

THE REDEEMPTIVE ENTREPRENEUR PLAYBOOK FOR NEXTGEN FOUNDERS



TRIGA
VENTURES

TRIBUTE TO PRAXIS

First and foremost, we, Triga, designed this playbook full of gratitude to Praxis, who has not only supported us by cheering us on the past six years but has opened the door for us to use their resources to advance Redemptive Entrepreneurship in South Africa and Africa. Most of the content in this book is derived from the resources they have allowed us to use for the benefit of aspiring Redemptive Entrepreneurs like yourself. (To access the full resources, see the [Redemptive Frame, A Rule of Life](#), and [The Redemptive Business](#).) Our task was merely to contextualise it in a way that helps you better understand and address some of the challenges in your local community/city. You rarely find partnerships like the one we have with Praxis, which is a true testimony that they practice what they preach. We are truly thankful to them.

Thank you, Praxis, for your unwavering support over the years - the wisdom you continue to share. You are always God-centered, open-handed and servant-hearted. We count ourselves blessed to be able to stand alongside you in fanning the flame for the global Redemptive Entrepreneur Movement. Africa is a unique continent that has undergone centuries of exploitation. The information you have so freely provided us ignites and equips entrepreneurs aflame for God, promising the lasting transformation it so desperately needs.

May God keep raising up more Redemptive Entrepreneurs to be equipped and sent out into all the world. We are excited to be joining hands in the ministry of reconciliation, that is, partnering with God in the renewal of all things!

Sola Deo Gloria



TRIGA IS AN ENTREPRENEURIAL ECOSYSTEM THAT SUPPORTS FOUNDERS, FUNDERS AND LEADERS INSPIRED BY THEIR FAITH TO ADDRESS SOME OF AFRICA'S MOST PRESSING PROBLEMS.

"TRIGA" IS THE GREEK WORD FOR A THREE-HORSE CHARIOT WHICH WE DERIVED FROM THE IRON CHARIOT CONCEPT USED IN JUDGES 1:19.

A WARM WELCOME

As a team, we are thrilled you made it to this year's NextGen Founders cohort. Welcome to the Triga Community! We are happy that you took the brave step to apply and commit your time and energy to the programme that "will change your life" (or so our Alumni tell us).

If you are here, we know that God has ignited a very unique passion within you for your faith, but also for the business world. How exciting! For the next six months, we know that the good work He has started will continue to take shape.

However, we want to warn you: this is a proper workshop where God will stretch you. "See, it is I who created the blacksmith who fans the coals into flame and forges a weapon fit for its work..." says Isaiah 54:16. Triga is merely the space (workshop) where God, the ultimate blacksmith, does the forging through our incredible mentors and speakers.

Also, we will keep you accountable to show up at every meeting prepared, on time and hand in deliverables when needed. We ask you also to keep your peers accountable, as the body of Christ should.

We know that you will be motivated and challenged in every session. Make a point to seek God after every session to allow truths to settle in your heart or to clarify things you don't understand. Also, if you disagree, don't leave with an offence. Speak to one of the facilitators. The content-rich sessions may need some context that you may have missed or misunderstood. Remember, God will not merely use this programme to shape your business. He is heavily vested in you as a person, first and foremost. There are specific things He wants to do in your heart that will affect everything He has called you into.

This playbook was designed to help you prepare for every upcoming session and allow you to reflect intentionally to ensure you can track your progress as you embark on this journey. Please commit time to work through the designated material before each meeting. Much of this booklet's material has been derived from the Praxis' [Redemptive Entrepreneurs Playbook](#) material, with special consent from [Praxis](#). The complete Praxis Redemptive Entrepreneurs Playbook is available on your virtual toolkit's resources page.

Lastly, come humble and open. Your peers will surprise you and are, most times, the greatest assets to the NextGen Founders Programme, no matter where they come from.

May your redemptive purpose be crystal clear after this season.
The whole Triga community is rooting for you!

Much Love
The Triga Team



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PART ONE: REDEMPTIVE LEADERSHIP

Throughout the first month, we will go through the first part of the [Redemptive Frame](#), namely Redemptive Leadership.

"Leadership centres on why we build. It's the motives, worldviews, imagination, and practices of the leadership team, whose decisions and actions set the course for the venture's Strategy and Operations. We define Leadership Intent by its success script: "What definition of success are the leaders of the organization living out?"

Redemptive Leadership is marked not by an ambition to live for ourselves, or even just to improve ourselves. Instead, redemptive leadership is about patiently rewiring our motives, worldview, imagination, and practices around dying to self—becoming more surrendered, humble, accountable, generous, and rested." ([The Redemptive Business](#))

We will explore topics like identity, faith and work integration, purpose, etc. Everything starts with the condition of the Founder's heart. If you are healthy, your venture and staff will be, but if you are not, nothing good can come out of that.



REDEMPTIVE ENTREPRENEURSHIP FRAMEWORK

In preparation for this session, click [here](#) to watch a video by Andy Crouch explaining the heart behind this concept called redemptive entrepreneurship.

"Redemption" is an economic term that means to buy back something (or someone) to restore it to its rightful place. For Christians, it is full of significant theological meaning, referring to Jesus' act of becoming human and sacrificing His life to restore us to a right relationship with God and his creation. Wherever there is loss, brokenness, unfairness, injustice, waste, or harm - and someone willingly enters into the situation by bearing a cost or taking a risk to help the person, resource, or system to be restored or repaired - that's redemptive action. Which usually requires the creation of some new product, expression, model, or norm. And this core redemptive pattern - **creative restoration through sacrifice** - not only describes Jesus' work to save the world but also our daily work, especially as people of faith, to serve the world. It shapes our mission as those who have been written into the greater redemptive story through no merit of our own.

