

INTERVARSITY  
URBANA15

# How to Start a Social Business

Jimmy Quach  
Founder, Good Paper

*#urbana15*



GOOD PAPER

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*This card was made by*

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*Learn more about her story at*

[www.goodpaper.com](http://www.goodpaper.com)



sanctuary  
spring

A Good Paper collection

Galyon



# How to start a social business

“The Spirit of the Lord is on me,  
because he has anointed me  
to proclaim good news to the poor  
He has sent me to proclaim freedom for the  
prisoners and recovery of sight for the blind,  
to set the oppressed free, to proclaim  
the year of the Lord’s favor.” – Luke 4:18-19



# How to start a social business

## Triple-bottom-line

Financial

Social

Kingdom

# How to start a social business



GOOD PAPER

To participate in the restoration of the human spirit

Google

To organize the world's information and make it universally accessible and useful

Disney

To use our imaginations to bring happiness to millions



MERCK

To gain victory against disease and help mankind

# How to start a social business

A business is ...

a profitable venture that sustains itself  
through the sale of products or services to  
customers

# What's in a name?

**For-profit ventures that manifest the Kingdom of God by balancing financial, social, spiritual impact:**

Kingdom businesses

Business-as-mission

Social business



# Pro-Tip #1

Follow your passions and  
enter the doors God opens







# Pro-Tip #2

## Figure out what sells

Don't start with the cause

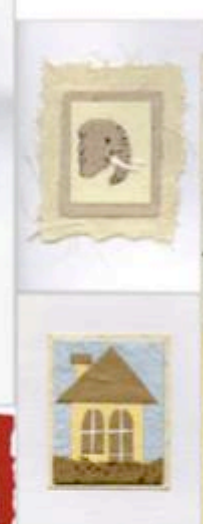
Test the market often (esp. with strangers!)

Sell your product, market your cause









# Pro-Tip #3

**Partner in God's epic story**

Go see God's world

Network at Urbana!

Be open to divine appointments

# Pro-Tip #4

**See God's reign in all aspects of the business**

End customers

Business-to-business relationships

Employees





# Pro-Tip #5

## Water the plants

I planted the seed, Apollos watered it, but God has been making it grow. So neither the one who plants nor the one who waters is anything, but only God, who makes things grow.

1 Corinthians 13:6-7



# Viable business ideas

Artisanal chocolate with thoughtful sourcing

Handcrafted home accessories

Premium jewelry

Digital outsourcing

# Resources

**Praxis Labs:** [praxislabs.org](http://praxislabs.org)

**Lean Startup (MVP):** [theleanstartup.com/principles](http://theleanstartup.com/principles)

**Business Model Generation (book preview):**

[www.businessmodelgeneration.com/downloads/](http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf)

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