, celebrating His work in you and through you.

So regardless of what you start, we want you to do the hard work of thinking through just how your startup is going to connect people to Jesus.

Here's the key question: *How are you going to make sure the people you're serving meet the Jesus you serve?*

c. Canvases

During the StartNew journey, we will take you through a series of exercises that will help you create five canvases:

- a **Sacred Starter** Canvas
- a **StartNew** Canvas
- a **Customer** Canvas
- a **Customer Jobs** Canvas and
- a **Customer Gifts** Canvas

The Sacred Starter Canvas is a picture of you, incorporating your Jesus-Aware and Self-Aware learnings onto one sheet of paper. It will present a portrait that you can refer to, tweak, and hopefully embrace in the years ahead. The portrait it creates should also impact the other canvases.

While the Sacred Starter Canvas is a picture of the Jesus in you, the StartNew Canvas is a picture of the Jesus in you, in your startup and how it intersects with the community. It's the culmination, you might say, of you being Jesus-Aware, Self-Aware, and Community-Aware.

The StartNew Canvas is our take on an open-source tool called the Business Model Canvas. We'll explain some of the mods and the unique title in our fourth lesson. Suffice it to say, this canvas is a wonderful entrepreneurial framework we want to equip you with. If you work with a Coach, your coach will be referring to it, wanting to understand your particular canvas. It, too, is a picture that you will carry, refer back to, and tweak throughout your journey and beyond.

The Customer Canvas will help you think through who your Customer is. It will help you define their background, experiences, dreams, and what is important to them. Having your customer clearly defined helps you be able to laser focus on how best to serve them.

The Customer Jobs Canvas will help you work through what jobs, pains and gains will be important for you to focus on as you move forward. Tied to the Customer Jobs Canvas is the Customer Gift Canvas which will tie specific solutions to the actual jobs and pains your customer has in their lives.

For your convenience blank copies of these canvases will be available on-line in a fillable format for you to use as you iterate your next steps.

You don't want to lose these canvases.

One clarification: *the StartNew Canvas is NOT a business plan.* It's part of it but not all of it. So, *if a business plan is required for your funding or by your Board of Directors, you'll create that outside of this training process.*

When you complete your journey, you'll leave with these five canvases, which will form the basis for why and what you start in your community.

The ABCs of Awareness, Baptisms, and Canvases are key to you becoming an excellent sacred entrepreneur whose creation thrives.

EXPECTATIONS

Underlying your training journey will be two common ingredients for sacred starters: **fear** and **clarity**.

Over the course of your journey and beyond, we aim for your fear level to decrease and your clarity to increase.

We know from experience, however, that the path to get there is the 3 C's:

- **Chaos**
- **Confusion**
- **Clarity**

Early on your journey might seem chaotic, and you will most likely start out feeling confused. That confusion will probably intensify before it abates.

You'll wonder if this process is a waste of time, and when the clarity stays at arm's length, you'll become a tad grumpy and belligerent.

If you're more church-oriented, the "Mark Cuban business side" of the experience will provide new info and new ingredients. These will challenge and possibly confuse you by forcing you to invest in the realities of how Jesus designed the world to work especially in business and startup endeavors.

If you're more business-oriented, the "Mother Teresa sacred theology" work of your process will challenge and possibly confuse you. The work will force you to invest in realities of how Jesus designed the world to work in and through His Church. His Spirit weaves faith into all of life.

We mash up these two sides of life – Church & Business – because for life to work, **it needs to be integrated.** For your new work to go well, you need to approach it with a more seamless, holistic faith.

We challenge you to live in the presence of Jesus, with the presence of Jesus, allowing the presence of Jesus to flow from you every day, all the time, 24/7. To practice the presence of Jesus all the time. Not just on Sundays. To get there, however, **chaos and confusion before clarity**.

DEFINITIONS

As we prepare to kick off your journey into the StartNew process, there are three words we want to define so we are all speaking the same language.

The words are **Sacred**, **Entrepreneur**, and **Startups**.

So, we've told you a couple of times that we want to create sacred starters whose creations thrive...these words are integral to the goal of this process. We want you to really get the goal.

a. Sacred

FiveTwo is a Network that disciples entrepreneurs so their sacred startups are sustainable. And of all the words in that sentence, I would guess the fuzziest one is "sacred".

On one hand, when you hear "sacred", if you're Lutheran or Anglican or Roman Catholic, your mind probably goes to Sunday and the elements of worship. Baptism, the Lord's Supper, worship, etc..

Beautiful mystery and life-giving power flows from those aspects of sacred thanks to the presence of Jesus' Word and promise. In baptism we are given the presence of Jesus, for eternity. No one can take that away from us. We become members of His family; His Spirit becomes an eternal in-dwelling in our personas.

To that end, we become the sacred members of Jesus' Body, the bearers of His Spirit wrapped in the material, fleshly stuff of this world.

When we use sacred, then, we use it in more of the ancient, little "s" form, as an **adjective**. We allow it to move beyond baptism and Lord's Supper into all of life. It becomes a broad, brushstroke word. More like a photo album rather than simply one photo. It speaks of the entire wedding, not just that picture of the bride and groom.