When we hear the term "entrepreneurship" today, many think of well-capitalised, tech-forward, high-growth, Silicon Valley-style startups. To us, entrepreneurship is far more than just the founders - it's also the funders, builders, creatives, and educators with the imagination and will to help make new things possible. They all play their part in "directing agency and resources toward organisational creation, innovation, and risk.

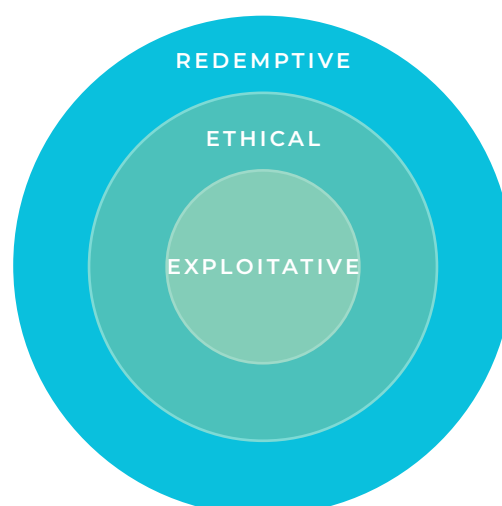
Three Ways to Work. Three Dimensions of Work (three ways of doing business.)

Let's explore in more depth what it means to be redemptive and how this powerful idea lies behind our entrepreneurial calling.

Praxis uses [The Redemptive Frame](#) tool to define and explore redemptive possibilities in organisational or vocational settings. It combines the Three Ways to Work with the Three Dimensions of Work.

THREE WAYS TO WORK: EXPLOITATIVE, ETHICAL, AND REDEMPTIVE.

People, communities, and organisations approach the world in one of three ways.



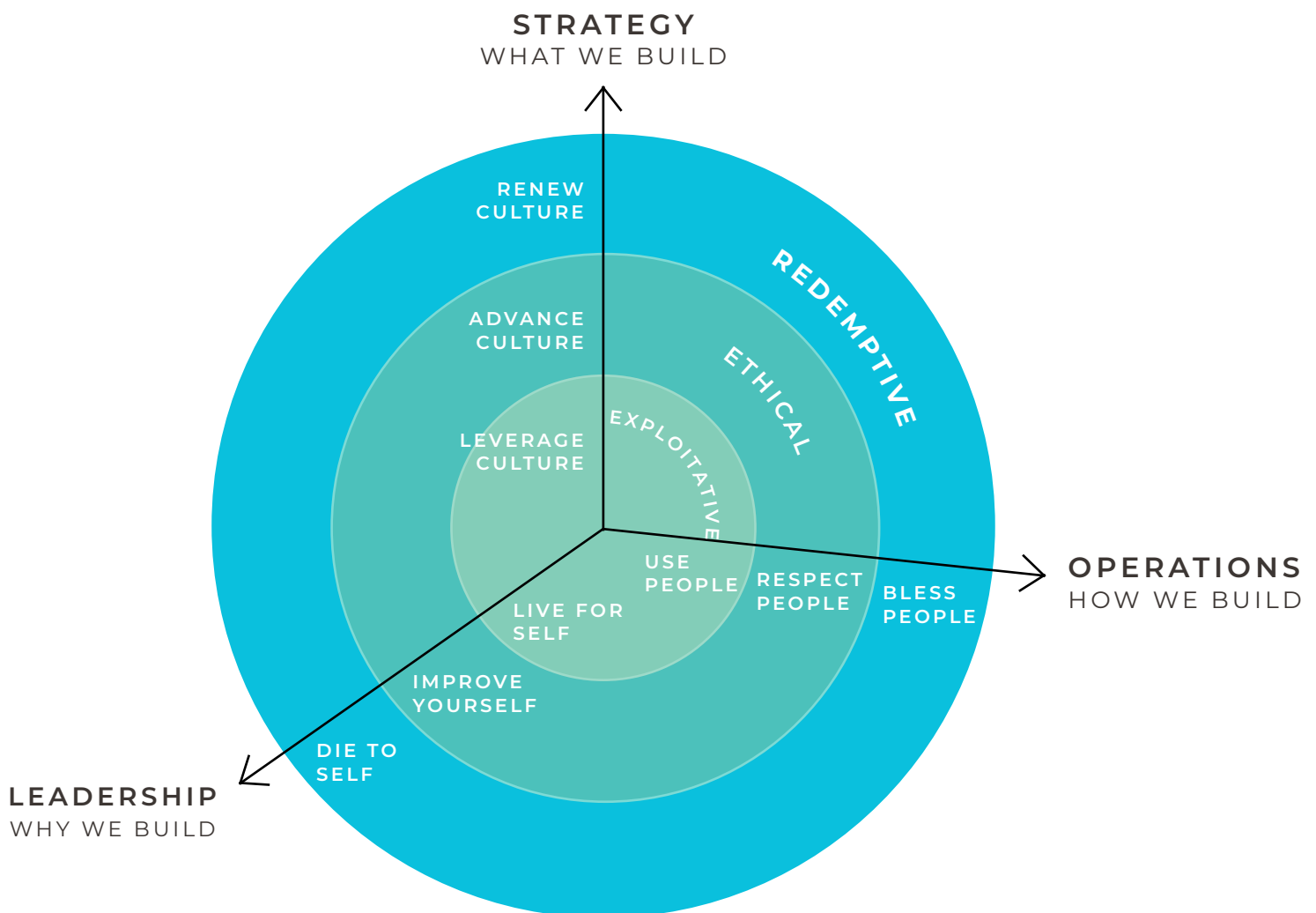
The **EXPLOITATIVE** way is to take all you can get—to gain any advantage, prevail, or possess. Exploitative actors approach the business with a zero-sum, "I win, you lose" scarcity mentality. The motivating force behind the Exploitative way is to win and control. The Exploitative way surrounds us; we all fall naturally into it and are always trying to escape its effects on us.

