

## Starting a New Venture: Avoiding the Pitfalls

Many new ventures are launched with great enthusiasm and commitment yet can sometimes lack the necessary disciplines that are required to build a successful venture and that also bring glory to God? Using actual examples from 20 years of experience of working in different countries, this talk will outline some of the practical steps that should be taken to avoid the pitfalls typical in any new start-up venture.

**Jeremy Peckham** began his career as a government scientist at the UK Royal Aircraft Establishment and later moved to Logica, an international software and systems integration company. He founded his own speech recognition company in 1993 and launched a successful public offering on the London Stock exchange in 1996. Jeremy is now a technology entrepreneur having helped to establish several high tech companies over the last 20 years where he has served as interim CEO, Chairman or non executive director. He set up and is Chairman of a The Fraser Peckham Trust - a grant giving foundation, Give a Kid a Life - a child sponsorship charity and Africa Rural Trainers Trust, a Kenyan based Trust ([www.africaruraltrainers.org](http://www.africaruraltrainers.org)). Africa Rural Trainers trains people who are already pastors in rural Kenya in Bible understanding and practical skills and hopes to expand this model of training into other African nations over the next few years. Jeremy has served in lay leadership as a deacon and also as an elder for many years at Eden Baptist Church, Cambridge, UK. Jeremy is a Fellow of The Royal Society of Arts and 1st class honours graduate in Applied Science.

### I. Financial discipline

#### A. Cash Flow Forecasting

#### B. Understanding insolvency

1. Legal perspective.
2. Biblical ethics & honouring God.

### II. Building a team.

#### A. Finding the right people.

#### B. Motivation in mission.

### III. Understanding yourself

A. Manager, Leader or Entrepreneur?

B. Developing yourself as a leader.

C. Building trust.

IV. Understanding your culture

A. Identifying conflicts with Biblical ethics.

B. Acting with integrity.

V. Measuring “success” in God’s economy.

A. What is success?

B. Is it guaranteed?

C. Trusting in God in the good AND the bad times.

D. Handling rejection.

E. Learning the lessons from failure.

F. Leading by example.