At its core, sacred describes the nature of all of life, since all things were created by Jesus, for Jesus. All things, all of life, is for His glory.

Sacred speaks to a posture that, rather than living life in silos – with Jesus occupying only one room – instead embraces life lived with Jesus, for Jesus, everyday, and everywhere.

Because of how we use sacred, we can talk about **leading a sacred life**, which is what we desire for you as you launch your new work. In part because we want the byproduct of your work to be people who experience Jesus every day.

A simple way of describing a sacred life is “the practice of the presence of Jesus.”

In addition to this essay, you are to read, “The Practice of the Presence of God,” an ancient classic by Brother Lawrence. It singlehandedly helped me see the world differently when I read it back in the early ‘90s.

In a nod to Brother Lawrence, we’ve adopted his title, tightening it a tad, making sure we realize the God we speak of is **Jesus**, and life is designed to be lived in His presence.

The practice of the presence of Jesus means you’re constantly discovering how Jesus is really present in you and all around you, all for the sake of the world. All so that the world may experience Him.

Which means that you, along with all baptized followers of Jesus, bring the presence of Jesus to your community, wrapped in your flesh.

So, **a sacred life is a life of Jesus-presence**. It’s a life rooted in the presence of Jesus in baptism and His supper; living as the sacred presence of Jesus in the community; and surrounded by the presence of Jesus in creation.

Jesus lives in you, His Church, for the sake of the world.

Our goal is for that unique expression of Jesus-presence in you to take on new flesh, the flesh of a new start so that more of His world might know Him.

There are two other terms we use, however, that need a tad explanation for the sake of clarification and a common vocabulary...

b. Entrepreneur

The word “entrepreneur”—*one who undertakes, manages, and assumes the risk of a new enterprise*—comes from the French, where it literally means “undertaker.” [Add your own joke here.] The word was borrowed into English in the mid-19th century and finds especially a new home today, with the millennial generation being the largest generation on record – as well as the most entrepreneurial. Like the printing press and Luther’s reformation, so, too, the Internet and entrepreneurial startups and those who start them.

We chose entrepreneur because it is a common and clear word which relates to the Sacred Starter. It speaks to both men and women who possess the propensity to start groups, clubs, businesses, movements, and especially churches. We chose it *especially* because it speaks *beyond* professional church workers into *all walks of the laity*.

We believe that in EVERY congregation there are lay people with entrepreneurial gifts who *need* to be and *must* be invited to start new works for Jesus’ lost people.

These individuals have been sidelined for too long from the work of the Church—or, should I say their work has not been recognized as the work of Church? For too long the apostolic and

evangelistic leaders in our midst have been shut out and disenfranchised, unable to contribute their unique wiring to the circuitry of Church.

We want more and more men and women entrepreneurs in the game. They must be invited to let their sacred life shine, so that the presence of Jesus may be experienced by those they meet.

We also chose this word so that those whose lives revolve around Sunday learn from those whose lives don't. We entrepreneurs who also bear the name of Jesus collectively share the calling of "sent ones," and, as we go, we should go together. We will be more effective as both the Church and Business worlds join forces.

So, entrepreneur: those who start. We want all the sacred starters we can find.

c. Startups

FiveTwo is a Network that disciples sacred starters so their startups are sacred and sustainable. We are not a church-planting network, by the narrow definition, although we were birthed for church planters and their work.

Startups, however, throws a bigger tent and includes new starts of all sizes and shapes that could build bridges into the local church.

We anticipate and celebrate startups such as...

- community basketball leagues
- portable health clinics for pregnant mothers and newborns
- preschools
- ministries to young moms
- ministries for the underserved
- for-profit community businesses with a Kingdom mindset
- house churches, and
- church plants of all sizes and styles.

We pray that many of the startups in our Network would bear the typical marks of Word and Sacrament ministries. Churches by any definition. They may demonstrate a variety of models, from house-churches to urban nomadic gatherings to traditional facility-based congregations surrounded by demographic programs. But their common mark - and heartbeat - is the gathering of people for the worship of the Savior.

Many of the works we support, however, will outwardly appear more community-focused than worship-centric, and many will bear business marks - at least addressing financial sustainability apart from a purely donative model. We welcome this non-church startup into the fold, for we believe a variety of new works is necessary as Jesus' Church seeks to reach a growing unchurched population.

These bridge ministries are critical even as they are not a new type of church or congregation. The Body of Christ should gather at least weekly to receive from Jesus in Word and Sacrament, conducted in good order.

So, while we hope that all of the startups we help launch will ultimately lead to Word & Sacrament ministries, not all of them will begin that way.

Remember though – we challenge all the startups under the FiveTwo Network banner to the same end-game: **More baptized followers of Jesus.**

Every startup we help launch should play a role in more people getting to know their Savior.

CONCLUSION

Remember, **underline**, **highlight** and **jot down your questions** in prep for your journey. Your advance work will deepen the experience for everyone!