The **ETHICAL** way is to do things right—to do no harm, keep the rules, play fair, solve problems, and add value. Ethical actors pursue "win-win" whenever they can. The motivating force behind the Ethical way is to be good. We expect the Ethical of ourselves and those around us, yet we sometimes fall short and are grateful when we encounter it.

The **REDEMPTIVE** way is creative restoration through sacrifice—to bless others, renew culture, and give of ourselves. Redemptive actors pursue an "I sacrifice, we win" approach with the available resources and agency. The motivating force behind the Redemptive way is to love and serve. We rarely expect to encounter the Redemptive, but whenever we do, we're changed; we hope you will live in this way, being redemptive in everything you do.

THREE DIMENSIONS OF WORK: STRATEGY, OPERATIONS, LEADERSHIP.

Every significant part of organisational work falls along one of three dimensions. Throughout the NextGen Founders Programme, we will go in-depth on each and every dimension, helping us think through how to apply this into our lives and ventures.



STRATEGY centres on what we build. It's everything the venture does to express its mission, serve customers, and create value—in products, services, programs, brands, and digital and physical experiences. We define Strategy by its cultural impact: "What does this organisation do to the world?"

OPERATIONS centres on how we build. It's everything the venture does to develop, support, and deliver the Strategy in the form of culture, financial models, value chains, and partnerships. We define Operations by its people's impact: "What does this organisation do to its people and partners?"

LEADERSHIP centres on why we build. It's the motives, worldviews, imagination, and practices of the leadership team whose decisions and actions set the course for the venture's Strategy and Operations. We define Leadership Intent by its success script: "What definition of success are the leaders of the organisation living out?"

PERSONAL REFLECTION QUESTIONS:

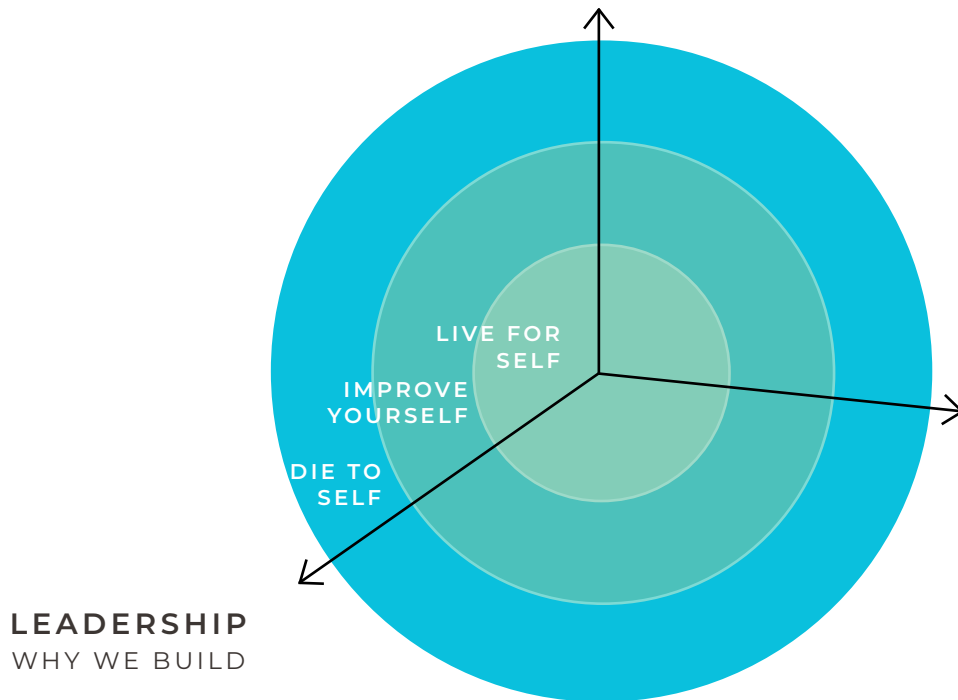
What are some things that stood out as you were going through this session's pre-readings?

Do you feel like you grasp the basic understanding of what redemptive entrepreneurship is all about? Write down below how you understood it.

Are there any action points to apply as you go through the week?

REDEMPTIVE LEADERSHIP

In preparation for this session, please read the [Redemptive Business Playbook: Ambition](#) about Redemptive Leadership. This should be followed by watching these videos by [Cassie Casterns](#) and [John Yip](#), explaining the heart behind this session.



Leadership centres on why we build. It's the motives, worldviews, imagination, and practices of the leadership team whose decisions and actions set the course for the venture's Strategy and Operations. We define Leadership Intent by its success script: "What definition of success are the leaders of the organisation living out?"

We surrender our ambition to God and seek first the good of others, not ourselves. Instead of privately yielding our desires to an accumulation of wealth, power, and prestige, we cultivate gratitude, joy, and humility in the way we lead and serve. Redemptive Leadership is marked not by an ambition to live for ourselves or improve ourselves. Instead, redemptive Leadership is about patiently rewiring our motives, worldview, imagination, and practices around dying to self—becoming more surrendered, humble, accountable, generous, and rested.

PERSONAL REFLECTION QUESTIONS:

What are some things that stood out as you were going through this session's pre-readings?

