

Starting a New Venture: Spiritual and Practical Insights

This talk will share insights gained from 20 years of experience in starting and leading new philanthropic, missional and business ventures. With reference to case studies from the speaker's own experience, it will highlight the importance of vision setting, planning and conducting careful due diligence. A biblical perspective will be outlined that is a necessary part of leading a new venture and dealing with the personal and organisational ups and the downs that are a natural part of any entrepreneurial enterprise.

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). 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. Motivation

A. Why are you doing this?

1. To meet a real need, a sense of God's calling?
2. Self aggrandisement?
3. Business and Mission.

B. Am I the right person?

II. Vision Setting

A. Importance of a clear vision

1. Where do you want to head?

III. Strategic Planning

A. How to get there.

B. Resources needed.

1. People.
2. Finance.
3. Partners.

C. Sustainability.

D. The five-year plan.

E. The one-year operational plan.

IV. Due Diligence.

A. Is the vision supported by the target community/market?

1. Is it what they need?

B. Who else is doing it?

C. SWOT analysis

V. Executing the Plan.

A. The Plan, Do, Check, Act cycle.