

Pastoral Vision and Mission

What are we here for as church, what is our religious assignment, what our personal mission?

Key Partners



Who are the most important partners for the successful execution of our concept?

Key Activities



Which activities are indispensable for delivering the promised value to our users?
In short: What must we be able to do well?

Key Resources



Which are the indispensable resources to provide our users value through our key activities?

Value Proposition



What value, benefit, kind of product/service do we provide?
What pastoral impact do we offer to achieve?
Hint: Your concept will only work if you serve a user's need or solve a user's problem!

User Relationships



What kinds of relationships do our targeted users expect from us?

User Segments



Whom are we going to serve with our new church start, our pastoral initiative, our fresh expression of church?

Channels



Which communication and/or delivery channels are expected by our target users? How is our service delivered best?

Cost Structure

What are the most important cost factors? What key activities and resources cost the most?

- + personnel
- + material resources
- + financial resources
- + time, talent, treasure



Revenue Streams

For what and how much might our users be willing to give?

What/how much have been giving so far?
-> time / talent / treasure / reputation / confidence...