Do you believe that God owns everything and that you are just a steward? Reflect a bit more and journal your responses below.

If Jesus was a board member in your organisation, what would He say about your leadership? Would you be proud to say it out loud? Do your closest friends agree with your assessment?

How have your perspectives and beliefs changed after this session?

RULE OF LIFE: FAITH AND WORK INTEGRATION

In preparation for this session, click [here](#) to watch a video by Rudzani Muloiwa explaining the heart behind this session.

The [Rule of Life](#) was designed by Praxis to help founders put in place Godly-centred boundaries to ensure they live healthy and well-integrated lives that are transformed by the gospel. This rule of life is not meant to replace the ordinary practices of faithfulness to which all members of the church are called. But it is intended to guard us and our households from the greatest dangers of our particular calling, and to maximise our opportunity for redemptive influence.

Our vocation makes us both eager to work hard and constantly haunted by urgency and busyness. Our vocation can also easily consume all our time and relational energy, giving us the illusion that our identity comes entirely from our work.

Although work is good, we can end up worshipping what we do and miss God. To avoid this, we must intentionally put accountability structures in place to ensure that we live a holistic life.

BASELINE PRACTICE

As a baseline, we commit to regular participation in a local church with your family, and to evaluating and adjusting our time commitments regularly, especially things that take us away from home. Instead of endless productivity, we practise a rhythm of rest and work, intentionally growing in all the dimensions of being human: heart, soul, mind, and strength.

We also commit to take one full day every week for complete rest from our daily work and to make the Sabbath possible for everyone within our sphere of authority.

Lastly, we commit to immersing ourselves regularly in creation, where we can experience ourselves as small amidst God's handiwork rather than indulge in the self-importance of our own work.

PERSONAL REFLECTION QUESTIONS:

What are some things that stood out as you were going through this session's pre-readings?

What do you need to change/put in place to have a healthy faith/work/rest integrated life?

What are the action points for this week, to ensure you prioritise the change?

Identify 2 -3 people you know and trust to share the action points above with who can hold you accountable. Do this regularly for 4 weeks and share the progress with your reflection group.

MENTOR HANGOUT 1

At Triga, we value the quality of relationships that develop within the ecosystem. This programme was designed to give you the theory of Redemptive Entrepreneurship and exposure to people living it out. So you can learn and have live examples of people daring to be counter-cultural. Once a month, all the NextGen Founders participants will get to hang out with a mentor via Zoom, who is at least a few steps ahead in their entrepreneurship journey, to connect and journey together for the duration of the programme. The ones that benefit the most are those who follow up with their mentors after the formal meetings.

HOW TO MAKE THE BEST OF THIS TIME:

1. Before the first meeting, please read up on the mentors you allocated and write down the things you would like to ask/discuss/brainstorm with them. Be clear on whether it is personal or business-related. Remember, both are welcome.
2. Don't waffle and waste time. Intentionally lead the conversation to what you want to discuss.
3. Write down the feedback they give you and then implement it immediately. If advice is not taken, people will stop giving it. Then, once that is done, send a follow-up email with feedback to reconnect with them, even if what they advised didn't work out or hit a snag. They are usually happy to engage outside the formal time if they see you took the advice seriously.
4. Remember, they are there to serve and love you. They get excited when you succeed. Do not think their feedback, especially if it seems negative, is spiteful, condescending or "because they don't like you". Never! Instead, take it as coming from a place of love and care from someone with a different, unemotional perspective. You may just need to hear one to solve blindspots you didn't know you had.

PERSONAL REFLECTIVE QUESTIONS: (AFTER MEETING WITH THE MENTORS)

What stood out as you were engaging the mentors?

What 2-3 things did the mentors say, that you will follow through on?

Are there any other action points to apply as you go through the week?

