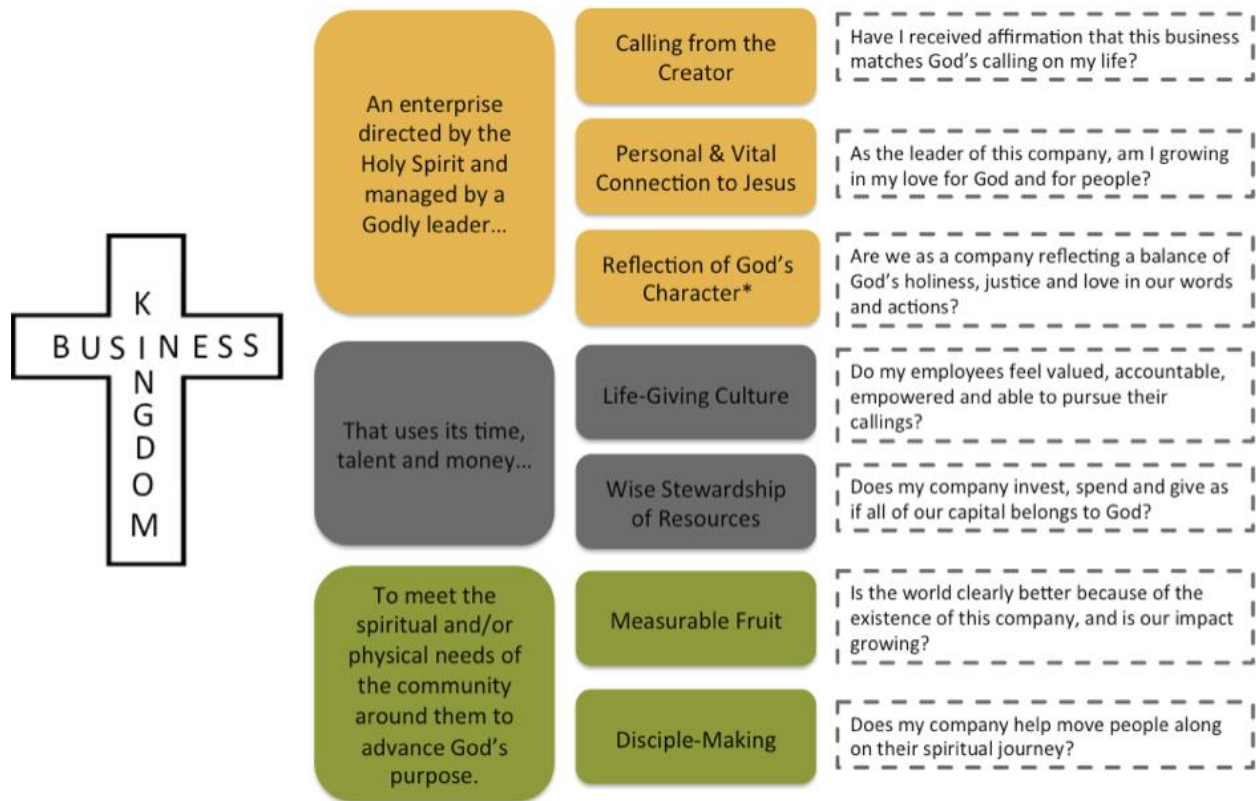


The purpose of **NGO Go** is to help you start a Kingdom Building enterprise that begins to solve a problem in your home country. Your project may be a for-profit, a non-profit, or a project that operates sporadically but does not have an ongoing presence.

According to Business as Mission, “a Kingdom business is an enterprise directed by the Holy Spirit and managed by a Godly leader that uses its time, talent, and money to meet the spiritual and/or physical needs of the community around them to advance God’s purpose.”

This chart breaks that idea into small, easy to consider segments. We will go deeper into each one during the Conference.



[7 Markers for a Kingdom Business: A Framework for Entrepreneurs – Business as Mission](#)

Businessasmission.com, accessed 1/30/24

**Part 1** of your application requires a 1-page, single spaced Executive Summary in Word.

1. In no more than 2 sentences, describe the problem you are solving.
2. In 1 brief paragraph, describe your solution.
3. In 1 brief paragraph, describe your target **recipient** demographics. Who are you doing this for? How many people with this need are there in the area where you will begin? What else can you tell us about them?
4. What will you need to get started? (Land, a tractor, seeds, fertilizer, and irrigation equipment for example)
5. How much will these things cost?
6. Where will you get the initial funding?
7. Once you have begun, what will it take to run the enterprise on a monthly basis? Create a basic budget including your recurring expenses. (salaries, rent, internet, marketing, for example). Be as accurate as possible.

Part 2: Create a 2-slide PowerPoint, using no more than 5 brief bullet points and 1 graphic per slide. If you do not already use PowerPoint, this is a link to a very useful tutorial: [The Beginner's Guide to Microsoft PowerPoint \(youtube.com\)](https://www.youtube.com/watch?v=1111111111)

Slide #1

Your name

Your photo

University and level of study

Your home country

Slide #2

We will build the **Kingdom of God** through:

Insert 2 to 5 bullets describing how your project will be a Kingdom Building enterprise.

Add an appropriate graphic.

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We do not expect you to have all the answers now. Instead, we want to see evidence that you are **thinking** about it. During **NGO Go**, you will receive in-depth information, tutoring, and coaching. You may even change or modify your initial idea, but that is part of the process.

This will be a working seminar, with some time carved out for fun and fellowship, but you will finish with a basic business plan and a professional investor/donor pitch. We promise it will be a life-changing experience.