

A large, ancient tree with thick, gnarled roots and dense green foliage, reflected in a calm body of water. The tree's roots are particularly prominent, spreading out and down into the water. The background shows a lush, green landscape with other trees and a clear sky.

And God Made A Tree

The Planet's Most Successful Business Model

Biblical Foundation

- For since the creation of the world God's invisible qualities—his eternal power and divine nature—have been clearly seen, being understood from what has been made, so that people are without excuse. (Romans 1:20)
- Also he spoke of trees, from the cedar tree of Lebanon even to the hyssop that springs out of the wall; he spoke also of animals, of birds, of creeping things, and of fish. And men of all nations, from all the kings of the earth who had heard of his wisdom, came to hear the wisdom of Solomon. (1 Kings 4:33-34)
- The works of the Lord are great, studied by all who have pleasure in them. (Psalm 111:2)
- They will be called trees (oaks) of righteousness, a planting of the Lord for the display of His splendor, that He may be glorified. (Isaiah 61:3)
- He shall be like a tree planted by the rivers of water, that brings forth its fruit in its season, whose leaf also shall not wither; And whatever he does shall prosper. (Psalm 1:3)



7 Phases Of The Business Life Cycle

- Seed Phase: Concept / Vision / Plan
- Sprout Phase: Secure Resources / Beta Test
- Seedling Phase: Launch – Get noticed
- Sapling Phase: Rapid growth
- Mature Phase: Scale & Improve
- Ancient Phase: Decline
- Snag Phase: Reinvent / Creative Destruction



A close-up photograph of a person's hand planting seeds into a trench in the soil. The hand is positioned at the top left, with fingers carefully placing a white seed into the trench. Below it, several other seeds, some white and some with orange markings, are visible in the trench. The soil is dark and rich. The background is a soft-focus green, suggesting an outdoor garden setting.

SEED PHASE

8 Aspects That a Seed Determines About What it Will Become:

Seed Phase

Concept

- Species / Variety - What kind of business?
- What Industry, Segment? Niche? Digital? Service? Product?
- Discipline of market leaders: low cost, white glove service, leading edge technology / high quality product
- What unique value does your business offer that differentiates it from competitors?
- How did you identify your target market and niche?
- Do a SWOT Analysis with someone who can stress test your assumptions. (Strengths, Weaknesses, Opportunities and Threats)



Seed Phase

Growth Characteristics

- Size, shape, growth rate. What form (model)? How fast?
- What's your business model and growth strategy?
- How will the business scale? Ultimate revenue objective?
- Market size and your planned for share? What will you do or how will you position yourself to get that market share?
- What metrics will you track to measure growth?
- How do you plan to scale your business in the next 1, 3 and 5 years?
- What key milestones will you be reaching for and in what time frame?
- What are the likely challenges in reaching those milestones?
- What resources will you need to get there?
- Luke 14:28 *"For which of you, intending to build a tower, does not sit down first and count the cost, whether he has enough to finish it?"*



Seed Phase

Nutrient Requirements + Tolerance

- Nutrients fuel growth / Toxins deter
- Soil (market) conditions determine nutrient requirements
- Cash could be considered a nutrient. So what are the cash requirements for where you're going to plant your business?
- Nutrients are anything that support growth, so what are your tech, infrastructure and talent requirements?
- Future org chart now
- What are the most critical resources your business needs to operate and grow?
- How do you plan to acquire those resources?
- Are you operating only with the natural mind or do you have the word of the Lord and the faith to walk in that?
- Create a worksheet outlining the key resources, current status and action plan to acquire those resources.



Seed Phase

Environmental Factors

- Current economic conditions
- Competitors
- How do you stay informed to changes, advances, etc., in the market and your industry?
- Environmental factors that affect success...
- **Light:** God factor / Wisdom / Authority / Right path → Target visibility. How easy or difficult is it to reach your target market?
- **Water:** How informed (pain aware) is the market?
- **Temp:** Level of desire / urgency
- **Soil type:** Financial ability... Generally speaking, can your target market afford or find the resources to purchase?