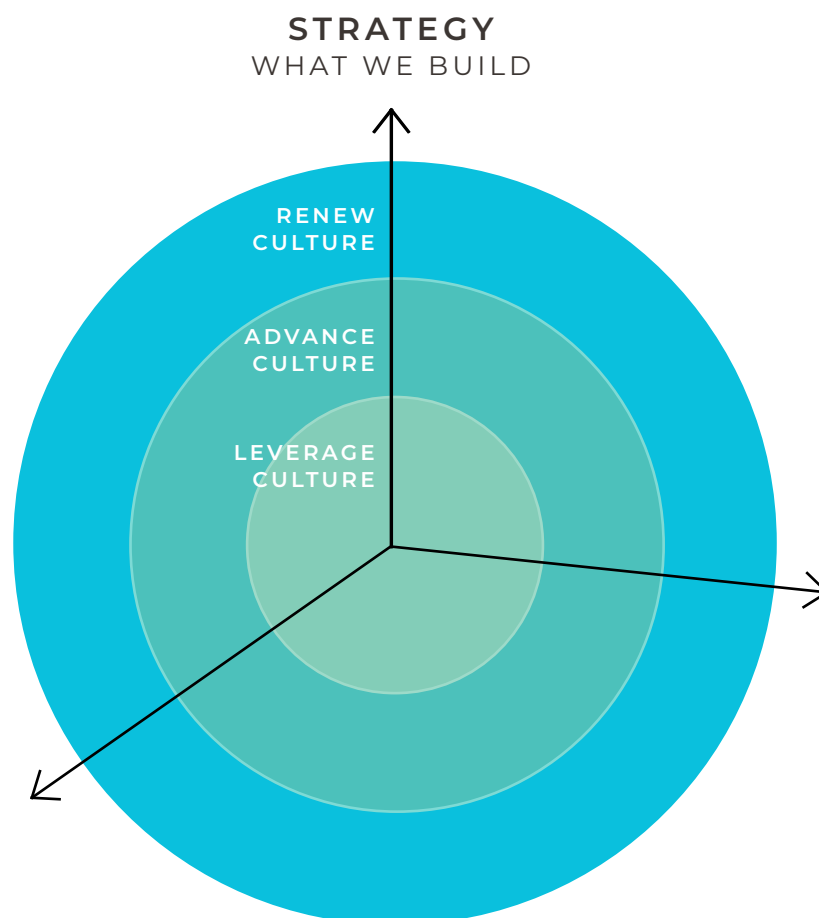


PART TWO: REDEMPTIVE STRATEGY

Up to this point, we have covered the essence of being a Redemptive Leader. We are now moving on to the second part of [The Redemptive Frame](#), looking at the Redemptive Strategy and how to think about different aspects of our product offering.

"Strategy centres on what we build. It's everything the venture does to express its mission, serve customers, and create value - in the form of products, services, programs, brands, and even digital and physical experiences. We define Strategy by its cultural impact: "What does this organisation do to the world?"

Redemptive Strategy doesn't set out to exploit or leverage cultural trends for gain, or even merely to advance culture in the general direction of "progress." Instead, the Redemptive Strategy is about building products, services, programs, brands, and experiences that renew culture by making their sphere of impact somehow more humanising, truthful, beautiful, virtuous, lasting, and God-glorifying." ([The Redemptive Business](#))



PRODUCT OFFERING: VALUE PROPOSITION

Our Redemptive Action is to defy exploitative practices by developing products, services, and experiences that genuinely benefit our customers, their communities, and the world (from the [Redemptive Business Playbook](#)). We thoughtfully minimise downside consequences. We avoid manipulative design or sales practices that profit the company but erode broader societal trust. Our customers must admit that the story we tell about our products matches their experience, and that what we offer greatly contributes to the flourishing of their communities (and not merely for our own gain).

Building up to this session, we strongly suggest you take some time to reflect deeply on your value proposition and consider the following questions as you prepare to engage with others:

PERSONAL REFLECTION QUESTIONS:

Why did you start your venture? Was it because of a pressing need or purely just out of creativity and curiosity?

What practices (exploitative, ethical or redemptive) did you build your value offering on? Is there anything that needs to change?

How does your venture help to reverse brokenness in our society and show God's love to people today?

EMPATHY BUILDING

In preparation for this session, click [here](#) to watch a video by Brandon Paschal explaining the heart behind this session.

What does it mean to care about those you serve? As entrepreneurs, there could be a tendency to think creatively about what we believe is an excellent solution yet miss the heart behind why we are providing an intervention. It could quickly become about "There is a gap in the market, so let me exploit this opportunity" or "In 2050, the world will be like this, so I should do this now so I can have the biggest piece of the pie."

Even though these points are valid, we should not forget that the heart behind Redemptive Entrepreneurship is not just about capitalising on potential returns due to opportunity in the market. Instead to love and care for our neighbour through our products, as God has called us to do. We should celebrate when more like-minded people come into the same market to solve these massive problems. The joy for us should be to see the world flourish and join hands with everyone working towards the same goal.

Building up to this session, you will need to take some time to reflect deeply on your customer service experience. Reflect in depth about your customer's possible pain points, how well you are serving your customers, and consider the following questions as you prepare to engage with others:

PERSONAL REFLECTION QUESTIONS:

Have you intentionally mapped out what a typical day in the life of your customer looks like? If yes, how well does it match your product offering?

What feedback have you received from your active/potential customers about how well they think you understand their problems/frustrations?

Are there any practical, actionable steps you need to urgently implement now that you better understand your customers' journey and pain points?



REDEMPTIVE BRANDING

In preparation for this session, please read the [Redemptive Entrepreneurship Praybook: Brand](#) chapter. This should be followed by the [video](#) from Leon van Vuuren, where he shares how he implements these guidelines into his venture, [Optique Optometrists](#).

"We craft a brand through imagination and truth, advancing narratives of virtue and hope across our venture's sphere of influence. We resist the urge to play to our customers' desires, insecurity, or ego through marketing based on fear or status. At the heart of every business are brand stories—origin narratives, customer pain points, fresh insights into a systemic issue, inspired pivots, and new opportunities for impact. Over time, these stories evolve into an organisational narrative that propels vision, products, teams, and resources into reality.

These stories are important and good, for tapping into meaningful human experience through our brand is deeply satisfying. Yet human beings don't just tell stories. We also make myths - grand narratives that promise to unlock the truth about the world. In today's business environment, it often feels like it is not enough to have a good story - you need to craft a myth of epic proportions to stand out from the crowd and win the loyalty of a generation of consumers hungry for meaning and identity." ([The Redemptive Business](#))

HOW REDEMPTIVE ENTREPRENEURS BUILD REDEMPTIVE BRANDING:

1. We thoughtfully maximise our opportunity to rewrite a cultural narrative, particularly in categories where exploitative messages or products have been normalised, and there is a need to expose harm, recapture truth, or shift expectations.
2. We root out brand hyperbole, refusing to establish false needs or implicit promises that our products or services claim to address or fulfil. Our brand promise—what we suggest our venture and offerings can reliably deliver to customers and partners over time—truly reflects what we are designing and operating the business to deliver on its best day.
3. We base our brand narrative on an eternal understanding of identity and worth not conferred through consumption, group affiliation, or self-expression but through inherent human dignity, relationships, and virtue. We address our current and potential customers as whole people bearing significant responsibilities, struggles, and capacities who long for deep meaning and close community that businesses cannot fully provide.
4. We ensure that our brand story runs on contentment over materialism, trust over suspicion, interdependence over individualism, hope over wishful thinking, wisdom over fear, and freedom over compulsion.
5. We carefully consider whose voices, faces, stories, and experiences will represent our brand. Rather than relying on comfortable stereotypes or making inauthentic displays of diversity, we promote people who represent our brand's community at its best and

fullest.

6. We are truthful and gracious with all constituencies in our communications—customers, board, investors, partners, team, the public, and even competitors. We openly acknowledge failure, naming what we have learned without spreading blame, and we generously celebrate others rather than elevating ourselves at their expense.

PERSONAL REFLECTION QUESTIONS:

What are some things that stood out as you were going through this session's pre-readings?

What is your redemptive branding story? Have you been guilty of exaggerating your story to gain customers or even play on their emotions?

Summarise your formulated your brand story in light of the content you just received?

MENTOR HANGOUT 2

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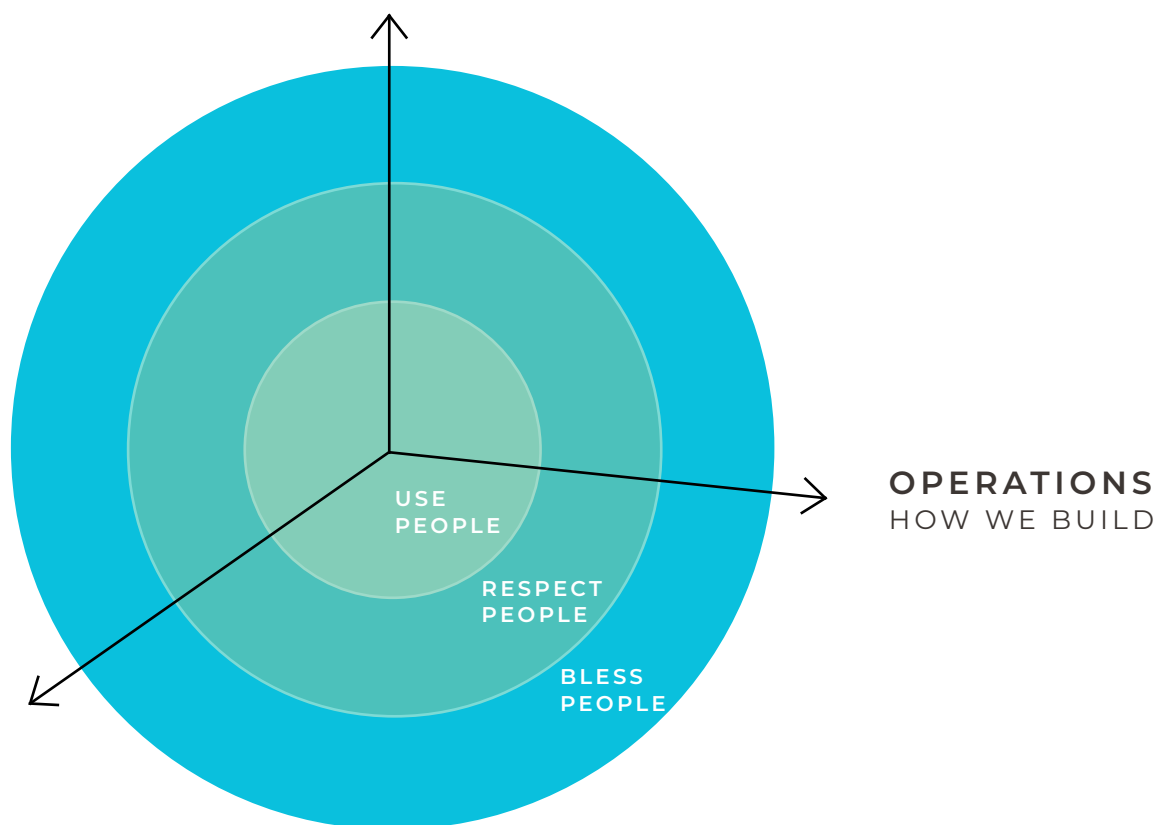


PART THREE: REDEMPTIVE OPERATIONS

Up to this point, we have covered the essence of being a Redemptive Leader and looked at Redemptive Strategy and how to think about different parts of our products, branding, etc. Now, we will look at the third way of doing business: Redemptive Operations. We will look at how we build business models, teams and partnerships, and organisational culture.

"Operations centres on how we build. It's everything the venture does to develop, support, and deliver the Strategy in the form of culture, financial models, value chains, and partnerships. We define Operations by its people's impact: "What does this organisation do to its people and partners?" ([The Redemptive Business](#))

Redemptive Operations refuse to use people merely as resources to achieve organisational goals. It seeks to go beyond simply respecting team members and partners. Instead, redemptive operations are about building culture, financial models, value chains, and partnerships that bless people through grace, generosity, justice, patience, and mutuality.



ORGANISATIONAL CULTURE: COUNTER-CULTURAL GOSPEL VALUES

"We advance a team culture that helps people experience their work as neither ultimate nor transactional but purposeful and relational. We develop each person for and beyond their contribution to our mission instead of treating them merely as resources to advance the organisation's interests. Every organisation intends to attract great people, build a healthy culture, and develop great leaders—yet most organisations fall short in actual practice.

Organisational Culture suffers when our work means too much and also when it means too little. A companion error to work is instrumentalism - the view that work is merely a means to money and freedom. Organisations and individuals can also conspire in what seems little more than an exchange of labour for money. Leaders use people as "human resources" to be allocated rather than as whole persons to be developed and blessed, especially in environments where the opportunities for impact or financial returns are significant. We may "invest" in our people's usefulness to our venture. Still, this language can feel hollow if we demonstrate little regard for their lives outside or beyond their organisational tenure." ([The Redemptive Business](#))

HOW REDEMPTIVE ENTREPRENEURS BUILD THEIR ORGANISATIONAL CULTURE:

1. We steward people for and beyond the organisation's work, beginning with uncommonly thoughtful hiring processes and making every effort to design assignments and development paths that balance each individual's goals with business needs. Where people are not succeeding, we act quickly, first adjusting for better alignment internally and, if necessary, guiding and supporting them generously in leaving the organisation.
2. We cultivate a "high excellence, high grace" ethos in our communications, decisions, and actions. We speak the truth in love through redemptive feedback—honest, developmental, and honouring.
3. We guard our culture by celebrating stories of redemptive and mission-aligned action, from the CEO to the intern, and by privately admonishing exploitative behaviour, up to and including the termination of persistently damaging actors, no matter their seniority or influence.
4. We honour each team member through our HR practices, with a bias for generosity in compensation, equity, benefits, agreements, and resources that extend trust and enable people to commit wholeheartedly to their work in light of all aspects of their vocations.
5. We invest intentionally and search beyond default talent sources to build a robust diversity of experience, gender, ethnic heritage, skill set, and viewpoints at every level of the organisation—seeking not only to improve our organisational performance but also to embody the fullest possible picture of God's glory in humanity.

6. We practise healthy and sustainable work rhythms, encouraging intentional daily, weekly, and seasonal disconnection and rest patterns. We encourage generous paid and flexible leave for parents and caregivers to devote themselves to those dependent on them.

PERSONAL REFLECTION QUESTIONS:

Have you intentionally reflected on the type of work culture you're creating/have created? Are there any exploitative practices that you need to get rid of?

Write down 2-3 things that may be culture killers in your venture that must be dealt with immediately. Get someone you trust to hold you accountable for this and write their names down as well.

Do you have any other thoughts as you prepare for this session?

REDEMPTIVE BUSINESS MODEL

In preparation for this session, please read the [Redemptive Entrepreneurship Praybook: Business Model](#) chapter. This should be followed by the [video](#) from Callista Greeff, where she shares how she implements these guidelines into her venture, [Zeal HR](#).

"Our Business Model optimises for measurable value shared with customers and partners, not captured solely for the business and its owners. It considers social and environmental benefits and costs and the responsible management of financial capital and profit essential to a lasting business.

We can always afford to be connected to the role of money in our business, so we pay constant attention to cash flow, burn rate, margin, and other financially derived performance metrics. In this heightened race toward profitability or growth, we can easily lose sight of the vital balance between profit and the purposes it exists to enable. When we design and execute a business model - value propositions, unit economics, revenue streams, pricing structures, customer acquisition and retention practices, and economies of scale - our choices will lead to much more than just financial outcomes.

For example, many "attractive" business models rely on below-living-wage labour under conditions equivalent to slavery (much of the fashion), non-renewable extraction from the environment (much of food and energy), or even the long-term elimination of the business's workforce (much of the "gig economy"). These models spot purely financial opportunities within the lines of established systems of power (and often exploitation). Even when businesses constructed on these models become aware of abuses outside their direct operations, they often are so dependent on those external systems that they cannot effectively confront or exit from them." ([The Redemptive Business](#))

HOW REDEMPTIVE ENTREPRENEURS BUILD REDEMPTIVE BUSINESS MODELS:

1. We operate transparently in valuing and pricing our products and services, entrusting our customers with uncommon visibility into how we seek to make a fair profit.
2. We take great care with the integrity of our supply chain. We design and operate it not solely for financial optimisation or even merely to appeal to customer expectations but to actively curtail the exploitation of persons and natural resources.
3. We set sustainable growth and pace targets that honour our stakeholder commitments—not only to our investors but also to our customers, our team, and the communities in which we operate.
4. As Founders, we actively model financial decision-making that prioritises people. We invest in our team's fluency with our financial model, believing that a more widespread understanding of our profit drivers will lead to more prudent decisions that conserve capital and preserve our mission over the long term.

5. Though our management system of goals and metrics drives action and accountability at the team and individual levels, we carefully limit direct performance-based incentives for individuals, recognising the often perverse effects on workers, teams, customers, and even families.

PERSONAL REFLECTION QUESTIONS:

What are some things that stood out as you were going through this session's pre-readings?

How are you taking care of/stewarding your venture, stakeholders, staff and customers? If Jesus were your only shareholder, would he allocate more capital to your business or shut it down?

What are some things you need to prioritise growing in? Cashflow management, budgeting, costing etc.? Have you asked your mentors or someone you trust for help?

REDEMPTIVE PARTNERSHIPS

In preparation for this session, please read the [Redemptive Entrepreneurship Praybook: Partnerships](#) chapter. This should be followed by the [video](#) from Thembis Magajana, where she shares how she implements these guidelines into her venture, [Social Coding](#).

"We grow through partnerships of mutuality and integrity, avoiding a zero-sum view that only considers our organisational priorities. We treat our investors, suppliers, distributors, and all partners as we would like to be treated, considering the needs, pressures, and health of their businesses and communities.

THE REALITY

No business is an island. Modern economies are so highly interdependent that building a business is less about marshalling our "own" resources and more about entering into partnerships of many kinds—for capital, for channel and brand extension, across the supply chain, as well as for talent and other services.

Yet, we must acknowledge the shadow side of this evolution. Just as financially maximised business models often reduce our people to abstract units of production, expertly arranged and cost-minimised to deliver on performance targets, we often treat external partners even more transactionally - as inputs to our success rather than value creators and potentially redemptive actors in their own right.

We miss opportunities to strengthen each other's business when we view service providers as interchangeable and disposable. It is common to use requests for proposals (RFPs) and other bidding techniques to exert maximum pressure on vendors' prices and terms, turning a blind eye to the exploitation we may be driving them to adopt to win our business. With brand, channel, and supply chain partners, we may be more conscious of the opportunity for mutual benefit; nevertheless, we are taught to fight to get the better end of every deal and leave a disproportionate share of risk with our "partner." So we end up not as real partners with our vendors, collaborators, and investors but as wary practitioners of "coopetition," constantly circling for advantage. We make unreasonable demands, pit potential partners against one another, issue threats to "win" all negotiations, game the timing of payments as arbitrage, and activate the most punitive terms possible when things go wrong.

Instead, we long to model and experience true partnership in every dimension of our business: high levels of trust and mutuality that lead to extraordinary performance in the good times and lifesaving resilience for each party in times of scarcity." ([The Redemptive Business](#))

HOW REDEMPTIVE ENTREPRENEURS BUILD REDEMPTIVE PARTNERSHIPS:

1. With a bias toward abundance and trust, we negotiate in good faith with consideration of our partners' goals, constraints, and expectations—and are transparent about our own. We address misunderstandings and conflicts early, with clarity and forbearance. We help our partners become stronger companies by

recommending them to other potential partners.

2. We avoid contracts or relationships based purely on transactional value to our firm, instead looking for vendors, partners, and investors whose practices we can reasonably assess for ethical intent. We sometimes forgo the best available price in the short term in favour of a more redemptive venture's sustainability and mutual growth in the long term.

3. We are inclusive in our due diligence processes for partnerships, seeing these as crucial equity avenues for under-represented groups. We push past the tendency to seek partnerships among those in our natural circles, instead taking the initiative to solicit who should have access to a partnership but usually wouldn't.

4. We take the risk of uncommon transparency and honesty with investors and our partners. We don't only provide them with the good news; instead, in bold good faith, we appropriately share our successes, challenges, shifts in direction, and questions.

PERSONAL REFLECTIVE QUESTIONS:

What stood out to you as you were preparing for the sessions and going through the readings and video prep?

On a 1 to 10 scale, the highest being exceptional and the lowest being very bad, how would you rate your partnership with everyone from customers to supplies? Would they believe you if you told them you're a Christian? Explain your answer.

PITCH TRAINING

In preparation for this session, click [here](#) to view the Triga Pitch guide. When preparing your pitch, use this guide as the framework for your presentation, which you will present to your peers and mentors at the NextGen Founders Weekend in March 2024.

Each founder will present their business with the formal presentation (pitch deck) they created based on the pitch guide. Founders will only be allocated 4 minutes to present, with no exceptions.

Why do we Pitch?

Pitching, in simple terms, means telling someone a story about about something you want them to buy into, be it financially or emotionally. We do this all the time without realising it. As part of the NextGen Founders, it is paramount that founders learn how to articulate themselves and the causes they are addressing. Often, opportunities and resources are wasted due to founders not being capable of clearly communicating their business offerings and needs.

Some businesses will pitch more than others in their lifespan. However, a pitch remains a crucial selling point for every founder, a skill they must become comfortable with. Even more so to articulate the redemptive purposes of their ventures to call more people to the Redemptive Movement.

PERSONAL REFLECTIVE QUESTIONS:

Do you feel like you can communicate your redemptive purpose after having been in all these sessions? Please explain your answer.

How can you improve your pitch?

MENTOR HANGOUT 3

At Triga, we value the quality of relationships that develop within the ecosystem. This programme was designed to give you the theory of Redemptive Entrepreneurship and exposure to people living it out. So you can learn and have live examples of people daring to be counter-cultural. Once a month, all the NextGen Founders participants will get to hang out with a mentor via Zoom, who is at least a few steps ahead in their entrepreneurship journey, to connect and journey together for the duration of the programme. The ones that benefit the most are those who follow up with their mentors after the formal meetings.

HOW TO MAKE THE BEST OF THIS TIME:

1. Before the first meeting, please read up on the mentors you allocated and write down the things you would like to ask/discuss/brainstorm with them. Be clear on whether it is personal or business-related. Remember, both are welcome.
2. Don't waffle and waste time. Intentionally lead the conversation to what you want to discuss.
3. Write down the feedback they give you and then implement it immediately. If advice is not taken, people will stop giving it. Then, once that is done, send a follow-up email with feedback to reconnect with them, even if what they advised didn't work out or hit a snag. They are usually happy to engage outside the formal time if they see you took the advice seriously.
4. Remember, they are there to serve and love you. They get excited when you succeed. Do not think their feedback, especially if it seems negative, is spiteful, condescending or "because they don't like you". Never! Instead, take it as coming from a place of love and care from someone with a different, unemotional perspective. You may just need to hear one to solve blindspots you didn't know you had.

PERSONAL REFLECTIVE QUESTIONS: (AFTER MEETING WITH THE MENTORS)

What stood out as you were engaging the mentors?

What 2-3 things did the mentors say, that you will follow through on?

Are there any other action points to apply as you go through the week?

What if WE DREAM
of a
COMMUNITY
of thousands OF
entrepreneurs
working TOGETHER to BRING
GLORY TO GOD
and be PART of
THE renewal ↘
of all THINGS?